

High Level Heuristic Evaluation Grocery Gateway

Grip Limited

Bernadette Smail

13-08-20

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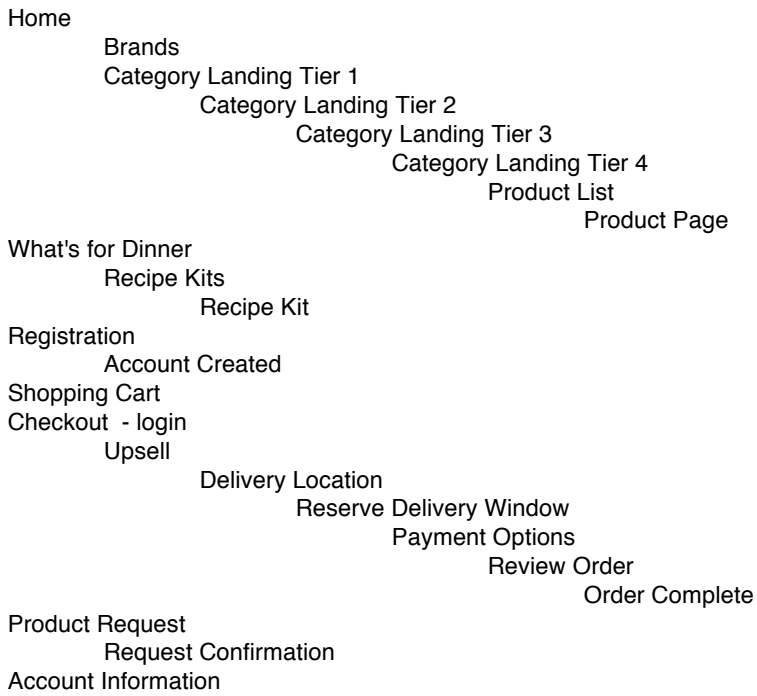
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Pages

Page Tree



Evaluation Criteria

Navigation

An effective navigational scheme provides the user with a clear indication of the current location within the overall site structure and provides access to other parts of the site.

Functionality

The features and functions that a user is likely to require should be easily available.

User Control

Where possible, the user should be in control of the website interaction. For example, he or she should be able to cancel an operation if it is taking too long.

Consistency

Global elements such as search boxes, organizational identity, logos and navigation should be in the same position throughout the site. Effective websites are usually consistent with general design practice, so that the user does not have to learn new interfaces and interaction styles.

Error Handling

When errors occur, they should be explained in simple language, informing the user of what happened and why, and how to rectify the problem. An escalation process should be available if the user cannot resolve the problem.

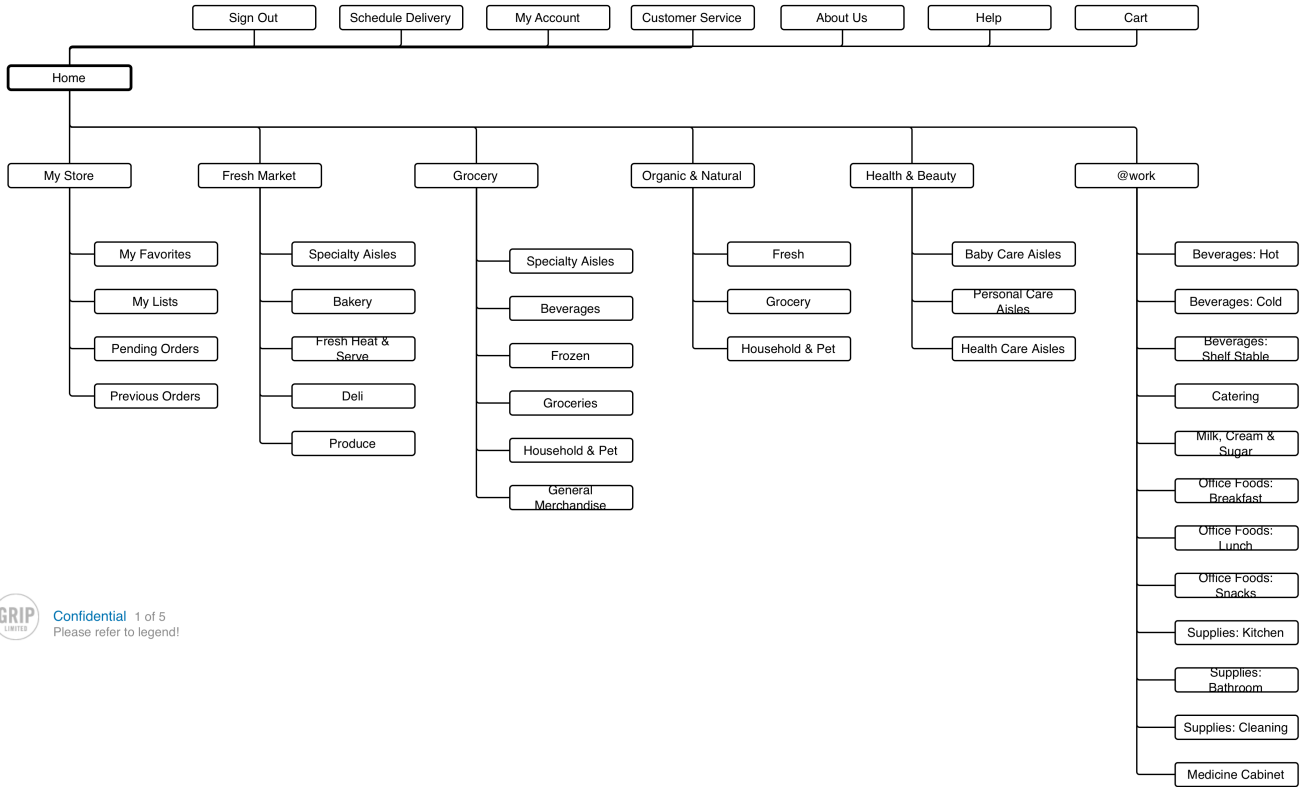
Visual Clarity

The purpose and function of each visual element should be apparent. Font should be of appropriate size for reading online and adjustable according to user preferences.

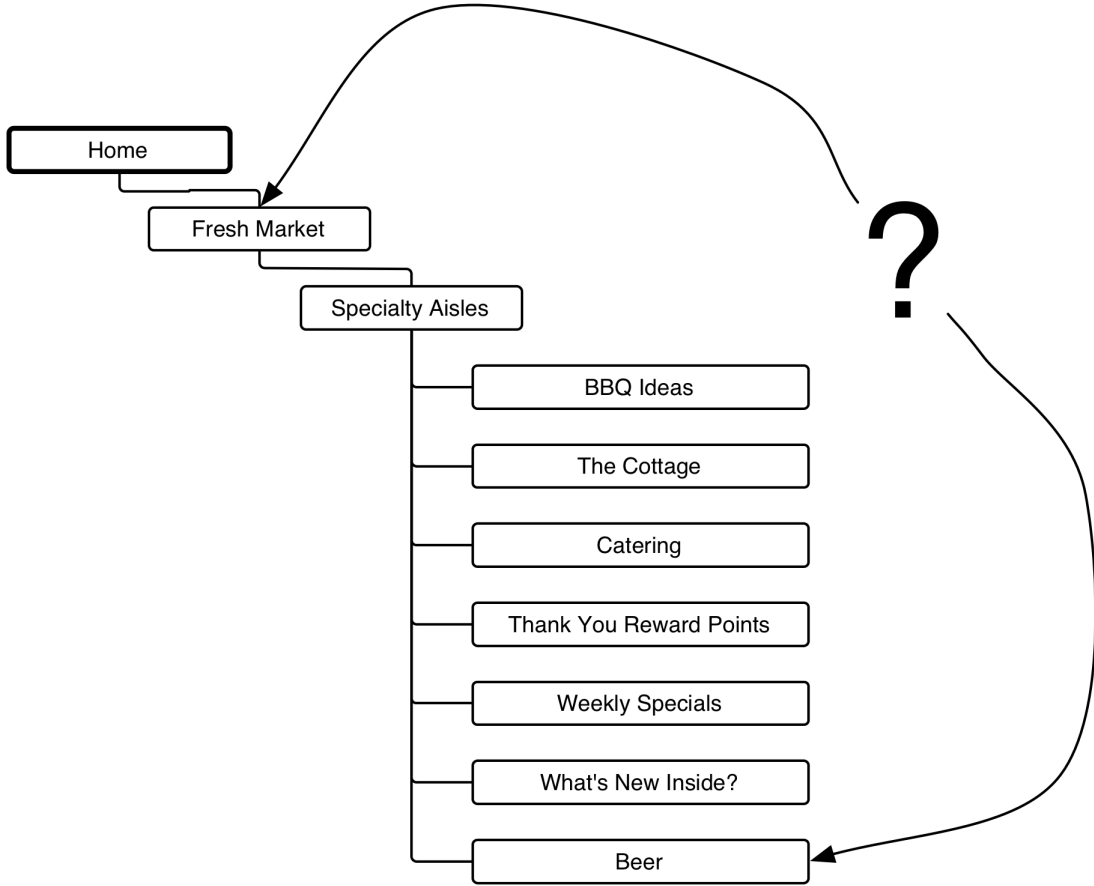
Language

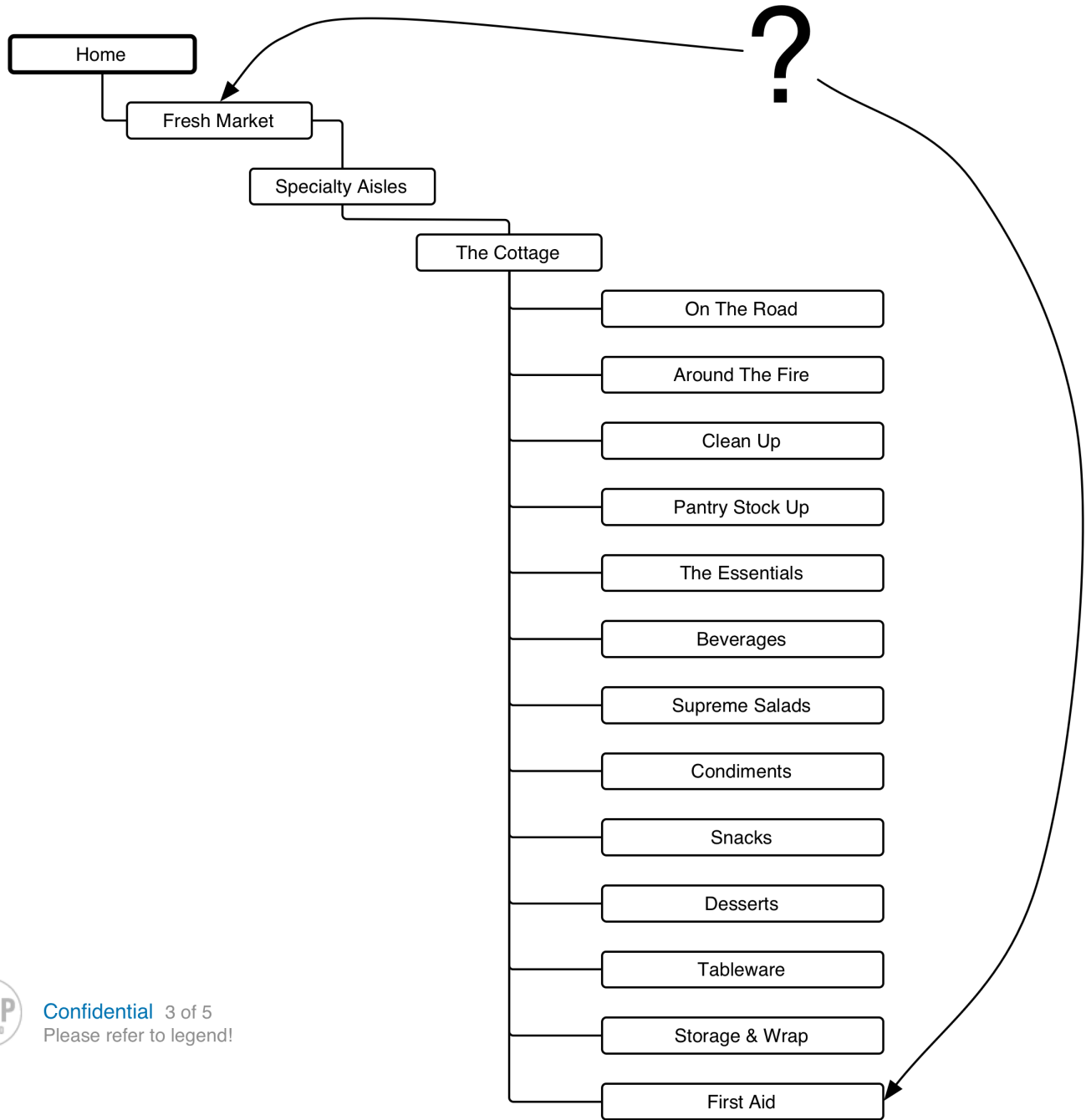
Terminology and labels should be clear and consistent. Jargon should be avoided.

Current Sitemap



 Confidential 1 of 5
Please refer to legend!





Confidential 3 of 5
Please refer to legend!

Home

Current state www.grocerygateway.com/

Sign Out | Schedule Delivery | My Account | Customer Service | About Us | Help

grocerygateway.com

You shop online. We deliver.
Now this is progress.

ALREADY A CUSTOMER?
User Name:
Password:
Forgot password? [SIGN IN](#)

NOT YET A CUSTOMER?
Your Postal Code:
 Home Office
[REGISTER NOW](#) [TRY IT OUT](#)

PAY ONLINE OR AT THE DOOR
Interac VISA American Express Discover MasterCard

MOBILE APP
Now on mobile and tablet.
[find out more](#)

CONTACT US
Customer Response: 905-564-8778
Long Distance: 1-877-447-8778
Corporate Office: 905-264-4110

freshness guaranteed!
Your order will be picked directly from a Longo's store the day of your order - ensuring optimal freshness and the outstanding quality for which Longo's is famous!

Fresh Market
Every healthy diet includes 5-10 servings of fruit & vegetables a day, so be sure to shop our Fresh Market Tab for conveniently prepared salads, fruit bowls and vegetables.

3⁹⁹
Organic Red Grape Cherry Tomatoes (1 pint)

2²⁹
Sweet Nantes Carrots (454g)

3⁹⁹
Chappans Checkerboard Ice Cream (2L)

6⁹⁹
Organic Coconut Bliss Ice Cream (473mL)

Cool Treats
Looking to beat the heat? Shop our Ice Cream aisle for a wide variety of frozen treats, including organic, low fat, dairy-free, sorbet, gelato, and of course, good-old fashion creamy ice cream!

Lack of Navigational Clarity

Products look clickable - but they aren't.

Lack of Visual Clarity

It's not communicated what the items on the homepage stand for. Are they deals? Are they examples?

Outdated look.

Lack of User Control in Navigation

If the user is logged in and returns to Grocery Gateway she can't access the catalogue and still sees the same homepage. Suggesting to need to login or register. Again.

New Users have to use demo to try and see products. Result is a big drop off.

Lack of Clarity in Language

The Login states "User Name", while it actually requires "email address".

Suggested Global Improvements:

User should be allowed to shop before registration. The shop shouldn't be gated until checkout to encourage sign up and purchase after exploration when the user is ready to commit.

Postal code prompt overlay to adjust product catalogue, pricing and availability accordingly.

Clear and simple checkout. (I received the feedback of a current user that she thought she had ordered, but hadn't confirmed it yet.)

Improved Search with auto suggest of products, brands and categories.

Extended dropdown that allows for nimble navigation between all product aisles and provides a platform to feature sales and seasonal specials.

Display product availability.

Option to ship as available or hold until all items are available. (People complained about that on a forum.)

(Seasonal-) Recipes and related ingredients kits could be offered.

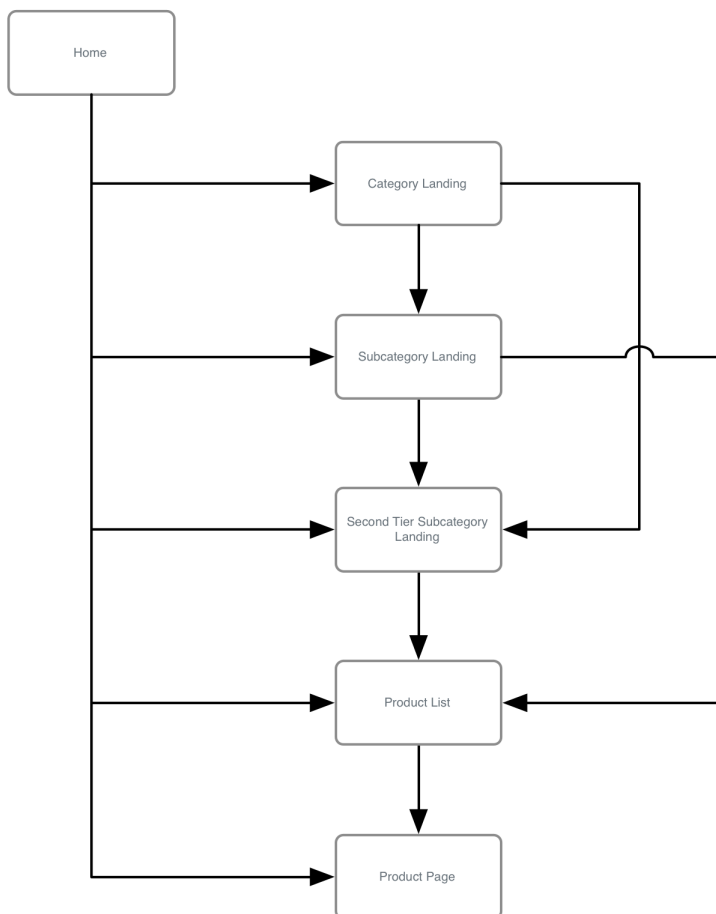
Abandoned carts should mail reminders to registered users.

Registration must clearly distinguish between personal and business form.

New Navigation Schema

Provides quick access and short ways to everything from everywhere.

Possible to jump from any page via main navigation into Categories, Subcategories and selected Product/Product Lists (via touts)



Suggested Homepage Improvements:

- A carousel on the homepage allows for seasonal messaging, deals and announcements.
- Existing video should be on landing page.
- Deals and popular items should be featured on homepage.
- Live text for all product categories to make them more search engine friendly.

- Product categories should be visible to give an idea of vast selection of products.
- Public content would allow for search engines to pick up on Grocery Gateway.
- Deep links into the site should be available without the need to go through the “try it out” feature.
- When I access the homepage while being logged in, it should become a customized experience.
- The homepage should recognize my preferences, presenting me with customized content that I specified in my lists (if existent).

Homepage Wireframes

Initial View: Location prompt

The wireframe shows a homepage for 'grocerygateway.com'. At the top, there is a navigation bar with links for 'What's for Dinner?', 'Sales', 'Brands', 'LOGIN | REGISTER', and a shopping cart showing '5 Items' and a subtotal of '\$49.69'. A search bar is located below the navigation. The main content area is divided into several sections: a top row with category tabs (Fresh Market, Grocery, Organic, Natural, Local, Health & Beauty, @work, MyStore), a central promotional banner for 'Join Now and Save \$5.00 on your first order!', a grid of six category tiles (Fresh Market, Grocery, Organic, Natural & Local, Health & Beauty, @work, MyStore), a 'Complete Dinner Kits' section, and a footer with navigation links and social media icons. A modal window is overlaid on the page, asking 'Where do you live?' with radio button options for Toronto, Area 2, and Area 3, and a 'Login' section with email and password fields.

grocerygateway.com

You shop online. We deliver.

What's for Dinner? Sales Brands LOGIN | REGISTER Shopping Cart Subtotal \$49.69
5 Items Checkout

Search Products, Categories or Brands

Fresh Market Grocery Organic, Natural, Local Health & Beauty @work MyStore

Where do you live? or Login

@ Toronto
@ Area 2
@ Area 3

email@email.com

Password

Forgot Password
Join now

Set Location Login

Join Now and Save \$5.00 on your first order!*

We're here to make your life simpler. Shop when it's convenient for you, because we're open 24 hours a day, 7 days a week. Choose from 1000s of items including fresh fruits, vegetables and meats, and we'll deliver them right to your door.

Register

Example Image

Fresh Market

Example Image

Grocery

Example Image

Organic, Natural & Local

Example Image

Health & Beauty

Example Image

@work

Example Image

MyStore

We deliver, you cook!
Complete Dinner Kits

View All Dinner Kits

Dinner for 2 Vegetarian

Dinner for 2 - Tofu with Sesame Crust and Mie - Noodles

Roasted spicy asparagus with a classic French Bearnaise sauce.

\$19.50

Family Dinner for 4 Classic!

Spaghetti Bolognese

Spaghetti bolognese with thyme and basil.

\$19.50

Dinner for 2 Seasonal!

Salmon, Potatos & Asparagus with Sauce Bearnaise

Roasted spicy asparagus with a classic French Bearnaise sauce.


\$19.50

Fresh Market @work MyStore
Grocery MyStore
Organic, Natural, Local
Health & Beauty

FAQ

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Homepage



What's for Dinner? Sales Brands [LOGIN | REGISTER](#)

Shopping Cart Subtotal \$49.69
5 Items Checkout

Fresh Market
Grocery
Organic, Natural, Local
Health & Beauty
@work
MyStore

Item one
Lorem ipsum dolor sit

[Learn More](#)

Join Now and Save \$5.00 on your first order!

We're here to make your life simpler. Shop when it's convenient for you, because we're open **24 hours a day, 7 days a week**. Choose from 1000s of items including **fresh fruits, vegetables and meats**, and we'll **deliver them right to your door**.

[Register](#)

Example Image

[Fresh Market](#)

Example Image

[Grocery](#)

Example Image

[Organic, Natural & Local](#)

Example Image

[Health & Beauty](#)

Example Image

[@work](#)

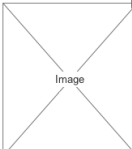
Example Image

[MyStore](#)

We deliver, you cook!
Complete Dinner Kits

[View All Dinner Kits](#)

Dinner for 2 Vegetarian




Dinner for 2 - Tofu with Sesame Crust and Mie - Noodles

Roasted spicy asparagus with a classic French Bearnaise sauce.

\$19.50

Family Dinner for 4 Classic!

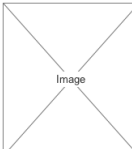


Spaghetti Bolognese

Spaghetti bolognese with thyme and basil.

\$19.50

Dinner for 2 Seasonal!



Salmon, Potatos & Asparagus with Sauce Bearnaise

Roasted spicy asparagus with a classic French Bearnaise sauce.



\$19.50

Fresh Market
@work
FAQ

Grocery
MyStore

Organic, Natural, Local
Health & Beauty

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Page Fold

Footnote	Label	Interactions
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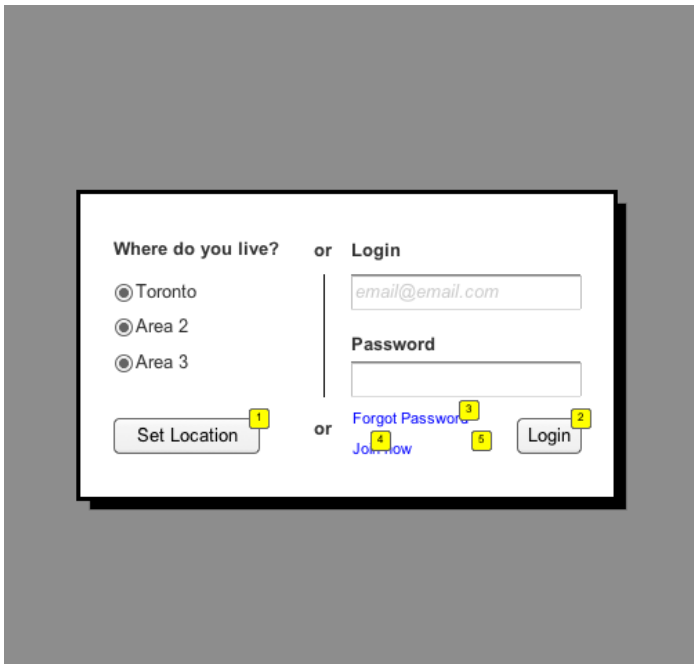
CONFIDENTIAL
Page 17

Footnote	Label	Interactions
1		OnClick: Open What's for Dinner in Current Window
2		OnClick: Open Category Landing Tier 1 in Current Window
3		OnClick: Open Registration in Current Window
4		OnClick: Open Recipe Kit in Current Window
5		OnClick: Open Recipe Kit in Current Window
6		OnClick: Open Category Landing Tier 1 in Current Window

Masters Used

- Header
- Footer
- Carousel

Postal Code Overlay



Footnote	Interactions
1	OnClick: Hide Postal Code Overlay fade 500ms Send Postal Code Overlay to Back
2	OnClick: Hide Postal Code Overlay fade 500ms Send Postal Code Overlay to Back
3	OnClick: Open Link in Current Window
4	OnClick: Open Link in Current Window
5	OnClick: Open Registration in Current Window

Category Landing

Current state: <http://www.grocerygateway.com/Shopping/Products.aspx>

The screenshot shows the Grocery Gateway website interface. At the top, there is a navigation bar with links for MySTORE, Fresh Market, Grocery, Organic & Natural, Health & Beauty, and @ Work. A user greeting for Bernadette Small is visible, along with a cart icon showing 5 items and a subtotal of \$42.66. The main content area features a sidebar with navigation options like 'NEW CUSTOMER?' and 'START SHOPPING'. The central product list includes 'Pick Ontario Lilies 5 Stem Multi Colour Bunch', 'Pick Ontario Sunflowers 5 Stem Bunch', 'Maple Leaf Prime Boneless Skinless Chicken Thighs Value Pack', and 'Lee Kum Kee Char Siu Sauce'. Each product has a 'BUY' button. On the right, there are promotional banners for 'important notices', 'Tell a friend!', and 'SAVE MONEY shop our specials'.

Findings

Poor Navigation

- Not sure what I see on this page. Are these sales? Specials? New offers?
- The departments are hidden in the subtle menu. Those should be first and foremost, greeting the user and guiding them.
- Messaging in the banner "Important Notices" are getting lost due to banner blindness.

Poor Product Presentation

- List view of products makes for a long scroll to find what I'm looking for.

Unclear Product availability

- Users complained that they ordered and received parts of the delivery and had to pay twice for shipping. If this can't be avoided via a "send complete delivery" or "send in pieces as available" option, then this functionality should be mandatory. Ideal would be both, option and product availability.

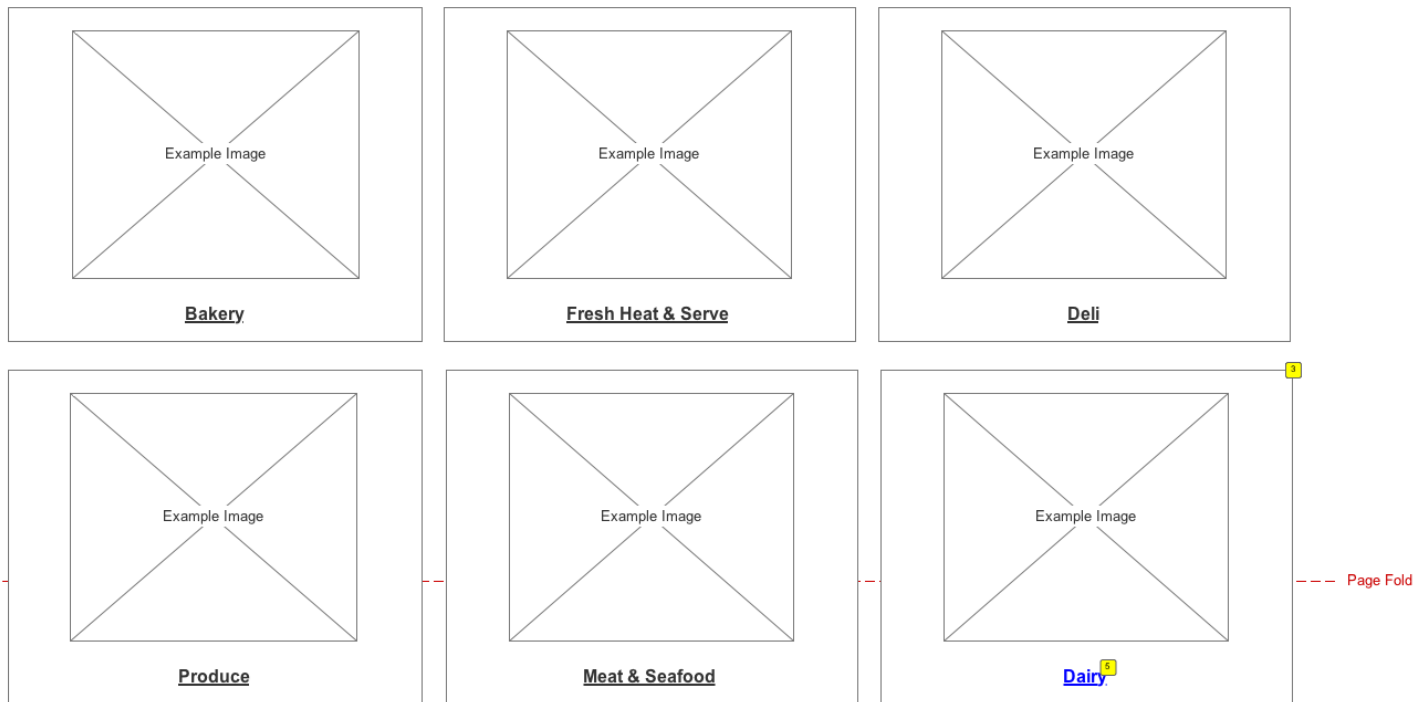
Suggested Category Landing Tier 1 Improvements

- Present available categories to the user.
- Add images to the categories to allow for more a visual shopping experience.
- Add featured products or articles/seasonal/sales.
- List available subcategories for quick access.



Fresh Market ¹ ² ⁴

Fresh Market



Footnote	Label	Interactions	Status	Benefit	Effort
1		OnClick: Open Category Landing Tier 1 in Current Window			
2		OnClick: Open Category Landing Tier 1 in Current Window			

Footnote	Label	Interactions	Status	Benefit	Effort
3		OnClick: Open Category Landing Tier 2 in Current Window			
4	Breadcrumbs		Existent	Critical	Minimal
5		OnClick: Open Category Landing Tier 2 in Current Window			

Masters Used

Header
Footer

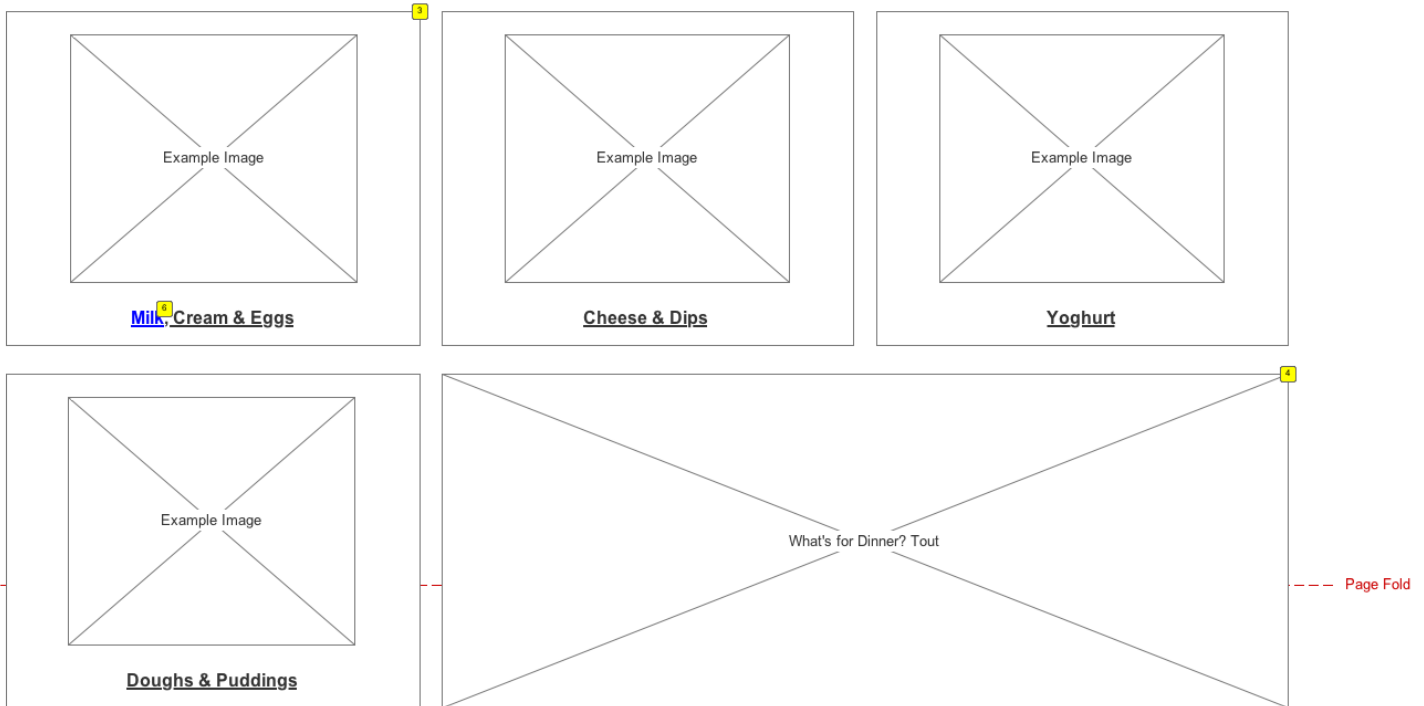
Suggested Category Landing Tier 2 Improvements

- Present available categories to the user.
- Add images to the categories to allow for more a visual shopping experience.
- Add featured products or articles/seasonal/sales.
- Link available third tier categories for quick access.



Fresh Market ¹ > Dairy ⁵

Dairy



Footnote	Label	Interactions	Description	Status	Benefit	Effort
1		OnClick: Open Category Landing Tier 1 in Current Window				
2		OnClick: Open Category Landing Tier 1 in Current Window				

High Level Heuristic Evaluation Grocery Gateway

Footnote	Label	Interactions	Description	Status	Benefit	Effort
3		OnClick: Open Category Landing Tier 3 in Current Window				
4	Feature Article	OnClick: Open What's for Dinner in Current Window	Could be a new product, a seasonal item or Dinner Kit	Proposed	Useful	Moderate
5	Breadcrumbs			Existent	Critical	Minimal
6		OnClick: Open Category Landing Tier 4 in Current Window				

Masters Used

Header
Footer

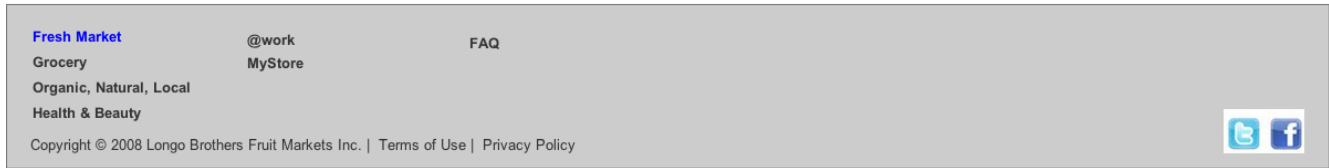
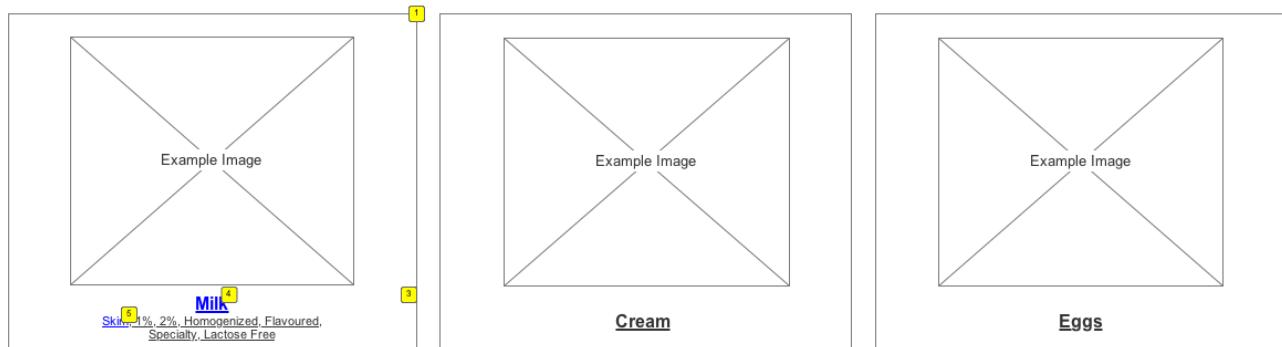
Suggested Category Landing Tier 3 Improvements

- Present available categories to the user.
- Add images to the categories to allow for more a visual shopping experience.
- Add featured products or articles/seasonal/sales.
- List available second tier subcategories for quick access.



Fresh Market ⁷ > Dairy ⁸ > Milk Cream & Eggs ²

Milk Cream & Eggs



Page Fold

Footnote	Label	Interactions	Description	Status	Benefit	Effort
1	Category	OnClick: Open Category Landing Tier 4 in Current Window		Proposed	Critical	Moderate
2	Breadcrumbs			Existent	Critical	Minimal
3			Category with subcategory Listing	Proposed	Critical	Moderate
4		OnClick: Open Category Landing Tier 4 in Current Window				
5		OnClick: Open Product List in Current Window				
6		OnClick: Open Category Landing Tier 2 in Current Window				
7		OnClick: Open Category Landing Tier 1 in Current Window				

High Level Heuristic Evaluation Grocery Gateway

Footnote	Label	Interactions	Description	Status	Benefit	Effort
8		OnClick: Open Category Landing Tier 1 in Current Window				

Masters Used

Header
Footer

Category Landing Tier 4



You shop online. We deliver.

grocerygateway.com

What's for Dinner?

Sales

Brands

LOGIN | REGISTER

Shopping Cart Subtotal \$49.69

5 Items

Checkout

Fresh Market

Grocery

Organic, Natural, Local

Health & Beauty

@work

MyStore

Fresh Market ¹ > Dairy ² > Milk, Cream & Eggs ⁴ > Milk ³

Milk

Example Image

Skim

Example Image

1%

Example Image

2%

Example Image

Homogenized

Example Image

Flavoured

Example Image

Specialty

Example Image

Lactose Free

----- Page Fold

[Fresh Market](#)

[Grocery](#)

[Organic, Natural, Local](#)


[Health & Beauty](#)

[@work](#)

[MyStore](#)

[FAQ](#)

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Footnote	Label	Interactions	Status	Benefit	Effort
1	Second Tier Subcategory	OnClick: Open Product List in Current Window			

Footnote	Label	Interactions	Status	Benefit	Effort
2		OnClick: Open Category Landing Tier 2 in Current Window			
3	Breadcrumbs		Existent	Critical	Minimal
4		OnClick: Open Category Landing Tier 3 in Current Window			
5		OnClick: Open Category Landing Tier 1 in Current Window			
6		OnClick: Open Category Landing Tier 1 in Current Window			






Masters Used

Header
Footer

Product List

Current State <http://www.grocerygateway.com/Shopping/Products.aspx>

The screenshot shows the Grocery Gateway website interface. At the top, there is a navigation bar with links for Sign Out, Schedule Delivery, My Account, Customer Service, About Us, and Help. Below this is a header with the site logo and a user greeting: "Hello Bernadette Small. Tell a Friend". A shopping cart icon shows 0 items and a subtotal of \$0.00. The main navigation menu includes MySTORE, Fresh Market, Grocery, Organic & Natural, Health & Beauty, and @ Work. The breadcrumb trail is: Main > Fresh Market > Milk, Cream & Eggs > Milk:Skim. The product search bar is empty. The product list is sorted by Relevance and shows 12 items. The products listed are:

PRODUCT NAME	QTY.	SIZE	PRICE	ACTIONS
 Beatrice Skim Milk more info...	1	1L	\$2.89	BUY Add to MyList
 Beatrice Skim Milk more info...	1	2L	\$4.89	BUY Add to MyList
 Beatrice Skim Milk more info...	1	4L	\$5.29	BUY Add to MyList
 Lactantia Skim Plus Skim Milk more info...	1	2L	\$5.49	BUY Add to MyList
 Lactantia Pur Filtre Skim Milk more info...	1	1L	\$3.29	BUY Add to MyList

Findings

Poor Navigation

- The departments are hidden in the subtle menu.
- Product titles are not clickable.
- Images are not clickable.

Poor Product Presentation

- List view of products makes for a long scroll to find what I'm looking for.
- Small images.
- Long rows.

Unclear Product availability

- Users complained that they ordered and received parts of the delivery and had to pay twice for shipping. If this can't be avoided via a "send complete delivery" or "send in pieces as available" option, then this functionality should be mandatory. Ideal would be both, option and product availability.

Suggested Product List Improvements

- Change presentation to a grid view to make navigation convenient, minimize scrolling and optimize shelf space.
- State product availability.

Fresh Market > Dairy > Milk, Cream & Eggs > Milk > Skim Milk

Skim Milk

Price High to Low

Footnote	Label	Interactions
1		OnClick: Open Category Landing Tier 4 in Current Window
2		OnClick: Open Product Page in Current Window OnMouseEnter: Show add button fade 500ms

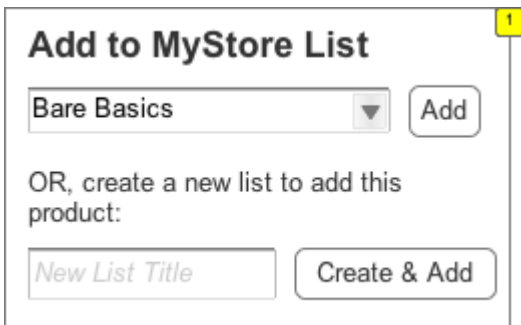
Footnote	Label	Interactions
3		OnMouseEnter: Hide add button fade 500ms
4		OnClick: Open Category Landing Tier 1 in Current Window
5		OnClick: Open Category Landing Tier 1 in Current Window
6		OnClick: Open Category Landing Tier 2 in Current Window
7		OnClick: Open Category Landing Tier 3 in Current Window

Masters Used

Header
Product Item
Footer
MyStoreList

AddtoList

State1



Masters Used

MyStoreList

add button

State1



Footnote	Interactions
1	CloseList: Hide AddtoList Set text on widget MyListLabel equal to "On MyList" Send AddtoList to Back

Footnote	Label	Interactions
1	MyListLabel	OnClick: Show AddtoList Bring AddtoList to Front

Product Page

Current state <http://www.grocerygateway.com/Shopping/ProductInfo.aspx>

The screenshot shows the product page for Beatrice Skim Milk. The page layout includes a navigation bar at the top with categories like 'MySTORE', 'Fresh Market', 'Grocery', 'Organic & Natural', and 'Health & Beauty'. The main content area features a product image of a Beatrice Skim Milk carton, a table with columns for QTY, SIZE, PRICE, and ACTIONS, and a detailed Nutrition Facts panel on the right. The table shows a quantity of 1, a size of 1L, and a price of \$2.89. The Nutrition Facts panel lists various nutrients and their values, such as Energy (90), Fat (Total) (0g), Sodium (125mg), and Protein (9g).

QTY.	SIZE	PRICE	ACTIONS
1	1L	\$2.89	BUY Add to MyList

Nutrition Facts*
Serving Size 250mL
Amount Per Serving % Daily
Energy (Cal) 90 % Daily Value
Fat (Total) 0g -
Polyunsaturates -
(Omega-6 Poly) -
(Omega-3 Poly) -
Monounsaturates -
Saturates 0g -
+ Trans Fat 0g -
Cholesterol 5mg -
Sodium 125mg 5%
Potassium -
Carbohydrates 13g 4%
Dietary Fibre 0g -
Sugars 13g -
Starch -
Protein 9g -
Other Nutrients -
Calcium 30%
Iron 0%
Lycopene -
Vitamin A 10%
Thiamine (B1) -
Riboflavin (B2) -

Findings

Poor Product Presentation

- List view of products makes for a long scroll to find what I'm looking for.
- Missed upsell opportunity.

Unclear Product Availability

- Users complained that they ordered and received parts of the delivery and had to pay twice for shipping. If this can't be avoided via a "send complete delivery" or "send in pieces as available" option, then this functionality should be mandatory. Ideal would be both, option and product availability.

Suggested Product Page Improvements

- State product availability.
- Bigger images.
- Crosslink to recipe if product is used in such.
- Upsell “people who bought this product also bought:”.
- Link to “all products of this brand”.



You shop online. We deliver.

What's for Dinner?
Sales
Brands
LOGIN | REGISTER

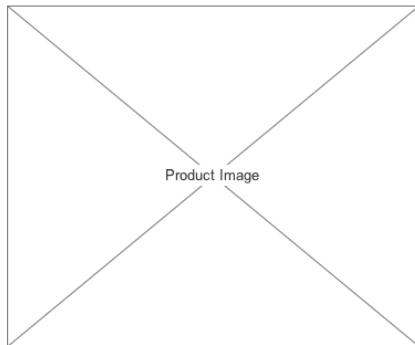
Shopping Cart Subtotal \$49.69

5 Items
Checkout

Fresh Market
Grocery
Organic, Natural, Local
Health & Beauty
@work
MyStore

Fresh Market > Dairy > Milk, Cream & Eggs > Milk > Skim Milk

Add to MyStore List



Lactantia Skim Plus Skim Milk

\$5.49

1

Add to Cart

In stock: 2

Skim Milk
2L

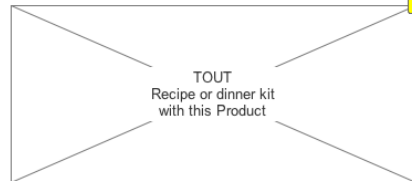
Country of Origin
Canada

Ingredients
Skim Milk, Skim Milk Powder, Vitamin A Palmitate, and Vitamin D3.

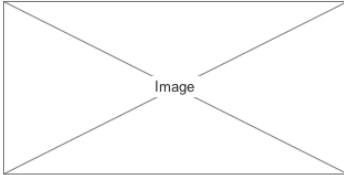
[View all Lactantia products](#)

Skim Milk	
Serving Size 8 fl oz (240mL)	
Servings Per Container 2	
Amount Per Serving	
Calories 80	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol less than 5mg	1%
Sodium 130mg	5%
Total Carbohydrate 12g	4%
Dietary Fiber 0g	0%
Sugars 11g	
Protein 8g	
Vitamin A 8%	Vitamin C 4%
Calcium 30%	Iron 0% • Vitamin D 25%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 370g
Dietary Fiber	25g 30g

Product Information Disclaimer
GGI does not guarantee the accuracy of any nutritional information or ingredient listing presented on this website. Read the full disclaimer



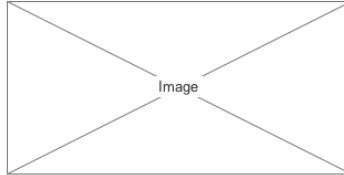
People who bought this Product, also bought:



Image

Product title
100ml/3.5oz

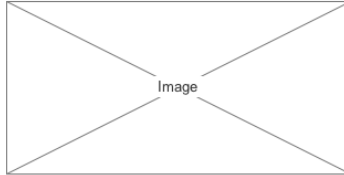
\$15.99



Image

Product title
100ml/3.5oz

\$15.99



Image

Product title
100ml/3.5oz

\$15.99

Page Fold

Fresh Market
@work
FAQ

Grocery
MyStore

Organic, Natural, Local

Health & Beauty

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Footnote	Label	Interactions
----------	-------	--------------

Footnote	Label	Interactions
1		OnClick: Open Category Landing Tier 4 in Current Window
2		OnClick: Open Product List in Current Window
3		OnMouseEnter: Hide AddToList fade 500ms
4	AddToListButton	OnClick: Hide AddToList fade 500ms OnMouseEnter: Show AddToList fade 500ms Bring AddToList to Front
5		OnClick: Open Product List in Current Window
6		OnClick: Open Recipe Kit in Current Window
7		OnClick: Open Category Landing Tier 1 in Current Window
8		OnClick: Open Category Landing Tier 1 in Current Window
9		OnClick: Open Category Landing Tier 2 in Current Window
10		OnClick: Open Category Landing Tier 3 in Current Window

Masters Used

Header
Product Item
Footer
MyStoreList

AddToList

State1

Footnote	Interactions
1	CloseList: Hide AddToList fade 500ms Set text on widget AddToListButton equal to "Added to list Bare Basics"

Masters Used

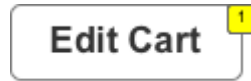
MyStoreList

Add Button

Add



Added



Footnote	Interactions
1	OnClick: Set Add Button state to Added fade in 500ms

Footnote	Interactions
1	OnClick: Open Shopping Cart in Current Window

Brands

 You shop online. We deliver. What's for Dinner? Sales Brands [LOGIN | REGISTER](#) Shopping Cart Subtotal \$49.69
5 Items Checkout

Q Search Products, Categories or Brands

Fresh Market	Grocery	Organic, Natural, Local	Health & Beauty	@work	MyStore
--------------	---------	-------------------------	-----------------	-------	---------

Brands

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

Logo	Logo	Logo	Logo	Logo
Logo	Logo	Logo	Logo	Logo
Logo				

Page Fold

B

Logo	Logo	Logo	Logo	Logo
Logo	Logo	Logo	Logo	

Fresh Market	@work	FAQ
Grocery	MyStore	
Organic, Natural, Local		
Health & Beauty		
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Footnote	Label	Interactions
----------	-------	--------------

Footnote	Label	Interactions
1		OnClick: Open Link in Current Window
2		OnClick: Scroll to A (y only) linear 500ms
3		OnClick: Open Link in Current Window

Masters Used

Header
Footer
Brand Logo

What's for Dinner

A great featured that should be pushed to the next level with a dedicated recipe section.

Current State

<http://www.grocerygateway.com/Shopping/Products.aspx?n=4294955729>

The screenshot shows the grocerygateway.com website. The top navigation bar includes 'MySTORE', 'Fresh Market', 'Grocery', 'Organic & Natural', 'Health & Beauty', and 'Work'. The user is logged in as 'Bernadette Small'. The main content area is titled 'Easy Pad Thai' and features a list of products with images and descriptions. The first product is 'Knorr Sidekicks Noodles Thai Sweet Chili', which is highlighted. Below the product list, there is a recipe section for 'EASY PAD THAI' with ingredients and directions. The recipe includes items like Knorr Sidekicks, uncooked large shrimp, Sriracha sauce, reduced-sodium soy sauce, vegetable oil, lime juice, light peanut butter, and a lightly beaten egg. The directions section is also visible.

grocerygateway.com Hello Bernadette Small. Tell a Friend

MySTORE Fresh Market Grocery Organic & Natural Health & Beauty Work

Main > Fresh Market > What's For Dinner Meal Solutions Knorr > Easy Pad Thai

SHOP BY CATEGORY

- Chicken with White Wine & Cream Sauce
- Smokey Mac & Cheese
- Juicy Onion & Garlic Burgers
- Perfect Steak Rub
- Last Minute Lasagna
- Slow Cooker Southwest Chicken Chili
- Easy Pad Thai**
- Salmon & Leek Chowder
- Corn & Pasta Chowder
- Parma-Rosa Fondue

SHOP BY BRAND

- Knorr
- Kraft
- Lactantia
- Lipton
- Longos
- Maple Leaf
- McCormick
- No Brand
- VH
- Western Family
- more...

SHOP BY ATTRIBUTES

- Organic

Sort By: By Price
Items 1 - 8 of 8

PRODUCT NAME

NEW Sidekicks
Knorr Sidekicks Noodles Thai Sweet Chili
Restaurant-style Thai noodles with vegetables and chili peppers. 6 per p
[View Easy Pad Thai Recipe](#)
[more info...](#)

Realime Lime Juice from Concentrate
[more info...](#)

VH Soy Sauce Lite
[more info...](#)

Taste Of Thai Sweet Red Chili Sauce
Red chilies mellowed with a touch of sugar and vinegar. Perfect for baki
[more info...](#)

Large Brown Eggs
Gray Ridge Egg Farm.
[more info...](#)

EASY PAD THAI
Recipe Serves: 4 | Prep time: 5 minutes | Marinate time: 5 minutes | Cook time: 35 min

INGREDIENTS

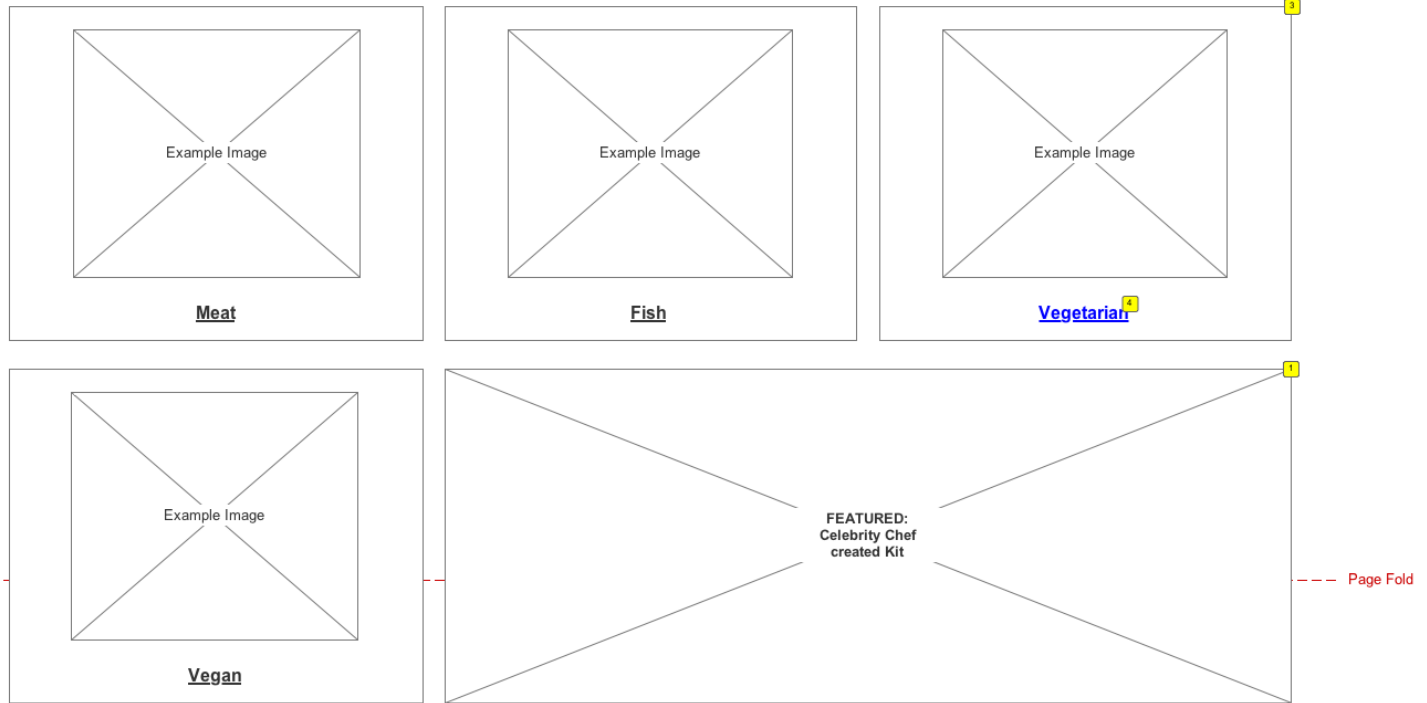
- 1 package Knorr® Sidekicks® Menu Flavours - Thai Sweet Chili Noodles
- 1/2lb (225g) uncooked large shrimp, peeled and deveined
- 1 tsp Sriracha sauce [or Asian chili sauce]
- 1 Tbsp reduced-sodium soy sauce
- 1 Tbsp vegetable oil
- 1 Tbsp lime juice
- 1 Tbsp light peanut butter
- 1 egg, lightly beaten

DIRECTIONS



What's for Dinner? ²

Recipe Kits



Footnote	Label	Interactions	Description	Status	Benefit	Effort
1	Feature Article	OnClick: Open Recipe Kit in Current Window	Could be a new product, a seasonal item or Dinner Kit	Proposed	Useful	Moderate
2	Breadcrumbs			Existent	Critical	Minimal
3		OnClick: Open Recipe Kits in Current Window				
4		OnClick: Open Recipe Kits in Current Window				

Masters Used

Header
Footer


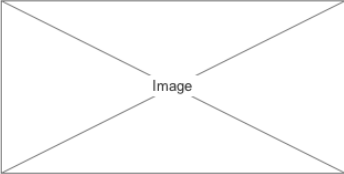
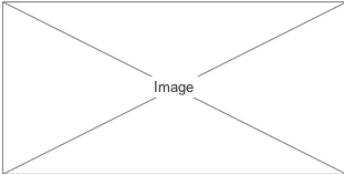
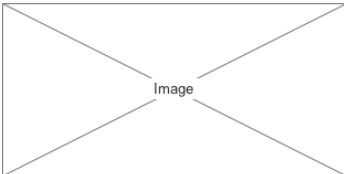
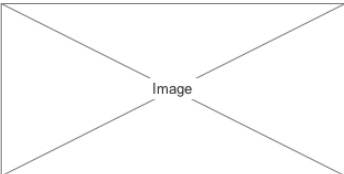
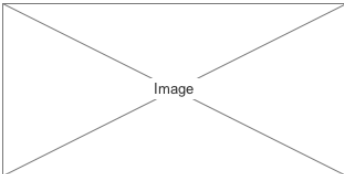
Recipe Kits

 You shop online. We deliver. [What's for Dinner?](#) [Sales](#) [Brands](#) [LOGIN | REGISTER](#) **Shopping Cart** Subtotal \$49.69
5 Items [Checkout](#)

Fresh Market Grocery Organic, Natural, Local Health & Beauty @work MyStore

[What's for Dinner?](#) > [Vegetarian](#)



Vegetarian

 <p>Dinner for 2 - Tofu with Sesame Crust and Mie - Noodles</p> <p>\$15.49</p>	 <p>Product title 100ml/3.5oz</p> <p>\$15.99</p> <p>Sold Out</p>	 <p>Product title 100ml/3.5oz</p> <p>\$15.99</p>
 <p>Product title 100ml/3.5oz</p> <p>\$15.99</p>	 <p>Product title 100ml/3.5oz</p> <p>\$15.99</p> <p>Sold Out</p>	 <p>Product title 100ml/3.5oz</p> <p>\$15.99</p>

Page Fold

[Fresh Market](#) @work FAQ
[Grocery](#) [MyStore](#)
[Organic, Natural, Local](#)
[Health & Beauty](#)

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Recipe Kit



What's for Dinner? [Sales](#) [Brands](#) [LOGIN | REGISTER](#)

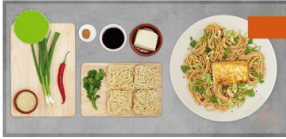
Shopping Cart Subtotal \$49.69
[5 Items](#) [Checkout](#)

Search Products, Categories or Brands

Fresh Market
Grocery
Organic, Natural, Local
Health & Beauty
@work
MyStore

[Recipe Kits](#) > [Vegetarian](#) > Tofu with Sesame Crust and Mie - Noodles

[Add to MyStore List](#)



Dinner for 2 - Tofu with Sesame Crust and Mie - Noodles

For 2 People

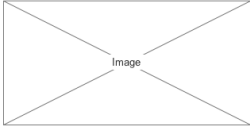
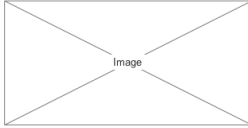
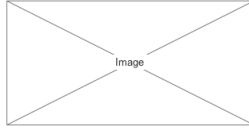
Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets co

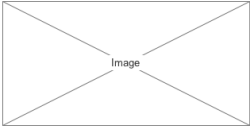
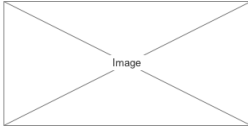
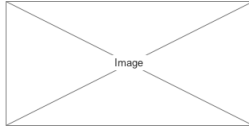
\$15.49

1 Kit


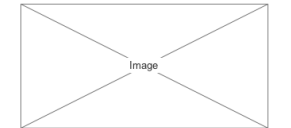
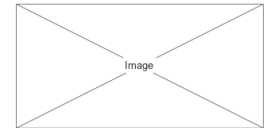
[Add to Cart](#)

With this Dinner Kit you'll get:

 Product title 100ml/3.5oz \$15.99 Included in Kit	 Product title 100ml/3.5oz \$15.99 Included in Kit	 Product title 100ml/3.5oz \$15.99 Included in Kit
--	--	--

 Product title 100ml/3.5oz \$15.99 Included in Kit	 Product title 100ml/3.5oz \$15.99 Included in Kit	 Product title 100ml/3.5oz \$15.99 Included in Kit
--	--	--

Essentials needed in Recipe but not included in Kit:

 essentials such as salt, pepper, and oil not included. here you can buy them separately	 Product title 100ml/3.5oz \$15.99	 Product title 100ml/3.5oz \$15.99
--	---	--



[Fresh Market](#)
[@work](#)
[FAQ](#)

[Grocery](#)
[MyStore](#)

[Organic, Natural, Local](#)

[Health & Beauty](#)

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Footnote	Label	Interactions
1		OnClick: Open Recipe Kits in Current Window

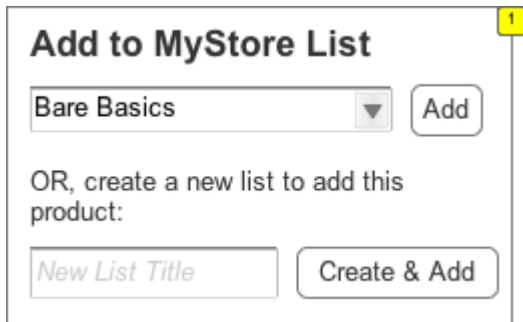
Footnote	Label	Interactions
2		OnMouseEnter: Hide AddToList fade 500ms
3	AddToListButton	OnClick: Hide AddToList fade 500ms OnMouseEnter: Show AddToList fade 500ms Bring AddToList to Front
4		OnClick: Open What's for Dinner in Current Window

Masters Used

- Header
- Product Item
- Footer
- MyStoreList
- Recipe Product Item

AddToList

State1



Footnote	Interactions
1	CloseList: Hide AddToList fade 500ms Set text on widget AddToListButton equal to "Added to list Bare Basics"

Masters Used

- MyStoreList

Add Button

Add



Added



Footnote	Interactions
1	OnClick: Set Add Button state to Added fade in 500ms

Footnote	Interactions
1	OnClick: Open Shopping Cart in Current Window

Registration



You shop online. We deliver.

grocerygateway.com

What's for Dinner?

Sales

Brands

[LOGIN](#) | [REGISTER](#)

Shopping Cart Subtotal \$49.69
 5 Items Checkout

✖

Fresh Market

Grocery

Organic, Natural, Local

Health & Beauty

@work

MyStore

Registration ²

Join and Save \$5.00 on your first order!*

Your Personal Details

Salutation:

First Name:

Last Name:

E-Mail Address:

Contact Phone:

Best time to Contact:

Your Login

Password:
(at least 6 characters)

Confirm Password:

Security Question:

Security Answer:

** When you place your first order with Grocery Gateway we'll deduct \$5.00 from your invoice. A \$45.00 minimum order is required. This is a limited time offer.*

OUR GUARANTEES
 Yes, we have guarantees. The 100% Satisfaction kind. If, for any reason, you're not satisfied with an item you receive, we'll refund your money. Guaranteed. In fact, we stand behind our promise of quality, convenience and selection. [Find out more about Our Guarantees.](#) ¹

³
 ⁴

Footnote	Label	Interactions	Status	Benefit	Effort
1		OnClick: Open Link in Current Window			
2	Breadcrumbs		Existent	Critical	Minimal
3		OnClick: Open Category Landing Tier 2 in Current Window			
4		OnClick: Open Account Created in Current Window			

Masters Used

- Header
- Footer

Account Created

Registration > Complete ¹

Welcome to Grocery Gateway!
Your account has been created.

Additional Options

Sign up for Email Flyers

Sign up for Samples

How did you hear about us?

I have a:

"Refer-a-Friend" Code:

"Thank you Card" Number:

3
2

Footnote	Label	Interactions	Status	Benefit	Effort
1	Breadcrumbs		Existent	Critical	Minimal
2		OnClick: Open Shopping Cart in Current Window			
3		OnClick: Open Home in Current Window			

Masters Used

Header

Shopping Cart



You shop online. We deliver.





What's for Dinner?
Sales
Brands
LOGIN | REGISTER

Shopping Cart Subtotal \$49.69
5 Items
Checkout

Fresh Market
Grocery
Organic, Natural, Local
Health & Beauty
@work
MyStore

Shopping Cart

ORDER NOW ¹

	Chapmans Canadian Collection Ball Top Ice Cream Cone Peanut Butter	1 <input type="button" value="Update"/>	\$2.99	<input type="button" value="Delete"/>
	Heinz Little Kids Oatmeal Bars Vanilla Yogurt	1 <input type="button" value="Update"/>	\$3.29	<input type="button" value="Delete"/>
	Longos New York Style Cheesecake Cherry	1 <input type="button" value="Update"/>	\$8.99	<input type="button" value="Delete"/>
	Longos New York Style Cheesecake Dulce de Leche	4 <input type="button" value="Update"/>	\$35.96	<input type="button" value="Delete"/>

Subtotal:	\$51.23
Delivery:	\$9.99
HST (13%):	\$3.68
Credit:	\$5.00
Total:	\$56.91

Continue Shopping ²
ORDER NOW ¹

Page Fold

Fresh Market

Grocery

Organic, Natural, Local



Health & Beauty

@work

MyStore

FAQ

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Footnote	Interactions
1	OnClick: Not Logged In: Open Checkout - login in Current Window Logged In: Open Upsell in Current Window
2	OnClick: Open Category Landing Tier 2 in Current Window
3	OnClick: Not Logged In: Open Checkout - login in Current Window Logged In: Open Upsell in Current Window

Masters Used

Header
Footer

Checkout - login

Please Login to Check out

Login

Email

Password

**Join Now and Save \$5.00
on your first order!***

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[Grocery](#) [MyStore](#)
[Organic, Natural, Local](#)
[Health & Beauty](#)

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Page Fold

Footnote	Interactions
1	OnClick: Open Home in Current Window
2	OnClick: Open Upsell in Current Window
3	OnClick: Open Registration in Current Window

Masters Used

Header
Footer

Upsell



You shop online. We deliver.

What's for Dinner?
Sales
Brands
LOGIN | REGISTER

Shopping Cart Subtotal \$49.69

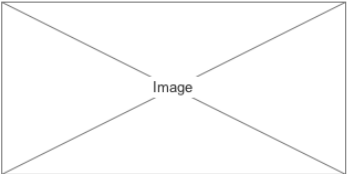
5 Items
Checkout

Fresh Market
Grocery
Organic, Natural, Local
Health & Beauty
@work
MyStore

Sure you didn't miss anything?

Frequently bought with the products in your cart:

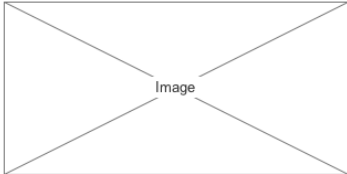
Continue Shopping ² Continue to checkout ¹



Image

Product title
100ml/3.5oz

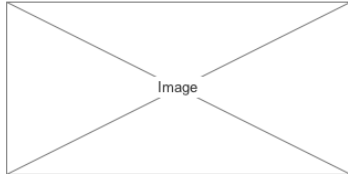
\$15.99



Image

Product title
100ml/3.5oz

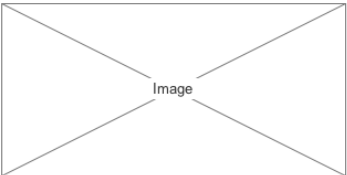
\$15.99



Image

Product title
100ml/3.5oz

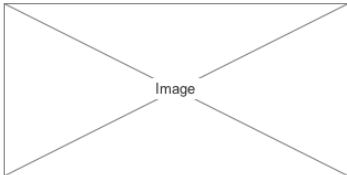
\$15.99



Image

Product title
100ml/3.5oz

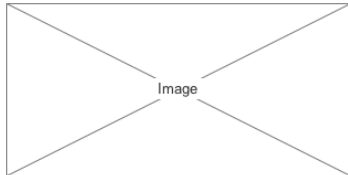
\$15.99



Image

Product title
100ml/3.5oz

\$15.99



Image

Product title
100ml/3.5oz

\$15.99

Page Fold



Continue Shopping ⁴ Continue to checkout ³

[Fresh Market](#)
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[MyStore](#)

[Organic, Natural, Local](#)

[Health & Beauty](#)

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Footnote	Interactions	Description	Status	Benefit	Effort
1	OnClick: Open Delivery Location in Current Window				
2	OnClick: Open Home in Current Window				

High Level Heuristic Evaluation Grocery Gateway

Footnote	Interactions	Description	Status	Benefit	Effort
3	OnClick: Open Delivery Location in Current Window				
4	OnClick: Open Home in Current Window				
5		Intelligent product suggestion based on product choice in cart.	Proposed	Useful	Significant

Masters Used

Header
Product Item
Footer

Delivery Location

1 Delivery Location > 2 Reserve Delivery Window > 3 Payment Options > 4 Review Order > 5 Order Complete ¹

Select Delivery Location

Home

Work

or

Footnote	Label	Status	Benefit	Effort
1	Breadcrumbs	Existent	Critical	Minimal

Masters Used

Header

Delivery Address

Select

Footnote	Label	Interactions
1		OnMouseEnter: Show Edit OnMouseOut: Hide Edit
2		OnMouseEnter: Show Edit OnMouseOut: Hide Edit

Footnote	Label	Interactions
3		OnClick: Open Category Landing Tier 2 in Current Window
4		OnClick: Open Payment Options in Current Window
5		OnClick: Set Delivery Address state to Create

Create

Delivery Information

How do you want to label this address?

Number & Street

Apartment/Suite

Entry Code/Buzzer

this is an Apartment or Condominium

City

Province

Postal Code 1

Closest Intersection and

Delivery Instructions

3 2

Footnote	Interactions	Status	Effort
1		Validation Required	Moderate

Footnote	Interactions	Status	Effort
2	OnClick: Set Delivery Address state to Select		
3	OnClick: Set Delivery Address state to Select		

Edit

State1

Ed 1 Delet 2

Footnote	Interactions
1	OnClick: Open Link in Current Window
2	OnClick: Open Link in Current Window

Reserve Delivery Window



You shop online. We deliver.

What's for Dinner?
Sales
Brands
LOGIN | REGISTER

Shopping Cart Subtotal \$49.69

5 Items Checkout

Fresh Market
Grocery
Organic, Natural, Local
Health & Beauty
@work
MyStore

1 Delivery Location ⁴ > 2 Reserve Delivery Window ⁵ > 3 Payment Options > 4 Review Order > 5 Order Complete ¹

Select a delivery window (noting the cut-off times for placing or modifying orders), and then click 'Reserve Time'.

	Fri, Aug 16	Sat, Aug 17	Sun, Aug 18	Mon, Aug 19	Tue, Aug 20	Wed, Aug 21	Thu, Aug 22	CUT-OFF TIMES
6:00 AM - 7:30 AM	Available	Not Available	Not Available	Available	Available	Available	Available	7:00 PM
6:00 AM - 9:00 AM	Available	Not Available	Not Available	Available	Available	Available	Available	11:00 PM
6:30 AM - 8:00 AM	Available	Not Available	Not Available	Available	Available	Available	Available	
7:00 AM - 8:30 AM	Available	Not Available	Not Available	Available	Available	Available	Available	
7:00 AM - 10:00 AM	Not Available	Available	Not Available	Not Available	Not Available	Not Available	Not Available	
7:30 AM - 9:00 AM	Not Available	Available	Not Available	Available	Available	Available	Available	
8:00 AM - 10:00 AM	Available	Available	Not Available	Available	Available	Available	Available	
9:00 AM - 11:00 AM	Available	Available	Not Available	Available	Available	Available	Available	
9:00 AM - 12:00 PM	Available	Available	Not Available	Available	Available	Available	Available	
10:00 AM - 12:00 PM	Available	Available	Not Available	Available	Available	Available	Available	
11:00 AM - 1:00 PM	Available	Available	Not Available	Available	Available	Available	Available	
12:00 PM - 1:30 PM	Available	Not Available	Not Available	Available	Available	Available	Available	
12:00 PM - 2:00 PM	Not Available	Available	Not Available	Not Available	Not Available	Not Available	Not Available	
1:00 PM - 3:00 PM	Not Available	Available	Not Available	Not Available	Not Available	Not Available	Not Available	
2:00 PM - 4:00 PM	Not Available	Available	Not Available	Not Available	Not Available	Not Available	Not Available	
2:30 PM - 4:00 PM	Available	Not Available	Not Available	Available	Available	Available	Available	
3:00 PM - 5:00 PM	Not Available	Available	Not Available	Not Available	Not Available	Not Available	Not Available	

Continue Shopping ² Proceed to Payment options ³


Fresh Market
@work
FAQ

Grocery
MyStore

Organic, Natural, Local

Health & Beauty

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Page Fold

Footnote	Label	Interactions	Status	Benefit	Effort
1	Breadcrumbs		Existent	Critical	Minimal
2		OnClick: Open Home in Current Window			
3		OnClick: Open Payment Options in Current Window			
4		OnClick: Open Delivery Location in Current Window			
5		OnClick: Open Reserve Delivery Window in Current Window			

Masters Used

Header
Footer

Payment Options



You shop online. We deliver.

What's for Dinner?

Sales

Brands

LOGIN | REGISTER

Shopping Cart Subtotal \$49.69

5 Items

Checkout

✖

Fresh Market
Grocery
Organic, Natural, Local
Health & Beauty
@work
MyStore

1 Delivery Location ⁴ > 2 Reserve Delivery Window ⁵ > 3 Payment Options ⁸ > 4 Review Order > 5 Order Complete ³

Select payment Method

Your Credit Cards:

Card Type:

Card Number (no spaces):
For example: 4500123445679101

Name on Card:

Street Address:

CVS/CVD Number:

Expire Date:

Postal Code: Same as delivery address

Save
Cancel

Other Payment Options: **Interac payment at your door**



Thank you Rewards

Your TYR Option: TYR Amount Redeemed \$0.00

Collect THANK YOU REWARDS points each time you shop at Grocery Gateway. The more you shop, the more you'll earn and the faster you'll be able to reward yourself with great savings.

Promotion Code

Enter Promotion Code:

Enter the promotional code from any Grocery Gateway offer that you may have received.
 The amount will be automatically deducted from the total on this order.

Page Fold

Continue Shopping
1

Proceed to Review Order
2

Fresh Market
@work
FAQ

Grocery
MyStore

Organic, Natural, Local

Health & Beauty

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Footnote	Label	Interactions	Status	Benefit	Effort
1		OnClick: Open Home in Current Window			
2		OnClick: Open Review Order in Current Window			
3	Breadcrumbs		Existent	Critical	Minimal
4		OnClick: Open Delivery Location in Current Window			
5		OnClick: Open Reserve Delivery Window in Current Window			
6		OnClick: Open Payment Options in Current Window			

Masters Used

Header
Footer

CC

add

Card Type:

Card Number (no spaces):
For example: 4500123445679101

Name on Card:

Street Address:

CVS/CVD Number:
what is this?

Expire Date:

Postal Code: Same as delivery address

Footnote	Interactions
1	OnClick: Set CC state to added

added

Card Type	Ending With	Name on Card	Expires on	
<input checked="" type="radio"/> MasterCard	1885	Bernadette Smail	10/2015	<input type="button" value="Delete"/>

Footnote	Interactions
1	OnClick: Set CC state to add

Review Order



You shop online. We deliver.

What's for Dinner?
Sales
Brands
LOGIN | REGISTER

Shopping Cart Subtotal \$49.69

5 Items
Checkout

Fresh Market
Grocery
Organic, Natural, Local
Health & Beauty
@work
MyStore

1 Delivery Location ¹ > 2 Reserve Delivery Window ² > 3 Payment Options ³ > 4 Review Order ⁴ > 5 Order Complete ⁵

Almost done: Please review your Order!

Order Now ³

Address: 168 Warden Ave
Toronto, ON, M1N2Z4

Options: Delivery on Friday, August 16, 2013
between 12:00 PM - 1:30 PM
You can modify this order up until cut-off time on Thursday, August 15,
2013 at 07:00 PM

Payment Method: Online
Mastercard # 5228***1885
Expiry 10/15

PRODUCT NAME	QTY.	SIZE	UNIT PRICE	TOTAL PRICE	TAX	SUBS
Fresh Market						
Longos New York Style Cheesecake Dulce de Leche	1	600g	\$8.99	\$8.99		<input checked="" type="checkbox"/>
Longos New York Style Cheesecake Cherry	2	600g	\$8.99	\$17.98		<input checked="" type="checkbox"/>
Grocery						
Chapmans Canadian Collection Ball Top Ice Cream Cone Peanut Butter	1	4x140mL	\$2.99	\$2.99		<input checked="" type="checkbox"/>
Health & Beauty						
Ombrelle Sport Clear Spray SPF 60	1	122g	\$14.99	\$14.99	H	<input type="checkbox"/>
Heinz Little Kids Oatmeal Bars Vanilla Yogurt	1	168g	\$3.29	\$3.29	H	<input checked="" type="checkbox"/>
Subtotal:				\$48.24		
Order Delivery Fee:				\$9.99		
HST (13%):				\$3.68		
Credit:				\$5.00		
TOTAL:				\$56.91		

You Saved **\$2.00** on this order.

Continue Shopping ¹

Order Now ²

Page Fold

Fresh Market
@work
FAQ

Grocery
MyStore

Organic, Natural, Local

Health & Beauty

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Footnote	Label	Interactions	Status	Benefit	Effort
1		OnClick: Open Home in Current Window			
2		OnClick: Open Review Order in Current Window			
3		OnClick: Open Review Order in Current Window			
4	Breadcrumbs		Existent	Critical	Minimal
5		OnClick: Open Delivery Location in Current Window			
6		OnClick: Open Reserve Delivery Window in Current Window			

Footnote	Label	Interactions	Status	Benefit	Effort
7		OnClick: Open Payment Options in Current Window			
8		OnClick: Open Review Order in Current Window			

Masters Used

Header
Footer

Order Complete



You shop online. We deliver.

What's for Dinner?
Sales
Brands
LOGIN | REGISTER

Shopping Cart Subtotal \$49.69

5 Items
Checkout

Fresh Market
Grocery
Organic, Natural, Local
Health & Beauty
@work
MyStore

1 Delivery Location > 2 Reserve Delivery Window > 3 Payment Options > 4 Review Order > 5 Order Complete ¹

Confirmation # 77120951 Print

Your order has been submitted. We're no longer pre-authorizing credit cards.
 This order confirmation number and your order details have been sent to magenta4c@gmail.com. You have until your cut-off time on Thursday, August 15, 2013 at 7:00 PM to modify or cancel this order.
 If you require further assistance, please call our Customer Response Team at **905-564-8778** (toll-free at **1-877-447-8778**) or email customerresponse@grocerygateway.com.

Help our Drivers find your home
 If you scheduled an evening delivery, please leave your porch light on so we can find your home easily.

No Tipping Policy
 No tipping please - prompt, professional and courteous service is our commitment to you!

\$25 Restocking Fee
 If you are not home to receive your order at the scheduled delivery time, OR cancel your order after the cut-off time (7:00 pm or 11:00 pm the day prior to delivery) a \$25 Restocking Fee will apply.

Fresh Market
@work
FAQ

Grocery
MyStore

Organic, Natural, Local

Health & Beauty

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Page Fold

Footnote	Label	Status	Benefit	Effort
1	Breadcrumbs	Existent	Critical	Minimal

Masters Used

- Header
- Footer

Product Request



You shop online. We deliver.

grocerygateway.com

What's for Dinner?

Sales

Brands

[LOGIN](#) | [REGISTER](#)

Shopping Cart Subtotal \$49.69
 5 Items Checkout

Fresh Market

Grocery

Organic, Natural, Local

Health & Beauty

@work

MyStore

Product Request 1

Looking for a product? Suggest it!

Note: Fields denoted with an (*) are mandatory.

From: Bernadette Small

PRODUCT # 1

Description: *

UPC:

Brand:

Manufacturer:

Flavour:

Size:

Cancel 3

Submit Request 2

[Fresh Market](#)

[Grocery](#)

[Organic, Natural, Local](#)



[Health & Beauty](#)

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[@work](#)

[MyStore](#)

[FAQ](#)



-- Page Fold

Footnote	Label	Interactions	Status	Benefit	Effort
1	Breadcrumbs		Existent	Critical	Minimal
2		OnClick: Open Request Confirmation in Current Window			
3		OnClick: Open Home in Current Window			

Masters Used

- Header
- Footer

Request Confirmation



You shop online. We deliver.

grocerygateway.com

What's for Dinner?

Sales

Brands

LOGIN | REGISTER

Shopping Cart Subtotal \$49.69

5 Items Checkout

✖

Fresh Market
Grocery
Organic, Natural, Local
Health & Beauty
@work
MyStore

Product Request > Confirmation ²

Thank you!

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make

Request another Product ¹

[Fresh Market](#)

[Grocery](#)

[Organic, Natural, Local](#)



[Health & Beauty](#)

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[@work](#)

[MyStore](#)

[FAQ](#)

Page Fold

Footnote	Label	Interactions	Status	Benefit	Effort
1		OnClick: Open Product Request in Current Window			
2	Breadcrumbs		Existent	Critical	Minimal

Masters Used

Header
Footer

Account Information



You shop online. We deliver.

grocerygateway.com

What's for Dinner?

Sales

Brands

[LOGIN](#) | [REGISTER](#)

Shopping Cart Subtotal \$49.69
 5 Items Checkout

🔍 Search Products, Categories or Brands

Fresh Market

Grocery

Organic, Natural, Local

Health & Beauty

@work

MyStore

Account Information 1

Your Personal Details

Salutation: Mrs. ▼

First Name: Jane

Last Name: Miller

E-Mail Address: email@email.com

Contact Phone: 647 222 3344

Best time to Contact: Morning ▼

Your Login

Password: ●●●●●●
(at least 6 characters)

Confirm Password: ●●●●●●

Security Question: Select ▼

Security Answer:

Options

Sign up for Email Flyers

Sign up for Samples

How did you hear about us? Referral ▼

do you have...

"Refer-a-Friend" Code: XX-XXXX-X

"Thank you Card" Number: 111-11111-111

Continue Shopping 2

Update Information

Footnote	Label	Interactions	Status	Benefit	Effort
1	Breadcrumbs		Existent	Critical	Minimal
2		OnClick: Open Category Landing Tier 2 in Current Window			

Masters Used

Header

Save Button

Default



Saved



Footnote	Interactions
1	OnClick: Set Save Button state to Saved fade in 500ms

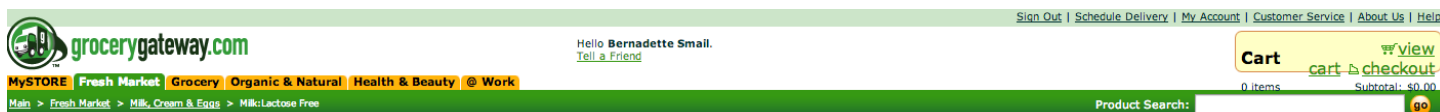
Masters

Master List

Header
Menu
Footer
Carousel
Product Item
Recipe Product Item
Search
Shopping Cart
MyStoreList

Header

Current State



Lack of Navigational Clarity

Very small menu items make the page cumbersome to navigate.

Lack of Visual Clarity

- Menu items are too small.
- Search not prominent enough.
- Outdated look.

Lack of User Control in Navigation

Listing main categories makes for long ways down the navigation tree.

Used on pages:

- | | |
|-------------------------|-------------------------|
| Home | Registration |
| Brands | Shopping Cart |
| Category Landing Tier 1 | Checkout - login |
| Category Landing Tier 2 | Upsell |
| Category Landing Tier 3 | Reserve Delivery Window |
| Category Landing Tier 4 | Payment Options |
| Product List | Review Order |
| Product Page | Order Complete |
| What's for Dinner | Product Request |
| Recipe Kits | Request Confirmation |
| Recipe Kit | |

Suggested Header Improvements

- Logical blocks of information.
- Prominent search with auto suggest feature.
- Extensive dropdown menus.
- Search by brands.

- Featured sales section.



Footnote	Label	Interactions	Description	Status	Benefit	Effort
1	Logo	OnClick: Open Home in Current Window				
2	What's For dinner	OnClick: Open What's for Dinner in Current Window	2	Proposed	Useful	Moderate
3		OnClick: Open Product List in Current Window		Proposed	Important	Minimal
4	Brands	OnClick: Open Brands in Current Window		Existent	Critical	Minimal
5	Menu		Omni-present menu with detailed drop down menu.	Proposed	Critical	
6	Login State		show username if logged in. else show login link	Existent	Critical	Minimal

Masters Used

Shopping Cart
Search
Menu

Login State

Login

[LOGI](#)¹ [REGISTE](#)²

Footnote	Label	Interactions

Footnote	Label	Interactions
1	Login State	OnClick: Open Checkout - login in Current Window
2		OnClick: Open Registration in Current Window

Username

[Jane Mille](#)¹

Footnote	Interactions
1	OnClick: Open Account Information in Current Window

Menu masters:

Header

Fresh Market	Grocery	Organic, Natural, Local	Health & Beauty	@work	MyStore
--------------	---------	-------------------------	-----------------	-------	---------

Footnote	Label	Interactions
1	fresh	OnMouseEnter: Show Dropdown Set Dropdown state to FreshMarket Bring Dropdown to Front
2	grocery	OnMouseEnter: Show Dropdown Set Dropdown state to Grocery Bring Dropdown to Front

Dropdown

FreshMarket

The screenshot shows a dropdown menu for 'FreshMarket'. On the left, there are six category boxes, each with a placeholder icon (a square with an 'X') and a list of sub-items:

- BAKERY**: Breads, Desserts
- FRESH HEAT & SERVE**: Longos Kitchen, Prepared Foods
- DELI**: Deli Cheeses, Deli Dips & Spreads, Deli Meats, Deli Salads, Fresh Pasta & Sauces
- PRODUCE**: Fruit, Fresh Cut Fruit, Fruit Juice & Smoothies, Vegetables, Fresh Cut Vegetables, Salads, Bulk Foods & Nuts
- MEAT & SEAFOOD**: Meats & Poultry, Seafood & Fish
- DAIRY**: Milk, Cream & Eggs, Butter & Margarine, Cheese & Dips, Doughs & Puddings, Yogurt

 On the right side of the dropdown, there is a large box labeled 'FLORAL' with a placeholder icon. A yellow callout '1' is positioned at the top right corner of the dropdown menu area.

Footnote	Interactions
1	OnMouseEnter: Hide Dropdown
2	OnClick: Open Category Landing Tier 2 in Current Window
3	OnClick: Open Category Landing Tier 4 in Current Window
4	OnClick: Open Product List in Current Window

Grocery

GROCERIES
 Baby Needs
 Candy, Chocolates & Gum
 Canned Food
 Cereals & Breakfast
 Condiments
 Cookies & Crackers
 Cooking & Baking
 Ethnic Foods
 Pasta
 Rice & Grains
 Sauces
 Snacks
 Soups & Stews

BEVERAGES
 Hot Beverages
 Water
 Soft Drinks
 Energy & Sport Drinks
 Drink Mixes
 Juice Beverages: Shelf Stable
 Juice Beverages: Chilled
 Juice Beverages: Frozen
 De-alcoholized Wine & Beer

HOUSEHOLD & PET
 Bathroom & Kitchen
 Cleaning & Laundry
 Pet Care

GENERAL MERCHANDISE
 Household Goods
 Magazines

What's for Dinner?
 Recipes & Dinner Kits

Weekly Specials

Seasonal Specials

Footnote	Interactions
1	OnMouseEnter: Hide Dropdown

Footer

Used on pages:

- Home
- Registration
- Brands
- Shopping Cart
- Category Landing Tier 1
- Checkout - login
- Category Landing Tier 2
- Upsell
- Category Landing Tier 3
- Reserve Delivery Window
- Category Landing Tier 4
- Payment Options
- Product List
- Review Order
- Product Page
- Order Complete
- What's for Dinner
- Product Request
- Recipe Kits
- Request Confirmation
- Recipe Kit

Fresh Market ¹ @work MyStore FAQ
 Grocery Organic, Natural, Local Health & Beauty
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Footnote	Label	Interactions
1	fresh	OnClick: Open Category Landing Tier 1 in Current Window

Carousel

Used on pages:

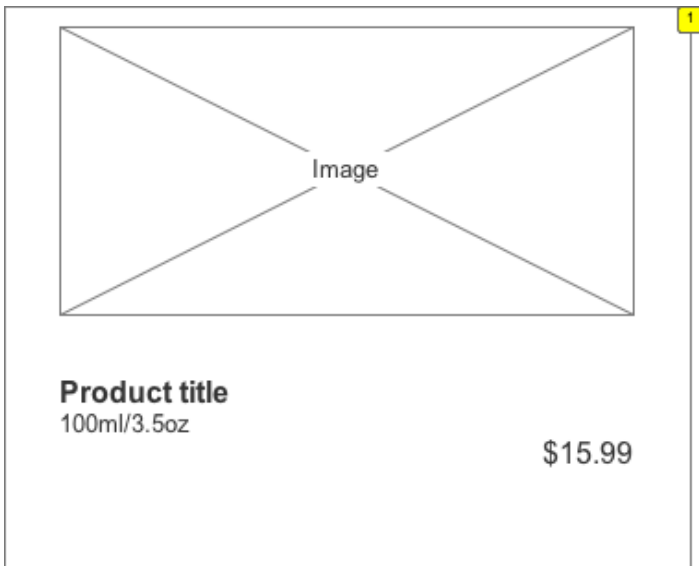
Home



Product Item

Used on pages:

- Product List
- Product Page
- Recipe Kits
- Recipe Kit
- Upsell



Footnote	Label	Interactions
1		OnClick: Open Product Page in Current Window OnMouseEnter: Show add button fade 500ms
2		OnMouseEnter: Hide add button fade 500ms

Masters Used

MyStoreList

AddtoList

State1

Footnote	Interactions
1	CloseList: Hide AddtoList Set text on widget MyListLabel equal to "On MyList" Send AddtoList to Back

Masters Used

MyStoreList

add button

Available

Footnote	Label	Interactions
2		OnClick: Show AddtoList

Footnote	Label	Interactions
1	MyListLabel	OnClick: Show AddtoList Bring AddtoList to Front

Sold Out

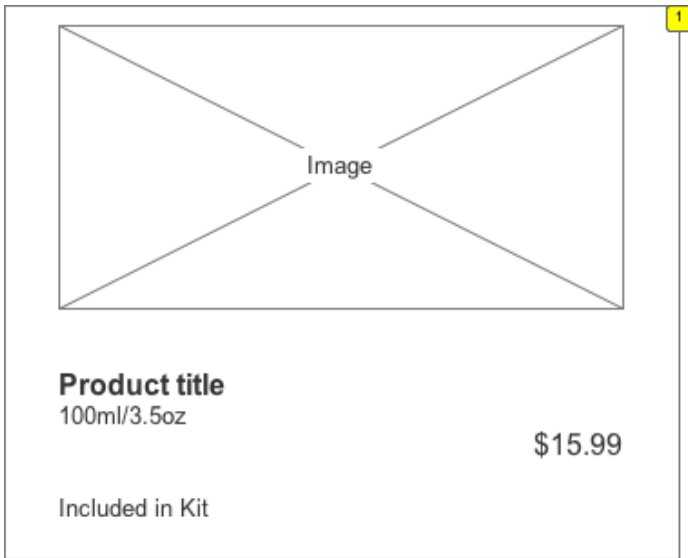
Footnote	Label	Interactions
2	MyListLabel	OnClick: Show AddtoList Bring AddtoList to Front

Footnote	Label	Interactions
1		OnClick: Open Link in Current Window

Recipe Product Item

Used on pages:

Recipe Kit



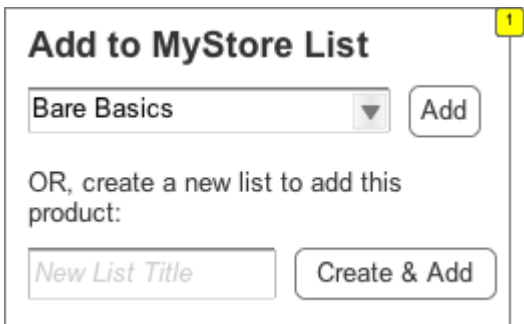
Footnote	Label	Interactions
1		OnClick: Open Product Page in Current Window OnMouseEnter: Show Panel
2		OnMouseEnter: Hide Panel

Masters Used

MyStoreList

AddtoList

State1



Footnote	Interactions
1	CloseList: Hide AddtoList Set text on widget Unidentified equal to "On MyList" Send AddtoList to Back

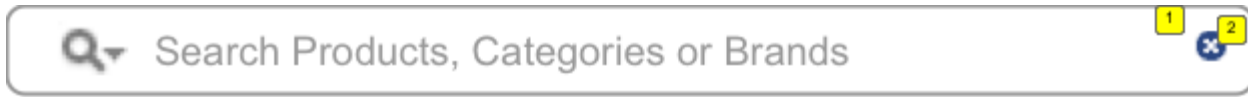
Masters Used

MyStoreList

Search

Used on masters:

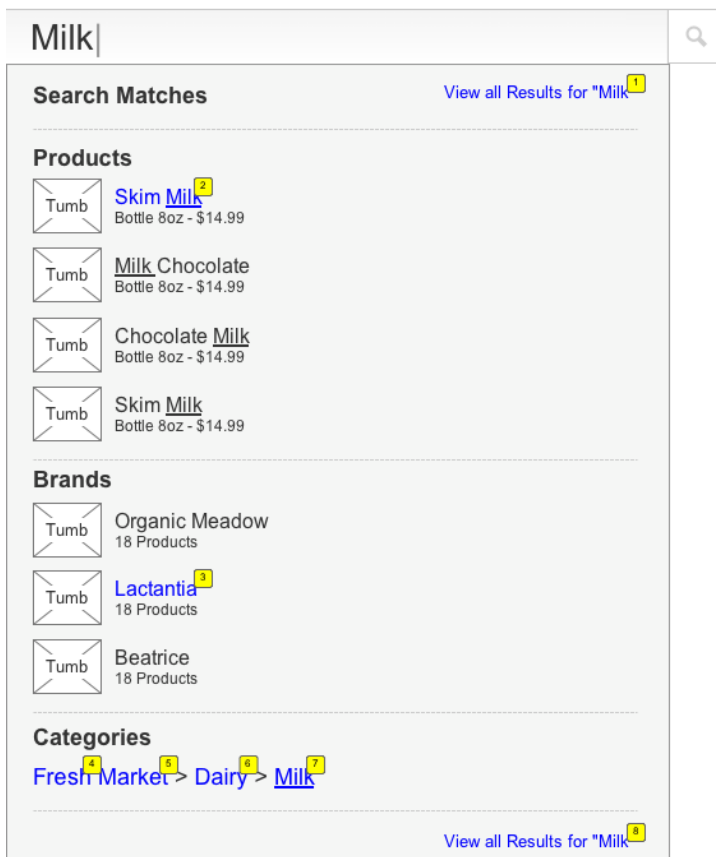
Header



Footnote	Label	Interactions
1	Search Field	OnClick: Matches Found: Show autosuggest search fade 500ms Bring autosuggest search to Front no Matches Found: Open Product Request in Current Window OnLostFocus: Hide autosuggest search Send autosuggest search to Back
2		OnClick: Set text on widget Search Field equal to ""

Autosuggest search

Matches found

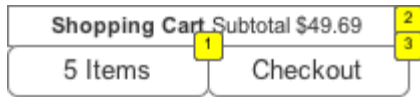


Footnote	Interactions
1	OnClick: Open Product List in Current Window
2	OnClick: Open Product List in Current Window
3	OnClick: Open Product List in Current Window
4	OnClick: Open Category Landing Tier 1 in Current Window
5	OnClick: Open Category Landing Tier 1 in Current Window
6	OnClick: Open Category Landing Tier 2 in Current Window
7	OnClick: Open Product List in Current Window
8	OnClick: Open Product List in Current Window

Shopping Cart

Used on masters:

Header



Footnote	Label	Interactions	Status	Benefit	Effort
1	Cart Items and expand panel	OnClick: Hide Cart Send Cart to Back OnMouseEnter: Show Cart Bring Cart to Front	Existent	Critical	Minimal
2	Shopping Cart	OnClick: Open Shopping Cart in Current Window	Existent	Critical	Minimal
3	Checkout	OnClick: Open Checkout - login in Current Window	Existent	Critical	Minimal

Cart

Open



Footnote	Label	Interactions
1	CartDropdown	OnClick: Hide Cart
2	dropdown	OnClick: Open Shopping Cart in Current Window

MyStoreList

Used on pages:

- Product List
- Product Page
- Recipe Kits
- Recipe Kit

Used on masters:

- Product Item
- Recipe Product Item

Add to MyStore List

Bare Basics 2

OR, create a new list to add this product:

1

Footnote	Interactions
1	OnClick: Raise CloseList
2	OnClick: Raise CloseList