



NOWBC

Recommendations, Ideas & Inspiration

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Executive Summary

While the NOWBC site is entirely functional, its *user experience* could be refined to help attract new customer and encourage repeat orders from current customers. The most important take-away is that although NOWBC is almost a purely online service, it does not follow the conventions of an ecommerce storefront therefore leading to customer confusion.

Considering NOWBC's resource & budget constraints, I have broken down the design work into three phases so that the most critical issues can be tackled first.

The following slides summarize the areas that could benefit from modifications.

Phase 1: Redefine visitor experience

Sections impacted:

Home Page, Navigation & Explanatory Content

Goal:

Create a better entry experience for new visitors to encourage sign up/purchase

Finding the NOWBC site

Issues

- While NOWBC appears as the top result for “online farmers market,” most users are unlikely to use those terms
- More common terms such as “organic vegetables vancouver” does not net any results

Solutions

- Determine how most users discover the service
- If search engine is a common way, look into ways of beefing up SEO so NOWBC makes it to the first page of results

The screenshot shows a search engine results page for the query "online vegetables vancouver". The search bar at the top contains the text "online vegetables vancouver". Below the search bar, it indicates "About 2,680,000 results (0.22 seconds)".

The first search result is for "organic vegetables vancouver". The snippet shows a link to "Grow Your Business Online" with the URL "www.lynk.com" and the text "Your Local".

The second search result is for "vegetable delivery vancouver". The snippet shows a link to "Internet v" with the URL "www.telus.com" and the text "Stream Vid".

The third search result is for "Raw and". The snippet shows the URL "www.rawbc.com" and the text "Raw business Online; Organic Frozen Fruit".

The fourth search result is for "Welcome To Vancouver's Organic Produce Delivery, Spud.ca". The snippet shows the URL "www.spud.ca/vancouverorganicproducedelivery.html" and the text "If you live in the Greater Vancouver area, you can get organic produce delivered right to your door for a great price. Spud.ca is an on-line grocery store that offers ...".

The fifth search result is for "Spud.ca offers organic grocery delivery in Metro Vancouver ...". The snippet shows the URL "www.spud.ca/" and the text "Spud provides online grocery shopping for home delivery of fresh produce and local organic foods delivery in Metro Vancouver, Vancouver Island and Calgary."

The sixth search result is for "Organics@Home - Vancouver's Organic Produce and Grocery ...". The snippet shows the URL "www.organicsathome.com/" and the text "Delivering the finest selection of fresh organic produce and groceries in the ... service team by phone at 604-215-7783 or by email at vancouver@spud.ca ... You've visited this page 6 times. Last visit: 12/28/11".

The seventh search result is for "Green Earth Organics - Vancouver and Toronto Organic Food ...". The snippet shows the URL "www.greenearthorganics.com/" and the text "Green Earth Organics. We deliver organic food from the earth to you. You've visited this page 3 times. Last visit: 1/8/12".

The eighth search result is for "FAQs - Green Earth Organics - Vancouver Organic Food Delivery ...". The snippet shows the URL "https://vancouver.greenearthorganics.com/faq/" and the text "Jump to Can I get all-fruit or all-vegetable delivery?: Can I get all-fruit or all-vegetable delivery? You can choose whatever combination of fruit, vegetable, ...".

The ninth search result is for "Home - Urban Harvest Organic Delivery".

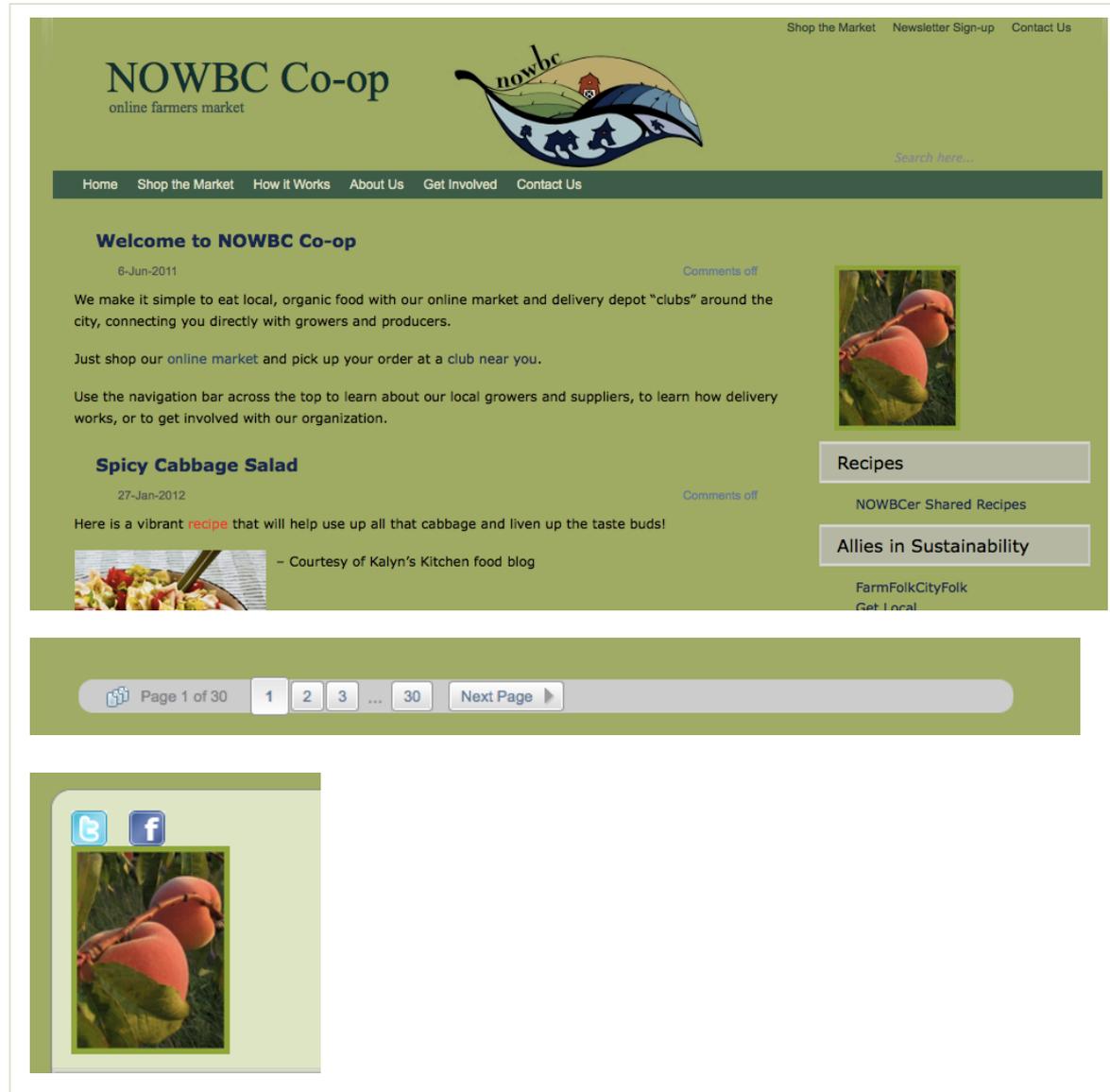
First Impressions | Home Page

Issues

- Appears to be a blog rather than an online store; no clear branding; not obvious that it's organic
- Unclear "Call to Action" (Where should users click?) for visitors
- Lacks Sign In for current members
- Content varies widely and lacks hierarchy (recipes, new services, messaging); lacks promo area
- Social networking and contact lost
- Lacks engaging visual content
- Navigation potentially confusing

Solutions

- Make it very obvious to users what the site is for and that it's organic
- Clearly communicate what the value proposition (why user should choose NOWBC; its benefits; its values) and the NOWBC brand
- Create fast entry points for both visitors and returning members
- Place blog-like content elsewhere
- Create an easily updatable "banner" space for products/news
- Prioritize and organize the navigation and content
- Update look/feel of the layout and navigation; increase white space
- Include visual content as well
- Increase "Contact Us" visibility



Home Page – Fresh Direct Example

freshdirect. ^{1.1}

Returning Customers? [Log In](#)

NEW TO FRESHDIRECT? ^{1.3}

Enter ZIP Code to see if we deliver in your area.

Enter ZIP code

Home Delivery Office Delivery

CHECK ZIP CODE ▶



Croceries Delivered To Your Door ^{1.2}

You can now get home delivery of peak-season fruit & vegetables, ultra-fresh milk, top-quality meat, chef-prepared meals, heavy cases of beverages and your favorite household and personal care items. **How much does delivery cost?** [Learn More](#) ◉

"Not only would I recommend FreshDirect to friends, but I have talked you people up to virtually everyone I know...the best invention since ice cream!"



Food Made To Order

From the thickness of your steaks

Daily Freshness Ratings

Our food experts rate all our produce and seafood every morning, so you'll always know what's the best and in season.

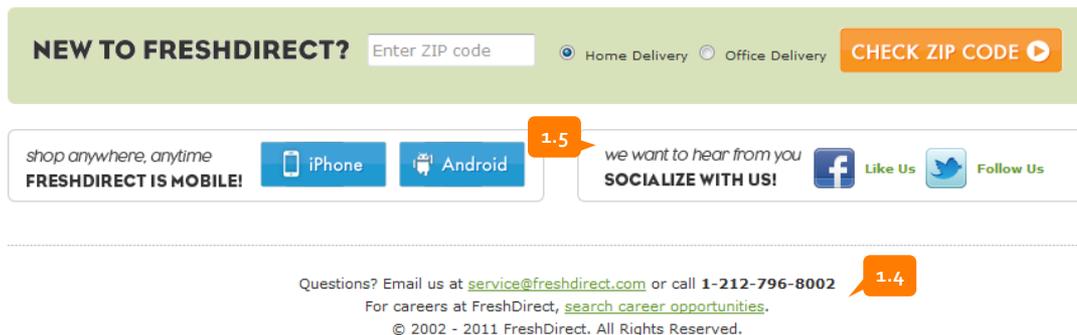
See how our team selects the best produce. [PLAY](#) ▶



Source: www.freshdirect.com/

1.1	Visual Design: In contrast, Freshdirect has a good balance between the use of color and white space. The “chunked” grid layout reduces cognitive load, allowing the customer’s eye to easily parse relevant information. The use of different typefaces, kinds of content (including quotes) and sizes of imagery also help break up the content making it enjoyable to read and take in.
1.2	Value Prop: Fresh Direct summarizes its service with a short tagline (“groceries delivered to your door”) and then includes some details and links that most customers will want to know right off the bat (what type of products? How much does it cost? What do I do next?) .
1.3	New/Returning Customer: The login information has key positioning. Web convention typically places less of an emphasis on current customer login, and is often accessible on the upper right. Even though Freshdirect also requires a zip code prior to browsing their catalog, a prospective customer gets a feel for the types of products they have by scanning the home page (meat, vegetables, fresh bread, prepared meals). Furthermore, the choice of imagery, products, and text used gives the site an “upscale” feel – while at the same time highlighting potential savings & discounts – making it clear what the brand is about.

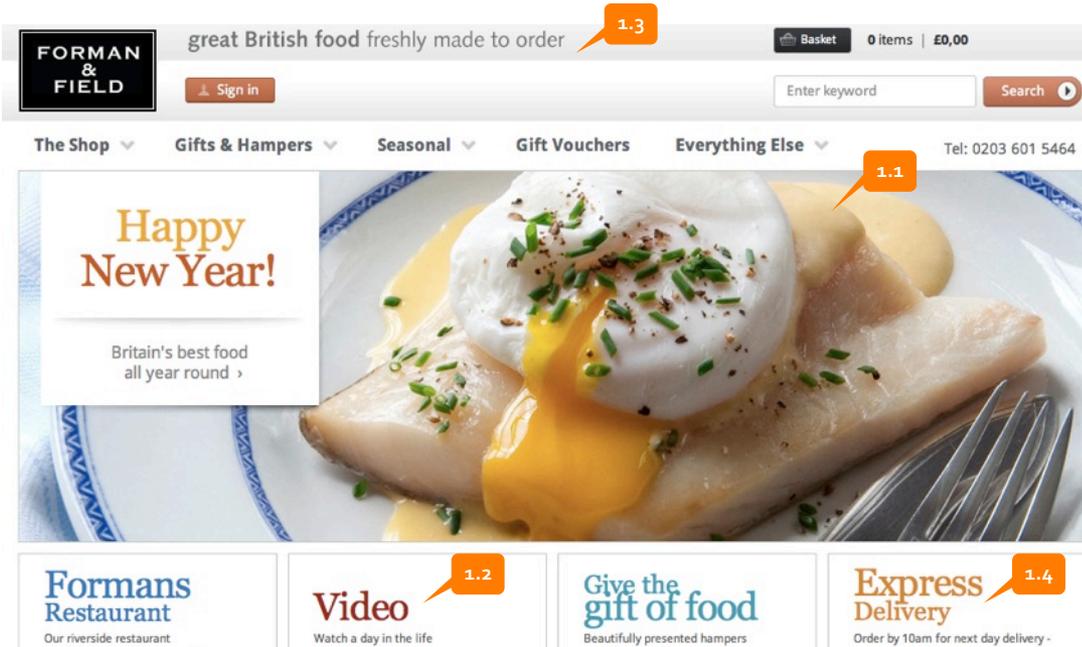
Home Page – Fresh Direct Example (con't)



1.4	Contact: Contact information is provided directly on the home page, offering reassurance to users that they can reach someone with their questions. It is clear that if a customer has questions, they can either email or phone.
1.5	Social Icons: Social Icons are consistent with the design of the rest of the page and have their own titled section.

Source: www.freshdirect.com/

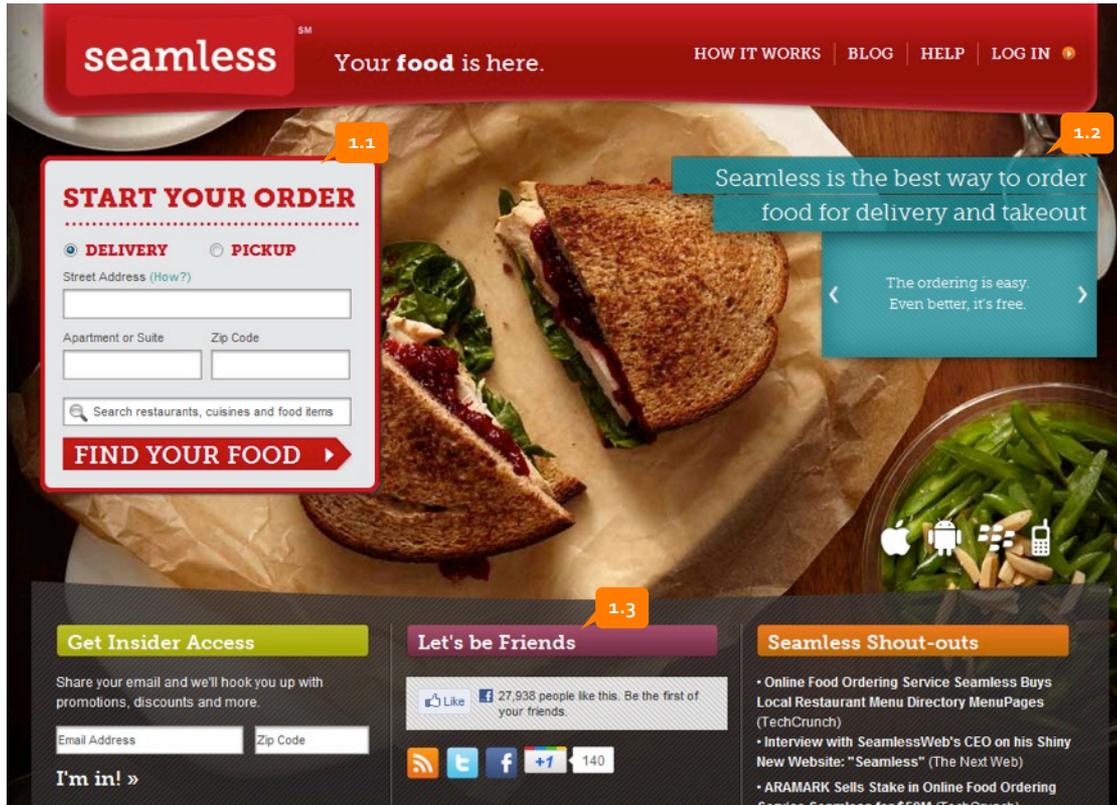
Home Page – Forman & Field Example



1.1	Visual Design: Forman and Field also has good use of color and white space. Large banner features an evocative image enticing the visitor to explore.
1.2	Video: For those users who do not like to read, video content is offered up.
1.3, 1.4	Value Proposition: Short slogan gives a user good insight as to the purpose of the site and why they may want to use their service. "Express Delivery" supplements this message.

Source: www.formanandfield.com/

Home Page – Seamless Example



1.1	Clear call-to-action: Visual design makes it clear what visitors should do.
1.2	Value Proposition: Easy to digest and find.
1.3	Social networking icons: Called out in an unobtrusive (yet still noticeable) way and contained within its own titled section.

Source : www.seamless.com

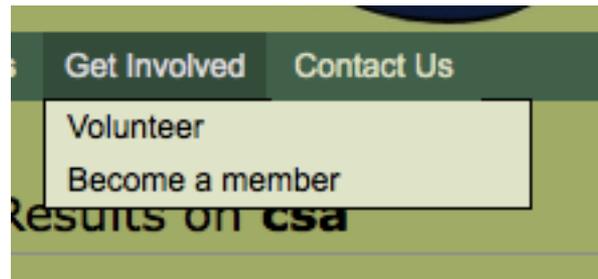
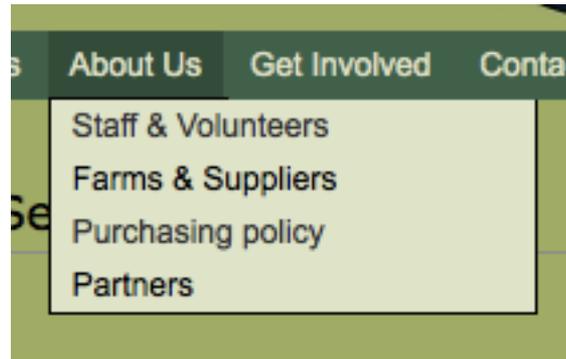
About Us

Issues

- Mission Statement is hard to find
- Typically “About Us” is limited to one page and provides background on the organization – this site has four pages that aren’t related
- “About Us” is usually strongly linked to the brand
- As a result some good content is being buried or lost
- “Get Involved/Volunteer” seems redundant after “About Us/Staff & Volunteers”

Solutions

- Restructure and possibly merge these two sections
- NOWBC brand could be strengthened by creating a story that complements look/feel
- “About Us” could provide information about the origins and mission statement of the organization and perhaps feature some key individuals/volunteers
- “Ethics” type information (Farmers, Partners) could be merged. Some content could be surfaced up in the home page value prop
- Information about the Farms & Suppliers could be linked from product pages instead



Possible NOWBC Value Proposition

Atmosphere:
Like the Farmer's
Market it's fun
instead of a
chore

Convenient
yet ethical/
organic

Fresh,
superior &
high-quality
goods

Friendly,
helpful
and down-
to-earth

Become
integrated
with your
community

Local
producers
receive more
in their
pockets

Seasonal and
local focus
helps you make
the "right"
choice

Neighbour
hood-y

Not for profit

NOWBC home page inspiration

NOWBC logo

Member Sign In

Not a member? [Join now](#)

[How it Works](#) | [Join](#) | [About Us](#) | [Our Community](#)

NOWBC is Vancouver's online, totally organic farmer's market.
Convenient. Ultra-fresh. Community-minded.

[>learn more](#)

(image - could rotate)

[Shop the Market](#)

Feature Space for products, recipes or news

[>go to this](#)

Popular Product Category #1

[>go to this](#)

Popular Product Category #2

[>go to this](#)

Popular Product Category #3

[>go to this](#)

Want to hear what's new?

Want to talk? Contact Us.
We're here Monday - Saturday

info@nowbc.com
(604) 555-1212

Want to socialize?

[f](#) [t](#)

NOWBC home page inspiration

NOWBC logo

NOWBC is Vancouver's online, totally organic farmer's market.
Convenient. Ultra-fresh. Community-minded.

Member Sign In

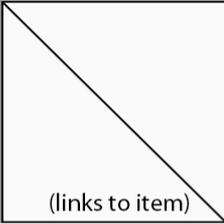
email

password

Not a member? [Join now](#)

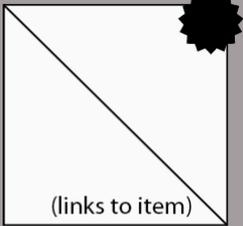
[How it Works](#) | [Join](#) | [About Us](#)

Fresh & Seasonal this week



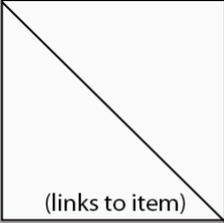
(links to item)

Vegetable



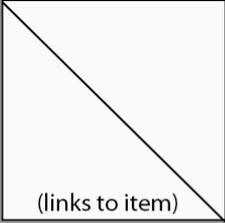
(links to item)

Sale Item



(links to item)

Meat



(links to item)

Fruit

[Shop the Market](#)

<p>We support local farms.</p> <p>>learn about where your money goes</p>	<p>We're volunteer-run.</p> <p>>learn about how co-ops work</p>	<p>We believe in quality.</p> <p>>learn about our quality guarantee</p>	<p>We're organic and local.</p> <p>>learn about our products</p>
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Fresh delivered news, weekly

email

Want to talk? Contact Us.
We're here Monday - Saturday

info@nowbc.com
(604) 555-1212

Get the latest scoop

About Us & Value Prop - Examples

1.1

<h3>Cultivating Lasting Legacies</h3>	<h3>Our Tradition of Caring</h3>	<h3>The Faces Behind Our Farms</h3>	<h3>Don't Take Our Word For It...</h3>
			
<p><u>Find out</u> how environmental stewardship leaves a lasting agricultural legacy and <u>take a tour</u> of a sustainable cattle ranch.</p>	<p><u>Read our animal handling protocols</u> and discover what it takes to produce the finest tasting all-natural meats.</p>	<p><u>Learn</u> what traditional farming means to us and <u>take a tour</u> of a Niman Ranch hog farm!</p>	<p>Nationally acclaimed chefs take us into their kitchens to <u>tell us why</u> they use Niman Ranch.</p>

Source: www.nimanranch.com

1.1 **Value Proposition:** Niman Ranch breaks up their "story" into four easy-to-digest parts, taking care to mix imagery and copywriting.

About Us - Examples



1.1



Source: Whole Foods retail store in Vancouver

1.1 **Value Proposition:** Whole Foods peppers their store with signage that likewise "tells a story." While their mission statement is painted in the café area, additional signage points to their involvement in the community, relationships with local producers, and generally makes their consumers feel like they are affecting change simply by shopping there.

Value Prop - Examples



Welcome to Ocado. A few good reasons to place that first order.

> **Easy** to start shopping

> Everyday **value**

> Award-winning **service**

> Proud to do things **differently**

1  An Ocado van can replace **up to 40** car trips a day

2  We deliver from a **chilled warehouse**, not a store

3  **We text you** before our drivers set off

4  We collect and **recycle** our used grocery bags

> Register and **start shopping**

Source: www.ocado.com/

1.1 Value Proposition: Ocado marries their value prop with a simple overview of how their service works. The iconography broken down into four short steps makes it very appealing for users to tell if the site/service is for them. A user may mouse over each section ("Easy to start shopping," "Everyday value," "Award-winning service") to reveal the short bullet points around each topic.

Value Prop - Examples

Waitrose

My Trolley | Login / Register

My Account
My Orders
Branch Finder
myWaitrose
Help

Groceries | Wine Direct | Entertaining | Home & Garden | Flowers | Gifts | Recipes | Inspiration | Forum | Offers | Delia & Heston

Waitrose prepared fruit

2 for £2.50

Offers available on delivery/collection slots from 4-24 January 2012

Start shopping ▶

Waitrose your way

- Shop Online we deliver
- Shop Online you collect
- Shop in Branch we deliver
- Getting started Guides to Waitrose.com

Free Delivery on all online orders over £50

Source: www.waitrose.com/

1.1 Value Proposition: Although Waitrose is a large UK grocer, we can learn from how they have provided a very simple and visual way of "selling" their service to a site visitor.

Branding - Examples

The screenshot displays the Bristol Farms website with the following elements:

- Logo:** "Bristol Farms" in a large, elegant serif font, with the tagline "Your Extraordinary Food Store" in a smaller, cursive font below it. A small orange callout bubble with "1.1" is positioned near the logo.
- Navigation:** A horizontal menu with links: HOME | OUR STORES | WEEKLY SPECIALS | ONLINE SHOPPING | RECIPES & COOKING TIPS | CATERING | HEALTHY LIVING | WINE NEWS.
- Top Right:** Social media icons for Twitter, Facebook (with "Like" and "1k"), and a "my account" link, along with "bristol blog", "hours and locations", "careers", and "contact".
- Search and Email:** A search bar with a "GO" button and a "Your email address" field with a "GO" button. A circular "SIGN UP FOR EMAIL SPECIALS" button is also present.
- Main Banner:** A large promotional banner for "Bristol's Own Handmade Tortillas" featuring a bowl of tortillas and wheat stalks. The text "Bristol's Own Handmade Tortillas" is written in a mix of serif and cursive fonts. A "99¢" price tag is visible. The banner includes a "January Special" label and a "Barry's Fruit and Pecan Bars" watermark. Navigation arrows and small product thumbnails are at the top of the banner.
- Right Sidebar:** Two promotional blocks for radio shows. The top one is for "meet chef jamie" with a photo of Chef Jamie Gwen and text: "Tune in to 'Food & Wine with Chef Jamie Gwen' every Sunday from 8-10am on KFWB News Talk 980. >> learn more". The bottom one is for "meet melinda lee" with a photo of Melinda Lee and text: "Listen to Melinda Lee on KNX 1070 Newsradio Sa/Su 10A-1P and KFWB News Talk 980 Sa/Su 12N-1P. >> learn more".

Source: www.bristolfarms.com

1.1 **Branding:** Although Bristol Farms' site structure isn't completely ideal, the color palette and tone of this American grocer is very much similar to NOWBC's.

Branding - Examples

BISCUITEERS

1.1 home | my account | my basket | log in

what's the occasion | biscuits | chocs | cakes | sweets | jolly gingers | greeting cards | icing kits

Hand Made Biscuiteers Chocolates

get a fiver off your first biscuit tin when you sign up to our newsletter

time to plan a mini break

why send flowers when you can send chocs?

NEW YORK NEW YORK TIMES BROADWAY

or the next best thing

Source: www.biscuiteers.com/

1.1 Branding: While Biscuiteers clearly sells a very different type of product (and likewise has a different user in mind from NOWBC), this is a great example of how all of the elements on the page work together to tell a story and give a general impression of the site and product.

Misc. Observation – Organization Name

Issues

- The use of both NOWBC and Neighbours Organic Weekly Co-op is potentially confusing
- This also becomes confusing when it comes time to set up online payment
- “Online Farmers Market” is easy to miss with so much copy surrounding it

Solutions

- Choose one term or the other for use throughout the site. If the acronym is chosen, then the explanation behind the acronym could appear in “About Us” for example
- The concept of an online farmer’s market could appear in the value prop statements and “How it Works” section making the concept of “open” and “closed” ordering times more easy to digest

NOWBC Co-op
online farmers market

HOME » Catalog

Register | Log In | Cart Contents | Checkout

Ordering is closed for this cycle. The next order cycle starts after WED-THURS Feb 1 - 2, 2012.

All our products are certified organic unless otherwise specified in the product description.
Click on any product name for details.

Neighbours Grocery Catalogue

Anyone may browse our catalog.
You must REGISTER as a member to order.

Categories

- Vegetables->
- Fresh Fruit
- Frozen Fruit
- Meat, Alternatives and Eggs->
- Dairy
- Grains and Flours->
- Pastas
- Beans and Peas
- Dried Goods
- Bakery
- Baking Supplies /Sugar
- Prepared Foods->
- Beverages
- Bulk Section
- Household & Misc->
- Condiments
- Sweet Treats

Categories

Vegetables	Fresh Fruit	Frozen Fruit
Meat, Alternatives and Eggs	Dairy	Grains and Flours
Pastas	Beans and Peas	Dried Goods
Bakery	Baking Supplies	Prepared Foods

Login | Sign Up

Issues

- "Login" link is buried in drop-down menu making it difficult to find
- "Login" and "Create an Account" is somewhat redundant as "Create an Account" just introduces the same option again on a page (Create Account and Sign In)
- Terms ("Create an Account" & "Register") are a potentially confusing - What is it for?
- Also form is quite lengthy

Solutions

- Remove Login & Sign Up pages and instead link from home page
- Clearly convey what user is signing up for (to buy NOWBC products)
- Repeatedly link to "Sign Up" throughout Getting Started content
- Retool and streamline Sign Up form, ensuring that it contains only absolutely necessary fields

The image displays three screenshots of a website's user interface related to account management.

Top Left: A navigation menu with options: "Shop the Market", "How it Works", "Browse", "Login", and "Create an account".

Top Right: A "Welcome, Please Sign In" page. It features two columns: "New Customer" and "Returning Customer". The "New Customer" section includes a "Continue" button and text explaining the benefits of creating an account. The "Returning Customer" section includes "E-Mail Address:" and "Password:" input fields, a "Sign In" button, and a link for "Password forgotten?".

Bottom Right: A "My Account Information" form. It includes a heading, a paragraph of instructions, and a red note: "Registrations fees are currently being waived!". Below this is a section for "Your Personal Details" with fields for "First Name:", "Last Name:", and "E-Mail Address:", each marked with a red asterisk. A section for "Your Address" includes fields for "Street Address:", "Post Code:", "City:", and "Country:" (a dropdown menu with "Please Select" as the current selection), all marked with red asterisks. A final section for "Your Contact Information" includes a "Telephone Number:" field, also marked with a red asterisk.

Login | Sign Up - Examples

Not yet a customer? SIGN UP HERE!

Spud.ca – Sign Up “CTA”

Sign up | Log In

**New to
Abel & Cole?**

just enter your postcode here

Abel & Cole (UK)–Sign Up & Log In “CTA”

Returning Customers? [Log In](#)

NEW TO FRESHDIRECT?

Enter ZIP Code to see if we deliver in your area.

Home Delivery Office Delivery

CHECK ZIP CODE 

Fresh Direct – Check & Log In “CTA”

Sign Up form

Issues

- Most sites prompt for sign up after users have added items to a cart
- Delivery Depot choice is a potential stumbling block
- Co-op membership is also potentially confusing and doesn't link to relevant information to guide user's decision-making
- Newsletter opt-in likewise doesn't provide any information
- "X requests since January 2005" text is also confusing

Solutions

- Make it more obvious that visitors can add items to cart and then sign up
- Remove unnecessary information (i.e. fax number, possibly home address)
- Make it much easier for user to successfully find/choose depot
- Consider placing co-op member info elsewhere – perhaps in Checkout (offered as an upsell)
- Provide more explanatory information about newsletter as well as privacy/opt-out information

Your Contact Information

Telephone Number: *

Fax Number:

Account Settings

Delivery Depot Number ([see list](#)): *

Interested in becoming a co-op member:

How did you hear about us?

Newsletter:

Your Password

Password: *

Password Confirmation: *

[▶ Continue](#)

1352849 requests since Monday 10 January, 2005

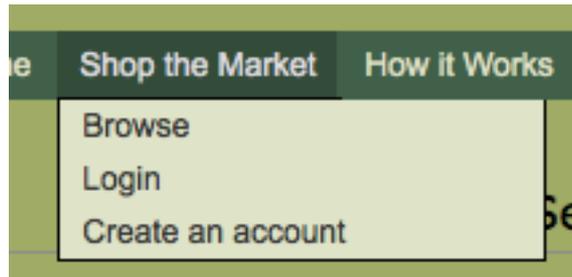
Main Navigation

Issues

- “Shop the Market” is lost on the page and drop-down menu options makes it seem needlessly complicated; Naming is confusing
- “How it works” also seems very complicated
- Some options (like “Reusable Packaging”) could be better categorized
- Font size is too small; type runs off
- Important content (i.e. “Getting Started”) should be surfaced up

Solutions

- Simplify to “Shop” making it front and center on the home page (feature some products directly)
- A high-level version of “How it Works” should be featured in main “banner” space
- Recategorize and rename titles using familiar terminology
- Increase navigation area and font
- Ensure that menu is large enough to accommodate full names
- Analyze what information is most critical (& causes the most questions for new visitors) and condense it down to one simplified page rather than several pages



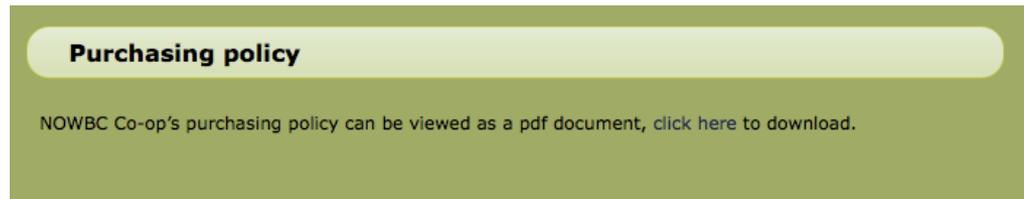
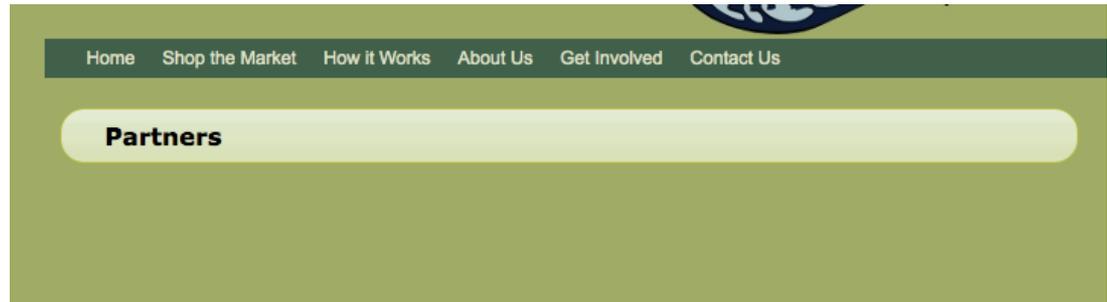
Navigation | Sub-Pages

Issues

- Blank sub-pages (“Partners”) cause confusion leading users to believe something is broken
- Clicking “Farms & Suppliers” (without clicking on farm name)) also leads to blank page
- Pages that just link to pdfs take users away from the site, possibly making it difficult to successfully navigate back and resume activity (or remember what they were

Solutions

- Eliminate all empty pages
- Use of pdfs should be avoided whenever possible—migrate content directly to website.



Getting Started | Overview

Issues

- Too much copy leads to the impression that joining and using is a very complicated process
- The number of steps (Finding Depot, Creating Account, Placing Order, Picking Up, Payment) further increases complexity
- Important content should be surfaced up to home page

Solutions

- Create a simplified “Get Started” section with very short content “chunks”
- Reduce copy and include visuals such as an easy-to-understand Step 1/2/3 diagram
- If certain sections still need a lot of detail, consider “hiding” detailed information in a disclosure panel that a user can open/close
- Create a very brief overview that can be included (or linked to) from the home page

The screenshot shows a website navigation bar with links: Home, Shop the Market, How it Works, About Us, Get Involved, Contact Us. Below the navigation is a 'Getting Started' section with the following text:

First, find a delivery depot near you. Then, create an account on-line and place your order through our on-line market! The on-line market is updated on Fridays with foods available in the coming week. Orders may be placed between Saturday morning and Monday midnight each week for delivery the following Wednesday or Thursday (day depends on the area of delivery depot—see delivery depot list). Pick-up your order at your chosen delivery depot and enjoy your food!

Creating an Account

Once you have chosen a delivery depot, you will need to create an account with us to order. Simply fill out the online “create an account” form available on our ‘On-line Farmers Market’ page and you are good to go!

We welcome co-op members and non-members to buy food:

NON-MEMBERS: Registration fees are currently being waived! There is usually a one-time \$20 registration fee charged to new customers who are not co-op members that we request you pay with your first order. This registration fee is refundable within 30 days from your first order if the service doesn’t work out for you. Registration fees may also be applied toward a membership if you decide to become a member within 90 days of your first order. Note: your registration fee will be manually added to your account by one of our volunteer bookkeepers and show as a “previous balance” on the first or second invoice that arrives

Placing your Order

You can place orders whenever the on-line market is open (between Saturday morning and Monday at midnight). To place an order, login to our ‘On-line Farmers Market’, choose your groceries for the coming week and checkout.

There is no minimum order and you are not required to place an order every week. You also are not limited to just one order a week, so if you forget an item, go ahead and place another order!

Picking up your Order

Groceries are delivered to your depot on the same day each week. Your order will be available for you to pick up after your depot’s scheduled delivery time. For details of your depot’s delivery day and time go to our ‘Delivery Depots’ section.

When you arrive to pick up your order, you will find a number of boxes and a cooler containing that week’s food. These boxes contain the orders for everyone at your depot. They are packed to ensure the food travels well and remains cool, fresh and in one piece. As such, NOWBC does not accept orders out by customer (although individually bagged items may be returned). Please bring a grocery bag, collect each of your orders and enjoy your food!

Paying for your Order

Payment is made to NOWBC and is appreciated on or before delivery day. You have three options for payment: set NOWBC (Neighbours Organic Weekly) up as a vendor in your credit union’s on-line bill payment system; use Interac Online (participating banks: BMO, RBC, ScotiaBank and TD-Canada Trust) by selecting this at the completion of your order; or leave a cheque in the plastic bag in the cooler when you collect your order. More details on payment options can be found in our questions section.

requires a \$90 investment (9 \$10, and purchased right with . The registration fee is waived for membership if you choose to do fully refundable should you in easing the selection of foods and ship page.

Getting Started | Finding a Depot

Issues

- “Delivery Depot” has no context – What is it? What can a user expect when picking up?
- Google Map link becomes buried in the text and is easily overlooked
- Likewise for “Contact” link for new delivery depots
- Grid is not easily scannable because all information is treated equally

Solutions

- Provide a BRIEF explanation about the depot and how it works (and possibly any FAQs or even photos of depots to overcome any common concerns)
- Call out the Google Map link or better yet, default to Map view
- Reorganize Depot Grid and highlight and visually emphasize most information (Address, Delivery Time)
- Cluster less important information (Host name, email address) and put less visual emphasis on this information
- Investigate if “Find location closest to me” function is viable

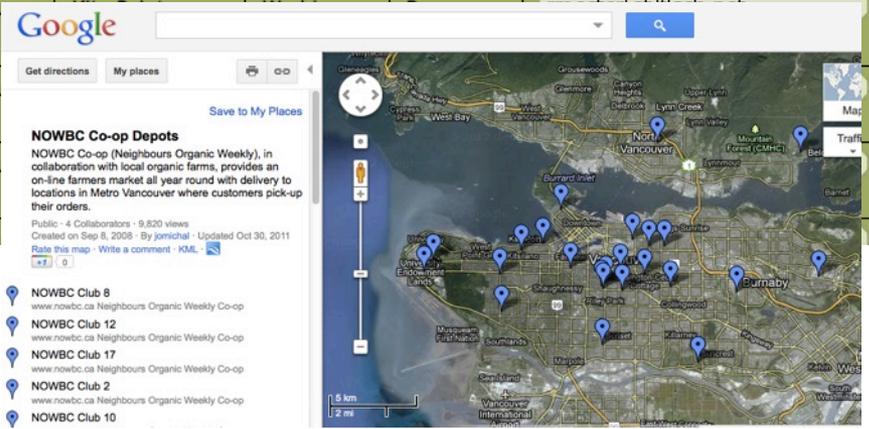
Delivery Depots

Pick-up your orders from one of the delivery depots below!

Need help getting started or interested in forming a new delivery depot? [Contact us.](#)

View [NOWBC Co-op Depots](#) in a larger map

Depot #	City	Neighborhood	Delivery Arrival Time	Host	Email
1	Vancouver	Commercial & E 15th Ave	Thur by 5pm	Joni	jonicooke[at]yahoo.com
2	Vancouver	Main & 56th Ave	Thur by 4pm	Natalie & Jerome	tsang.nat[at]gmail.com
8	Vancouver	Victoria & Grant St	Thur by 6:45pm	Alix	noblealix[at]yahoo.ca 604-632-3785
10	Vancouver				
12	Vancouver				
17	Vancouver				
20	Vancouver				



NOWBC Co-op Depots

NOWBC Co-op (Neighbours Organic Weekly), in collaboration with local organic farms, provides an on-line farmers market all year round with delivery to locations in Metro Vancouver where customers pick-up their orders.

Public · 4 Collaborators · 9,820 views
Created on Sep 8, 2008 · By jonichal · Updated Oct 30, 2011
[Rate this map](#) · [Write a comment](#) · [KML](#) · [Print](#)

- NOWBC Club 8
[www.nowbc.ca](#) Neighbours Organic Weekly Co-op
- NOWBC Club 12
[www.nowbc.ca](#) Neighbours Organic Weekly Co-op
- NOWBC Club 17
[www.nowbc.ca](#) Neighbours Organic Weekly Co-op
- NOWBC Club 2
[www.nowbc.ca](#) Neighbours Organic Weekly Co-op
- NOWBC Club 10

Getting Started | Payment

Issues

- Lengthy copy in long blocks of text make it difficult to understand what to do
- Seeming lack of convenient payment options (i.e. credit, debit, bank logos) may be unappealing to users
- Most sites do not tell users how to pay, they simply expect to enter payment information when they checkout

Solutions

- Include a very brief overview of payment options in the "Get Started" section
- Provide lengthier details at the end of checkout where users expect to encounter it
- Break content down into easy-to-follow steps (i.e. 1. Add NOWBC as a Payee 2. Add your account # in the "details") and consider adding screenshots
- Provide familiar labels and logos to users, i.e. "Debit" and using bank's logos for quick recognition

How Do I Pay?

Payment is made to NOWBC and is appreciated on or before delivery day. You have three options:

1) On-line Bill Payment through your Credit Union:

On-line bill payment through VanCity or any other BC credit union is NOWBC's preferred method of payment. Log on to your credit union account, go to the bill payment page and add NOWBC (or Neighbours Organic Weekly) as a payment vendor. You will also need your NOWBC account number, this can be viewed by clicking on 'My Account' while logged into our on-line market and will be on the invoice that arrives with your food. When you place an order and select 'credit union online bill payment' you will automatically be directed to a list of credit union links for your convenience, though you must select the vendor and enter the amount yourself, NOWBC is not directly linked to your CU's web site.

2) INTERAC Online:

This option works for customers of BMO, RBC, ScotiaBank and TD-Canada Trust. Select this option when you check out your order and you will be directed to your bank's online service to complete the payment. Its fully integrated, meaning the details of the transaction are passed to your bank. You can change the amount if you have an outstanding balance or credit.

3) Cheques:

You may pay by cheque and deliver to NOWBC either by leaving it at the delivery depot **INSIDE THE ZIPLOCK BAG IN THE COOLER** where bottle return forms are kept (NOWBC will pick-up the following week) or mail to:

NOWBC Co-op
145-1000 Parker St.
Vancouver, BC V6A 2H2

Getting Started | Questions

Issues

- “Questions” leads users to believe common visitor questions (FAQ) will be answered here
- However, these are questions that relate to post-order activities

Solutions

- If there are set of common Visitor or New User questions, create a short FAQ in the Getting Started section
- For post-order questions, create a separate section and label it as such
- Consider placing this content in a “Welcome” email that is sent out once a user signs up and places their first order

Questions

Contact us at service@nowbc.ca any time, we have volunteers fielding this email account daily, excepting Sundays. Though following are answers to a few common questions.

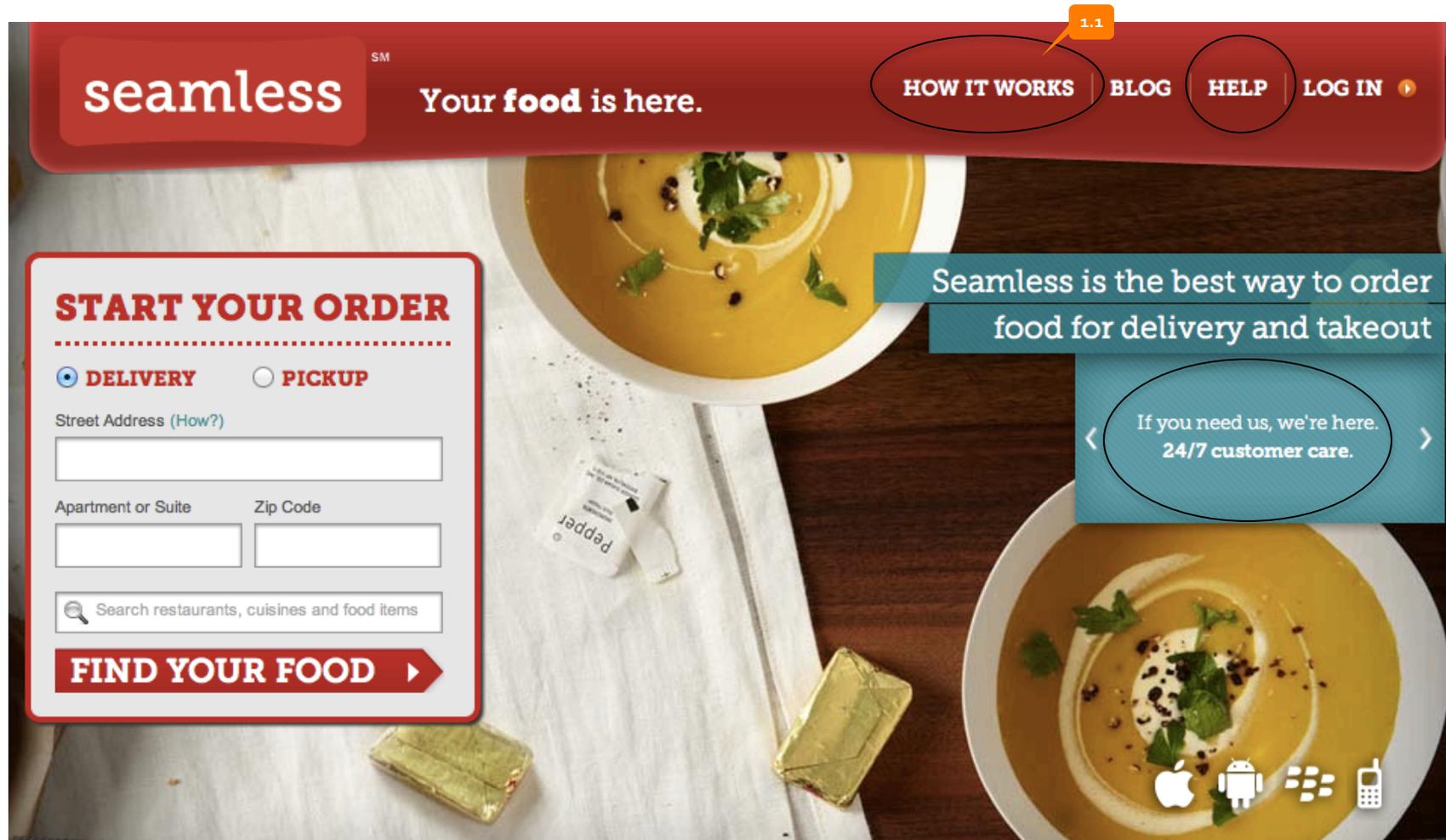
I cannot find an item in my order.

If you can't find an item, it is a good idea to check with your club host as well as NOWBC customer service right away. Occasionally items are just hard to find in the pile of food and your missing item ends up leftover at the end of the night, or two club members both report a mix-up (someone took the 1% instead of 2% milk and vice versa). Often these mix-ups can be quickly sorted out and you reunited with your food! If your item cannot be found though, NOWBC will credit your account.

What does the handwritten “NA” on my invoice mean?

The local food supply can be as unpredictable as nature itself, and NOWBC will not often substitute with non-local options and does not substitute with non-organic. So, if NOWBC can not actually get an item you ordered for some reason (crop was smaller than expected or crop was bad, or supplier delivery into

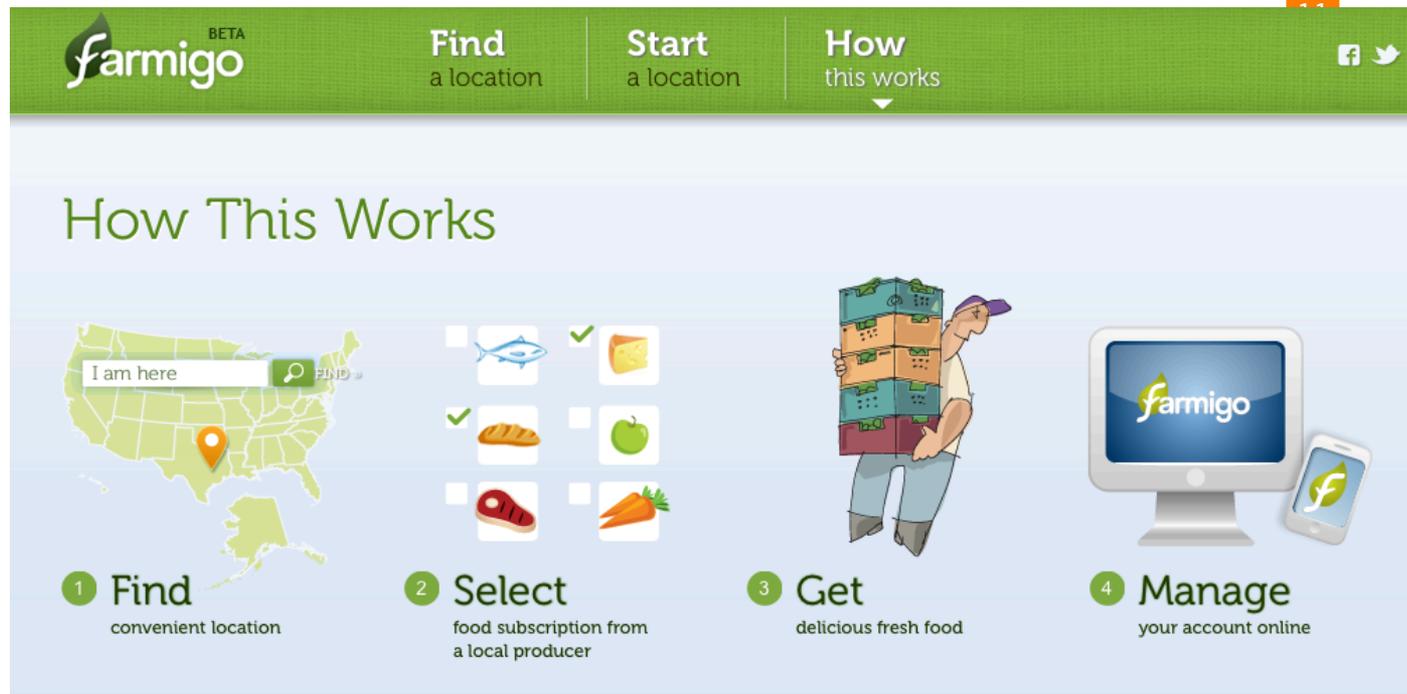
Getting Started | Questions - Example



Source: www.seamless.com/

1.1 **Help:** Customer support, Help and "How it Works" are all featured prominently on the home page to reassure customers.

Getting Started | Questions - Example



Any Questions?

- > What is Farmigo's role in the relationship I form with a farm or producer?
- > What kind of commitment do I make by signing up for a food subscription?

Source: www.farmigo.com

1.1 **How it works:** Farmigo provides a very simple step-by-step diagram to illustrate the process and then follows it with a FAQ that can be expanded/collapsed so that its content does not overwhelm the user

Getting Started | Standing Orders

Issues

- Most users do not know what a “Standing Order” is so will not navigate to this section
- This benefit therefore becomes lost and overlooked when it should be a selling point

Solutions

- Emphasize the convenience of NOWBC, including Standing Orders” in the benefits listed on the home page
- Use terminology and phrases that are familiar to users – look to competitor’s such as Green Earth and Spud for insight as to how they phrase it (i.e. “Harvest Box”)
- If Standing Orders will be replaced by seasonal CSA-like offerings, be sure to promote it as its own category and then “cross-sell” within related categories (i.e. for Seafood Subscription, include it in “Meat” section as well).

Standing Orders

Placing a standing order with the co-op can save time, save you from having to remember to order your groceries, and helps NOWBC by helping you to shop sustainably and order regularly! Just tell us what you want and how often, and we will send you food.

TO PLACE A STANDING ORDER

Email us at orders@nowbc.ca with the following information:

1. Your name
2. Order frequency
 - Every week
 - Twice a month (1st & 3rd weeks of each month)
 - Once a month (1st week of each month)
3. List of items you would like (browse www.nowbc.ca)

FRESH PRODUCE OPTIONS:

- ALL LOCAL seasonal produce – approx \$15 worth
- ALL LOCAL Seasonal produce – approx \$25 worth
- MOSTLY LOCAL Seasonal produce – approx \$15 worth
- MOSTLY LOCAL Seasonal produce – approx \$25 worth

Most items we carry are regularly available, so select anything you want, and if it is unavailable at some

Getting Started | Reusable Packaging

Issues

- This section may not warrant its own page
- It's likely that most visitors ignore this page completely
- However it is another benefit/value that should be better promoted

Solutions

- Consider merging this content in the "About Us"/values & ethics section
- Utilize these values and ethics to promote the service throughout the site
- Small promo blocks like "Did you know? We reuse packaging!" could be promoted throughout the site to reinforce this

Home Shop the Market How it Works About Us Get Involved Contact Us

Reusable Packaging

NOWBC uses reusable packaging as much as possible. Please help us minimize waste and return to your delivery depot for us to collect and reuse all of the following:

Delivery Boxes (especially the waxed cardboard boxes!)

Nylon Net bags

Egg Cartons

Glass Bottles – Avalon milk bottles, Live for Tomorrow soap bottles, and Klipper’s juice bottles can be returned to your delivery depot for pick-up the next week (please recycle other glass bottles and jars). Please do not leave bottles in plain view at depots to avoid inspiring theft (by tucking them into one of the boxes or the cooler out of view this the system has worked pretty well thus far!). Record your bottle returns on the BOTTLE RETURN FORM located at your delivery depot (in a ziplock bag inside the cooler), include the number of bottles returned, date, and don’t forget YOUR ACCOUNT NUMBER (or your full name). NOWBC will credit your account with your deposit refund (\$1 per Avalon or LFT bottle, \$0.25 for

Getting Started | Becoming a Member

Issues

- “Member” is a somewhat loaded term – To buy do you need to be a Member?
- Lengthy copy makes it difficult for users to quickly understand the process
- Also this section could be potentially confusing for those who are unfamiliar with a co-op
- Lost in the site, possibly resulting in lost membership opportunities

Solutions

- Clearly distinguish between co-op membership and store purchases
- Consider if there’s a way to delineate the two by using different terminology
- Simplify the section and surfacing up benefits
- Briefly explain what a co-op is and what a co-op member is
- Tout benefits throughout the site to drive membership

Become a member

NOWBC is a member-owned co-operative. Becoming a member requires a \$90 investment. You do NOT need to become a member of the cooperative to buy from us, though membership funds are what allows the co-op to increase the number of foods available in the on-line market. Membership is fully refundable should you in future decide to discontinue your participation and redeem your shares.

What are Membership Funds Used For?

Membership investments are used to expand NOWBC’s selection of local and ethically sourced groceries and increase our inventory for a continually growing number of participants. This allows NOWBC to cover the costs of the groceries the cooperative must pay for prior to delivery to our participants. The more people who buy from NOWBC, the more we need to invest in food to sell.

A big THANK YOU also goes to all those initial members who’s investments built the infrastructure for the cooperative and have allowed NOWBC to exist in the first place.

How to Become a Member

To become a member you may purchase shares through our on-line catalog ([Household and Miscellaneous section](#)) and pay for them with your order(s) OR complete the [application form](#) and mail with your payment. Membership costs \$90 (9 shares), though can be invested in increments of \$10 over time taking up to 1yr to complete your \$90 membership. For those who wish to further support the growth of NOWBC’s local food initiative, we welcome you to purchase more than 9 shares too, if you are able.

Membership Benefits

Once you complete your ninety dollar membership you are eligible for:

Phase 2: Redefine shopping experience

Sections impacted:

Storefront and product pages

Goal:

Create a more enjoyable shopping experience to retain customers and encourage repeat purchases

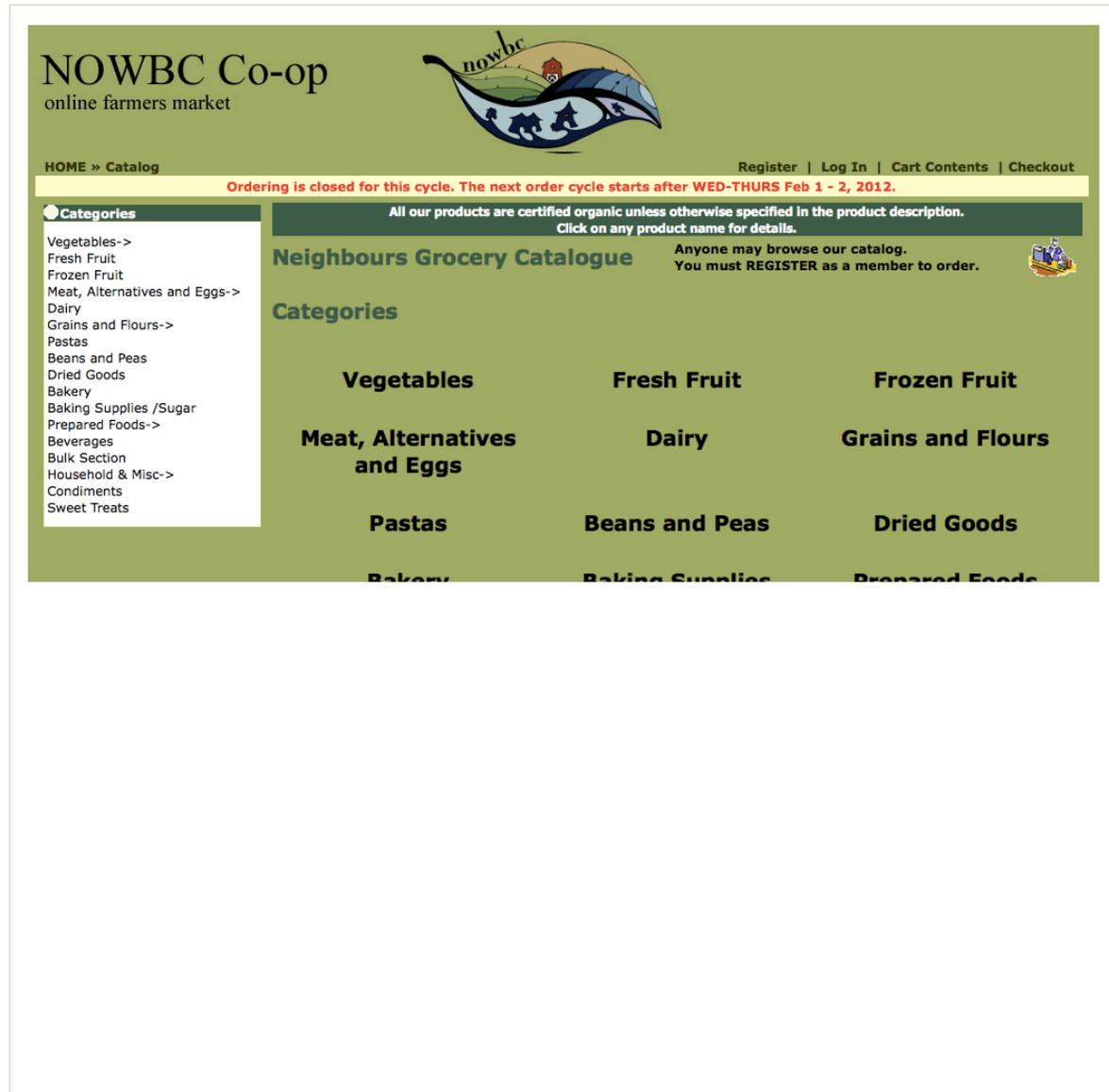
Storefront

Issues

- Storefront and product catalog is buried in the site, making it difficult for new users to tell that the site sells products
- Storefront is entirely text making it extremely difficult to navigate
- Important information (“open” dates; organic products) is lost in the text
- Messy layout leads to poor impression

Solutions

- Feature products directly from the home page
- Make it easy for all users to explore the entire catalog from home page (one link away)
- Supplement text with beautiful images of products
- Concept of “open” days should be better explained, preferably when user is signing up for service
- “Market is open” should be very visible – could have a small “?” for more info
- “Certified Organic” should be prominently featured
- Create a tidy and appealing layout



Storefront - Examples

Our pick of what's best and what's new 1.1



Purple Carrots
Beautifully sweet and crunchy, with just a hint of orange... ..



Beautiful British Beef
Grass-fed Scottish beef, matured for 28 days...



English Rhubarb
Beautiful forced Rhubarb from Yorkshire...



Freshly Sliced Charcuterie
Beautiful French and Italian cured meats, freshly sliced...

Special Offers



Canestrini
Light and buttery biscuits, coated in icing sugar...



Large Leaf Spinach
Rich and nutritious deep green leaves...



Dobbiaco in Stanga
Mild and delicate artisan cheese from Alto Adige...



Moro Blood Oranges
Save up to 40% on these red-tinged Sicilian oranges...

Source: www.natoora.co.uk

1.1 **Storefront:** Natoora has a curated storefront to feature specific products in addition to the traditional categories that users can use to navigate. Note that there is a "Special Offers" section. I could see NOWBC featuring their recommended products (as done in the newsletter) similarly.

Storefront - Examples



Hampers



Our meat



Our bakery



Our cheese



Our larder



Wine & drink



Homeware



Living



Bamford body

1.1

Source: www.daylesfordorganic.com

1.1 **Storefront imagery:** Daylesford Organic uses a lot of white space and unique images to encourage users to explore the store in its entirety.

Storefront - Examples

1.1



truffles

An ingredient known by few and prized by many; fresh when in season!



caviar

The most select assortment of premium Caspian caviars and international roes.



foie gras

Smooth and rich foie gras in all its interpretations, including goose and duck.



smoked salmon

A selection of gourmet smoked salmon that will please the most discerning palates.



pate

A wonderful range of pates, from piquant and spicy, to smooth and decadent.



cheese

A world-class selection of top-quality cheeses that you won't find anywhere else!



tea by tea forte

NEW! Discover our new tea line by Tea Forte, both delicious and beautifully presented.



oil & vinegar

Culinary dreams come true with thick and rich Balsamic Vinegar from Italy and culinary oils from Spain.



butter & cream

You have not had butter until you've tried delicious extra-thick and rich French gourmet butters.



chocolate & sweets

Feel what it is to experience true gourmet chocolates with our fabulous Leonidas of Belgium line.



specialty meats

Redefine the deli with our line of international gourmet sausages, salamis and hams.



jam & honey

NEW! New line of all-natural fruit preserves and gourmet honeys from D'arbo Austria.



chestnuts

Tis' the season...to roast chestnuts over an open fire! Get all your holiday chestnuts right here!



mushrooms

The hunt for the most superb culinary mushrooms ends the moment you discover our



condiments

French sauces, thick and hearty mustards...this and much more awaits to fill your pantry

Source: www.gourmetfoodstore.com/

1.1 **Unusual Categories:** While Gourmet Food Store is on the busy side, they mix categories with specific featured products. They also provide a short description alongside the image.

Product Categories

Issues

- Some categories are potentially confusing: "Bakery" and "Sweet Treats" due to similarity; "Prepared Foods" sounds like Premade Convenience Food; "Bulk Section" and "Household & Misc" are too generic
- Co-op membership gets lost in Misc category

Solutions

- Rename "Bakery" to "Bread" or rename "Sweet Treats" to "Candy & Sweets"
- "Prepared Foods" should be renamed "Canned Goods" and Oil should have its own category
- "Bulk Section" could be renamed "Bulk Savings" or "Buy in Bulk" and "Household & Misc" could be renamed "Cleaning Supplies"
- Consider creating a separate category for Co-op Membership & Gift Certificates to better highlight these items



NOWBC Co-op
online farmers market

HOME » Catalog Register | Log In | Cart Contents | Checkout

Ordering is closed for this cycle. The next order cycle starts after WED-THURS Feb 1 - 2, 2012.

All our products are certified organic unless otherwise specified in the product description. Click on any product name for details.

Anyone may browse our catalog. You must REGISTER as a member to order.

Neighbours Grocery Catalogue

Categories

- Vegetables->
- Fresh Fruit
- Frozen Fruit
- Meat, Alternatives and Eggs->
- Dairy
- Grains and Flours->
- Pastas
- Beans and Peas
- Dried Goods
- Bakery
- Baking Supplies /Sugar
- Prepared Foods->
- Beverages
- Bulk Section
- Household & Misc->
- Condiments
- Sweet Treats

Vegetables	Fresh Fruit	Frozen Fruit
Meat, Alternatives and Eggs	Dairy	Grains and Flours
Pastas	Beans and Peas	Dried Goods
Bakery	Baking Supplies	Prepared Foods

Garden Supplies

Show:

Displaying 1 to 16 (of 16 products) Result Pages: 1

Producer	Item+	Price	Order	Size
Sapadilla/Burnaby BC	dish soap, grapefruit & bergamot (HST incl)	\$5.05	<input type="text"/>	475 mL
Sapadilla/Burnaby BC	dish soap, rosemary & peppermint (HST incl)	\$5.05	<input type="text"/>	475 mL
Nature Clean/ON	dishwasher soap powder (price includes HST)	\$11.50	<input type="text"/>	1.8 kg
Live for Tomorrow/Port Moody	Dishwashing Liquid (price incl HST)+\$1 btl dep.	\$9.52	<input type="text"/>	1 L
Live for Tomorrow/Port Moody	dishwashing powder (price incl HST)+\$1 bottle dep	\$12.89	<input type="text"/>	
Live for Tomorrow/Port	envirn-bleach (price incl HST)+\$1 btl den.	\$10.63	<input type="text"/>	

Prepared Foods->

- Oils
- Preserves
- Nut Butters

Product Category Pages

Issues

- Product grid is difficult to skim and most important info (name of product) is hard to find
- Grid is somewhat unappealing – feels a bit like a spreadsheet
- Hard to differentiate between local and imported products
- Because of highlighting and use of red, the Sold Out items jump to the forefront

Solutions

- Images would help liven up this page immensely!
- If sticking with a grid, move item name to the first column
- Grey out items that are sold out rather than highlighting them
- Consider separating out (or highlighting) local products from the rest

Displaying 1 to 30 (of 30 products)				Result Pages: 1	
Producer	Item+	Price	Order	Size	
/Mexico	avocado, hass ON SPECIAL	\$4.45	<input type="text"/>	3 each	
Meyers/ Langley BC	beet, red	\$5.45	<input type="text"/>	2 lbs	
/California	broccoli, bunch	\$4.38	<input type="text"/>	~1.5 - 2lbs	
Snow Farm/Delta BC	cabbage, green --SOLD OUT--	\$3.89	<input type="text"/>	~2.5-3 lb/each	
/BC	carrot, orange bagged	\$4.25	<input type="text"/>	2 lb	
/California	cauliflower	\$4.39	<input type="text"/>	each	
/California	chard, red	\$3.45	<input type="text"/>	bunch	
Klippers/Cawston BC	garlic, russian red	\$7.65	<input type="text"/>	1/2 lb	
Skipping Rooster Farm/Birken BC	garlic, skipping rooster red	\$6.88	<input type="text"/>	8 oz/0.5 lb	
/Peru	ginger, fresh yellow young	\$2.25	<input type="text"/>	0.5 lb	
/California	kale, redbor curly	\$4.72	<input type="text"/>	bunch	
Richmond Specialty/Abbotsford BC	mushroom, button	\$5.35	<input type="text"/>	1 lb	
Richmond Specialty/Abbotsford BC	mushroom, portabello	\$4.75	<input type="text"/>	4 each / ~8 oz	
Klippers/Cawston BC	onion, cooking --SOLD OUT--	\$7.65	<input type="text"/>	5 lbs	
Similkameen River/Cawston BC	onion, sweet yellow	\$6.89	<input type="text"/>	3 lb	
Similkameen River/Cawston BC	parsnip	\$7.15	<input type="text"/>	2 lb	

Sub-Categories

Issues

- Sub-categories and non-corresponding titles lead to confusing – Cleaning Products appear to have the title “Garden Supplies”
- Navigation of sub-categories is easy to miss – it’s not clear that a user should click them (i.e. “Beef,” “Chicken,” and “Pork”)
- Drop-down menu is easily overlooked
- Mouse over functionality is missed

Solutions

- Ensure that main category pages have the appropriate title
- Sub-categories should appear only in navigation or as a filter, not on product page
- With a small catalog, consider eliminating sub-categories altogether to keep it simple
- Remove drop-down menu from product page but consider allowing users to filter by farm/producer/region elsewhere
- Make roll-over (detailed info when mousing over) more obvious by including an icon or small button that says “Quick Look”

Garden Supplies

Show: All Producers

Displaying 1 to 16 (of 16 products) Result Pages: 1

Producer	Item+	Price	Order	Size
Sapadilla/Burnaby BC	dish soap, grapefruit & bergamot (HST incl)	\$5.05	<input type="checkbox"/>	475 mL
Sapadilla/Burnaby BC	dish soap, rosemary & peppermint (HST incl)	\$5.05	<input type="checkbox"/>	475 mL
Nature Clean/ON	dishwasher soap powder (price includes HST)	\$11.50	<input type="checkbox"/>	1.8 kg
Live for Tomorrow/Port Moody	Dishwashing Liquid (price incl HST)+\$1 btl dep.	\$9.52	<input type="checkbox"/>	1 L
Live for Tomorrow/Port Moody	dishwashing powder (price incl HST)+\$1 bottle dep	\$12.89	<input type="checkbox"/>	1.0 L
Live for Tomorrow/Port	envirn-bleach (price incl HST)+\$1 btl dep.	\$10.63	<input type="checkbox"/>	1.89 L

Categories

Beef
Chicken
Pork

Show: All Producers

Displaying 1 to 6 (of 6 products) Result Pages: 1

Producer	Item+	Price	Order	Size
Reid Farm/Chwk BC	eggs, extra large organic	\$5.80	<input type="checkbox"/>	doz
Reid Farm/Chwk BC	eggs, medium organic	\$4.35	<input type="checkbox"/>	doz
Isadora's/Saturna Island BC	go nuts burgers	\$3.90	<input type="checkbox"/>	170 g (2 burgs)
The Daily Catch/Vancouver	Ocean Wise Local Seafood Subscription (click for more info)	\$399.00	<input type="checkbox"/>	12 weeks
Raincoast Trading/Delta BC	salmon, wild sockeye canned	\$6.92	<input type="checkbox"/>	160 g / 5.65 oz.
Raincoast Trading/Delta BC	tuna, albacore canned	\$6.59	<input type="checkbox"/>	150 g / 5.3 oz.

Beef
Chicken

Show: All Producers

1 to 6 (of 6 products)

Producer	Item+	Price	Order
n/Chwk BC	eggs, extra lar	\$5.80	<input type="checkbox"/>
n/Chwk BC	eggs, medium organic	\$4.35	<input type="checkbox"/>

Product Pages

Issues

- No images – in some cases, users unfamiliar with a brand or variety may not know what they are buying
- Template changes colors on product pages creating slight confusion
- In some cases, no further details are provided on product pages
- For products that do have more details, lengthy text runs together making it difficult to read
- Descriptions could benefit from appealing language

Solutions

- Provide images if at all possible – keep them the same size/quality/ style though!
- For products with lots of variety (i.e. apples) explain the differences
- Maintain a consistent template using the same look/feel
- Consider adding richer details to product pages to make them more appealing; Ensure that there is consistency in how this content is displayed
- Create a tidy grid for product pages with “chunked” content with titles
- Consider adding more appealing descriptions

The top screenshot shows a product page for "eggs, extra large organic" priced at \$5.80 per dozen. It features a left-hand navigation menu with categories like Vegetables, Fresh Fruit, Frozen Fruit, Meat, Alternatives and Eggs, Beef, Chicken, Pork, and Dairy. The main content area includes the product name, a "Certified organic" label, a date note ("This product was added to our catalog on Monday 10 January, 2005."), and "Back" and "Add to Cart" buttons.

The bottom screenshot shows a product page for "Ocean Wise Local Seafood Subscription" priced at \$399.00 for 12 weeks. It includes a "click for more info" link, a detailed description of the subscription, a "Bulk price \$399 (10% below suggested retail)" note, and a date note ("This product was added to our catalog on Friday 20 January, 2012.").

Product Pages - Examples

1.1

RAVELLO FRESH SPINACH FETTUCCINE

16oz - \$3.19/ea

Quantity (lb)

Price \$3.19

[ADD TO CART](#)

[SAVE TO LIST](#)



5 **GUARANTEED FRESH** at least **5 days** from delivery

[Learn more about our Freshness Guarantee - CLICK HERE](#)

[About](#) | [Nutrition](#) | [Ingredients](#)

Spinach fettuccine tastes just like traditional egg fettuccine, but with a hint of earthy spinach flavor. These long, flat noodles have a beautiful pale green color that complements tomato-based sauces perfectly. These colorful and flavorful noodles also make a stunning side dish for grilled salmon or chicken.

YOUR CART

Subtotal: **\$0.00**



[VIEW CART](#)

[Check Out](#)

Product Request?
[Click here.](#)

UNLIMITED FREE DELIVERY

DeliveryPass - try it now for just \$9.99
Limited time only.

SIGN UP NOW!

1.1	Fresh Direct features a clean, modern and well-organized product page layout and imagery.
1.2	Foodzie's product pages have very little details (not much more than NOWBC) but has a large image to enhance the text. Customer testimonials/quotes also build shopper's confidence.

Source www.freshdirect.com

1.2


TASTING ROOM JOIN GIFT

[Settings](#) [Logout](#)

Platine Cookies Gift Tin

Platine Cookies



10 cookies

\$35.00

+ -

Add To Bag

Orders are sent via FedEx 2Day Delivery Monday - Wednesday only.

I love updated versions of classic childhood flavors. These cookies are reminiscent of oreos, with a touch of mint.

-Emily, Chief Eater - Foodzie

More about Platine Cookies Gift Tin

Chocolate Mint Platinos are an all-natural version of the beloved Oreo cookie. Chef Jamie Cantor makes each Platino by hand, always using real dairy and vanilla bean in every batch. Also included are her holiday cookies, adorably

Product Details

Ingredients
Flour, Sugar, Butter, Eggs, Baking Soda, Cocoa Powder, Lemon, Candy Canes

Source www.foodzie.com

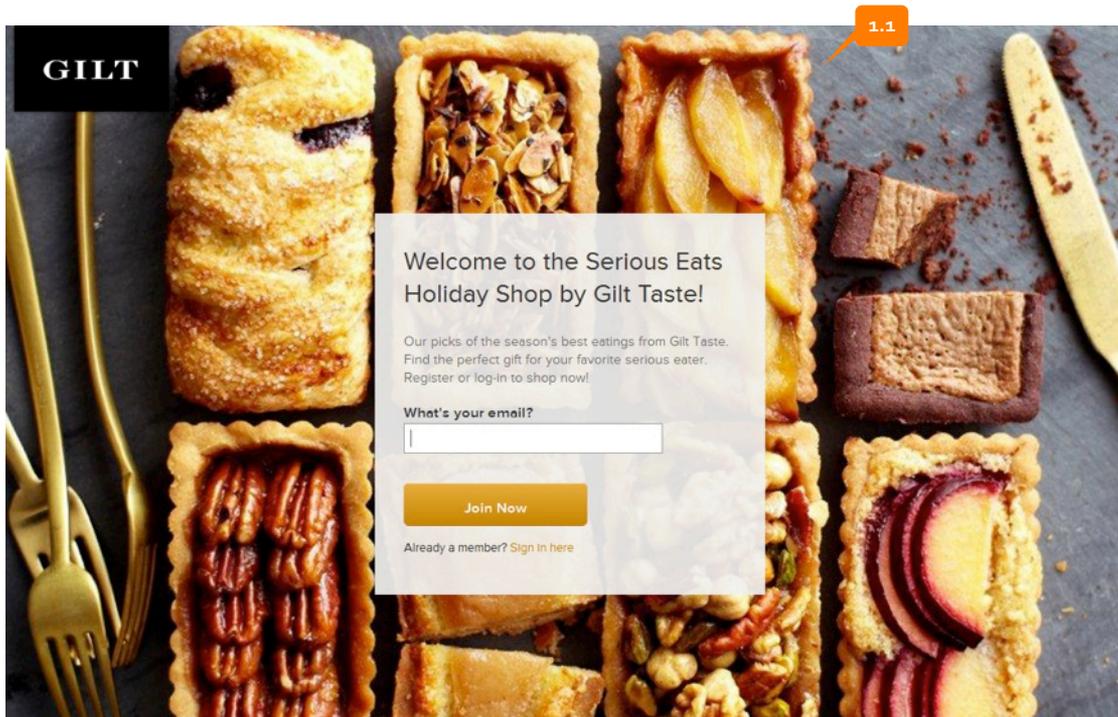
Product Pages | Language - Example



Source www.westingourmet.co.uk

1.1 & 1.2	While Westin Gourmet's layout is very busy, their descriptions and use of language are very enticing.
1.2	They also prominently feature their Guarantee next to their products with an attention-grabbing title, "You will love our meats."

Product Pages | Imagery - Example



Source: www.serious eats.com

1.1 Photography/Imagery: Lush and simple photography builds the brand and creates an expectation in potential customer's minds.

See also: <http://www.tastespotting.com/>

One idea may be to encourage NOWBCers to upload images of their creations (along with recipes) from their NOWBC boxes and then use these images for product pages and/or in a gallery.

Store | Missing Content

Issues

- For users who are interested in where their food comes from, there aren't links between product pages and farms/producers
- Allowing users to navigate by farm/producer/region
- Not obvious that there are Sale items at first glance
- No easy way to retrieve past orders
- Recipes could be better integrated into the Store

Solutions

- Easy fix: Provide links for relevant farm/producer info
- Long-term fix: Consider featuring a different farm/producer each buying cycle to generate interest
- Long-term fix: Create ways for users to explore product catalog by farm/producer and region/distance
- Consider creating a "Sale" section or better highlighting Sale items
- Allow logged in users to easily create/find shopping lists
- Consider creating a "Recipe" section or featuring recipes in promo banner or adjacent to relevant product pages

The screenshot shows the NOWBC Co-op online farmers market website. The header includes the logo and navigation links: HOME » Catalog, Register | Log In | Cart Contents | Checkout. A red banner states: "Ordering is closed for this cycle. The next order cycle starts after WED-THURS Feb 1 - 2, 2012." Below the banner, there is a "Categories" sidebar on the left with a list of items: Vegetables->, Fresh Fruit, Frozen Fruit, Meat, Alternatives and Eggs->, Dairy, Grains and Flours->, Pastas, Beans and Peas, Dried Goods, Bakery, Baking Supplies /Sugar, Prepared Foods->, Beverages, Bulk Section, Household & Misc->, Condiments, Sweet Treats. The main content area is titled "Neighbours Grocery Catalogue" and features a grid of category buttons: Vegetables, Fresh Fruit, Frozen Fruit, Meat, Alternatives and Eggs, Dairy, Grains and Flours, Pastas, Beans and Peas, Dried Goods, Bakery, Baking Supplies, Prepared Foods. A notice above the grid states: "All our products are certified organic unless otherwise specified in the product description. Click on any product name for details." Another notice below the grid says: "Anyone may browse our catalog. You must REGISTER as a member to order." A small boat icon is visible in the top right corner of the main content area.

Store | Missing Content – Examples of Sale Items

GREAT RIGHT NOW

See all of today's top-rated produce here.

To learn more about daily expert ratings, [click here.](#)

SAVE 25% ★★★★★ <u>Hachiya Persimmons</u> \$1.49/ea Any 4 Persimmons for \$5.00 (was \$1.99)	SAVE 25% ★★★★★ <u>Fuyu Persimmons</u> \$1.49/ea Any 4 Persimmons for \$5.00 (was \$1.99)	★★★★★ <u>Navel Oranges, Case</u> \$14.99/ea	★★★★★ <u>Golden Pineapple</u> \$3.99/ea	★★★★★ <u>Hass Avocados, Ready-to-Eat Pack</u> \$3.99/2pk	★★★★★ <u>Bosc Pear</u> \$1.99/lb
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Prominent “Sale” icon on freshdirect.com



Moro Blood Oranges
Save up to 40% on these red-tinged Sicilian oranges...

Another example of a “Save” icon at Natoora

Shopping Cart

Issues

- Removing item from cart isn't intuitive
- Editing quantity isn't intuitive
- Font used on "Continue Shopping" and "Checkout" is hard to read

Solutions

- Consider replacing "Remove" checkbox with a "Delete" button or an "X" icon
- Consider moving "Update" button next to the quantity or removing altogether
- Choose a font that doesn't use open spaces within a letter



Shopping Cart | Adjusting Quantities - Example

Subtotal (3) **\$16.17**

[Proceed to Checkout](#)

Minimum order \$30

Order Summary

You have not selected a day and time for your delivery yet.
[Select a day and time for your order](#)

Updated item(s) in your cart

item	qty		price
	1	<input type="button" value="+"/> <input type="button" value="-"/> <input type="button" value="x"/>	\$5.19
Tine Norwegian Jarlsberg, .57 lb			
	2	<input type="button" value="+"/> <input type="button" value="-"/> <input type="button" value="x"/>	\$10.98
Macrina Bakery Raisin Brioche Artisan...			
	3		\$16.17

1.1

1.1 Amazon Fresh's checkout makes it very easy to adjust quantities and delete items with unobtrusive buttons.

Source: Amazon Fresh

Checkout

Issues

- For a first time user, the checkout process is highly confusing
- “Change Address” seems unnecessary since customer picks up invoice with the order
- Payment Methods all blend into one another
- Three steps (Payment Info, Confirmation, Finished) progress bar is lost at the bottom
- Unclear why credit card isn’t accepted

Solutions

- Move 3 Steps progress bar to top
- Remove “Change Address” choice
- Restructure three payment options by clearly labeling each one, placing the most commonly used one as #1. Then present three options to the customer:
 1. Electronic transfer via Credit Union (free)
 2. Pay by cheque (free)
 3. Debit payment through Interact (\$1.15 fee)
- Each option could have a “?” icon for users to get more details if needed, as well as “Why aren’t credit cards accepted?” link.
- Make selection more obvious – move radio button to left of choice

The screenshot displays a checkout page with a green header and a white background. The main content is divided into several sections:

- Payment Information:** This section is highlighted with a green background. It contains a "Billing Address" field with a "Change Address" button. Below it is a "Payment Method" section with three options: "Credit Union Online Bill Payment", "INTERAC® Online", and "Cheque". Each option has a radio button and a brief description. The "Credit Union Online Bill Payment" option includes a globe icon. The "INTERAC® Online" option includes the Interac logo and a "Continue" button.
- Shopping Cart:** Located in the top right corner, it shows a list of items: "1 x mango, Edward/Honey Blush ON SPECIAL" and "1 x broccoli, bunch ON SPECIAL", with a total price of "\$7.05".
- Add Comments About Your Order:** A text input field for the customer to provide feedback.
- Continue Checkout Procedure:** A section with a "Continue" button and the text "to confirm this order."
- Progress Bar:** Located at the bottom, it shows three steps: "Payment Information" (current step), "Confirmation", and "Finished!".

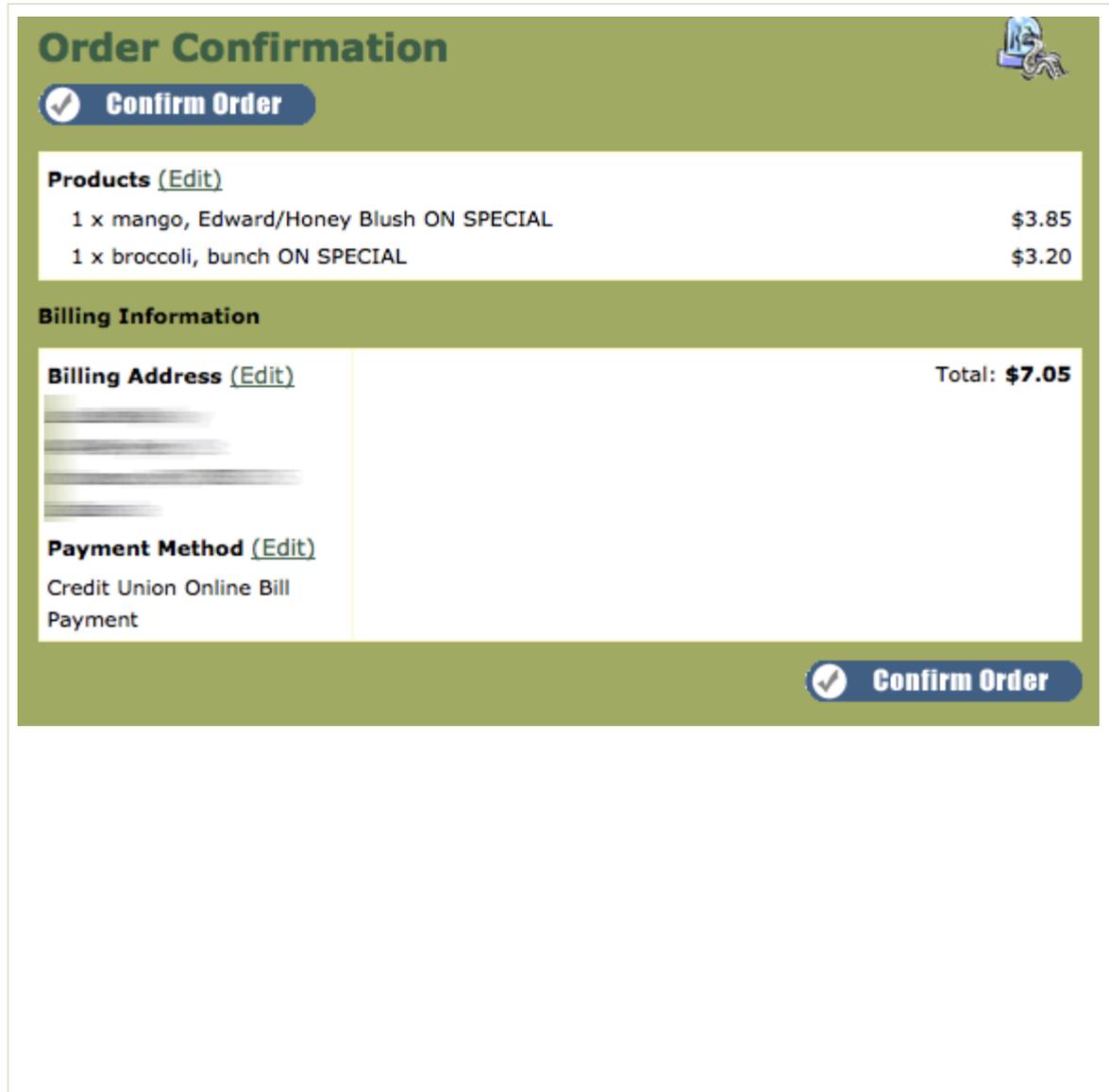
Checkout Confirmation

Issues

- “Edit” function disrupts the entire flow and forces users to choose payment option again

Solutions

- See if it’s viable for the system to remember payment choice and then elegantly return customer back to where s/he left off in checkout after editing the cart contents.



Order Confirmation 

Confirm Order

Products [\(Edit\)](#)

1 x mango, Edward/Honey Blush ON SPECIAL	\$3.85
1 x broccoli, bunch ON SPECIAL	\$3.20

Billing Information

Billing Address [\(Edit\)](#) Total: **\$7.05**

Payment Method [\(Edit\)](#)

Credit Union Online Bill
Payment

Confirm Order

Successful Checkout

Issues

- Jarring to have a different look/feel and “Neighbours Organic Weekly” as the organization name on the last page
- Unclear if customer can add additional items to the order after it’s been placed
- Links to Credit Union makes it seem like it will link NOWBC up with your bank but only takes you to CU landing page

Solutions

- Keep look/feel and org name consistent here
- Reorganize information on the page, letting customer know that his/her order has been placed; if s/he can make any changes; and then show which payment option had been selected.
- Phrase links in such a way that it’s obvious that it’s just taking the user to the main CU site
- Remind user of any relevant information s/he will need to successfully pay for the order



Credit Union Online Payments

Your order has been processed.

Select your credit union and use the bill payment feature to pay your invoice. Note that no account or invoice information is passed to your credit union website.

[CCEC](#)

[Coast Capital](#)

[G&F](#)

[Greater Vancouver Community](#)

[North Shore](#)

[Prospera](#)

[Vancity](#)

[Return to NOWBC Catalog.](#)

Phase 3: Improve User Admin tools

Continue to build more robust storytelling into the site
(& some other ideas)

Sections impacted:

Account Administration

Build upon your value prop with storytelling – adding rich content
(videos, timely blog posts etc)

Goal:

Make it easier for customers to review/administer their account

Build the NOWBC brand and differentiate it from other services

Account Management

Issues

- Confusing to see store navigation alongside Account Management
- Profile/Password/Address Change links are lost
- Line item transactions are sometimes difficult to read/understand
- "Recent Orders" and "Order History" sound like they should be the same thing but aren't
- Hard to find past orders while shopping

Solutions

- Remove Store categories and replace with "Return to Store" link
- Replace category navigation with Account Management options
- Make balance owing obvious with a "Pay Now" button beside it
- Merge "Order History" and "Most Recent Orders" and consider making this information accessible within the store rather than buried in the Administration section
- Reorganize Statement so most important information (Date and Amount Owed/Balance?) appears first; Consider different styles/type treatments for different transactions to make info clearer

The screenshot displays a user account management page with a green header and a white sidebar. The sidebar contains two sections: 'Categories' and 'Order History'. The 'Categories' section lists various food items like Vegetables, Fresh Fruit, and Dairy. The 'Order History' section lists items like apple, kiwi, orange, and squash. The main content area features a navigation bar with 'Manage My Profile' and 'Manage My Address(es)', and 'Change My Password' and 'Make an INTERAC® Payment'. Below this is a 'Statement for Acct #' section with a table of transactions. The table has columns for Type, Date, Number, Description, Amount, and Balance. The transactions include an invoice for 16533, a payment for 478485, and a credit memo for 16533. The balance as of 02/Feb/2012 is 18.54. Below the statement is a section for 'Original Orders (unadjusted)' and 'Most Recent Orders'. The 'Most Recent Orders' section shows three orders with their dates, numbers, and amounts, each with a 'view' button.

Type	Date	Number	Description	Amount	Balance
Invoice	01/16/2012	16533		22.80	22.80
Payment	01/16/2012	478485		-22.80	0.00
Credit Memo	01/19/2012	c16533	pear, bosc & pita, stoneground wheat	-7.30	-7.30
Invoice	01/22/2012	16585		9.94	2.64
Invoice	01/30/2012	16773		15.90	18.54

Balance as of 02/Feb/2012 18.54

Original Orders (unadjusted) (show all orders)

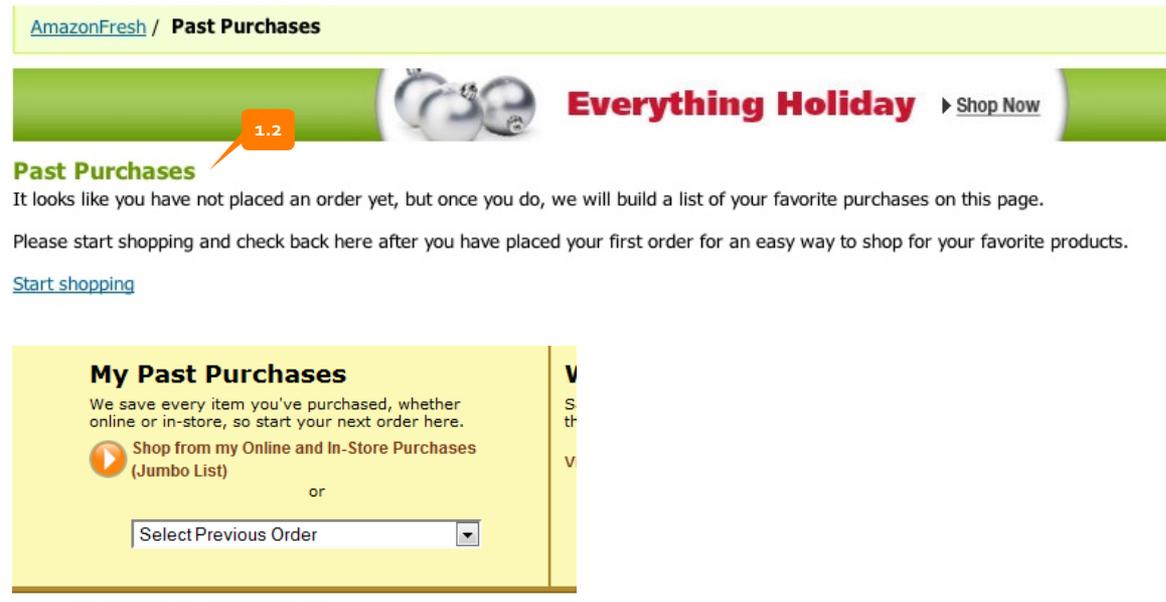
Most Recent Orders

Date	Order #	Status	Amount	Action
30/01/2012	#16773	Delivered	\$15.90	view
22/01/2012	#16585	Delivered	\$9.94	view
16/01/2012	#16533	Delivered	\$22.80	view

Account Management | History & Shopping List - Examples



Source: Netgrocer.com



Source: Amazon Fresh

- 1.1 & 1.2 Both Net Grocer and Amazon Fresh provide simple ways to access your past purchases/saved shopping lists, making it easy for users to place recurring orders.

Recipes

Issues

- Recipes are intermingled with other content and lack an easy way to see all recipes
- Clicking on link takes you away from the NOWBC site disrupting the user's flow
- Recipes don't directly to the product that they are featuring

Solutions

- Create a place within the navigation to house all recipes and categorize them
- Explore whether recipes can be displayed within the context of the NOWBC site rather than linking away
- Recipes should feature the product and at minimum link to the product
- Ideally the product should link to related recipes as a "recommendation"

The Ultimate Carrot Cake

2-Feb-2012 Comments off

A **recipe** perfect for using up any excess carrots and great with coffee!



– Courtesy of Zoe Bakes food blog

Spicy Cabbage Salad

27-Jan-2012 Comments off

Here is a vibrant **recipe** that will help use up all that cabbage and liven up the taste buds!



– Courtesy of Kalyn's Kitchen food blog

Recipes - Examples

1.1

Beer Beef Stew

READY IN: 170 MINUTES
PREP TIME: 20 MINUTES
COOK TIME: 150 MINUTES
Serves 6

INGREDIENTS

- 3 lbs chuck, round or beef stew meat
- ¼ cup all-purpose flour for dredging
- 4 tbsp oil
- 5 whole onion peeled and sliced
- 3 cups beer
- 10 ½ oz canned beef bouillon
- 3 whole Garlic cloves, peeled and minced
- 1 tbsp minced parsley
- 1 pinch thyme
- ¼ oz bay leaf (one bay leaf)
- 1 pinch salt
- 1 pinch pepper
- 1 tbsp brown sugar
- 1 tbsp wine vinegar

DIRECT

- Put the meat in a large pot with the oil in a large skillet and brown on all sides.
- Place the meat in a large pot with the oil in a large skillet and brown on all sides.
- Place the meat in a large pot with the oil in a large skillet and brown on all sides.
- Cover pot with lid and simmer for 1 1/2 hours.
- Cover pot with lid and simmer for 1 1/2 hours.

My Shopping List

- 3 lbs chuck, round or beef stew meat
- 4 tbsp oil
- 1 tbsp brown sugar
- 3 lbs chuck, round or beef stew meat
- 4 tbsp oil
- 1 tbsp brown sugar

SELECT ALL | **ADD TO LIST**

Source: Albertsons.com

1.2

BUY THE INGREDIENTS

[Product nutrition and information](#)

Quantity	Ingredients	Est. Price
1	Fleischmann's Active Dry Yeast - \$1.59/ea 3pk	\$1.59
	FreshDirect Dried Currants This product is currently unavailable.	
1	FreshDirect Raw Walnut Halves & Pieces - \$9.59/14oz Resealable Bag	\$9.59
You May Already Have		
	Gold Medal All Purpose Enriched Bleached Pre-Sifted Flour - \$1.99/ea Save! 2 for \$3.50 2lb	
	Alderfer's Grade A Large Organic Eggs - \$1.99/ea 1/2 dozen	
	Morton's Regular Salt - \$0.89/ea 26oz	
	Mazola Right Blend Cooking Oil - \$6.59/ea <i>plus tax</i> 48oz	

Email a copy of this recipe on the day of delivery! **Estimated Total:** \$11.18

ADD SELECTED TO CART

[Save selected to Shopping List](#)

Source: Freshdirect.com

- 1.1 & 1.2 Both Albertsons and Freshdirect make it easy to add recipe ingredients directly to the cart. While NOWBC may not be able to implement such a costly feature, a recipe could be placed adjacent to complementary ingredients, making it easy for users to look at the recipe and then update their order accordingly.

Rich Content - Examples

1.1

What's in the Box? Video Blog about My Organic Food CSA

NBuecheler1 10 videos

0:07 / 6:15

Like Add to Share

390 views

Source: Youtube

- 1.1 There are many examples of how video can bring a complex idea to life – Youtube has many videos about CSAs that could serve as an example.
- 1.2

If video isn't possible, then it could just be continuing to add and rotate the images on a quarterly basis to ensure that they stay fresh and seasonal.

Newsletter content could also be duplicated as weekly blog posts so that new content is always being served up on the site.

What's in the Box? An Organic Food blog about
by NBuecheler1
254 views

Hood River Organic's winter CSA
by cemerickvideo
713 views

What's in the box? Weekly organic food
by NBuecheler1
933 views

Preview of Chef Bryan Au's new Raw Organic
by rawbryan
2,952 views

1.2

04:20 / 10:01

Like Add to Share

845 views

Uploaded by fredmango76 on Jun 7, 2010

Check out this raw vegan video blog where we visit a CSA farm called Kahumana on the west side of Oahu. Lou, our tour guide is a WOOFer and shows us around the farm and what kinds of fruits and vegetables grow in the

5 likes, 0 dislikes

Misc Idea - Seasonal Food Tag Cloud

1.1

what are you craving? Are you new to this tool? >

Type in your cravings separated by commas or choose from below... search >

onion **pork** herbs olive oil parsley farfalle
cayenne pepper whole wheat flour **fish**
apples spices mushroom persimmon
oyster peanut butter scallops sundried tomato
Italian bread chives cilantro **beef** turnip
chicken cheese cremini mushroom



 ingredient  dish  cuisine  mood

1.1 Offers several novel ways of exploring food. A similar concept could make grocery shopping much more fun and could also offer a visual way of seeing what's in season (i.e. if there are currently 7 varieties of apples available, then it would be larger than other product names)

This could also be a way for users to explore recipes.

Misc Idea – Request an item

Product Request 1.1

Can't find the product you want? Request it!
Let us help you find the perfect wine or import beer that you're looking for. Just fill out the form below and we'll get to work!



cforms contact form by delicious:days

Name (required)

Email (valid email required)

Phone (required)

Product Name (required)

Where I've Seen It (required)

Product Description (required)

Enter Code **ec938**

- 1.1 Engage customers by allowing them to request products that they are looking for or have seen elsewhere.
If a product is requested and added to the catalog, it could have a small icon that indicates that it was member requested.