

Website Analysis

Stop & Shop  Shop Rite
Grocery Shopping Experience

Introduction

Website Analysis: Feelings and Needs

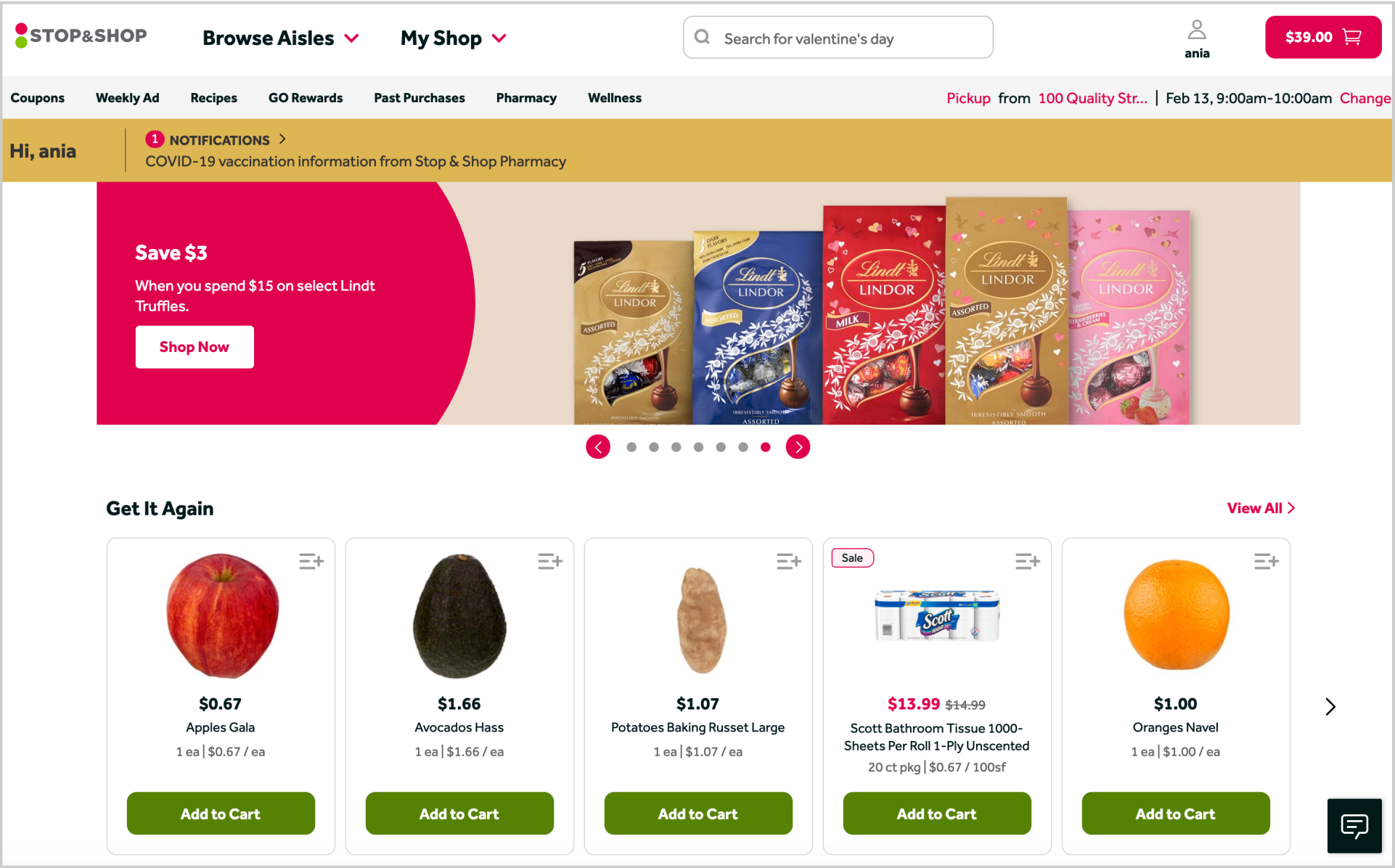
Stop and Shop and Shop Rite are two Connecticut grocery stores that offer online shopping with curbside pick up. In this exercise, I will be comparing my online shopping experience by focusing on each website's UX and UI as they relate to my feelings and needs. The majority of feelings and needs stated were found on a FEELINGS/NEEDS chart from ChoseConnection.com.



Home Page



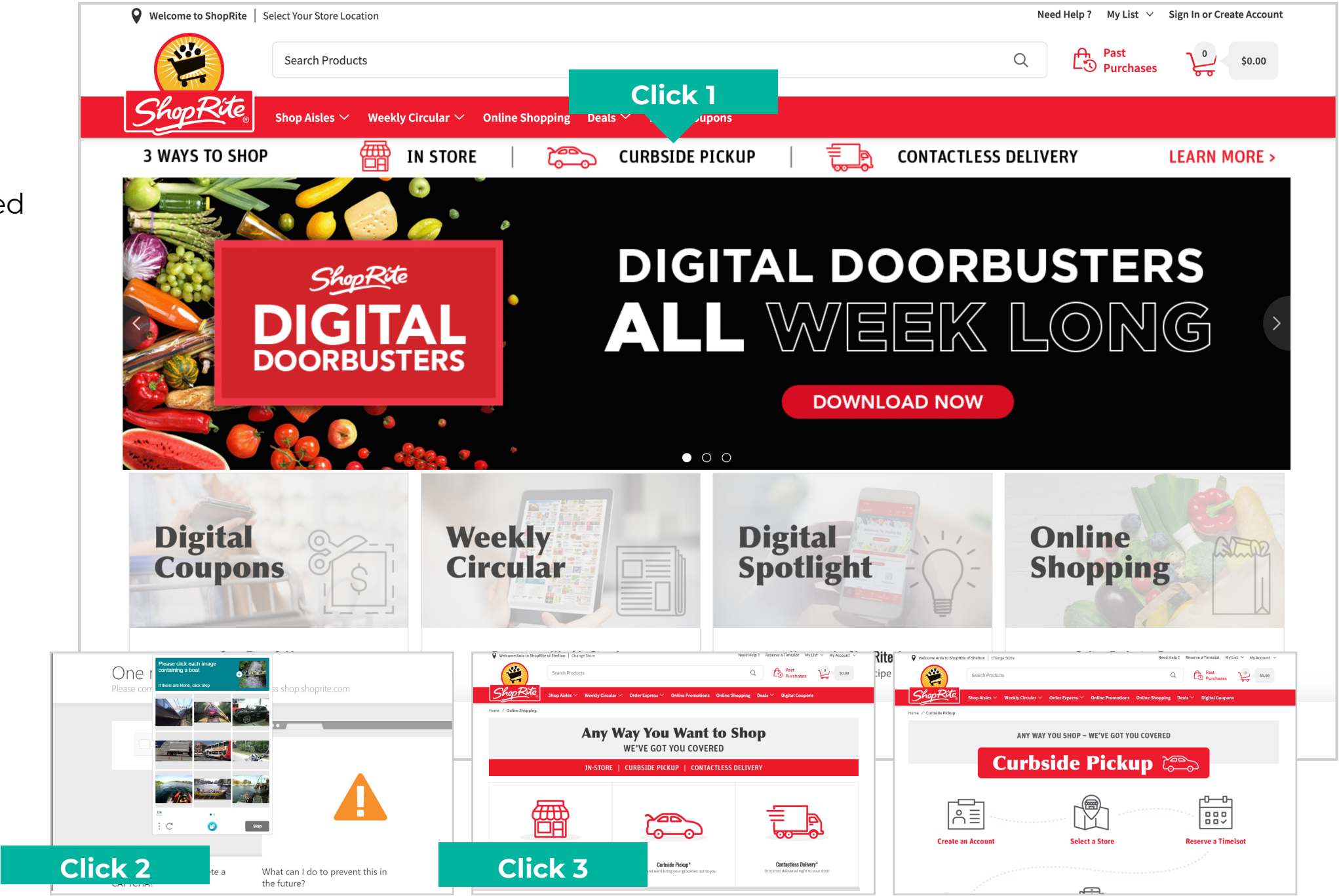
Stop and Shop’s Home page makes me feel **content** and my need for **effective, quick** grocery shopping was met. I loved that the UX was personalized with all of my past purchases. It made me feel like the site was just waiting for me to click away and buy groceries. The interface is so simple, the carousel of specials at the top helped me flip through them quickly. Plus, the organization of products with prices and the ‘Add to Cart’ buttons make for very effective shopping. I think this website is very well laid out especially for someone looking to get their grocery shopping done fast.



Home Page



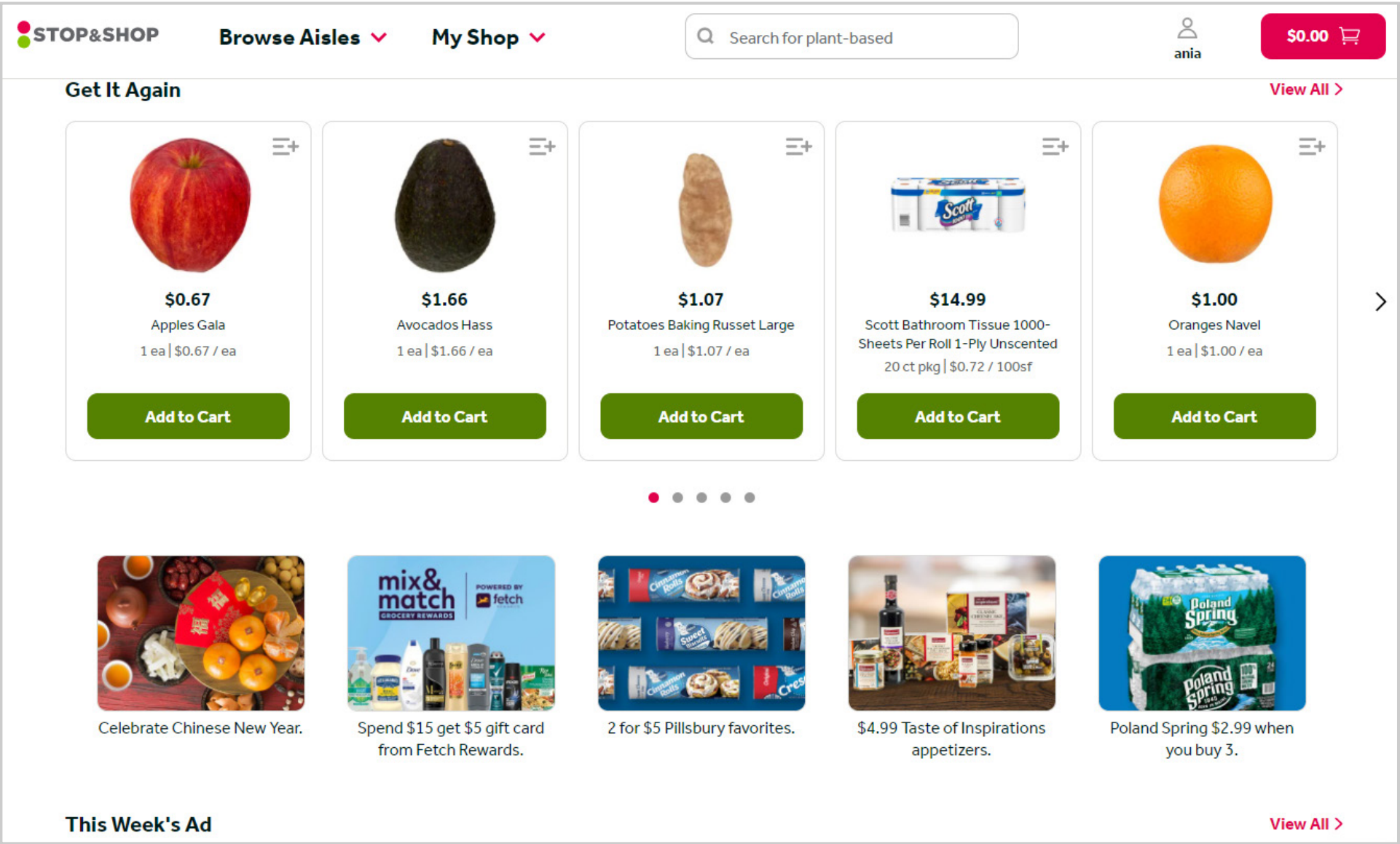
Shop Rite’s home page made me feel **frustrated** and didn’t fulfill my need for **integrity**. To start online shopping I had to click three times. Then when I did arrive at the shopping page, I was not sure if I had landed in the right place be cause I had to scroll below the fold to find the product categories. This is not a friendly UX experience. The UI of the site is very cluttered, there is a lot of information being duplicated. Is is a very overwhelming site.



Start Shopping



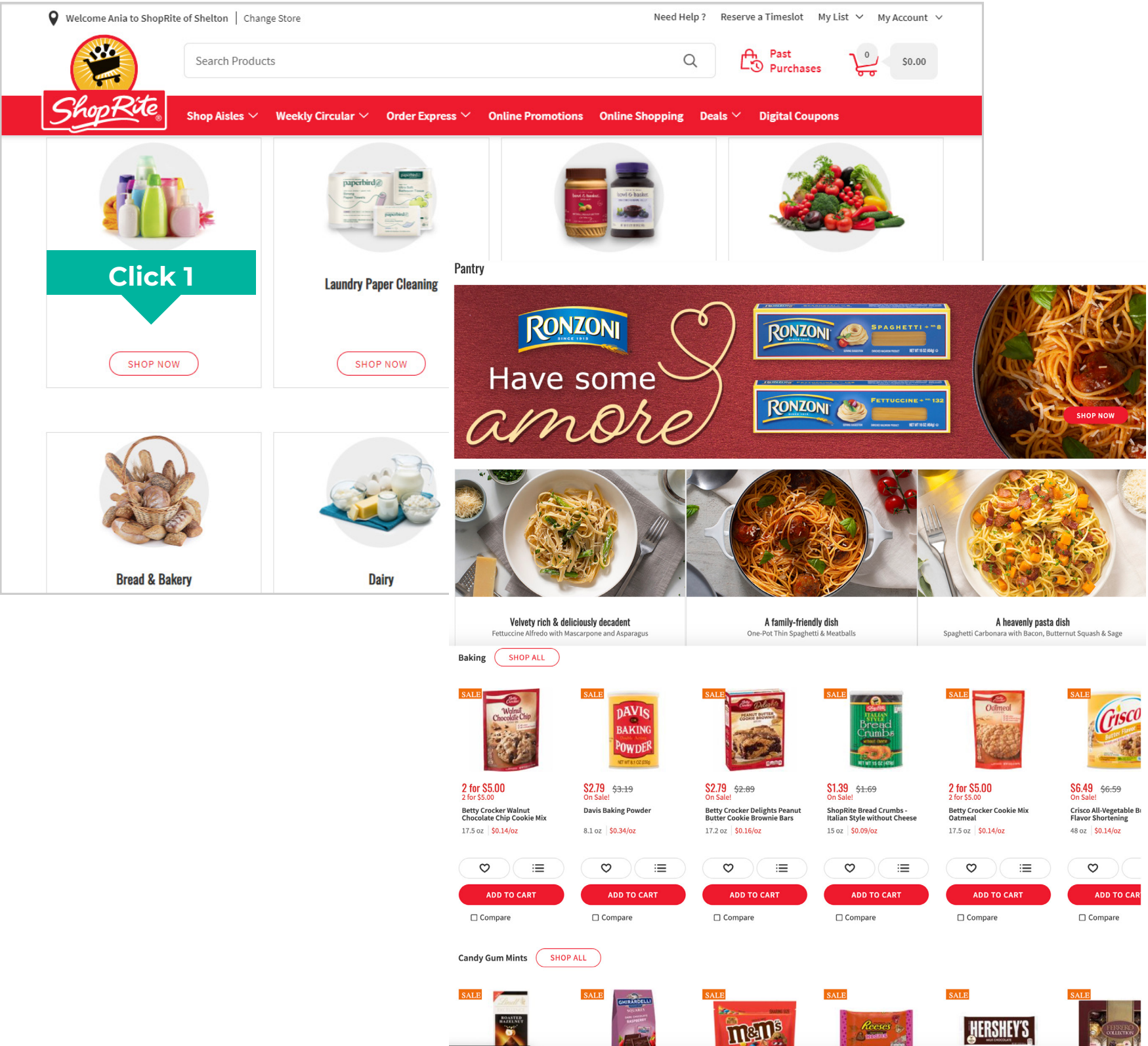
While searching for my products, I felt **energetic** and that my need for **productivity and choice** had been met. My past purchases were displayed and the weekly specials are a simple scroll away. I could easily pick what I wanted, add the quantity and it instantly appeared in my cart. The UX of the site made it so I could fly through my weekly grocery shopping. The clean open graph style of the site shows well thought out UI. I like that the colorful specials are contained in boxes with ample white space around them.



Start Shopping



While searching for my products, I felt **uneasy** and that my need for **cooperation** was not met. Again, I had to click on a product category to get to a page that lists all of the product. Then I had scroll past a giant pasta ad and unnecessary recipes before I could start selecting my food. The UX process was very long and drawn out. I felt like it was going to take me just as long to find my food online as it would if I was in the actual store. For the UI, the items are too close together, there is no breathing room. There are four buttons for each product which felt cluttered, I wished there were less.



Product Page



When I clicked on a product to learn more, I felt **calm** and **confident** satisfying my need for **presence** and **spaciousness**. I enjoyed the UX aspect of the page because I never left my shopping page, the product information was an overlay. The UI is laid out very well with a large product image and multiple images to view. I also liked the layout of the nutrition facts and ingredients. If I wanted the item to be ‘substituted’ is was very easy to find. All of these things are read and understood quickly.

Item Detail

Avocados Hass

★★★★★

(2 Ratings, 5.0 stars)

Firm

Ready to Eat

\$1.66

1 ea | \$1.66 / ea

Add to Cart

Information

Reviews

Nutrition

80

CALORIES

1 g

SAT FAT

0 mg

SODIUM

0 g

SUGARS

Nutrition Facts

servings vary per container

IF UNAVAILABLE

Substitute this item

Pay the price of the original item or the substituted item - whichever is lower. We guarantee satisfaction on all items or your money back.

Details

Country of Origin

USA, Mexico, Chile

Sponsored Suggestions

Sale

\$3.99

~~\$5.19~~

KIND Healthy Grains Almond Butter Whole Grain Clusters All Natural

11 oz pkg | \$0.36 / oz

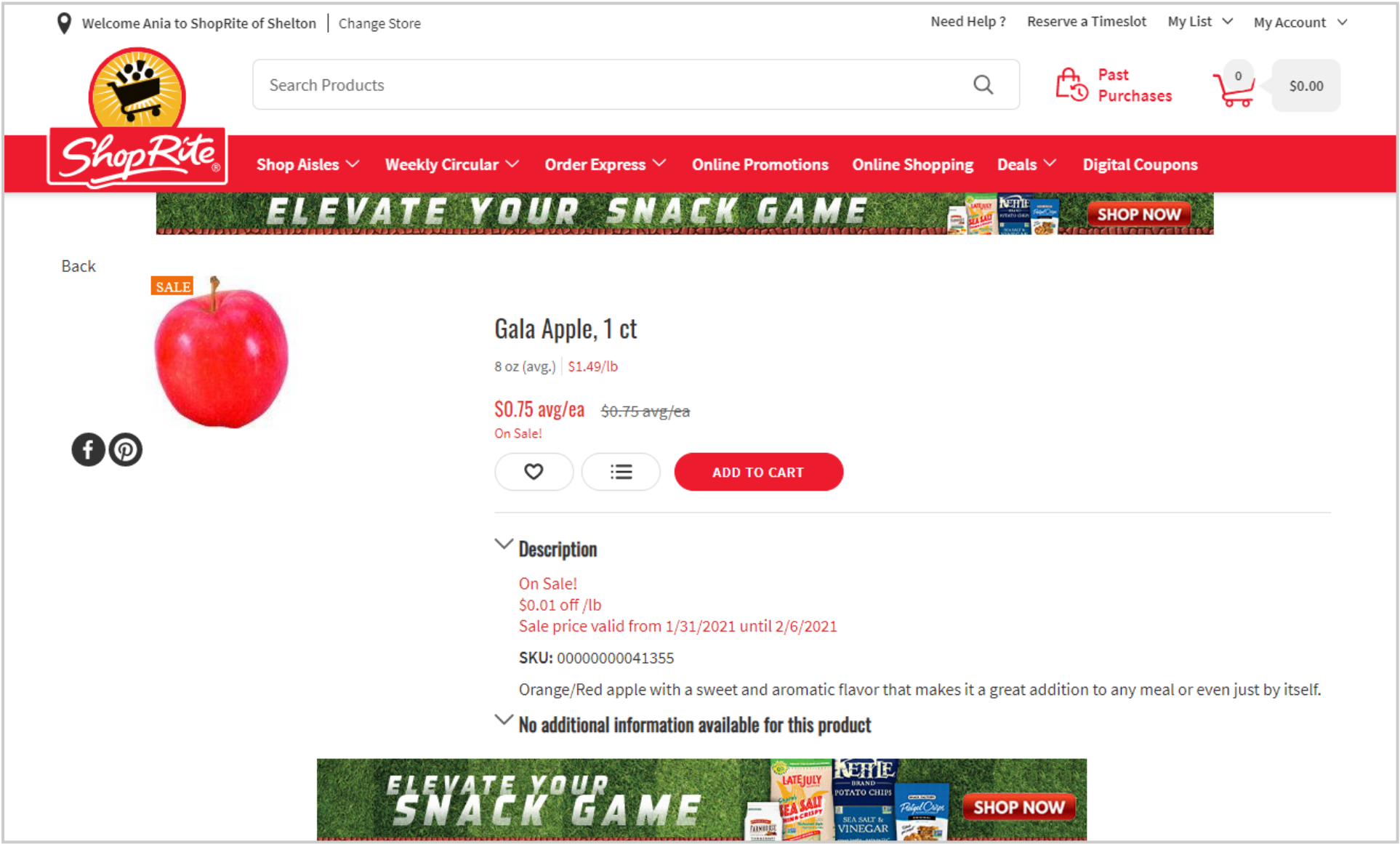
Add to Cart

You Might Like

Product Page



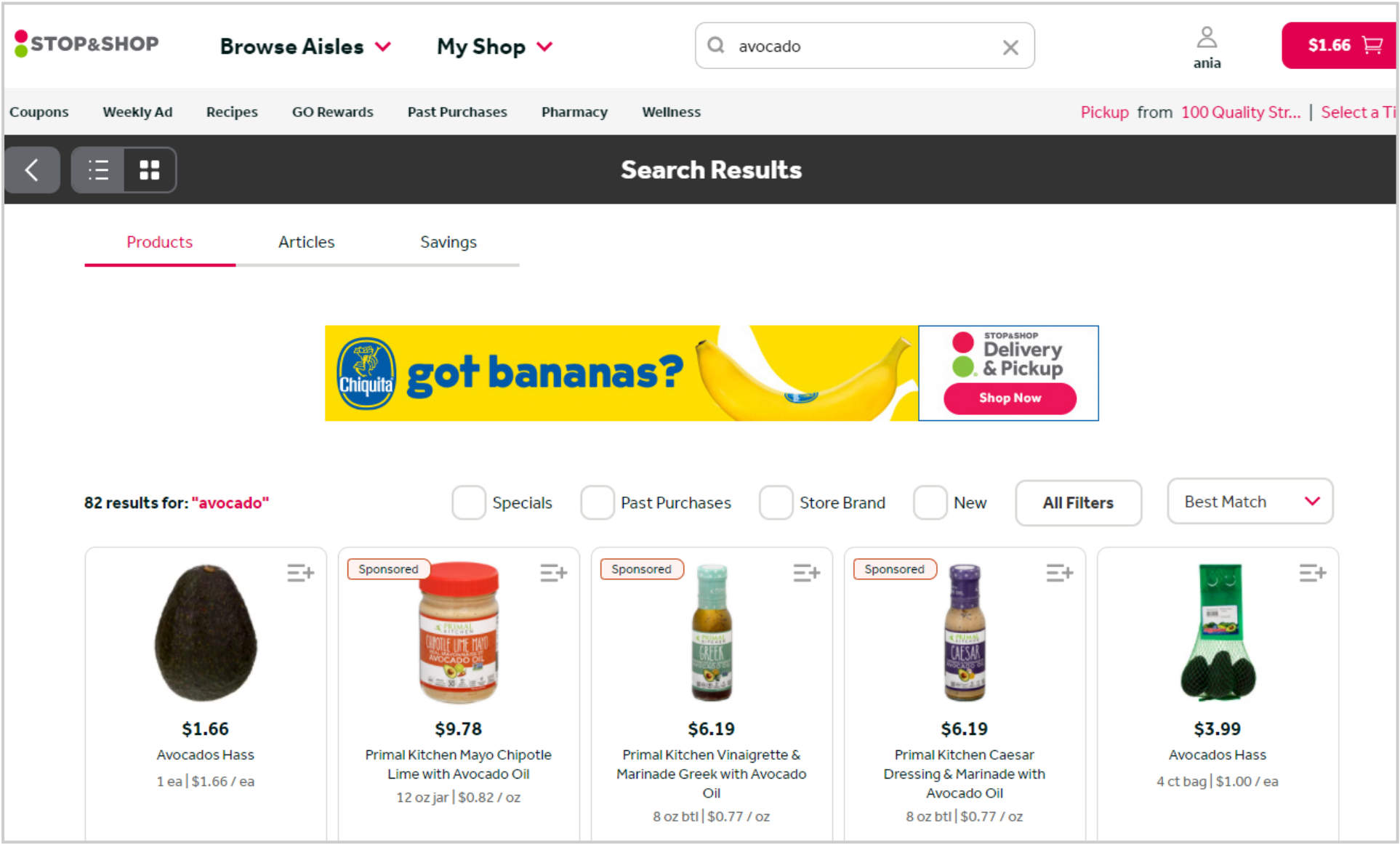
The Shop Rite product takes me to a new page. I was **bored** and my need for **communication** definitely was not met. I do not like that the product page took me away from my shopping page. I was not happy there was no additional product information and the duplicate ads were annoying. This was not a good UX experience for me. As for the UI, I do not feel this page was actually ‘designed’, it is a simple table layout that reminds me of old website design.



Search Results



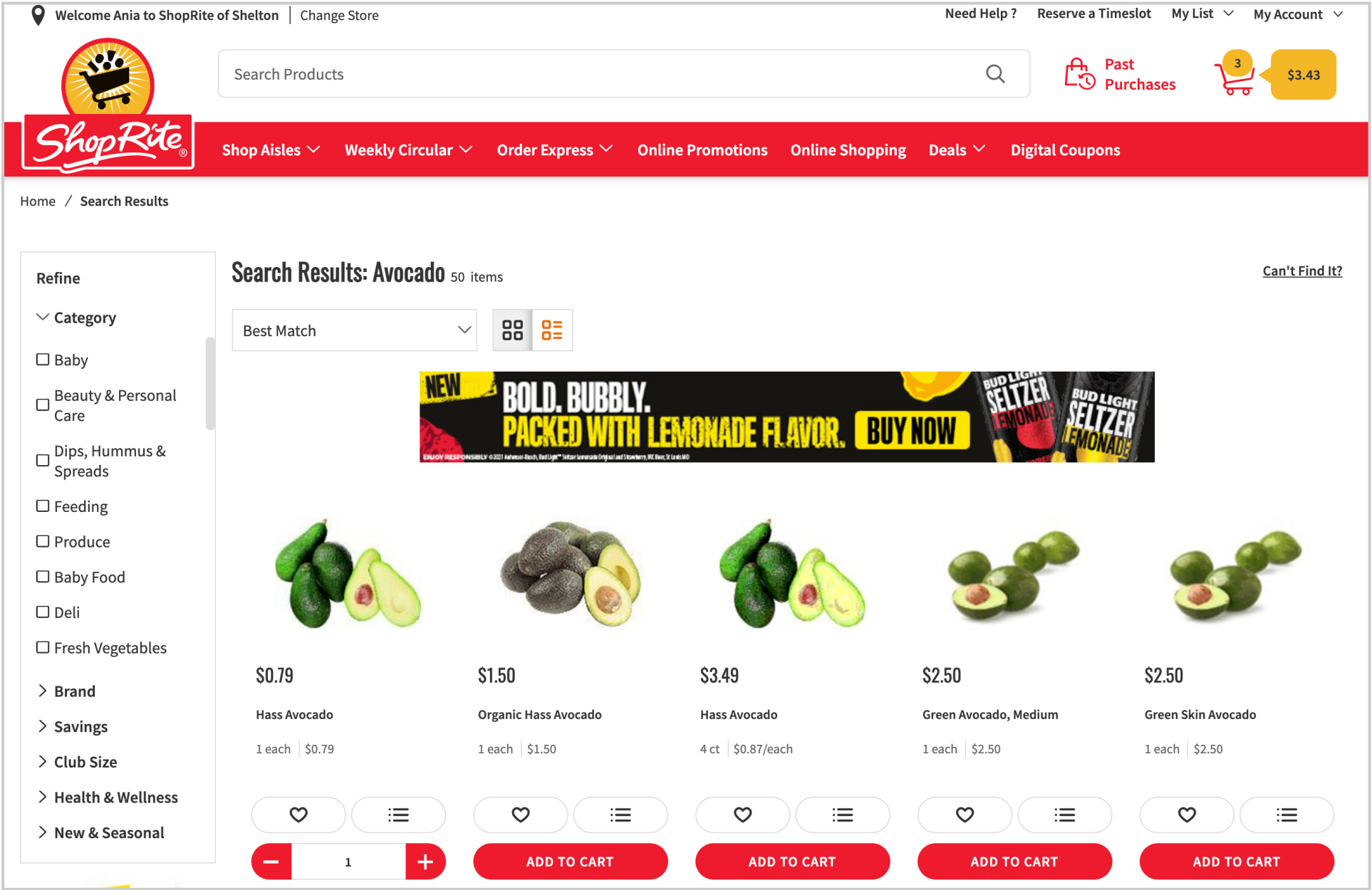
While searching for a product, I feel **let down** that my need for **trust** was not met. The UX on the search results page could be improved. In my search for ‘avocados,’ the top row contained 3 out of 5 ‘sponsored’ results. That is not very practical. I did however, like the navigation of the results page where I could adjust the results based on “Products, Article, or Savings.” I also liked that I could filter my results by checking boxes. For the UI, I liked the check box size and the white space around the product.



Search Results



The Shop Rite search results made me feel **optimistic** that my need for **trust** had been met. I liked UX of the page with a list navigation on the left to filter my results and liked that the results displayed were clear and readable. I actually preferred the UI of this Shop Rite page in comparison to other Shop Rite pages. It felt less cluttered. The red “Add to Cart” button stands out so I knew where to click, and I didn’t accidentally click on the ‘heart’ or ‘list’ buttons.



Clipping Coupons



The experience of clipping coupons made me feel **happy** completing my need for **excitement**. Saving money on anything makes me happy, and I enjoy clipping coupons and seeing the price change automatically on an item. The UX of the page made the experience enjoyable as it's very easy to click the button to see your savings. I liked the dotted line around the button and the tiny scissors which is very reminiscent of paper coupons but with a modern twist. It is smart UI design.

Coupon Deals

View All >

Save \$1.00

Gain

ONE Gain Liquid Laundry Detergent 25 lb ...

Exp 02/13/2021

✂ Clip Coupon

Save \$2.00

Gain

ONE Gain Liquid Laundry Detergent 45 lb ...

Exp 02/13/2021

✂ Clip Coupon

Save \$2.00

Gain

ONE Gain Flings 24 ct TO 35 ct OR Gain U...

Exp 02/13/2021

✂ Clip Coupon

Save \$3.00

Gain

ONE Gain Fireworks In Wash Scent Booster...

Exp 02/13/2021

✂ Clip Coupon

Save \$1.00

Era

ONE Tide Simply Laundry Detergent 50 oz ...

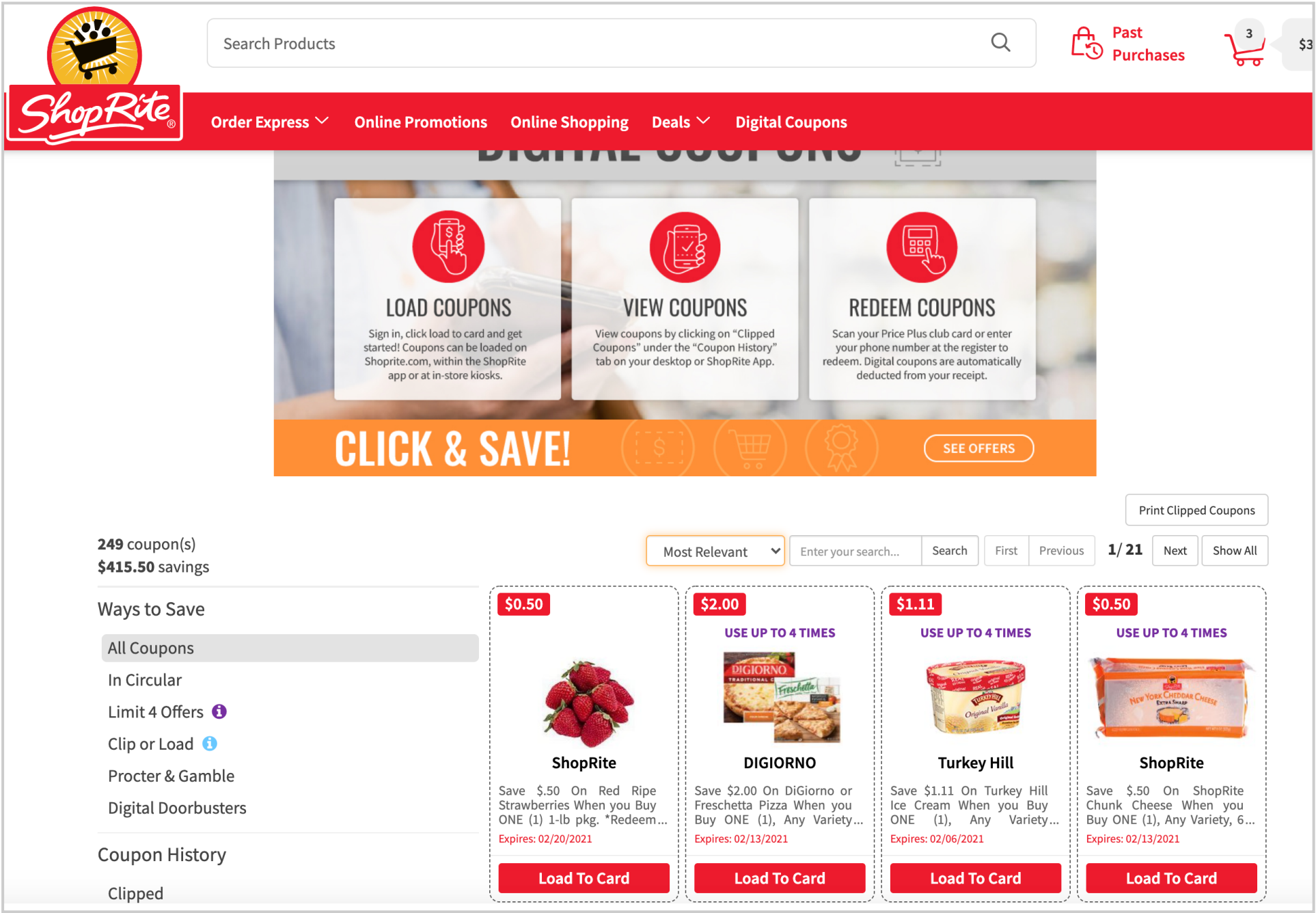
Exp 02/20/2021

✂ Clip Coupon

Clipping Coupons



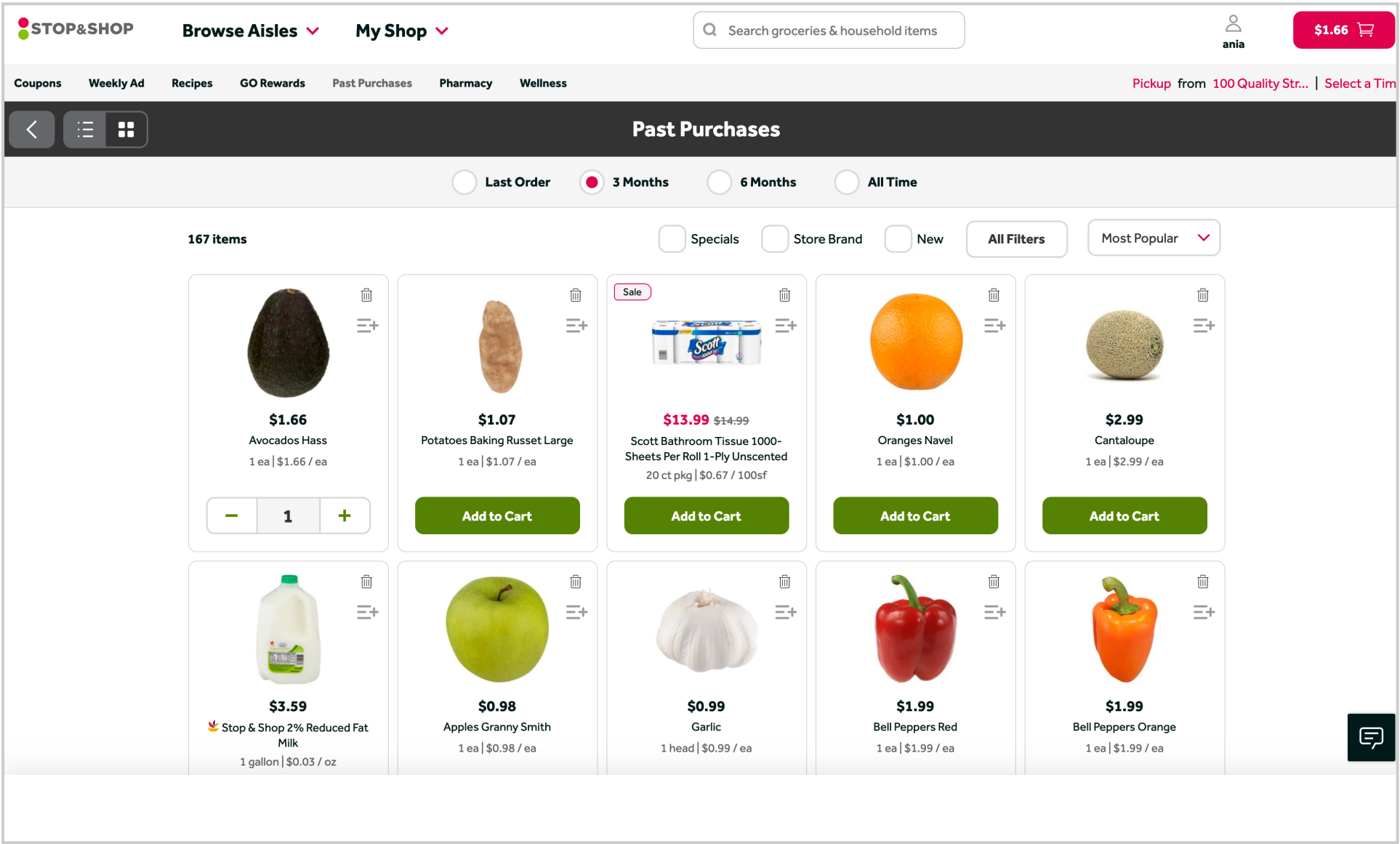
Shop Rite’s experience of clipping coupons made me feel **anxious** and **worried** that my need for **cooperation** was incomplete. The UX of the page is OK. I was able to use the main navigation to find the “Digital Coupon” button but because it was a click to another page, I was nervous that I would lose my place in my ordering process. I also did not like that the coupons must first be loaded to my rewards cards and I did not get the instant gratification of seeing the savings. For the UI of the page, there are too many words describing the coupon to the point where the designer had to use an ellipses. The size of the top image is too big and I had to scroll to get to the coupons.



Past Purchases



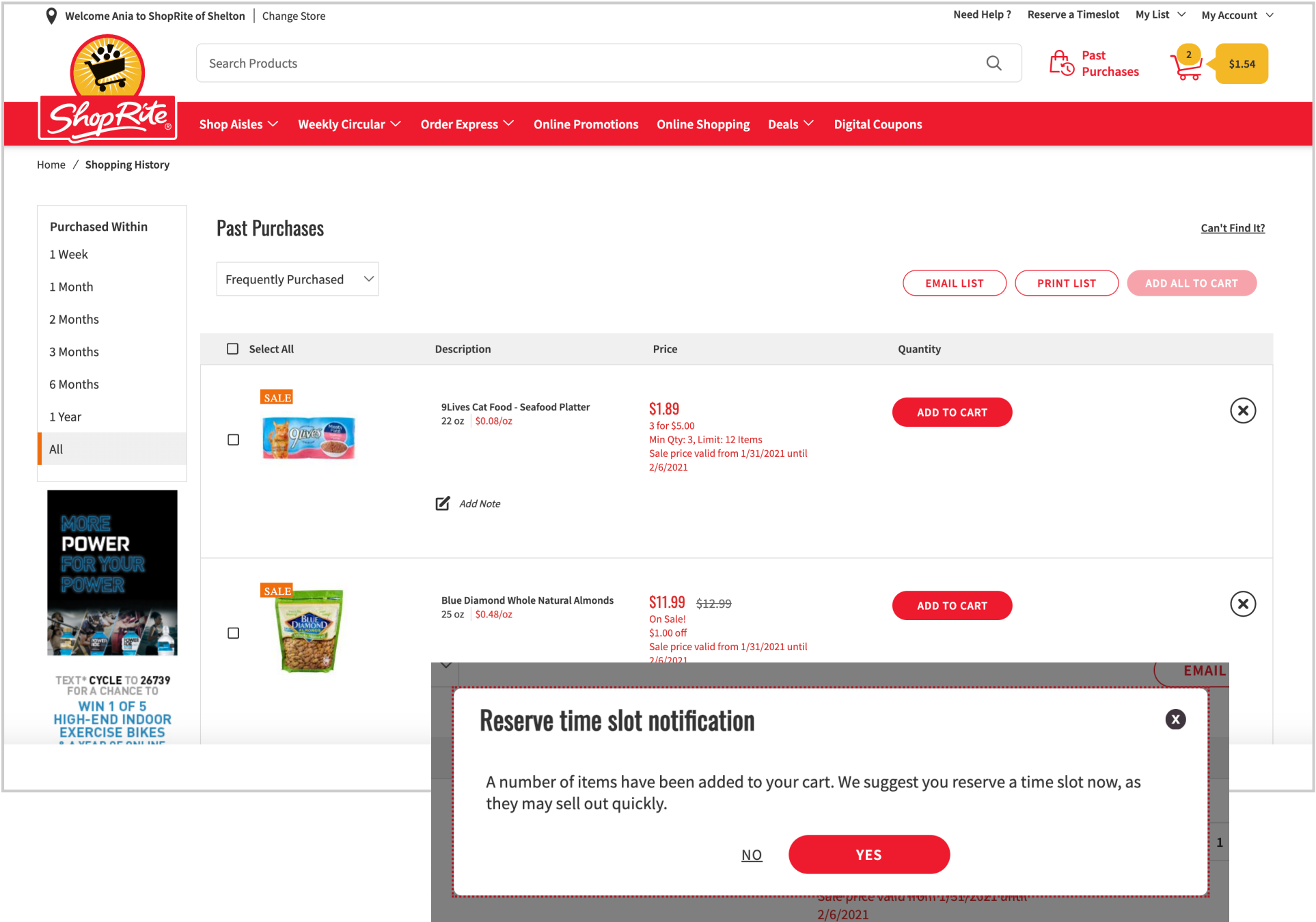
The past purchase page made me feel **confident** because my need for **spaciousness** and **flow** had been filled. When grocery shopping online, this is the page I used most. The UX of this page is perfect because all of the items listed was everything I had bought online and in store. I could fly through my grocery shopping. The products are categorized with produce at the top, then meats, however in this example a sale item is at the top. I appreciated the flow and spaciousness the UI and that it is consistent with other pages on this site.



Past Purchases



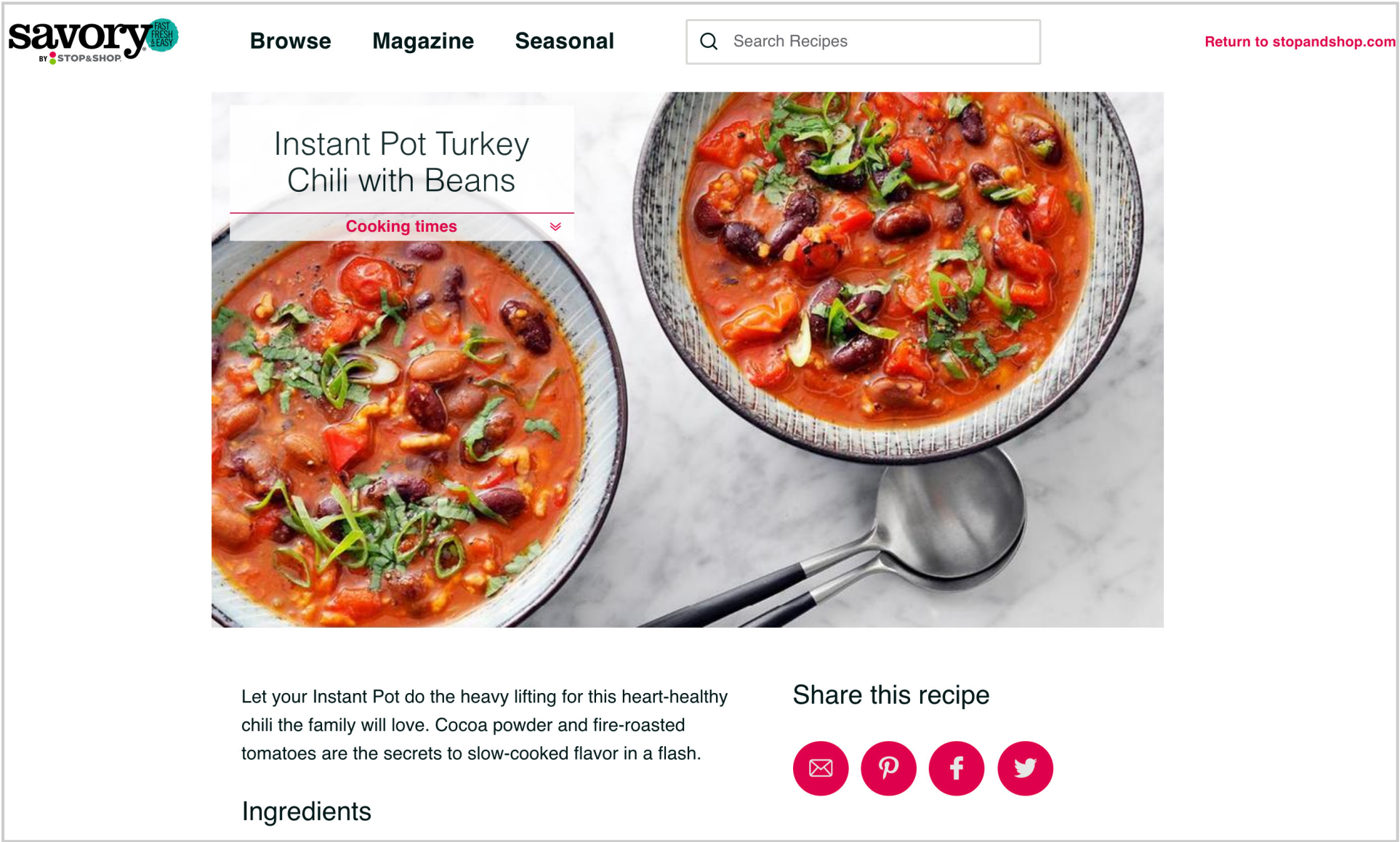
The past purchase page made me feel **tired** because my need for **fun** was not met. Although this page was organized, there was still too much information on the page. Should I check the box on the left or click the ‘Add to Cart’ button? All the scrolling made me tired and I felt like shopping was a chore. I was also faced with a pop up when I clicked on the item. My concentration on selecting an item was broken. The UX did not work for me. For the UI, I did not care for the condensed typeface used on the prices, but otherwise the look of the page was very utilitarian and did not evoke any emotion.



Recipes



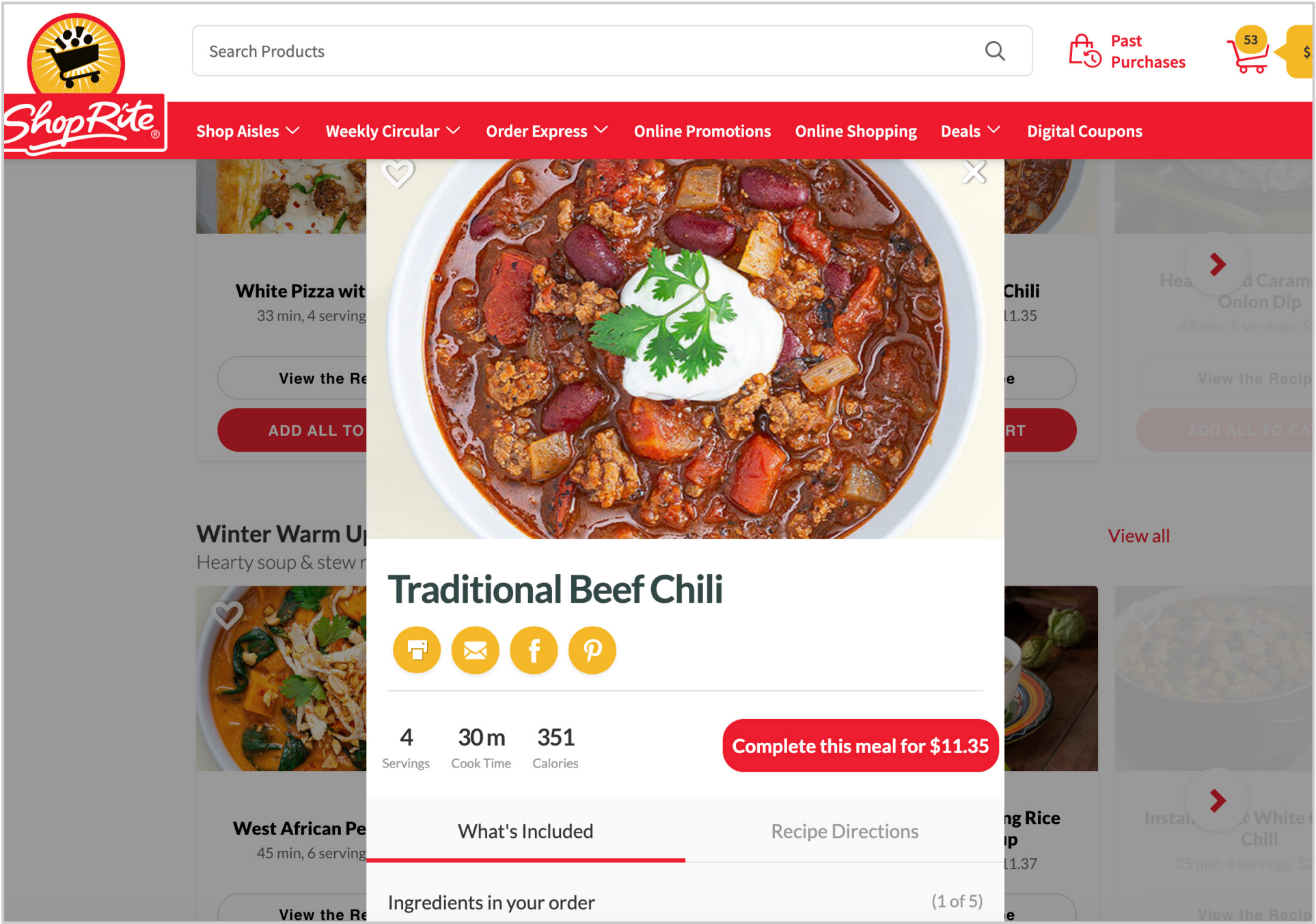
Getting recipe ideas made me feel **inspired** by meeting my need for **stimulation**. To view recipes, I was redirected to a new website which is bright and airy. The UX did make me want to cook and try something new. The navigation is very simple with only three main buttons at the top and a ‘Return to stopandshop.com’ button. I liked that the layout consists of one large image a brief description and then it directly goes into the ingredients. The overall design of the page is fresh and the photography is very appetizing. I liked all of the white space around the content.



Recipes



Getting recipes from the Shop Right page also made me feel **inspired** and met my need for **stimulation**. The overall feel was completely different from Stop and Shop, but it was a positive experience. Recipes are treated more as an overlay to the page. I enjoyed that I did not have to leave the page I was on. One confusing aspect of the UX was that the page first lists all of the ingredients and prompted me to add the ingredients to my cart. However, it took time to find where the recipe directions were. The UI design worked where there was large image of the food, then the name and the time it takes to cook. It followed a standard recipe hierarchy. It would have been better if the photography was not grainy.



Selecting A Pick Up Time



The Pickup Times page time made me feel **hopeful** and **satisfied** that my need for **ease** was met. The UX was great in that it only showed me the available options, I did not have to scroll through endless dates. The dates on the left were easy to find, while the times available in the center made the navigation a breeze. The design choice of putting the dates in dark gray and the selected date in bright red is smart, I knew exactly what date I was on. The ‘Select’ button with only a red outline showed very clearly that the option had not been picked yet.

<

Pickup Times

×

Directions

100 Quality Street, Trumbull, CT 06611

Change

FEB 06

Saturday

5 time slots available

FEB 07

Sunday

13 time slots available

FEB 08

Monday

13 time slots available

FEB 09

Tuesday

13 time slots available

FEB 10

Wednesday

13 time slots available

FEB 11

Thursday

13 time slots available

FEB 12

Friday

13 time slots available

FEB 13

Saturday

13 time slots available

FEB

Sunday

☒

Show Only Available Times

Saturday, February 06

4:00pm - 5:00pm

Select

5:00pm - 6:00pm

Select

6:00pm - 7:00pm

Select

7:00pm - 8:00pm

Select

8:00pm - 9:00pm

Select

February 2021

17

Selecting A Pick Up Time



Choosing a Pickup Time on Shop Rite’s page made me feel **despair** and didn’t meet my need for **support**. It was very disheartening to see so many time slots unavailable. I feel like I wasted my time selecting my groceries with no available pick up time. The UX should have only shown the times available. This page did not feel well designed either. I was beginning to think that a UI person was also the developer. With a basic table, it showed that no thought went into the look of this page.

Select Pickup Date & Time Items in your order will reflect pricing for the date of fulfillment				
	< Sat Feb 6	Sun Feb 7	Mon Feb 8	Tue Feb 9 >
9am - 9:30am	Sold Out	Sold Out	Sold Out	Reserve 1 SLOT LEFT
9:30am - 10am	Sold Out	Sold Out	Sold Out	Reserve
10am - 10:30am	Sold Out	Sold Out	Sold Out	Reserve
10:30am - 11am	Sold Out	Sold Out	Sold Out	Reserve
11am - 11:30am	Sold Out	Sold Out	Sold Out	Reserve
11:30am - 12pm	Sold Out	Sold Out	Sold Out	Reserve
12pm - 12:30pm	Sold Out	Sold Out	Sold Out	Reserve
12:30pm - 1pm	Sold Out	Sold Out	Sold Out	Reserve
1pm - 1:30pm	Sold Out	Sold Out	Sold Out	Reserve

Cart Review



Reviewing the items in my cart made me feel **successful** by reaching my need for **cooperation**. This page is a overlay of the past page I was on. I liked that I was not leaving any page. The UX made reviewing my cart quick. The rows of items are narrow and if I needed to substitute an item, the carrot for options was easy to find. I also liked the table on the right that displayed my total, tax and savings. Also, the order of the products was by department so all of my produce was together, and all of my dairy, etc. I appreciated the UI of the page and how the white background made the product images stand out. I also liked the thin dotted lines and rules used to separate the page section. The red used on the ‘check out’ button let me know this was going to be an end action.

Print

Cart

×

Apples Granny Smith 1 ea \$0.98 / ea Substitution Options − 1 + \$0.98	Pickup from 100 Quality Street Subtotal \$64.72 Pickup Fee ⓘ \$2.95 Estimated Tax \$1.92 View Savings Estimated Savings: \$3.98 Estimated Total: \$69.59* *Estimated totals are subject to change due to actual weights and availability. If your order includes substituted items, you pay for the item with lower price. Checkout Promo Code Apply SAMUEL ADAMS GREG HILL FOUNDATION RESTAURANT
Bell Peppers Orange 1 ea \$1.99 / ea Substitution Options − 1 + \$1.99	
Bell Peppers Red 1 ea \$1.99 / ea Substitution Options − 1 + \$1.99	
Blueberries 1 dry pint \$0.28 / oz − 1 + \$3.33 \$3.99	

Cart Review



Reviewing my cart made me feel **content** that my need for **presence** had been met. The UX of the cart page was easy to follow. There is a lot of scrolling but it was not off-putting. I could see my item and the quantity I was ordering quickly. The width of the row did make my eyes dart back and forth a lot which was a bit fatiguing. The amount of prominence given to the Print, Email, Save To List, and Empty Cart felt like too much. Like Stop and Shop, the items are categorized by their store department, Beverages, Dairy, etc. The UI of the site follows other pages, so at this point, I understood how the site functioned. I definitely felt like there was too much red type.

Welcome Ania to ShopRite of Shelton | [Change Store](#)

Past Purchases

\$132.79

Shop Aisles

Weekly Circular

Order Express

Online Promotions

Online Shopping

Deals

Digital Coupons

Review Cart

PRINT

EMAIL

SAVE TO LIST

EMPTY CART

Product	Price	Quantity	Total
Beverages			
SALE	Celestial Seasonings Tea - Cinnamon Apple Spice 20 ct \$0.10/each	\$1.99 \$3.19 On Sale! \$1.20 off Min Qty: 1, Limit: 4 Items Sale price valid from 1/31/21 until 2/6/21	- 2 + \$3.98
Add Note			
SALE	Celestial Seasonings Tea - Sleepytime 20 ct \$0.10/each	\$1.99 \$3.19 On Sale! \$1.20 off Min Qty: 1, Limit: 4 Items Sale price valid from 1/31/21 until 2/6/21	- 2 + \$3.98
Add Note			

CART SUMMARY

47 ITEMS

ESTIMATED TOTAL

\$132.79

Estimated total excludes digital coupons, Pick & Pay and final price of weighted items. Your final total will be calculated on the day your order is fulfilled.

Timeslot

You need to reserve a timeslot before you can proceed to the checkout.

RESERVE A TIMESLOT

Promotions Savings Summary

You're partially qualified for \$4.99 off

Spend \$13.12 more on Pet Care Free Shopping Fee for \$4.99 off

~~(\$4.99 off)~~

February 2021

20

Payment



Finalizing my order made me feel **free** and that my I reached my need for **closure**. I finished shopping and received a bonus “VIPea Gift” which made me feel **valued**. I enjoyed that the UX of the page only showed me exactly what I needed, my payment, my pick up time, and a giant button to ‘Place Order.’ The UI design of the page is very effective with all of the financial information in a gray box and the items ordered listed plainly with the pick up time. Each subset is divided by a thin rule so I knew there was a topic change. The giant red button was perfectly obvious to click and place my order.

Order Summary

Subtotal

\$64.72

Pickup Fee ⓘ

\$2.95

Estimated Tax

\$1.92

VIPea Free Gift \$5 off \$60

– \$5.00

View Savings

Estimated Savings: \$8.98

Estimated Total: \$64.59*

*Estimated totals are subject to change due to actual weights and availability. If your order includes substituted items, you pay for the item with lower price.

By placing your order, you agree to Stop & Shop's Terms & Conditions

Place Order

19 items



+ 13 more

Pickup Time

Sunday, Feb 07
4:00PM - 5:00PM

Change

Payment



Reviewing my cart made me feel **aggravated** and **hostile** that my need for **support** was incomplete. There are so many clicks to get to the final payment step, that the UX drove me crazy. I had to click so many times. During the process, the site forgot my password, creating another step where I had to log in again. The UI of the pages also began to stray from the design of the shopping pages making the site feel less cohesive. The sizing of the boxes felt too big and heavy with the large red and gray boxes. Again, the pages appear dated.

Secured Payment

Home > Shopping > Payment >

Payment Details

Full Name:

Email:

Phone:

Shipping Address:

Ania Harrell

aniah617@gmail.com

7576181431

28 Richard Place, Trumbull CT 06611

Amount Applied

\$0.00

Do you have Giftcard?

Do you have a EBT SNAP Card?

Credit Card Info:

Billing Address:

Number *

Same as Shipping?

Click 2

Sign In or Register for An Account

Email

aniah617@gmail.com

Password

Forgot Password?

Your email or password is not recognized. Please check your email and password and try again.

Cancel

SIGN IN

Click 3

ShopRite

Welcome to ShopRite of Shelton

Select Your Store Location

Return to Cart & Continue Shopping

PICKUP

ShopRite of Shelton

Wed, Feb 10 1:00 pm - 1:30 pm

EDIT

ORDER PREFERENCES

Allow substitutions

Make sure you have everything you need. Allow product substitutions and we'll do our best to suggest replacement products for any items that are unavailable via text message. We'll also text you order updates. [Learn more](#)

Mobile Contact Number

Required

Notes for Personal Shopper

Enter general comments or instructions to help us better fulfill your order.

PAYMENT & PLACE ORDER

ORDER SUMMARY

Product Total

\$140.69

Service Fee

\$4.99

Tax Total

\$1.62

ESTIMATED TOTAL

\$147.30

CONTINUE TO PAYMENT OPTIONS

Have Questions?

800-746-7748

Email Us

Conclusion



Shopping on the Stop and Shop app was thoroughly enjoyable. It had a much better flow and the site was very intuitive. I especially enjoyed all of the personal touches such as remembering my past purchases, store location, and log in. Emotionally, the UX made me joyful that this site can relieve me of the burden of grocery shopping.

The UI design was very pleasing. The white space gave the site a very airy feel and allowed the focus to always be on the product photography. I liked that there was only one bright action button, any other secondary button was marked with a simple outline. The site has a feeling of higher quality.



Shop Right made me feel unsure of myself throughout the entire process. Whenever I navigated to a new page, I was afraid my order would get lost. With so many clicks, the UX felt flawed. There were no clear markers for where I was in the process.

The UI was very dated. I felt like I was an old lady pointing to pictures in the weekly circular. The appearance made me feel like the technology was dated and I did not trust the website to place my order correctly.

Conclusion

My Final Word

When shopping on the Stop and Shop website, I felt secure. I also enjoyed the fast pace process. I may be paying more for groceries, I am not sure, but I feel it is worth it for the positive grocery shopping experience.