

No-AI Personalized Shopping

5 Features Integrated into Instacart's App
To Bridge the Shopper-Customer Information Gap



EXECUTIVE SUMMARY

Problem

There is an information gap. Shoppers who want to provide a good customer service are unable to do so, due to a **lack of knowledge of what their customer wants.**

Slides 4-12

Recommendation

5 features integrated into Instacart's app that empower shoppers with the information to make better choices for their customers, both consciously and subconsciously.

Slides 13-36

Outcome

Using Instacart will be similar to **having your own personalized shopping assistant.** Customers will want to use Instacart out of enjoyment, not out of necessity.

Slides 37-38

OVERVIEW OF 5 RECOMMENDED FEATURES

Personalized Greeting

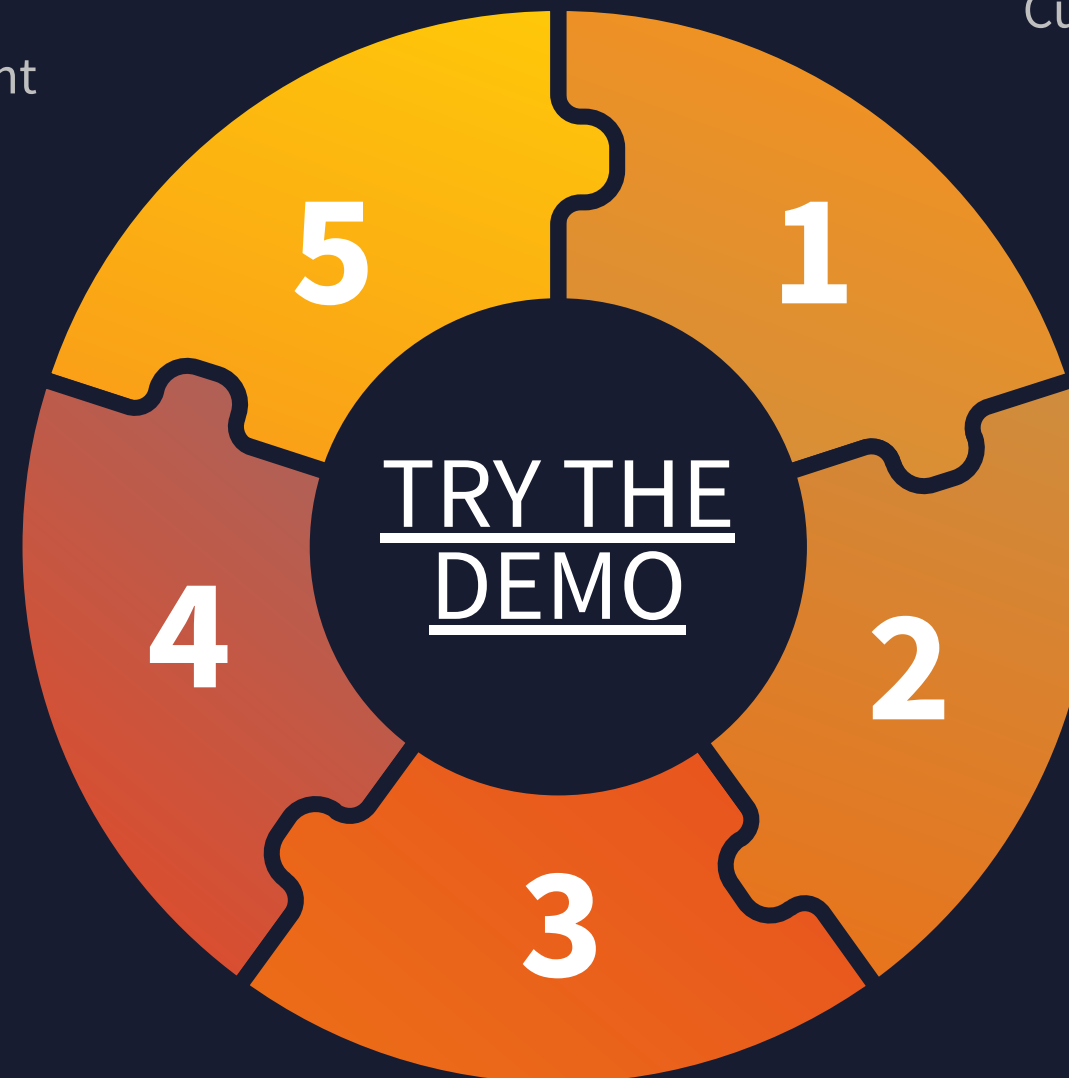
As soon as an order is picked up, a message detailing the customer's preferences will be sent to their shopper automatically.

Value Ratings

Customers rate how much they value each of speed, quality, and convenience.

Item Preferences

If Crest toothpaste is not in stock, does the customer want the cheapest toothpaste? Or are they a hardcore Crest fan who would not accept any other brand?



Dietary Restrictions

Brief overview of customers' dietary restrictions on their profile, which shoppers can view on the order page.

Substitution Preferences

Does the customer want to be contacted for each substitution, or do they want shoppers to use their best judgement?

Skip to slide 13 to view details

PROBLEM

THERE WILL ALWAYS BE A TRADEOFF BETWEEN SPEED AND QUALITY

Shoppers make hundreds of tradeoffs daily.

Shoppers are making a choice with every item they purchase, whether they know it or not. Should they spend extra time picking out fresher broccoli, and risk running late on the promised 1 hour delivery?



Different customers would prefer the shopper to make different choices in that scenario.

Different customers have different preferences on what tradeoffs they would want their shopper to make—some prioritize quality over speed; others want their food as soon as possible. **The two factors of speed and quality have different amounts of impact on different customers' experiences.**



TRADEOFF BETWEEN SPEED AND QUALITY

SLOWER DELIVERY = HIGHER QUALITY GROCERIES

FASTER DELIVERY = LOWER QUALITY GROCERIES

DIFFERENT CUSTOMERS HAVE DIFFERENT PREFERENCES IN THE TRADEOFF OF SPEED VS. QUALITY.

MEET MANJARI

“I got these squished tomatoes which I never pick when I do my own groceries and **that just ruined the entire experience for me.**”



Manjari is an Instacart customer who uses Instacart for grocery delivery during the pandemic. Manjari values the quality of her groceries more than the speed of delivery. One day, she got delivered squished tomatoes.

She would've preferred if the shopper spent a few extra minutes picking out a higher quality product than a bad quality produce item being delivered sooner. **The product ruined her whole customer experience.**

MANJARI VALUES THE **QUALITY** OF HER GROCERIES MORE THAN THE **SPEED** THEY ARRIVE.

MEET LAUREN

“

I am never using their service again. I wanted to like it, but I can't. I placed an order and my shopper began shopping at 5 PM. It's now 8 PM. She's still shopping. And for the entire three hours she has been texting me asking questions that I believe should've been resolved by me agreeing to all reasonable substitutions.

LAUREN VALUES THE **SPEED** OF DELIVERY MORE THAN THE **QUALITY**.

STATUS QUO

Instacart is prioritizing **speed** over **quality**. Shoppers have a clock counting down over their heads constantly as they're shopping, incentivising them to get their products delivered as soon as possible. Often times, sacrificing quality—grabbing the nearest tomatoes instead of taking a few minutes to pick out the non-squishy ones. Why else would there be so many complaints about low quality food?



I received a small bunch of broccoli in which a few of the **flowerets were rotten**...It appeared as if the Instacart shopper just went to the broccoli section of Loblaws and **simply grabbed the nearest broccoli bunch she saw and then pushed her cart hurriedly to the next item on my shopping list**. There was no thought of giving me (the customer) a good quality broccoli by **taking perhaps 5 seconds to check its physical condition?**

Instacart is currently serving customers who care about speed very well, with a brand promise of around 1 hour delivery. However, Instacart **isn't delivering a good experience** to those who care about food quality—customers such as Manjari.

23% of customer complaints are about bad quality products.

JUST LIKE

THERE WILL ALWAYS BE A TRADEOFF BETWEEN SPEED AND QUALITY,
THERE WILL ALWAYS BE A TRADEOFF BETWEEN CONVENIENCE AND QUALITY.

“We don’t want to increase customer shopper communication because that’ll lead to customers doing more work. We don’t want to decrease customer shopper communication because that’ll lead to lower quality substitutions. We want to understand each of our customers better to provide tailored services to their preferences.” *Source: Instacart Q&A*

Some customers enjoy putting in more work to ensure higher quality substitutions. Others don’t.



Lauren

For the entire three hours [my shopper] has been texting me asking questions that I believe should've been resolved by me agreeing to all reasonable substitutions. Our family started the day with a family emergency. I decided to try their service today to ease a burden on our family on a challenging day. I **found the experience stressful, bothersome and exhausting and will never use it again.**

”



Manjari

I **appreciated** the shopper contacting me for every substitution. I enjoyed being able to have a say in approving every substitution.

”



EVERY CUSTOMER HAS DIFFERENT PREFERENCES. EVERY CUSTOMER IS ON A DIFFERENT SPOT OF **THE TRADEOFF TRIANGLE.**

Quality vs. Speed

Higher quality food products \Rightarrow Shopper spends more time picking out the food \Rightarrow Slower delivery time.

Lower quality food products \Rightarrow Shopper spends less time picking out the food \Rightarrow Quicker delivery time.

Higher quality = Slower delivery.
Lower quality = Quicker delivery.

Quality vs. Convenience

Higher quality substitutions \Rightarrow More shopper-customer communication \Rightarrow Customer has more work.

Lower quality substitutions \Rightarrow Less shopper-customer communication \Rightarrow Customer has less work.

Customer has less work = Low quality substitutions.
Customer has more work = High quality substitutions.




SHOPPERS HAVE NO WAY OF KNOWING **WHERE THEIR CUSTOMER STANDS** ON THE TRADEOFF TRIANGLE.


PROBLEM

INFORMATION GAP

With Instacart's current system, shoppers have **no way** of knowing what their customer prefers—would their customer appreciate them putting effort into choosing fresher tomatoes, or be annoyed that their groceries will be delayed by the time spent picking produce?

Instead, shoppers are making a **gamble**. Shoppers are making these tradeoffs between speed, quality, and convenience blindly; without knowing what the customer wants.

 Because of the sheer number of choices shoppers have to make, it is impossible for them to ask their customer through the chat at every decision.

 Even if shoppers do ask through the chat, they are still making a gamble of the customer being annoyed by the hassle of responding to the chat messages

Lauren's shopper was making an effort to deliver good customer experience—texting to make sure the substituted products were right. **Her shopper wanted to provide a good customer experience, but failed due to a lack of information.**

“

Shoppers are the **secret sauce** for good customer experience.
- *Instacart Q & A*

Shoppers can only deliver as good customer experience as their **limited information** allows.

PROBLEM: INFORMATION GAP

**SHOPPERS ARE MAKING
CHOICES **BLINDLY****

**INSTEAD OF BASED ON
CUSTOMER PREFERENCES**

WHAT HAPPENS WHEN SHOPPERS MAKE CHOICES **BLINDLY**

“They gave me avocados and bananas that were overripe, **this is why I want to shop myself and not let strangers do it for me.**”

Ranjana Lomba

Instacart Customer



"My shopper replaced a 12lb turkey with a 22lb turkey **without asking me.**"

Sue

Instacart Customer



“I would much rather be picking out my own groceries because I **know what I want, not a stranger.**”

Kalpana Chaudhry

Former Instacart Customer



Sue's shopper didn't ask her for substitutions, but the shopper had no way of knowing if she **wanted to be asked.**

OUR RECOMMENDATION

5 Features Integrated into Instacart's App
Bridging the Shopper-Customer Information Gap

1

Rating of Customer Values

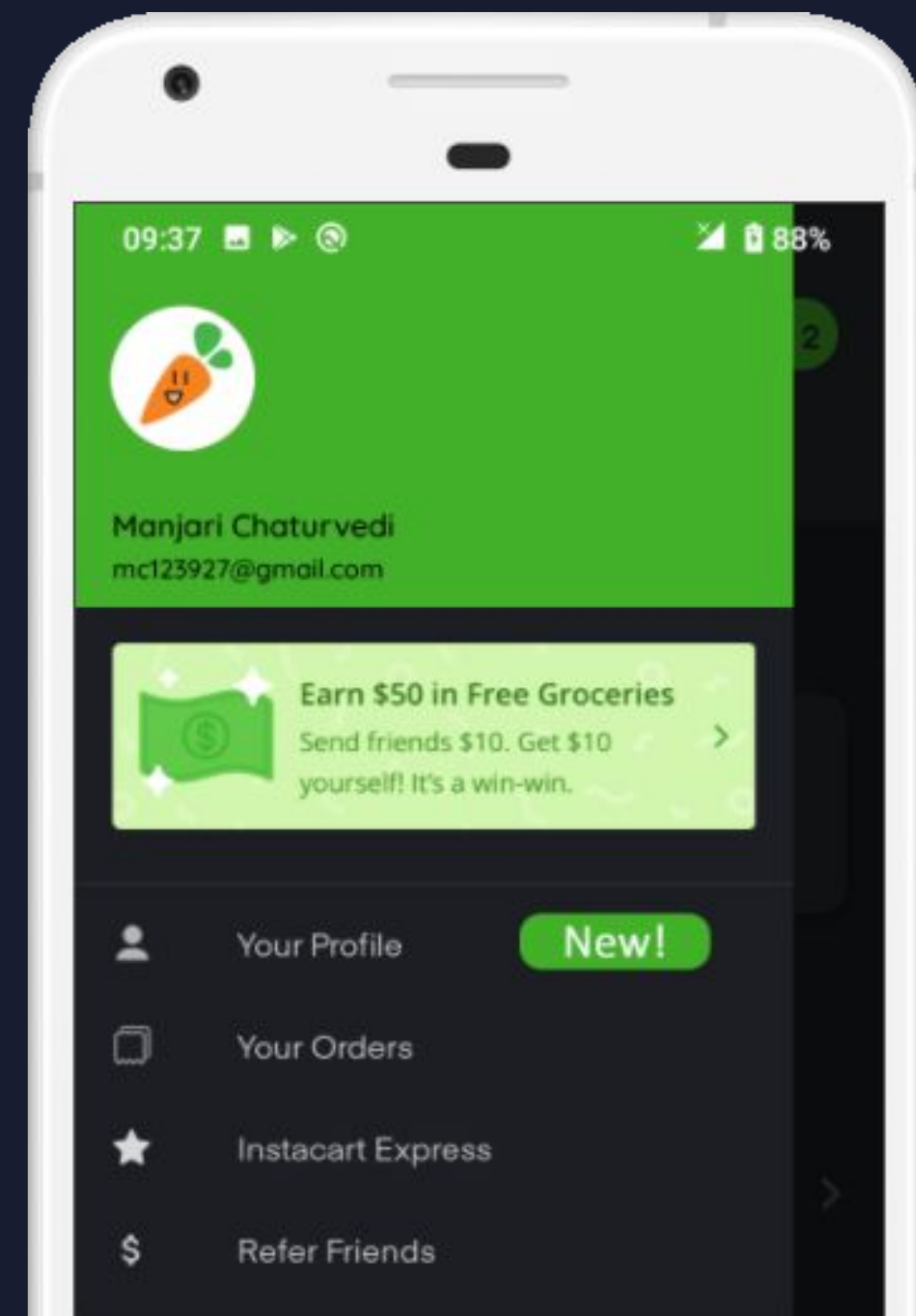
Shopper takes a 5 second glance;
can get a high level overview of
their customers' priorities.

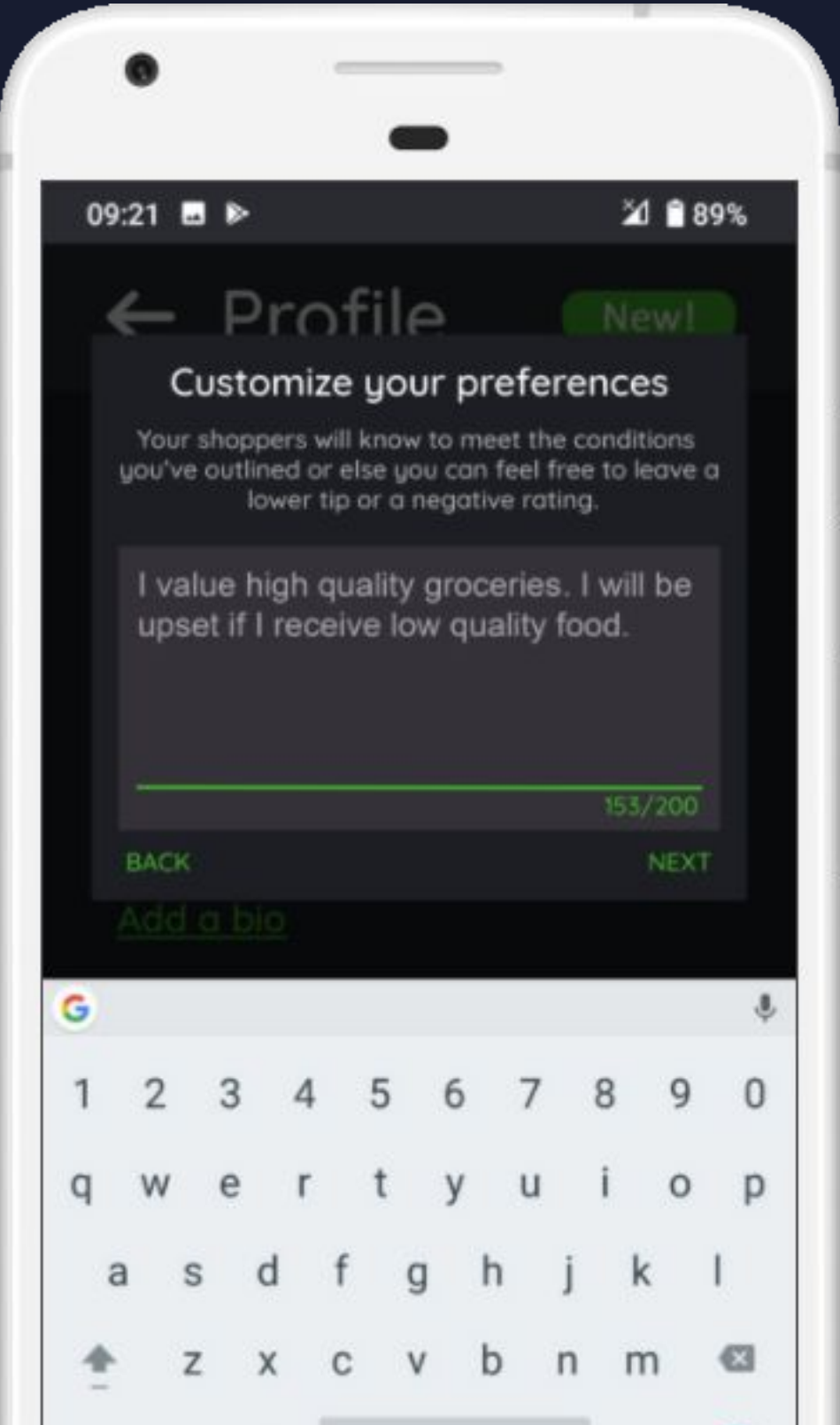


WHAT THE CUSTOMER SEES

● Profile

Manjari can go to her profile from the menu.



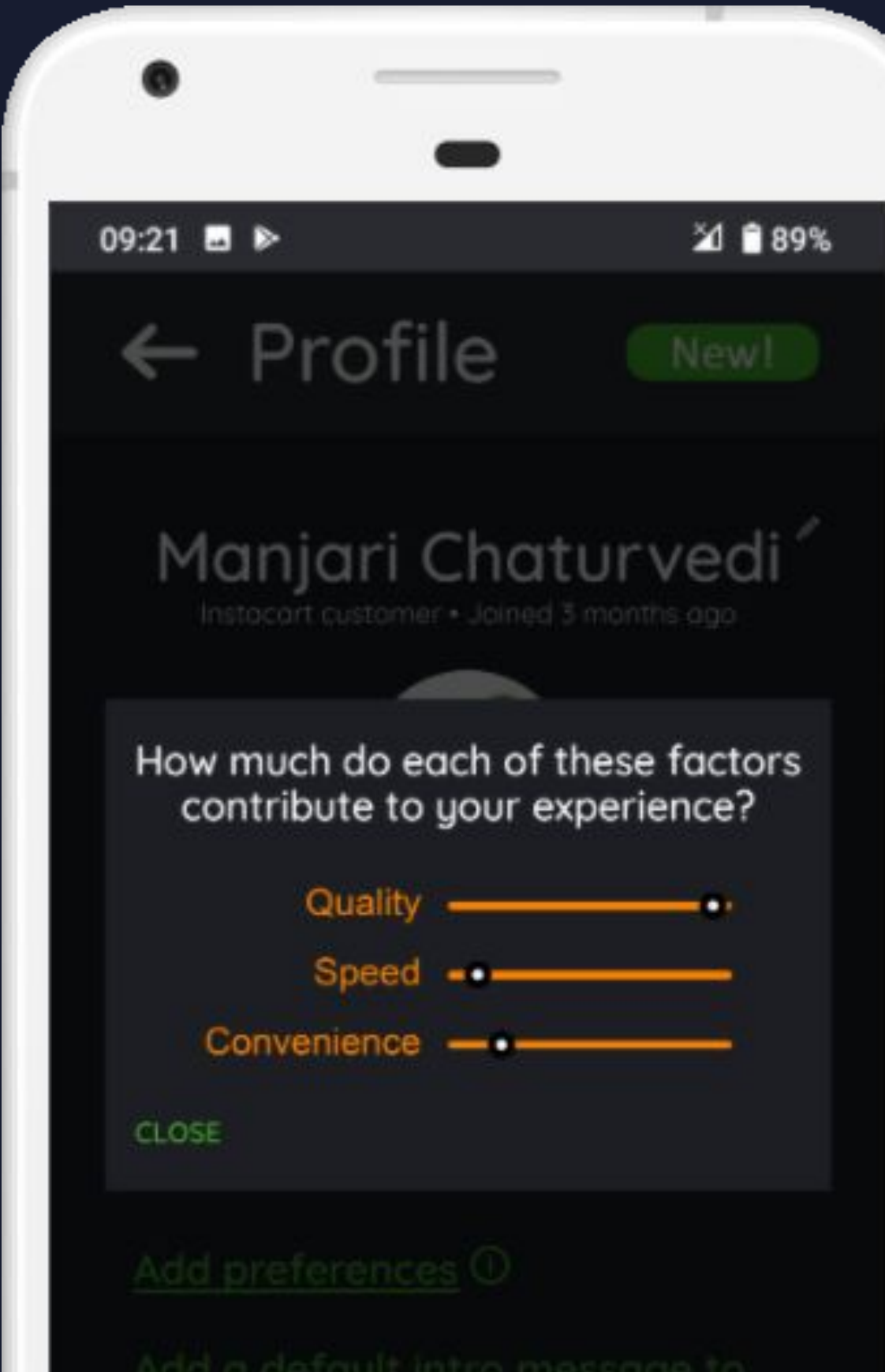


Customize Preferences

Manjari can write what she wants her shopper to know. What she writes here will be shown to her shopper.

Drag Sliders

Manjari can quickly adjust her values out of the 3 Tradeoff Triangle™ Values.

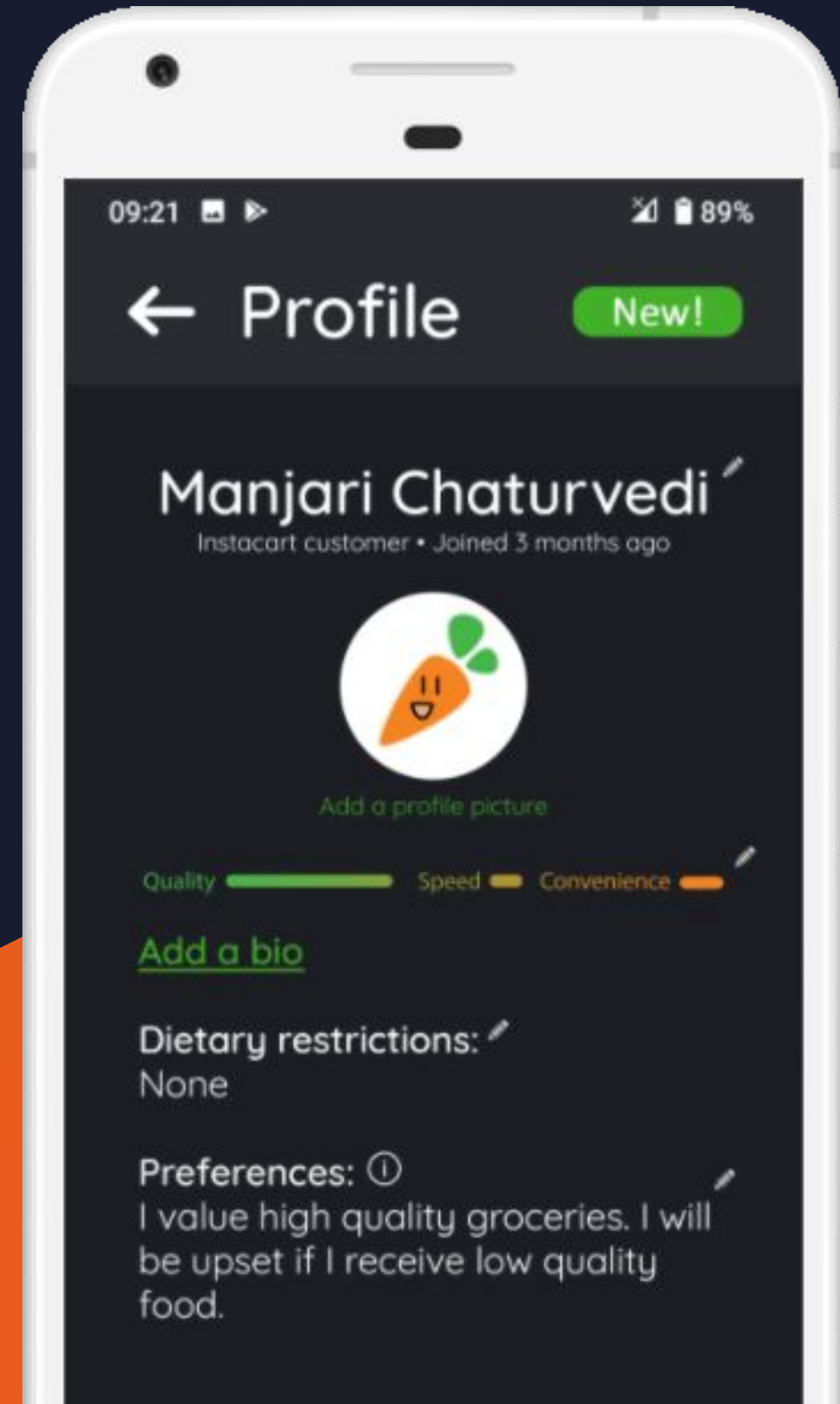


CUSTOMER USER INTERFACE

Displayed

Both the bar of values and her notes are on her profile. She can come back here to edit her values or her notes anytime she wants.

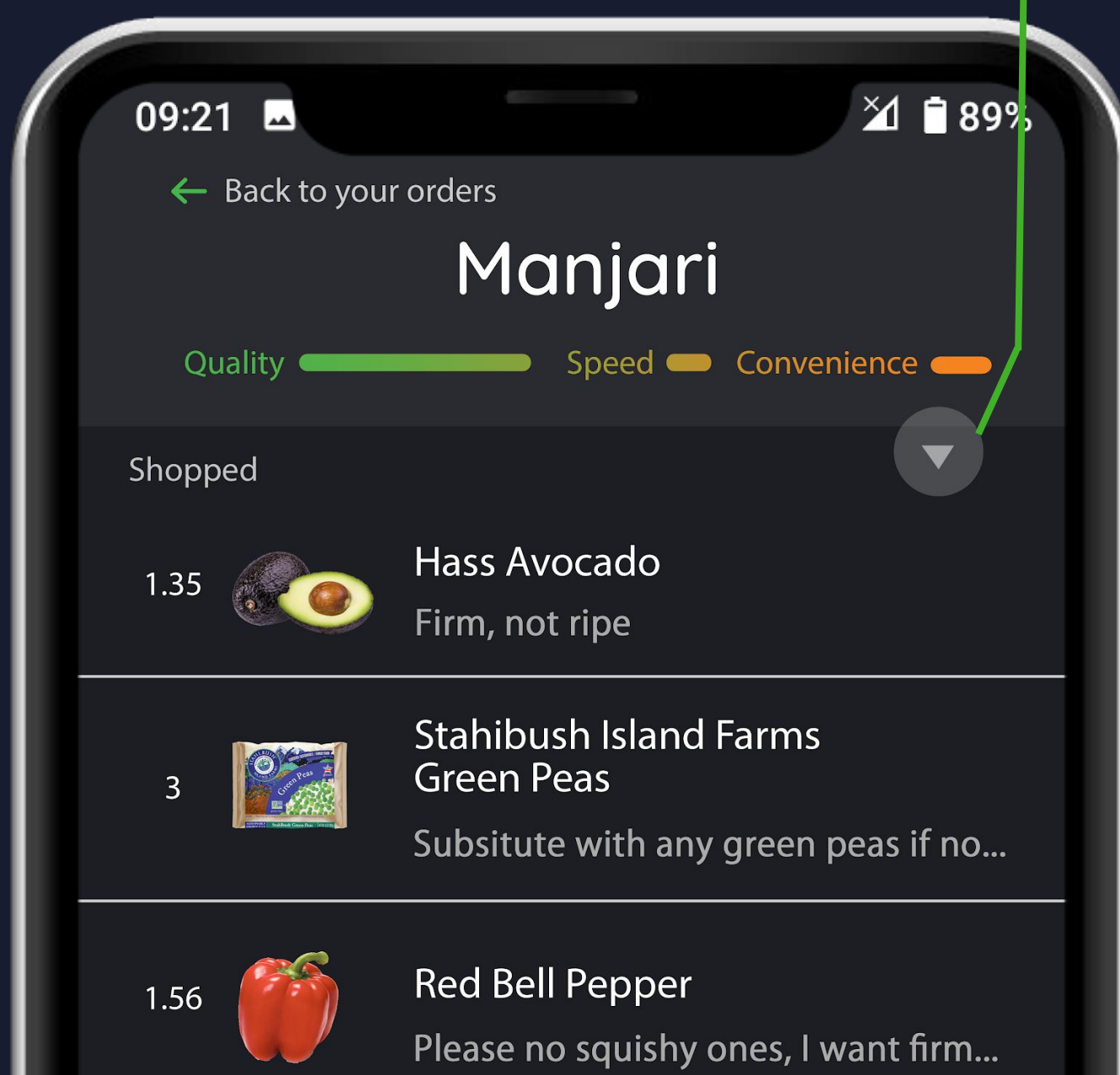
**EASY TO USE + CUSTOMIZABLE =
CUSTOMER SATISFACTION**



WHAT THE **SHOPPER** SEES

The customer's values on **the top of the page** where the order items are listed.

Dropdown menu: for viewing more detailed customer preferences.



- ✓ **Eye catching.** Located at the top of the page. Shoppers will not miss it.
- ✓ **Simple.** Bars visually represent how much customers value each of the three Tradeoff Triangle factors. Shoppers can get all the information needed with a **5 second** glance.
- ✓ **Hassle free.** Located on the same page as ordered items, so shoppers don't need to toggle between different pages.

On average,
3 in 4 grocery
purchase
decisions are
being made
in-store.

Many choices when grocery shopping are **subconscious** and **habitual**—a customer who prioritizes produce quality will take care picking out every produce item.

Knowing the customer's overhead values will help shoppers make hundreds of more informed subconscious choices.

Item Preferences

A way for customers to outline preferences for specific items they purchase.



USER INTERFACE

Customer



Add Item to Cart

Customers will first be required to add their item(s) to the shopping cart in order to proceed with their order



Add Item Preferences

This option is displayed if the customer would like to outline their preferences for individual items they have added to their cart.

USER INTERFACE

Customer



Select Desired Option

The customer must choose an option from the list of preferences to complete their order.



Complete Order

The customer can finalize their purchase by checking out and waiting arrival.

USER INTERFACE

Customer



Set as Default

Upon submitting the item preferences associated with an individual item, customers will be able to see a checkbox for them to indicate if they would like to set these preferences as their default for each time they purchase that item.



Edit Selected Options

Customers are free to edit the preferences by going back on to their profile if they find their personal preferences had changed at all.



USER INTERFACE

Shopper



Pick up order



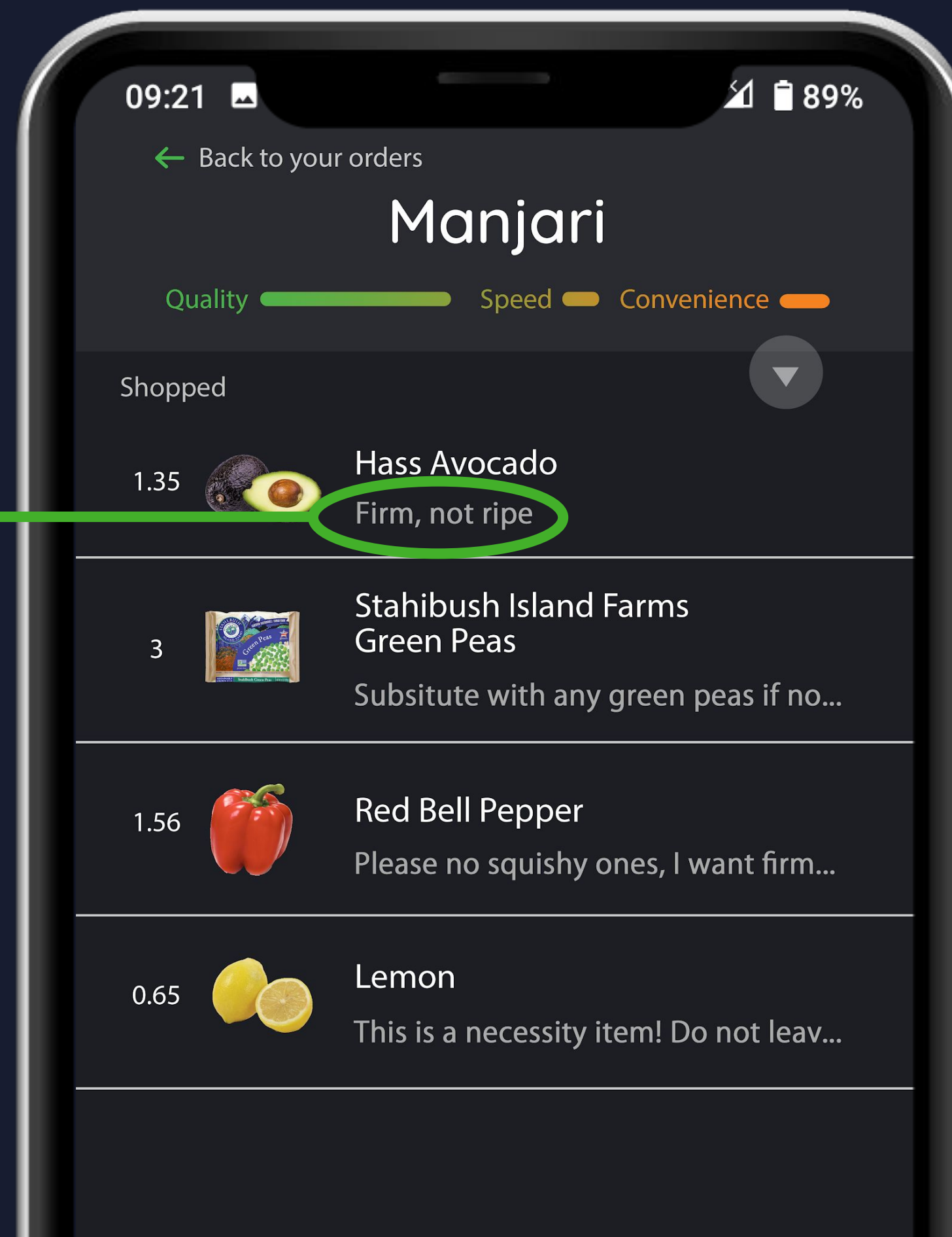
See item preferences next to the list of ordered items

Easy to access, shoppers don't have to flip between different screens.



Adjust items according to customer preferences

Customer notes



WHY ITEM PREFERENCES



Quick

Helps the shopper to spend less time confirming each item with Manjari.



Easy to Use

Item preferences are listed right next to the items themselves on the order. Shoppers can get all the information they need about the customer from the same screen with no hassle of switching back and forth.



Automatic

After Manjari sets her preferences the first time she buys toothpaste, they will automatically be there the next time she buys toothpaste.



The item preferences help the shopper meet the customers' specific wants.

3

Substitution Preferences

What do shoppers do if ordered
items are not in stock?



USER INTERFACE

Customer

01

02

03

Profile

Customers can navigate to their profile, found in the menu bar at the bottom of the page.

Customer Preferences

Customers can navigate to the page where they can set up their preferences by choosing which response they prefer if an ordered item is out of stock.

Review and Submit

The customers' preferences are visible to the shopper completing their order, and can be edited through the profile at any time.

USER INTERFACE

Customer



The shopper will be able to see Manjari's substitution preferences by clicking the dropdown arrow on her profile. This expanded menu is collapsible.



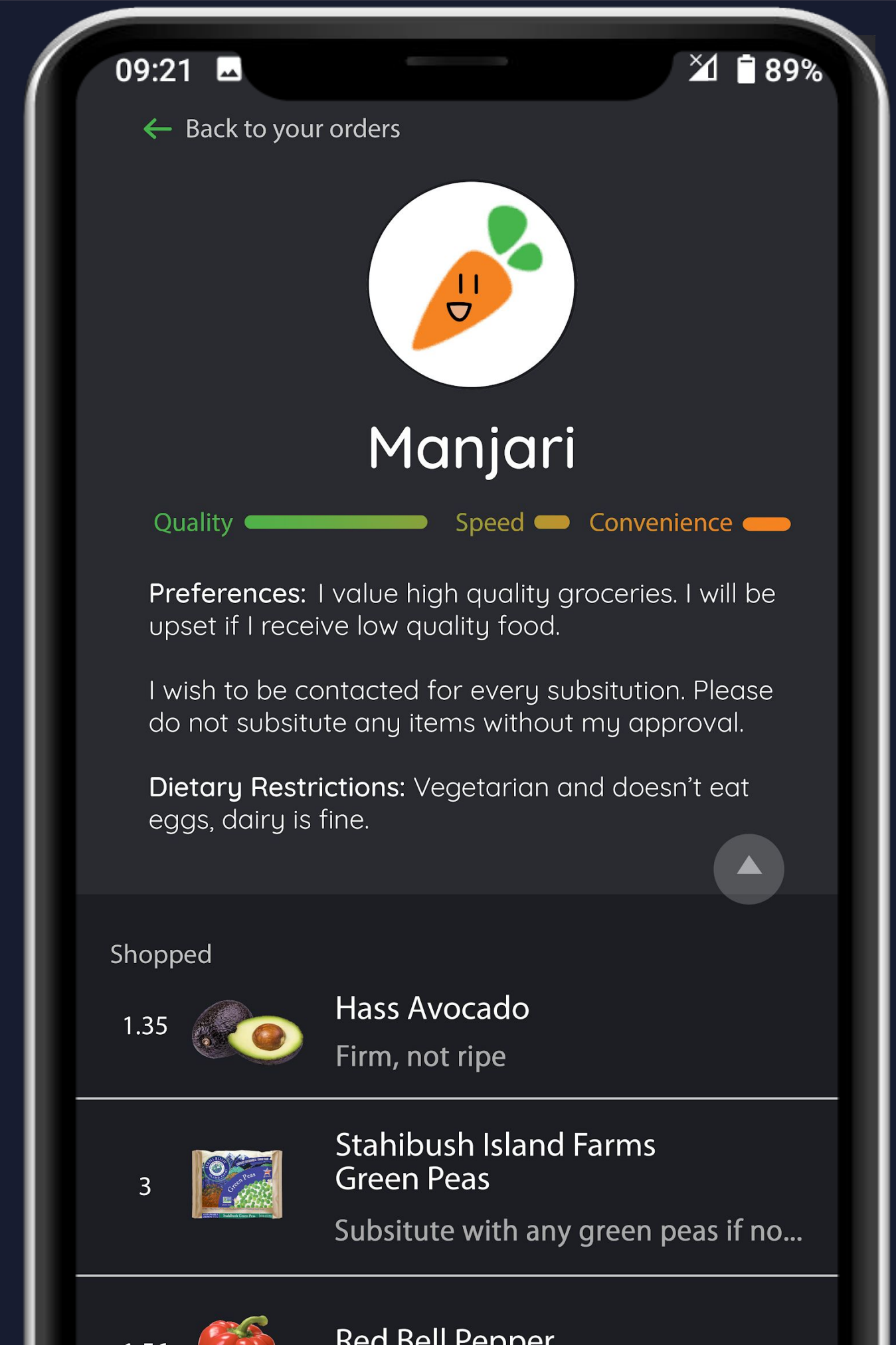
Shoppers will be able to know what their customer's preferences are instead of guessing at whether this customer wants to be contacted for each substitution or not.



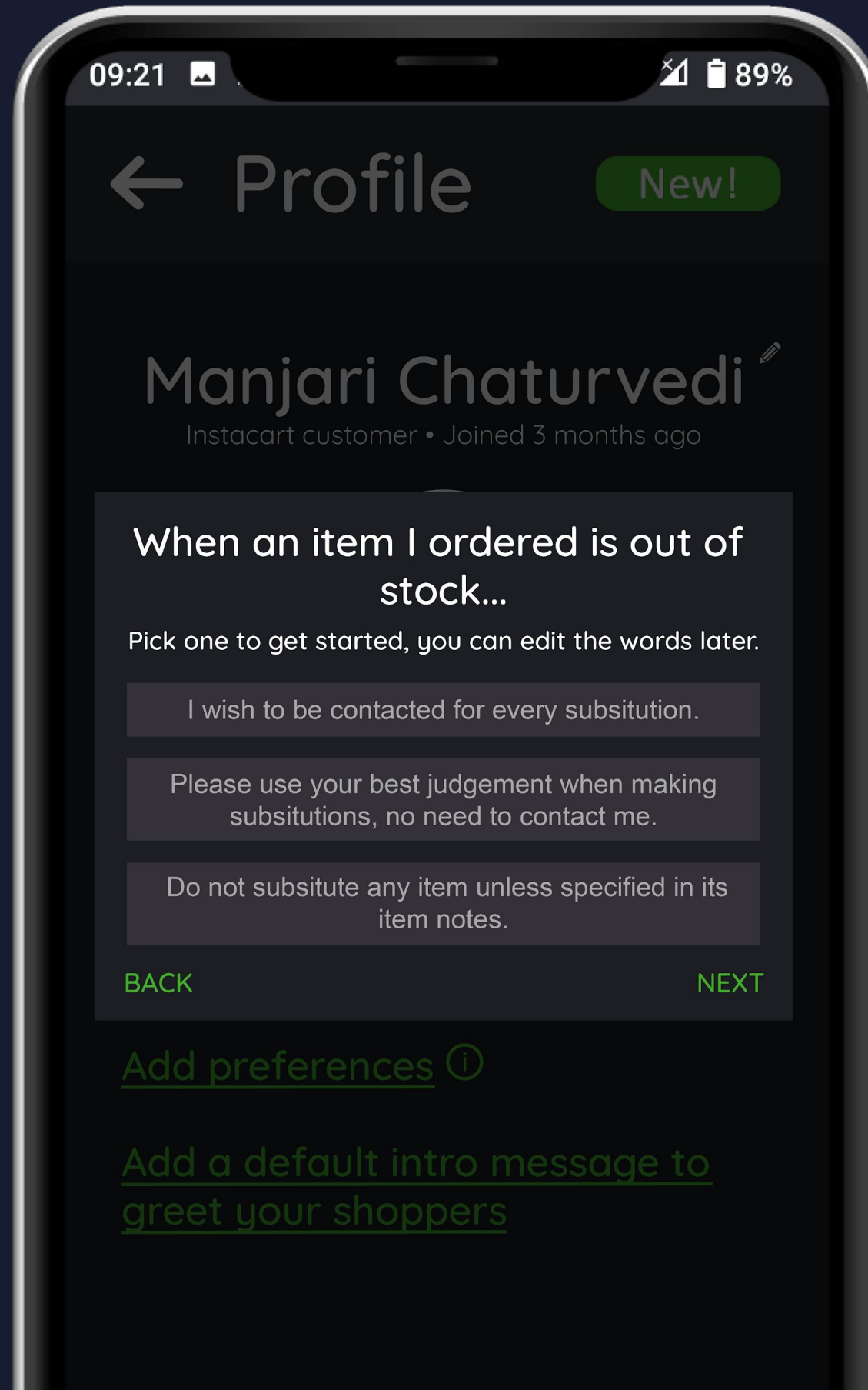
Customers who love being contacted, such as Manjari, will be able to have a say in their substitutions every time.



Customers who don't enjoy being contacted for substitutions, such as Lauren, will get this desire met with every order. "I found the experience stressful, bothersome and exhausting and will never use it again" will never come out of an Instacart's customer's mouth again.



CUSTOMER USER INTERFACE



- ✓ **No Substitutions.** This request would instruct the shopper to not substitute any unavailable items. Instead, omit them from the order.
- ✓ **Direct Contact.** This request would instruct the shopper to contact the customer directly in the case of any unavailable item that need to be replaced. This will be done under the customer's approval.
- ✓ **Best Judgement.** This would prompt the shopper to choose substitutions for unavailable items using their own discretion for items that would make adequate substitutions.
- ✓ **Other.** This option would allow customers to input preferences that do not fall into the available pre-written selections. Customers will be able to outline their specific preferences in this request.

Dietary Restrictions

A quick blurb under the collapsable customer profile, so shoppers know what items should be absolutely avoided.

USER INTERFACE

Customer

01

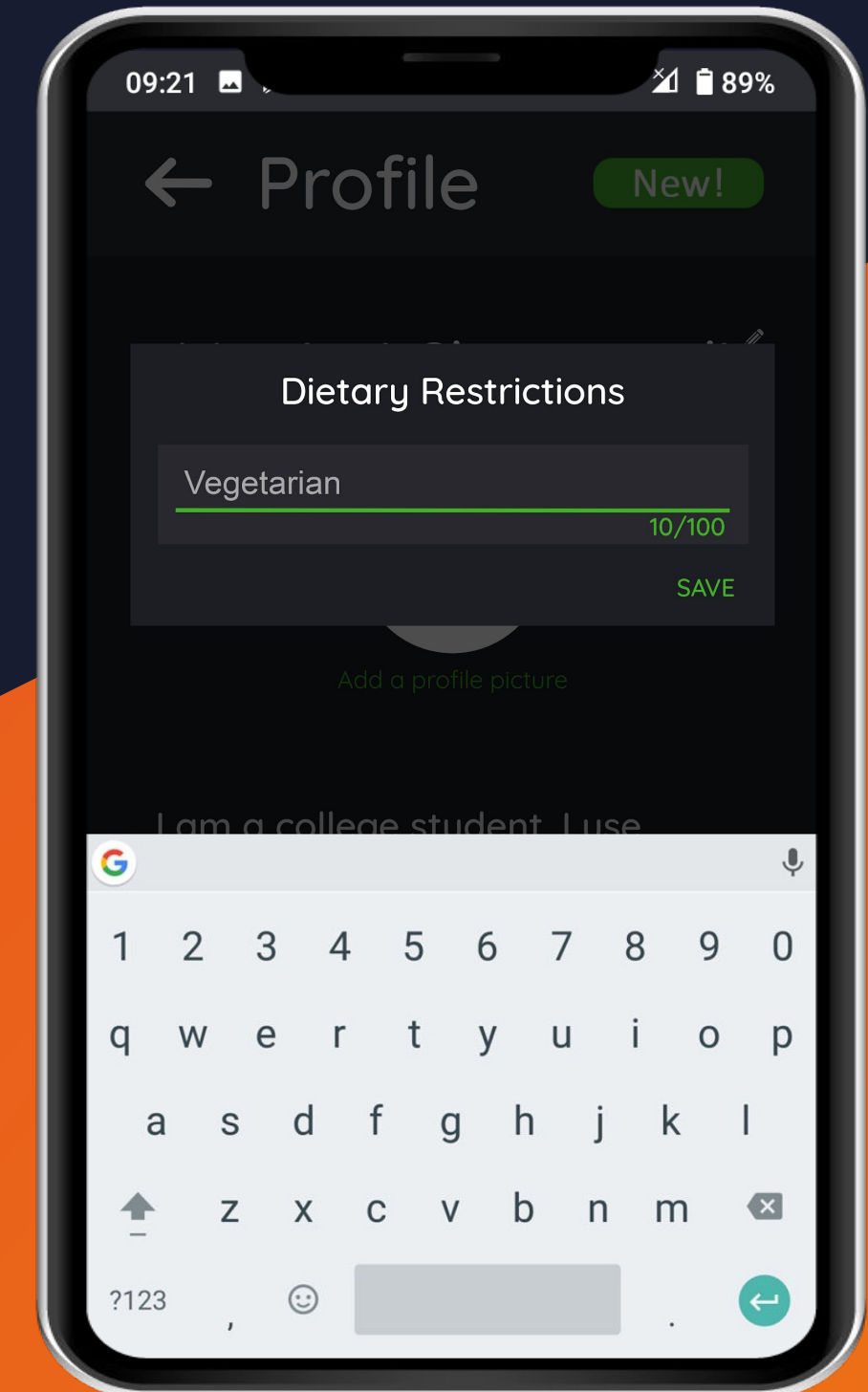
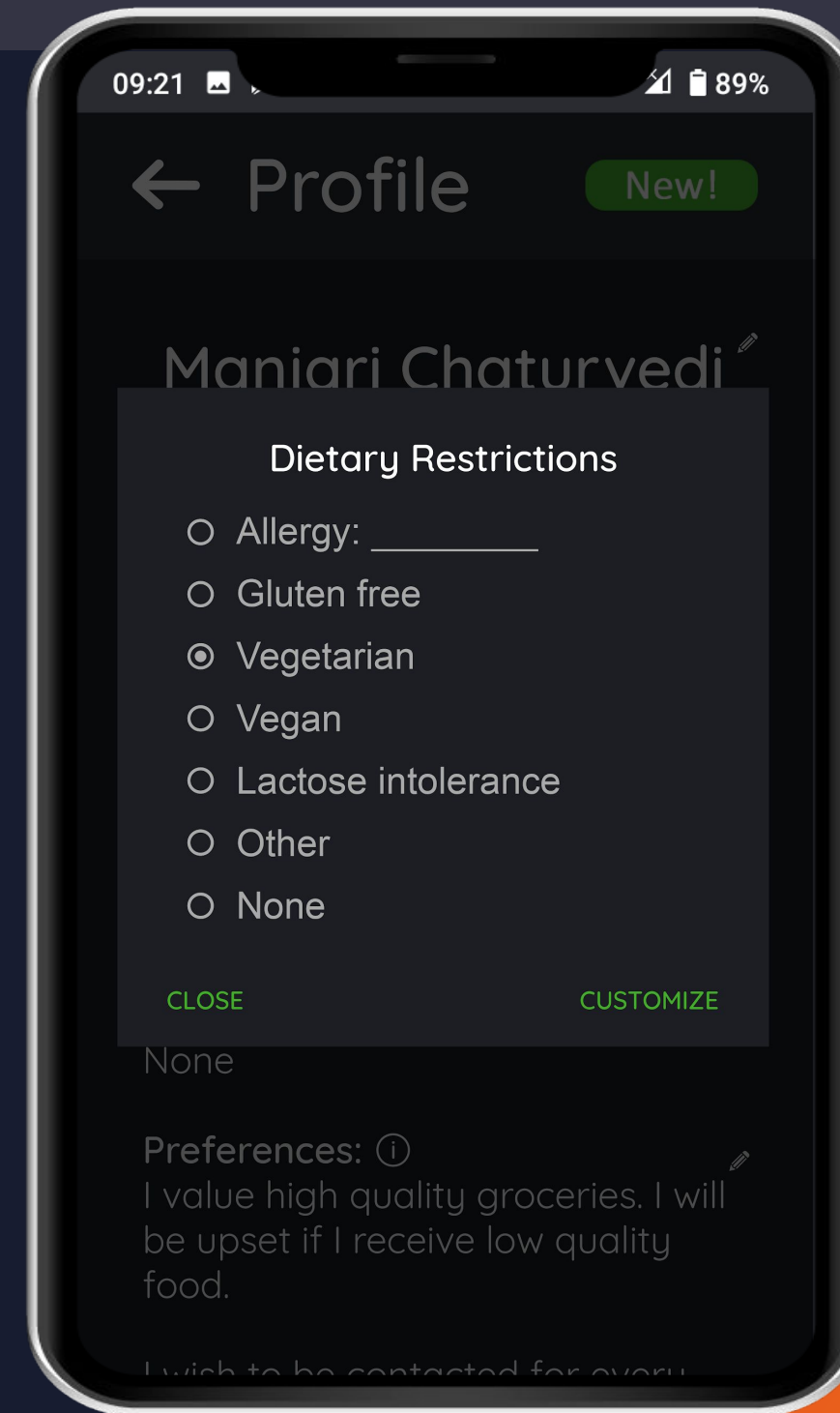
Manjari will go to her profile and see an option to add any dietary restrictions she has.

02

She will see multiple choice options to select a common diet restriction such as nut allergies or lactose intolerance.

03

Manjari has the option to edit the multiple choice option, or add a diet restriction that is not on the list.



USER INTERFACE

Shopper



The shopper will be able to see all of Manjari's dietary by clicking the drop down arrow on her profile. This will be easy to access for the shopper as everything is on one page.

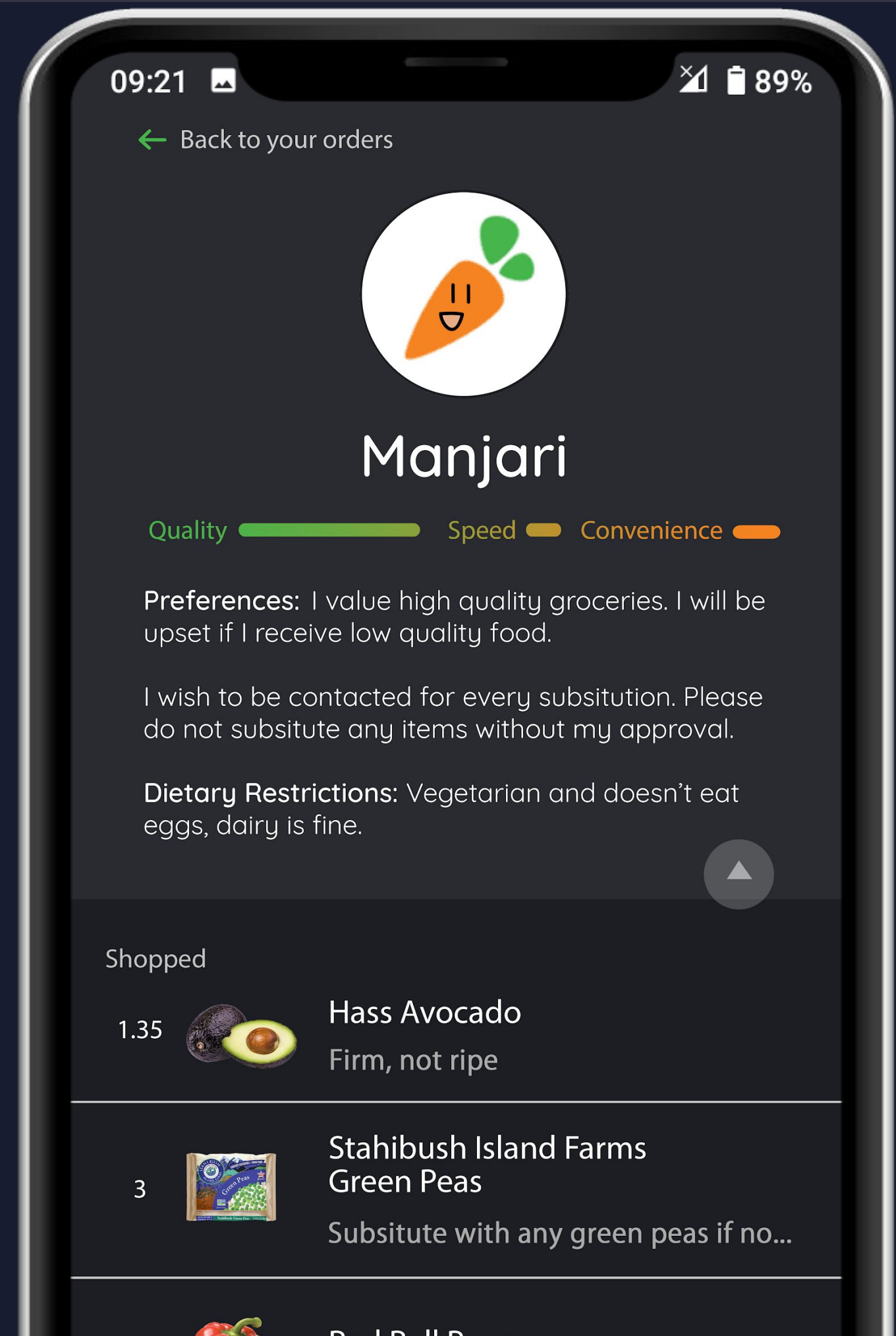
WHY DIETARY RESTRICTIONS



Nothing is more frustrating than paying for an item that you can't eat. When the shopper can get a complete understanding of the customers restrictions, they will never substitute any items that their customer is unable to eat. Customers such as Manjari get their dietary restrictions automatically taken care of.



A brief description of the customer's dietary restrictions will be on the same page as the order items, making it quick and easy for shoppers to access.



5

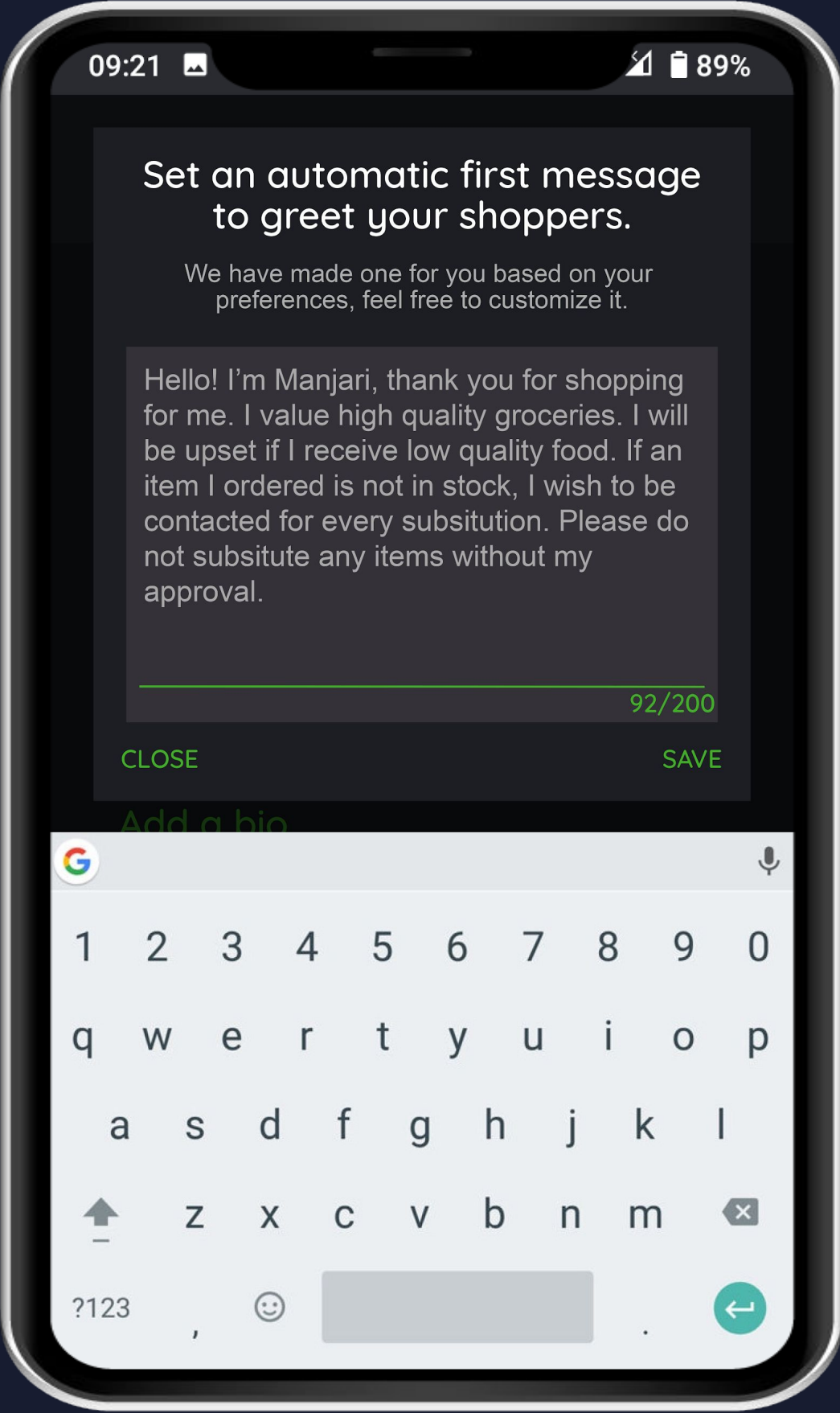
Personalized Greeting

A message outlining the preferences of the customer automatically sent to their shopper as soon as the order is picked up.



USER INTERFACE

Customer





USER INTERFACE

Shopper



1

Pick up an order

2

Customer's message shows up in chat

3

Adjust according to customer preferences

The Crest toothpaste my customer ordered is not in stock. The customer didn't provide any item notes. Does the customer want me to contact them? Now I know!

WHY PERSONALIZED GREETING



Quick

The shopper receives a quick summary of the customer's preferences in a text message, which means that shoppers will understand their customers in the case that they don't want the hassle of checking out the customer profile.



Automatic

After Manjari sets her greeting the first time she shops, she no longer has to worry about it at all.



Personalized

Manjari is able to edit her greeting to put exactly what she wants the shopper to know about her grocery preferences. She will pick and choose the information that is the most important to her.




Informative

Manjari's greeting will contain the most important information about her shopping preferences, because it's written by the person who understands what is the most important to her. This ensures that the greeting message is accurately containing the most important information.

The greeting helps the shopper assess the customer's **most important** preferences at a **quick glance**.

COST BREAKDOWN


Financial Overview



Employees

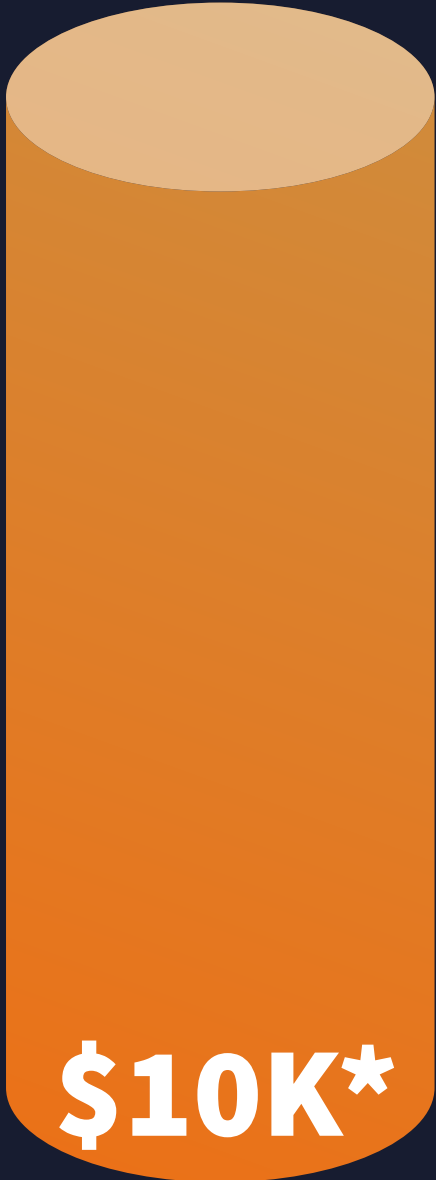
As instacart has employees already working as software developers on the app, there will be no additional cost here.





No Cuts

Instacart has a functional app already, so there will be no cuts on profit





Development

The development and implementation of our suggested features will encompass the following costs:

- ✓ Design expenses
- ✓ Backend development
- ✓ Testing

*Our best estimate

OUTCOME

3 in 10 customer complaints contain a complaint about wrong substitutions.

Instacart has been leaving customers unsatisfied because of the lack of personalization.

- ✓ The problem was the shopper's tradeoff of speed and quality. Each shopper was making a choice between the two and hoping that their customer will be satisfied.
- ✓ This problem keep occurring because of the **lack of information** the shopper has, if the shopper doesn't know the customer they can't expect to know what makes them happy.
- ✓ Many customers value fresh food more than fast delivery, but currently Instacart is making choices to sacrifice the quality because there is no one size fits all solution.

With our solution:



Less customer complaints

Improved customer experience for 350 000 customers with a one time implementation.

INSTACART — YOUR **PERSONALIZED SHOPPING ASSISTANT**

An Instacart with great personalization is an Instacart where customers get their needs met. Using Instacart will be similar to having **your own personalized shopping assistant**. Who wouldn't love that?

Understanding the Customer

How can shoppers provide personalized shopping if they don't understand customers well? This is where our solution comes in—to help develop a better connection between the shopper and customer.

All-in-One Solution

Instead of Instacart having an entirely different program for personalized shopping, we can make the current shopping platform more personalized.

Future AI Integration

Instacart is planning to use AI for an Instacart Express personalized shopping program in the future. Our non-AI solution is the first step in realizing this vision.

Instacart will be a service that brings **happiness** to customers' lives





KATRINA CHIRAYATH



AVNIT NATT



LAURA GAO



AVANTIKA CHATURVEDI

