

Last Week's Homework

“You can observe a lot by just watching.”

-Yogi Berra.



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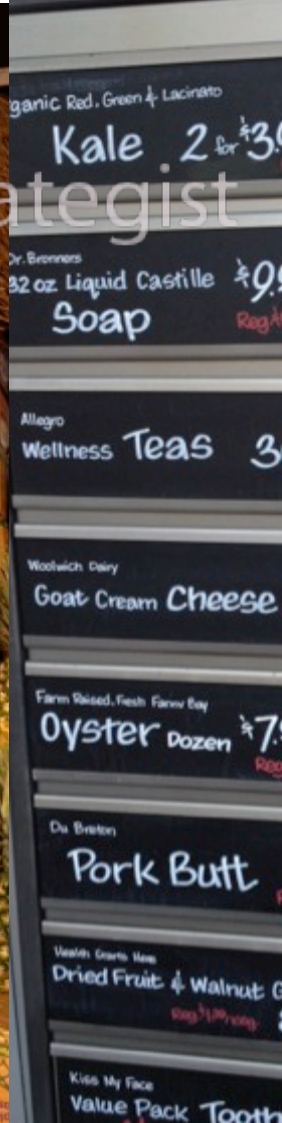
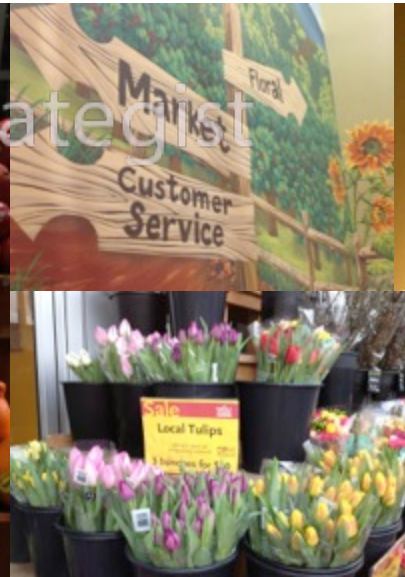
The Assignment:

- What did you notice?
- Describe the Aesthetic
- Who does this appeal to?
- Wayfinding/Easy to find things?/Signage
- How do they convince you to try/buy?
- Well-designed features of the store?
- Why do people shop here?

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Whole Foods

First Impressions



Colorful

Alive

Natural
(Plants,
Flowers)

“Handmade”
feeling

Neat &
Organized

Specials &
Sales

Whole Foods

Aesthetic



Whole Foods

Aesthetic

Rustic yet refined

Warm,
Muted
colors

Soft,
lots of
curves

Earthy,
natural
materials

Light: not as
fluorescent
as other
grocers

Sophisticated,
Upscale

“Arty”
elements

Folksy,
earnest vibe

Leisurely, yet
convenient

Tidy &
uncluttered

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Whole Foods

Wayfinding



Whole Foods

Wayfinding

Lots of nooks,
seems they want
you to explore
rather than simply
get in & out

Layout breaks
some grocery store
conventions:
bumpouts; store
within a store

Lots of signage
(too much?)

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Whole Foods

Featured & sale products



Whole Foods

Featured & sale products

Handwritten, yet standardized
“chalkboard”
signs

End-of-aisle
bump-outs with
merchandization

Many different
types of signs for
sale & featured
items

Background/
explanatory
product signage

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Whole Foods

Trying new products



Whole Foods

Trying new products

Featured items with
inviting displays

Storytelling &
copywriting
appeals to your
emotions

Sales & Special
Promotions

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Whole Foods

Store Features



Whole Foods

Store Features

Lots of hangout areas to encourage lingering

Neighborhood-y;
Community-minded

Whimsical merchandising

Explanations behind products/
producers to build trust & value

Mission is upfront and center

Appealing & consistent language & messaging

Whole Foods

Why shop here?

Atmosphere:
Fun instead
of a chore

Emphasis on
Convenience

Certifications
build
confidence

Produce
looks
superior/
high-quality

Customer
focus

Bragging
rights

Lots of
help &
assistance

Large
selection
& choice

Feel like
you're
"doing
good" by
buying

Feels
integrated
with
community

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Online vs. Offline

How do we (*can we?*)
translate this to a website?

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Online Equivalents

Color Palette; Organization



[my account](#) | [bristol blog](#) | [hours and locations](#) | [careers](#) | [contact](#)

Bristol Farms
Your Extraordinary Food Store

search

GO

Your email address

GO

SIGN UP
FOR EMAIL
SPECIALS

[HOME](#) | [OUR STORES](#) | [WEEKLY SPECIALS](#) | [ONLINE SHOPPING](#) | [RECIPES & COOKING TIPS](#) | [CATERING](#) | [HEALTHY LIVING](#) | [WINE NEWS](#)

Bristol's Own
Handmade
Tortillas

99¢

January Special

meet **chef jamie**

Tune in to "Food & Wine with Chef Jamie Gwen" every Sunday from 8-10am on KFWB News Talk 980.

>> [learn more](#)

meet **melinda lee**

Listen to Melinda Lee on KNX 1070 Newsradio Sa/Su 10A-1P and KFWB News Talk 980 Sa/Su 12N-1P.

>> [learn more](#)

<http://www.bristolfarms.com/>

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Online Equivalents

Color Palette; Organization

The screenshot shows the Waitrose website homepage. At the top, there is a navigation bar with the Waitrose logo, two royal warrants, a search bar, and links for 'My Trolley', 'Login / Register', 'My Account', 'My Orders', 'Branch Finder', 'myWaitrose', and 'Help'. Below the navigation bar is a menu with categories: Groceries, Wine Direct, Entertaining, Home & Garden, Flowers, Gifts, Recipes, Inspiration, Forum, Offers, and Delia & Heston. The main content area features a large banner for 'Waitrose prepared fruit' with a '2 for £2.50' offer. The banner includes text: 'Offers available on delivery/collection slots from 4-24 January 2012' and a 'Start shopping' button. Below the banner are several product images: 'melon & grape', 'classic fruit salad', 'pineapple', 'watermelon', 'melon medley', and 'pomegranate'. To the right of the banner is a 'Waitrose your way' section with three options: 'Shop Online we deliver', 'Shop Online you collect', and 'Shop in Branch we deliver'. At the bottom of the banner is a green bar with a truck icon and the text 'Free Delivery on all online orders over £50'. A 'Getting started' link is also present.

Online Equivalents

Value Proposition



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**

<http://www.ocado.com/webshop/startWebshop.do>

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Cultivating Lasting Legacies



Find out how environmental stewardship leaves a lasting agricultural legacy and take a tour of a sustainable cattle ranch.

Our Tradition of Caring



Read our animal handling protocols and discover what it takes to produce the finest tasting all-natural meats.

The Faces Behind Our Farms



Learn what traditional farming means to us and take a tour of a Niman Ranch hog farm!

Don't Take Our Word For It...



Nationally acclaimed chefs take us into their kitchens to tell us why they use Niman Ranch.

Online Equivalents

Personality + Branding

The screenshot shows the website's navigation bar with links for 'home', 'start shopping', 'this week's boxes', 'recipes', 'help', 'blog', and a phone number 'call us on 08452 62 62 62'. The main header features the 'Abel & Cole' logo and 'Sign up | Log In' links. A search bar is located on the right. The central banner promotes 'Reinvigorate your diet' with a weekly box of organic vegetables, a free cookbook, and a 4th seasonal box offer. A sidebar on the right contains a 'New to Abel & Cole?' section with a postcode search form. The footer area includes a 'Choose a box >' button and a promotional banner for a free cookbook and veg box.

home start shopping this week's boxes recipes help blog call us on 08452 62 62 62

Sign up | Log In

Abel & Cole

Welcome to Abel & Cole - Organic vegetable boxes, fruit, meat & more. The best organic food delivered to your door.

Reinvigorate your diet

With a weekly box of healthy, affordable, organic veg. Plus get a free copy of our very popular cookbook with your 1st delivery.

Choose a box >

New to Abel & Cole?

just enter your postcode here

enter your postcode submit

Order this week and get...

• Your 4th seasonal box for free (save up to £25)

FREE
COOKBOOK
& VEG BOX

The Abel & Cole Cookbook

<http://www.abelandcole.co.uk/>

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Online Equivalents

Personality + Branding

The screenshot shows the Biscuiteers website homepage. At the top left is the logo, which consists of a rolling pin with the word "BISCUITEERS" written on it, and a dove flying to the right. To the right of the logo are navigation links: "home", "my account", "my basket", and "log in". Below the navigation is a horizontal menu with categories: "what's the occasion", "biscuits", "chocs", "cakes", "sweets", "jolly gingers", "greeting cards", and "icing kits". The main content area features a large image of an open Biscuiteers tin filled with various chocolate-covered biscuits, some decorated with white daisies. To the right of this image is a promotional offer: a heart-shaped graphic with "£5 off" written inside, followed by the text "get a fiver off your first biscuit tin when you sign up to our newsletter". Below this is another promotional text: "time to plan a mini break" with a small image of a gift box. At the bottom of the main content area, there is a headline: "why send flowers when you can send chocs?".

BISCUITEERS 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

Hand Made
BISCUITEERS
Chocolates

£5 off

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 TIMES READY

or the next best thing

<http://www.biscuiteers.com/>

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Online Equivalents

Personality + Branding

The screenshot shows the homepage of Forman & Field. At the top, the logo "FORMAN & FIELD" is on the left, and the tagline "great British food freshly made to order" is in the center. On the right, there is a "Basket" icon showing "0 items" for "£0,00". Below the logo is a "Sign in" button. A search bar with the placeholder "Enter keyword" and a "Search" button is on the right. A navigation menu includes "The Shop", "Gifts & Hampers", "Seasonal", "Gift Vouchers", and "Everything Else", with a telephone number "Tel: 0203 601 5464" on the far right. The main banner features a large image of a fish and poached egg dish. To the left of the image, the text reads "Happy New Year!" and "Britain's best food all year round". Below the banner are four promotional boxes: "Formans Restaurant" (Our riverside restaurant), "Video" (Watch a day in the life), "Give the gift of food" (Beautifully presented hampers), and "Express Delivery" (Order by 10am for next day delivery).

<http://www.formanandfield.com/>

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Online Equivalents

Featured Products

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



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-tinted Sicilian oranges...

<http://www.natoora.co.uk/shop/>

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Online Equivalents

Help & Support

The image shows a screenshot of the Seamless website homepage. The background is a photograph of two bowls of yellow soup on a white tablecloth. The website header is dark red with the Seamless logo and the tagline "Your food is here." Navigation links for "HOW IT WORKS", "BLOG", "HELP", and "LOG IN" are in the top right, with "HELP" circled in red. A teal callout box on the right says "Seamless is the best way to order food for delivery and takeout" and "If you need us, we're here. 24/7 customer care." The main content area on the left is a white box with a red border titled "START YOUR ORDER". It has radio buttons for "DELIVERY" (selected) and "PICKUP". Below are input fields for "Street Address (How?)", "Apartment or Suite", and "Zip Code". A search bar contains the text "Search restaurants, cuisines and food items". A red button at the bottom says "FIND YOUR FOOD" with a right-pointing arrow. At the bottom right of the page, there are icons for Apple, Android, and a mobile phone.

<http://www.seamless.com/>

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Online Equivalents

Categories & Descriptions



Hampers



Our meat



Our bakery



Our cheese



Our larder



Wine & drink



Homeware



Living



Bamford body

<http://www.daylesfordorganic.com/>

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Online Equivalents

Categories & Descriptions



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

Online Equivalents

Language & Messaging

Total Item Price +

Gourmet Steaks

- British Beef
- World Beef +
- Ready Cut Beef Steaks
- Whole Beef Steak Joints
- Hand-Picked Selections**
- All Our Yummy Packs
- Bumper BBQ
- Bodybuilder & Protein
- Clever Colleagues
- Taster Teasers
- Family Faves

New Products

Why Choose WG?

- About Us & Quality
- Our Guarantee
- Restaurant Testimonials
- Customer Testimonials

Succulent Lamb direct to your door

		
Boneless Leg of British Lamb	British Barnsley Lamb Chops	New Zealand Lamb Shanks
Mouth watering, truly gorgeous and responsibly farmed, our boneless le... More	Never heard of a Barnsley Chop? You don't know what you've been mi... More	You are about to order what we consider to be the best lamb shanks we ... More
From £2.29 Per Serving 18 Servings for £41.29	From £4.25 Per Serving 6 Servings for £25.47	From £4.46 Per Serving 6 Servings for £26.75
More Information	More Information	More Information

Prime cuts of tasty Pork

		
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YOU WILL LOVE OUR MEATS
If any customer isn't happy, I will personally ensure they are!
Matthew Clough - Director

GUARANTEED

Bradley Wiggins CBE

BRADLEY WIGGINS CBE
TRIPLE OLYMPIC GOLD MEDALIST
Recommends Westin Gourmet



<http://www.westingourmet.co.uk/>

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