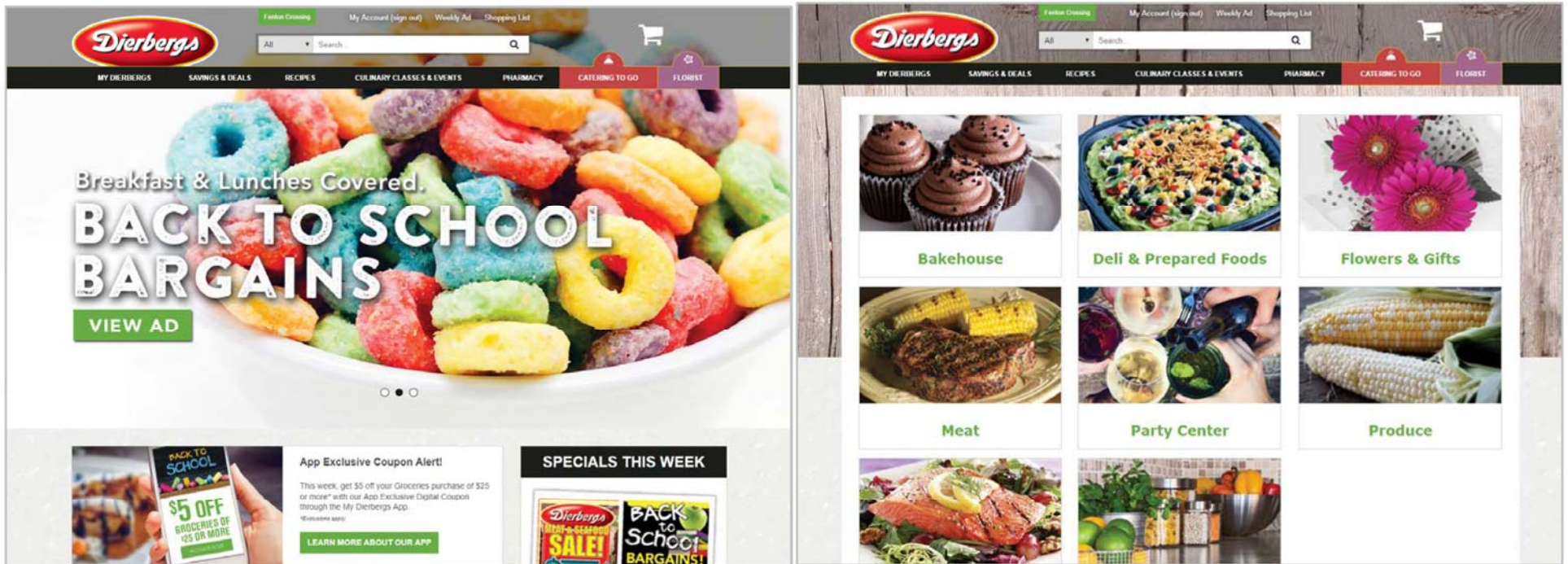


WEBSITE/COMPETITOR ANALYSIS

Current Website



There's a reason why people choose to shop at Dierbergs instead of Shop'n Save, Schnucks, or Walmart. Its brand reflects a high-end yet still mostly affordable establishment (thus the red logo with traditional type). It prides itself on sharing its love of food—and the experience of cooking and enjoying it. When you walk into the store, you're confronted by a wide variety of sights, smells, and textures—most of which aren't available anywhere else. The fact that you can buy fresh fish and have it cooked on the spot is definitely a mainstay of the Dierbergs experience.

The current Dierbergs website has tried to continue that experience by sharing its love of food through recipes and catering services. The challenge will be how to spread that focus to an actual ecommerce site, and how to use the senses to hook people in and get them to explore. No one who enters the store will leave with just the items on their list, and we want the website to accomplish the same thing.

Competitors

Schnucks

The image displays two screenshots of the Schnucks website. The left screenshot shows the homepage with a search bar, navigation menu, and promotional banners for coupon savings and weekly savings. The right screenshot shows the 'Departments' page with a grid of category tiles including Sales, Gluten Free, Produce, Deli, Meat & Seafood, Pantry, Dairy & Eggs, Frozen, Snacks, Beverages, Bakery, and Canned Goods.

Schnucks is a mid-scale, more traditional grocery store. The cost is about the same as Dierbergs, but they have less of a selection. People tend to shop there due to convenience and availability of fresh produce and deli, bakery, floral, and pharmacy services.

Schnucks recently unveiled its new online delivery service. Its home page looks similar to Walmart and also lets you browse by Department, which I personally find to be overwhelming due to its myriad list of choices. It would be nice if it also provided curbside pickup for those families who live too far away for store delivery.

Walmart

Walmart Grocery

Shop by department

Search

Pickup from Walmart High Ridge Store, 2700 Ridge Point Dr, High Ridge, MO 63049

Reserve a time for your order. Standard pickup is always free.

\$10 off with code **WOWFRESH** | \$50 min. First online order. See terms below.

Savor the freshness of peak season

freshness 100% guaranteed

School lunches & snacks

Yogurt & beverages

Health & grooming essentials

Featured Items

- Cinnamon Toast Crunch \$4.48 (50.19/oz)
- Honey Nut Cheerios \$3.64 (50.17/oz)
- Yoplait Original \$3.98 (50.08/oz)
- Oul By Yoplait French Style \$4.77 (50.24/oz)
- Simply Lemonade, 59 oz \$2.00 (50.03/fl)
- Patti Labelle Banana Pudding \$9.98 (50.29/oz)

Walmart Grocery

Shop by department

Search: garlic bread

Pickup from Walmart High Ridge Store, 2700 Ridge Point Dr, High Ridge, MO 63049

Reserve a time for your order. Standard pickup is always free.

Search results for: garlic bread

Departments Brand Type

- Great Value Garlic Texas Toast, 8 ct \$2.00 (50.18/oz)
- Great Value Garlic Bread, 16 Oz \$2.00 (50.18/oz)
- The Bakery At Walmar Garlic Bread, 16 oz \$1.98 (50.14/oz)
- New York Original Garlic Bread Sticks, 6 ct \$2.42 (50.23/oz)
- New York Five Cheese Texas Toast, 8 ct \$2.97 (50.22/oz)
- Great Value Garlic Bread Sticks, 6 Ct, 10.5 oz \$2.00 (50.19/oz)

Your cart

- Great Value Garlic Texas Toast, 8 ct \$2.00
- Great Value Reduced Fat 2% Milk, 1 gal \$3.69
- Strawberries, 1 lb \$1.25
- Great Value Spaghetti Pasta, 10 oz \$1.00
- Prego Creamy Vodka Italian Sauce, 24 oz \$1.98
- Perfect Pinch Italian Seasoning, 3.25 oz \$4.94

Subtotal \$14.86

Checkout

People typically shop at Walmart for two reasons: cost and all-in-one shopping. For busy family people, they don't have the time to go to two different stores for shampoo and groceries, so while there isn't near as much variety, for most it's adequate.

Walmart has both curbside pickup and delivery. It treats shopping for groceries the same as shopping for shampoo or TVs. After adding your items to your shopping cart, you select an eligible store and a day/time or delivery. The process is efficient and works well.

Shop'n Save

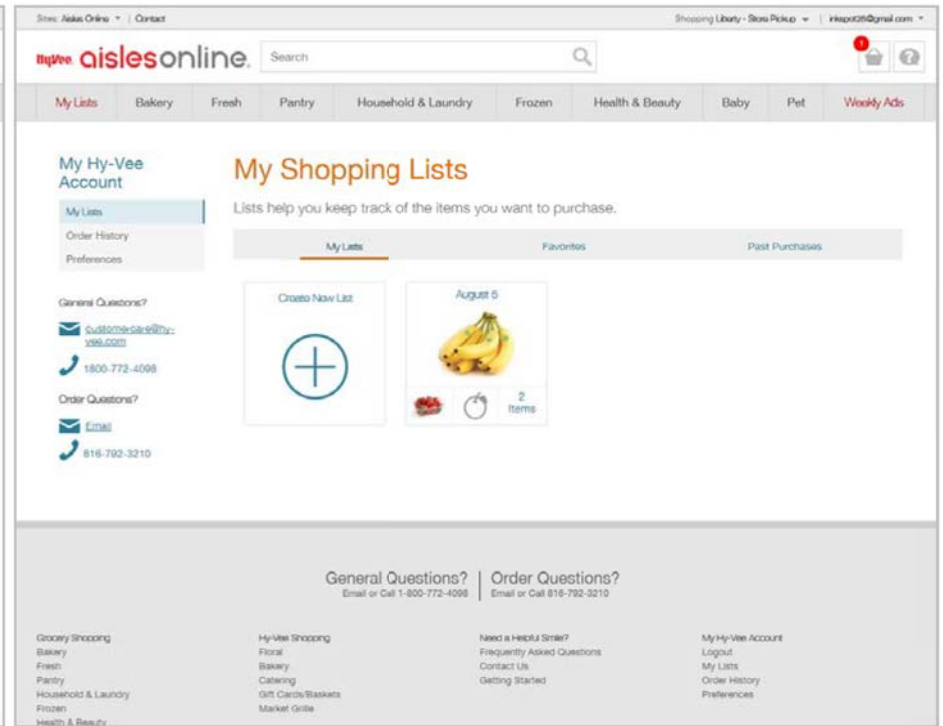
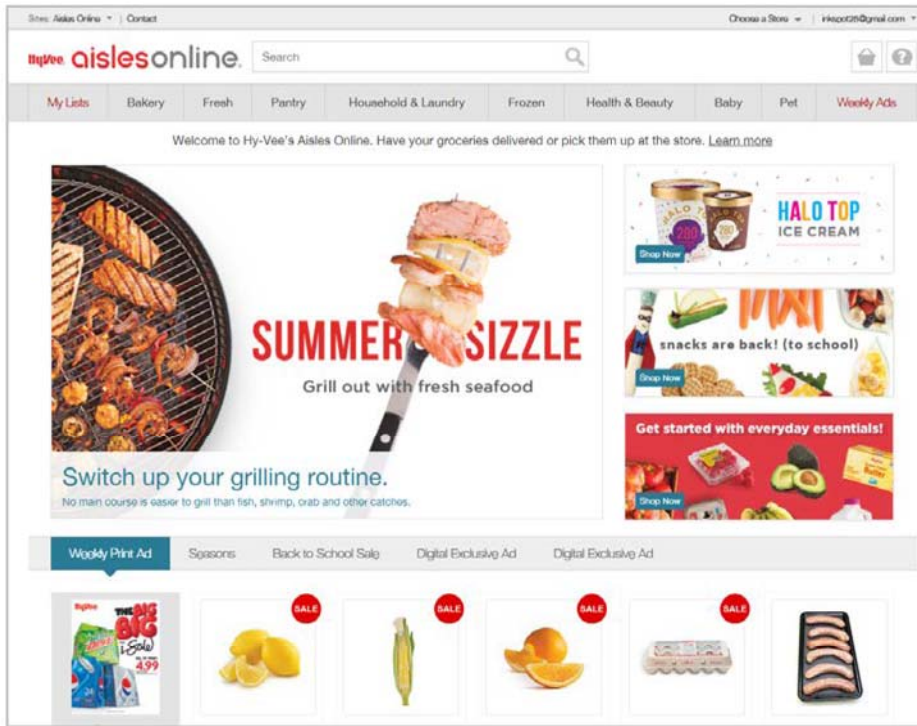
The screenshot shows the Shop'n Save website homepage. At the top left is the Shop'n Save logo with the tagline "It's really that simple." To the right are links for "Log Out", "My Tools", and "FIND A STORE". Below the logo is a navigation menu with "Shopping List", "Savings", "Recipes", "Departments", "Pharmacy", and "Delivery", followed by a search bar. On the left side, there are four vertical buttons: "weekly ads", "coupons", "party trays", and "find a store" (with a ZIP code input field). The main content area features a large red banner for "Back to Creative Lunches" with an image of a sandwich and the text "Ideas on how to pack fun in a lunchbox." Below this is a "view recipes" button. At the bottom is a "Back to School" banner with the text "Recipes, videos and more to get you ready!" and "get ideas »".

This screenshot shows a different layout of the Shop'n Save website. At the top left is the Instacart logo. The main header features a large image of a salad with a Shop'n Save logo overlay and the text "Shop N Save Everyday store prices - More info". Below this is a search bar. The navigation menu includes "Home", "Departments", "Coupons", "Get \$50", and "Available Within 1 hour >". The main content area is divided into three promotional boxes: "Coupon savings" (Up to 40% off everyday essentials), "Save \$5.00 with select Ben & Jerry's items", and "Save \$5.00 with select Dove items". Below these is a "Weekly Savings" section with a "View all >" link. The products listed are Coca-Cola (12x12 fl oz, \$5.19), Diet Coke (12x12 fl oz, \$5.19), Coca-Cola (21, \$1.89), Coca-Cola Zero (12x12 fl oz, \$5.19), and Sprite (12x12 fl oz, \$5.19).

Shop'n Save is known as a thrifty, low-cost alternative to Schnucks and Dierbergs. It is especially known for its sales and "Buy \$50 get \$10 off" promotions. The store is organized around this premise, with self-bagging stations to help shave costs.

Its website continues its modest theme, with a prime emphasis on coupons and weekly ads. They recently added online delivery services through Instacart, which surprisingly also offers services for Schnucks.

Hy-Vee



Hy-Vee is the equivalent of Schnucks in the Kansas City area. They have both curbside pickup and delivery. They've rebranded the service, with a different look and feel. You can browse the departments via the top menu or search. The ability to create shopping lists is a nice feature. This allows you to add to your list as needed, and then automatically move those items to the cart when you're ready to order.

Hi Coleen! My Orders | My Account | Sign Out

Reserve a Delivery Window Go

Search by keyword Go My Cart 0 items | \$0.00 Checkout

Shop By History | Shop By Aisle | Shop By Recipe | Online Savings | For Businesses | Help / FAQs

Shop By Aisle

- Baby Care
- Beverages
- Bread & Bakery
- Breakfast & Cereal
- Canned Goods & Soups
- Condiments, Spice & Bake
- Cookies, Snacks & Candy
- Dairy, Eggs & Cheese
- Deli
- Flowers
- Frozen Foods
- Fruits & Vegetables
- Grains, Pasta & Sides
- International Cuisine
- Meat & Seafood
- Paper, Cleaning & Home
- Personal Care & Health
- Pet Care
- Tobacco

Shop By Aisle

Welcome! Start Shopping Now Go Sign In

Search by keyword Go

Shop By History | Shop By Aisle | Shop By Recipe | Online Savings | For Businesses | Help / FAQs

Shop By Recipe

Mouthwatering recipes. And introducing a fast, easy way to add ingredients right to your cart!

The Best Ever Juicy Burger

Looking for easy ground beef or ground turkey recipe? Here's your recipe for an irresistible best ever juicy burger!

[View Recipe](#)

Main Dishes | Sides | Salads | Appetizers | Desserts | Beverages

Safeway is the equivalent of Schnucks in the Washington, DC area. Safeway has an old layout, but seems to be the most effective. You can shop by aisle, recipe, or history. The condensed layout is much easier to use than Schnuc's approach, which jams too many options onto the screen.

Meijer

You're Shopping: **Lima Rd** (change) Sign In | Create an Account

meijer All Search Products


Departments Online Shopping mPerks Rewards Weekly Ads Pharmacy Services Explore More

Meijer > Grocery

Shop By Category

- Produce
- Dairy
- Frozen
- Meat
- Seafood
- Meal Kits
- Deli
- Bakery
- Pantry
- Snacks
- Beverages
- Beer, Wine, & Spirits
- Candy
- Cereal & Breakfast
- International
- Specialty Diet

Show Less ...



we handpick the farmers who handpick our produce
Get Meet the Farmers >




see Beer Frontier's latest expert picks >



enjoy these delicious ice cream treats and chill out this summer >



customize your tochos with these flavor hacks >



top wine and spirit selections for August >

You're Shopping: **Lima Rd** (change) Sign In | Create an Account

meijer All spaghetti

Departments Online Shopping mPerks Rewards Weekly Ads Pharmacy Services Explore More

Meijer > spaghetti

Showing results for "spaghetti".

79 Results for "spaghetti" in All Departments

Shop By Category

Entry (2/3)

Health and Wellness

Clear

- Kosher
- Made in the USA
- Whole Grain
- No Saturated Fat

Show More +




Ways to Save

Clear

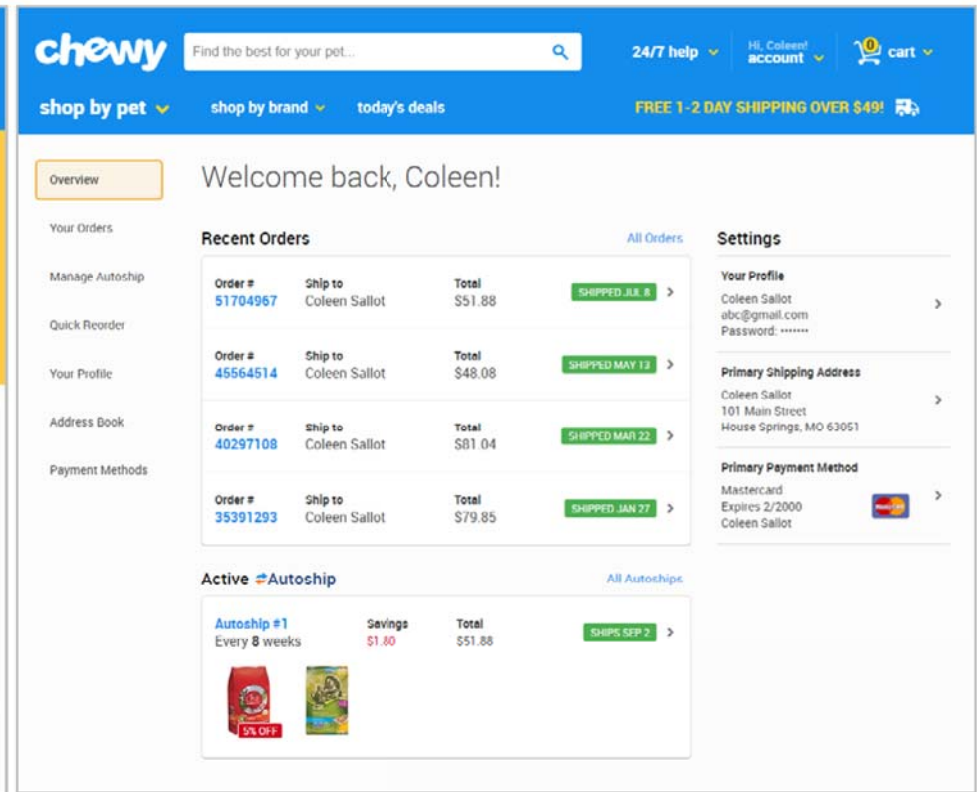
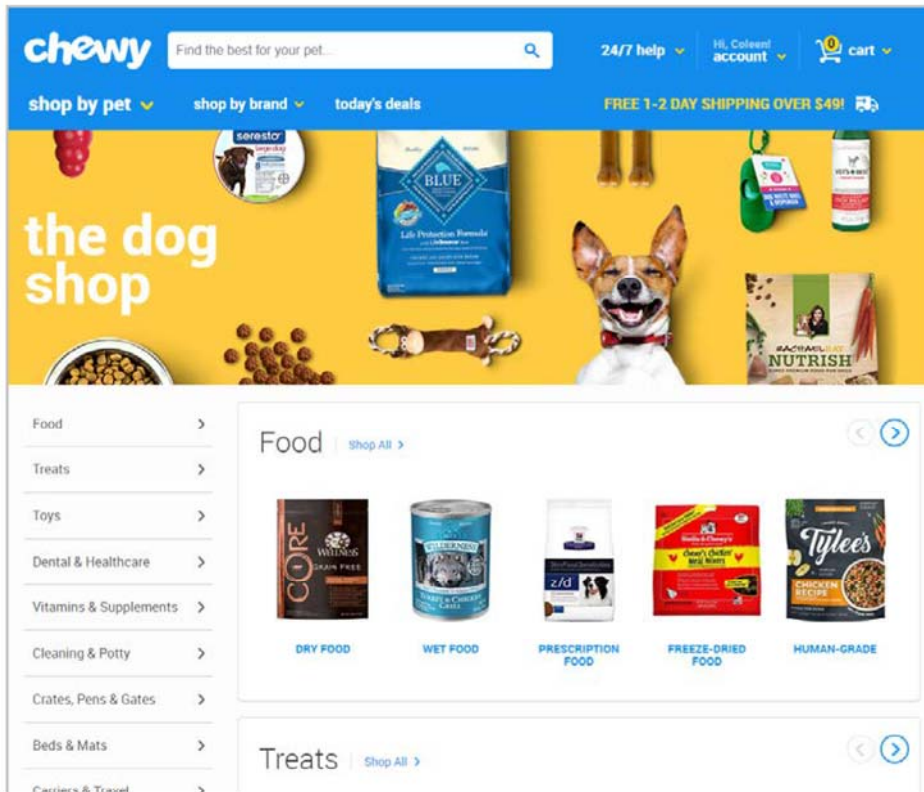
- Sale

Results 1-40 of 79

Ways to Save Sort

 \$1.00 /ea Meijer Pasta Spaghetti, 16 oz	 SALE Buy 5 for \$5.00 Barilla Pasta Spaghetti Thin, 16 oz <small>Regular \$1.49 Save \$0.49/ea</small>	 \$1.00 /ea Meijer Pasta Thin Spaghetti, 16 oz
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Meijer is an all-in-one shopping store, similar to Walmart, in Indiana and Michigan, and provides online grocery shopping. Like Walmart, it treats groceries the same as any other item. To shop, you have to rely on navigational menus or the search.



As a comparison, I included screenshots from Chewy.com. Shopping for pet food isn't the same as shopping for groceries, but I found the layout effective. I especially like the shop by history and automatic shipment. This makes it easy to restock when things get low with a simple click of a button.

Synopsis/Next Steps

It appears that the majority of competitors treat buying groceries online the same as any other product. Hy-Vee's shopping list feature and ability to use your history to populate your cart is a nice value-add. However, in an effort to continue the Dierbergs experience into the digital arena, it would be a good idea to evaluate shoppers' behavior in store and find ways to emulate that behavior online. People do not use a search tool in the physical environment. They browse, which changes the way they shop and find things. They may change their mind, or decide to buy additional items. Some people may just wing it or may start with a list, while others start with a recipe or simply browse to find something new to make.

Buying groceries is not the same as simply buying shampoo or a TV. Just as buying a blouse online isn't the same as creating one, cooking requires many different elements to be successful. Contextual research based on task (i.e., shopping for single items, such as milk, vs. entire meals) would be useful to help create an experience that will work no matter how people shop.