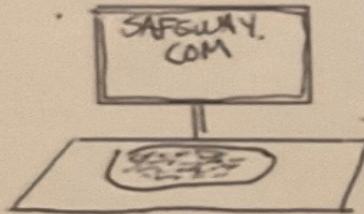
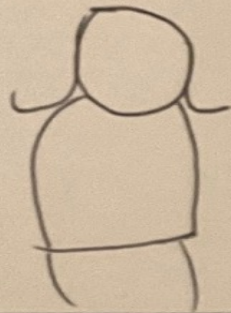


PERSON: ALEXIS / URBAN WORKING MOM

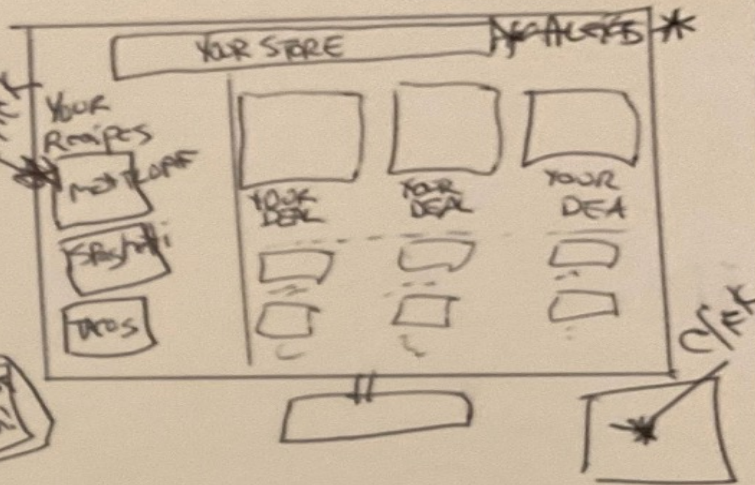
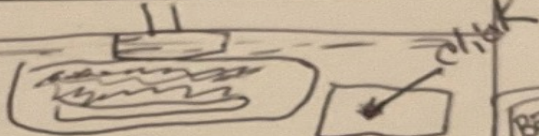
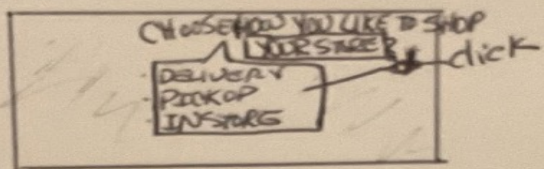
SCENARIO: BUY DINNER / GROCERIES ON WAY HOME

MARGARET SCHMIDT

I NEED TO BUY DINNER ON WAY HOME. MEATLOAF!



MOM'S DESK

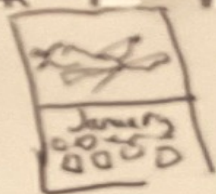


- Decides on meatloaf & dinner
- Notices time, has to leave
- Pulls up Safeway.com

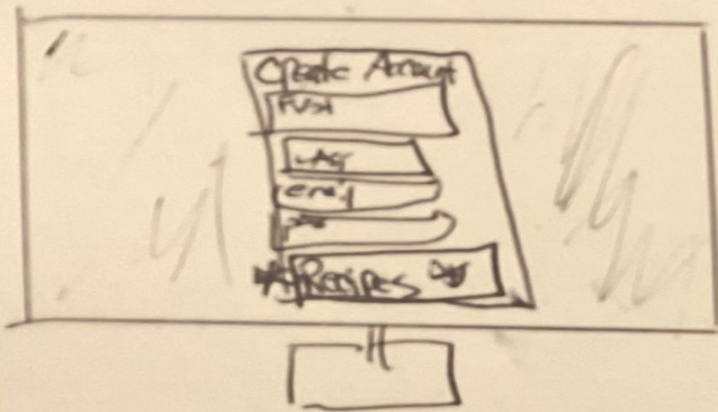
- Homepage offers choose how you'd like to shop.
- ☺ Mom's happy!
- Finally something accommodates me.
- Checks, it's the right store!

- ☺
- ~~clicks~~ clicks ~~Delivery~~ Pick-up
- Overlays - easy to see

- * Knows you because Alexis accepted cookies ~~for~~
- Automatically logged-in
- See my own screen. ☺
 - my deals
 - my recipes
 - ~~pre-set~~ ~~prior~~
- Clicks meatloaf
- Pays



Prior to now



Safeway



! Drive up too!



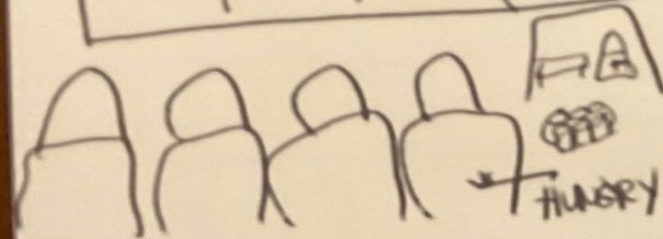
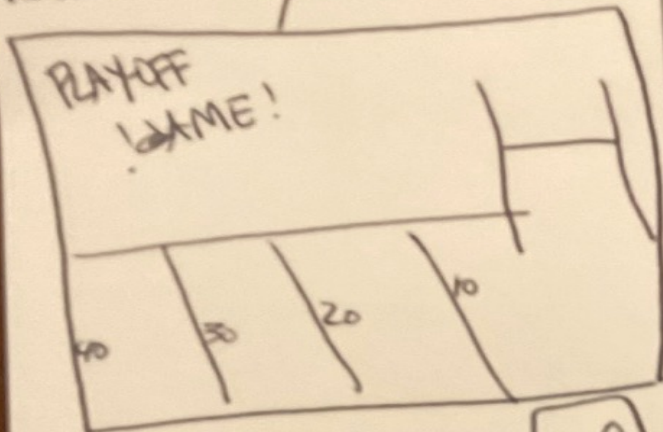
Best Mom's Meatloaf Ever

- * Recipes is one of the profile settings.
- * Also knows my brands

- * Alexis drives to store. Doesn't have to go in.
- * Child stays in car seat
- * Alexis uses phone to notify she's here.
- * Safeway mobile app

- * Alexis is less tired
- * Alexis knows she has exactly the ingredients

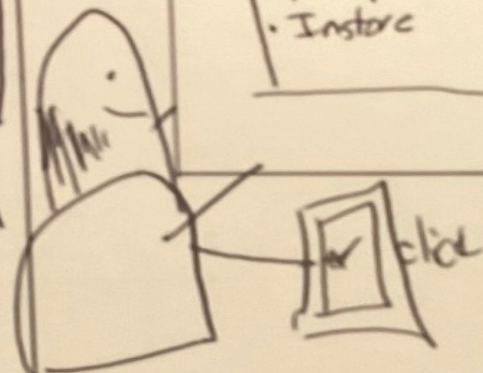
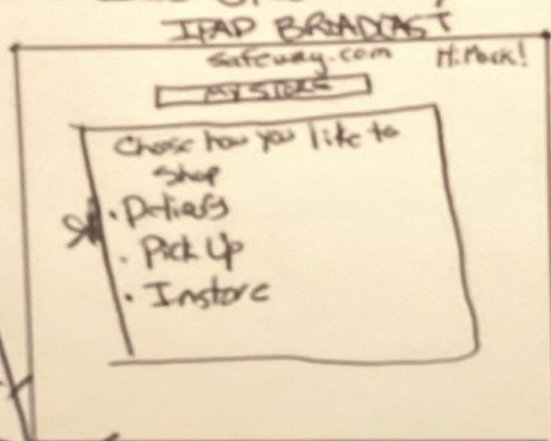
PERSONA: MARK / RECENT RETIREE



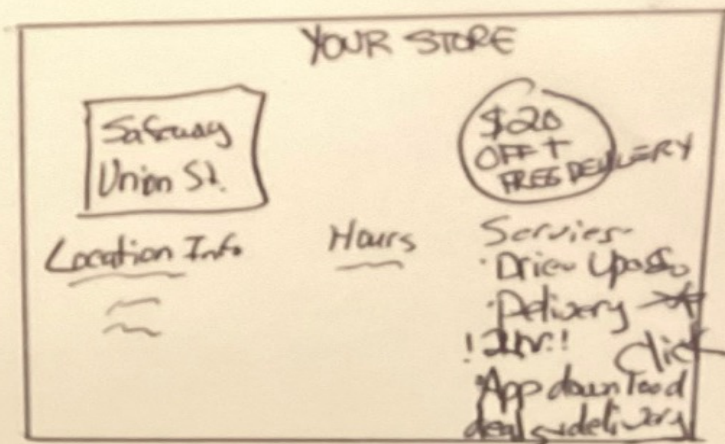
• Mark has buddies over for football game
 • Guys are getting hungry + refrigerator is ~~empty~~
 △ . △



SCENARIO: ~~GRIBERIES~~ GROCERIES / DINNER W/ FRIENDS

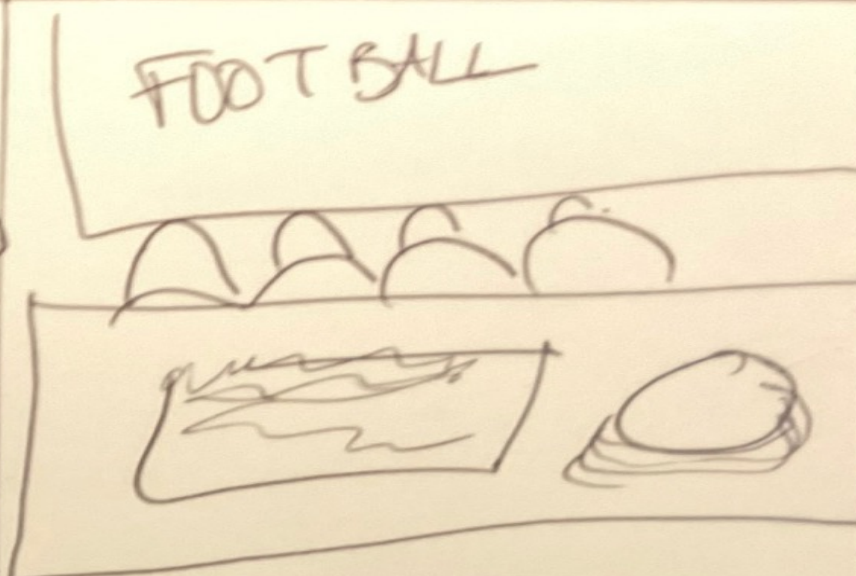
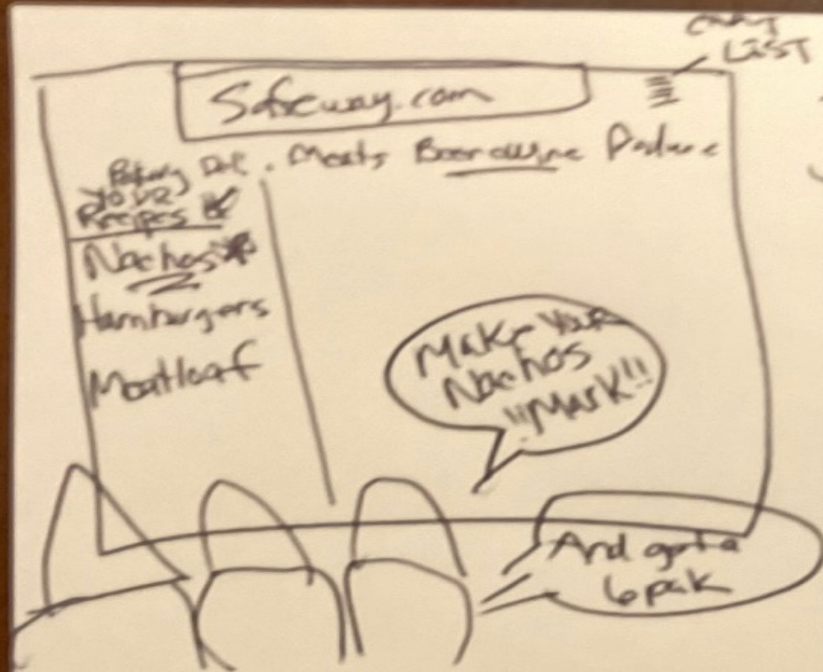


• Mark picks his iPad up + looks on ^{Smart TV} screen.
 • Easy-to-see
 • Knows his store
 • Fills out his brands



2 hr Delivery
 1 hr Pick-Up

• 😊 Mark has a choice
 • Easy to READ!!!
 • Chooses Pick-Up



- Guys pick out what they want
- Choose Mark's Nachos from his recipes
 - All ingredients go into cart
 - List ^{in cart} makes easy to delete or add

- Drive to Safeway
- Call's wife to check
- Uses mobile app to confirm arrival.

- All hungry & well fed!
- Mark's a hero