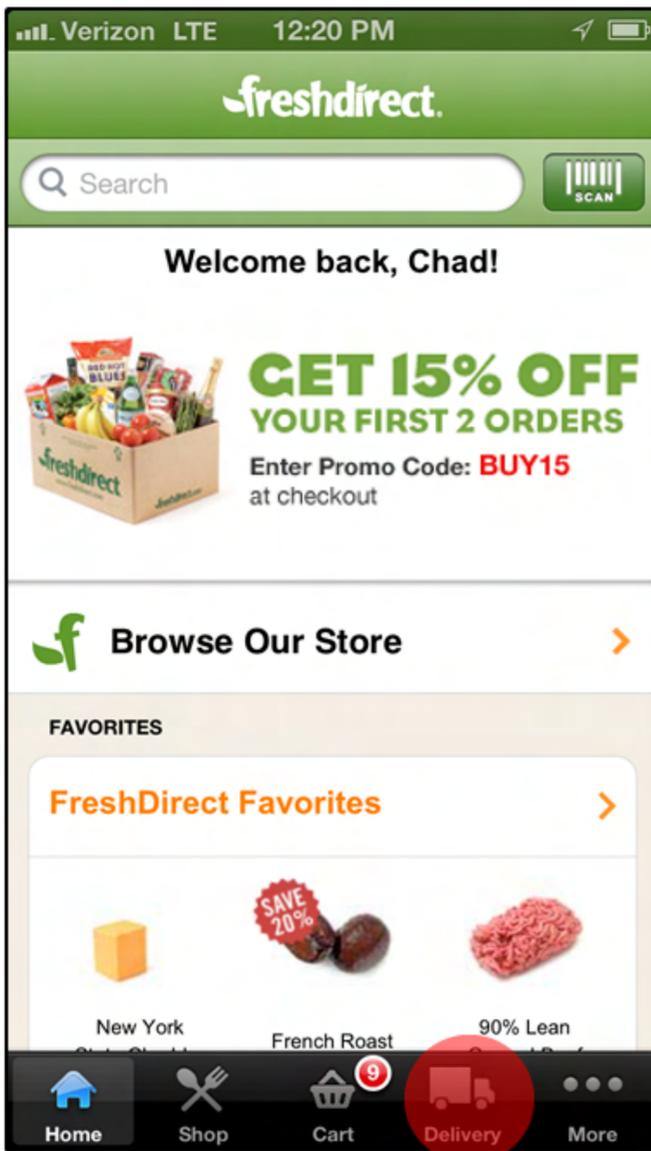
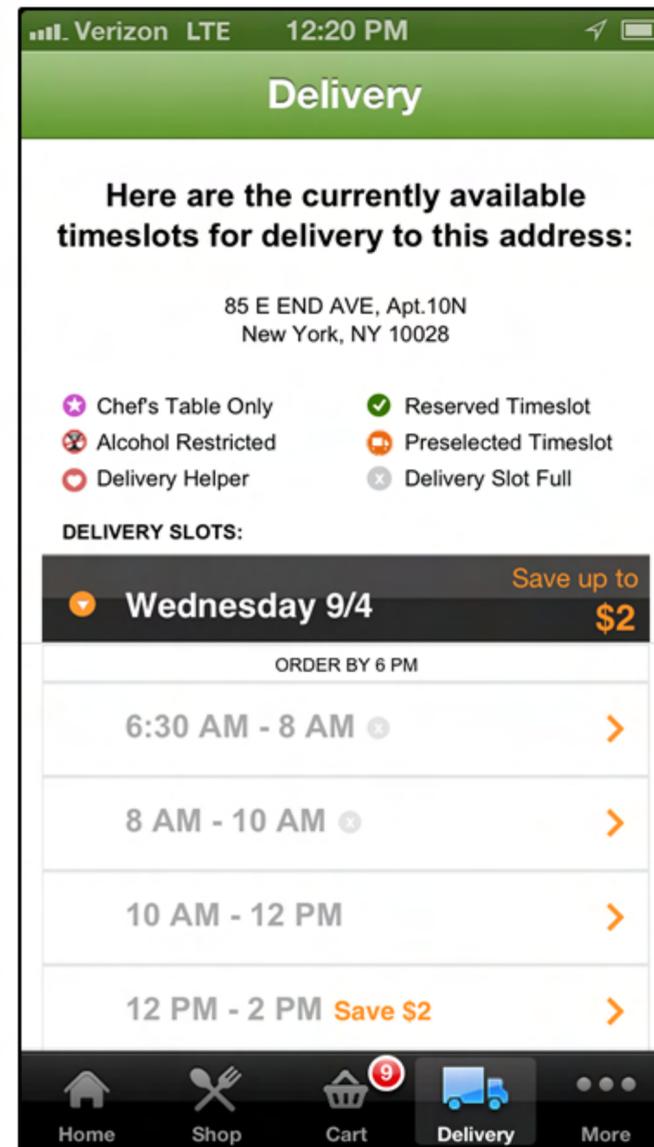


CUSTOMER FLOW TO DELIVERY TIMESLOT RESERVATION: (SCREENSHOTS FROM CURRENT LIVE APP VERSION 2.1)



1. HOME SCREEN

Tap on "Delivery" tab.



2. DELIVERY SCREEN

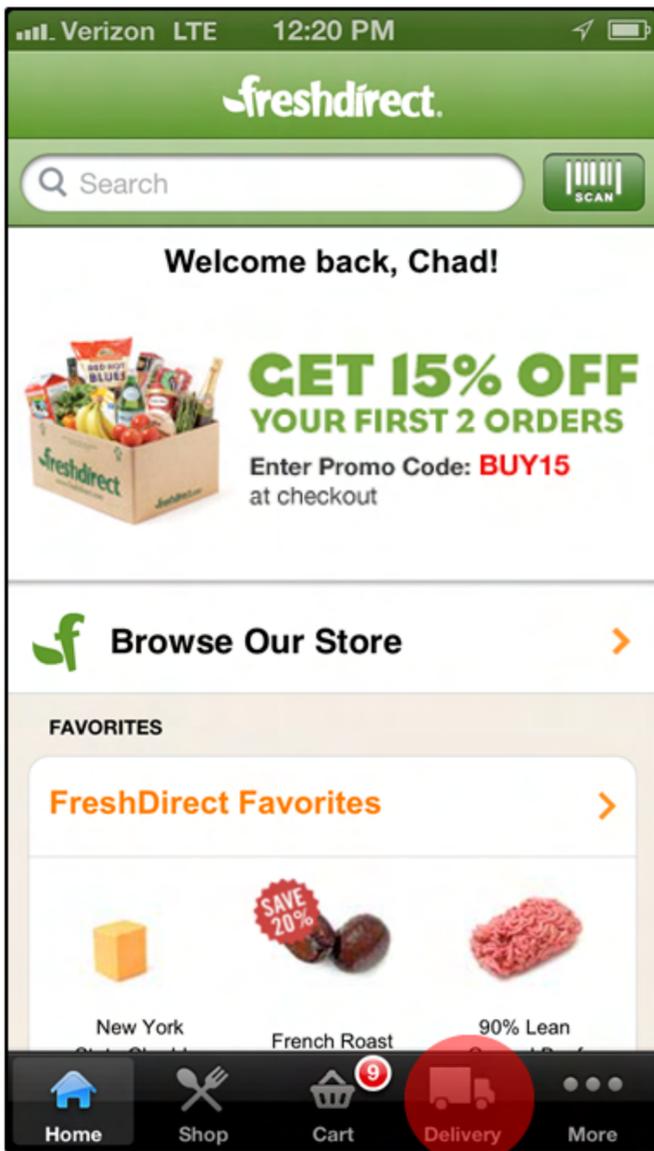
As seen by a non-Chef's Table member. All time slots are greyed out.

Only Chef's Table members may reserve timeslots. Non-Chef's Table members can view the delivery reservation screen, with all timeslots greyed out.

ISSUES:

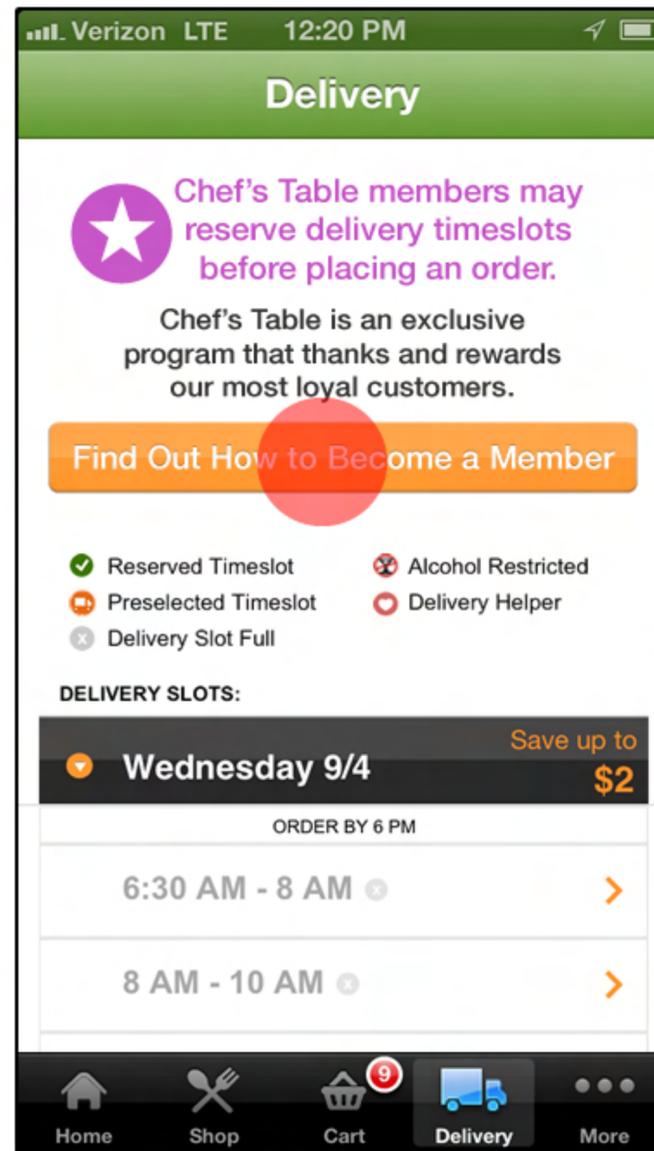
- Messaging implies there are currently available timeslots. Does not clarify why customer cannot reserve a timeslot.
- Icon key includes an icon for "Chef's Table Only" timeslots, even though all timeslots are Chef's Table only, and the icon isn't used anyway.

**CUSTOMER FLOW TO DELIVERY TIMESLOT RESERVATION:
(SUGGESTED REVISION)**



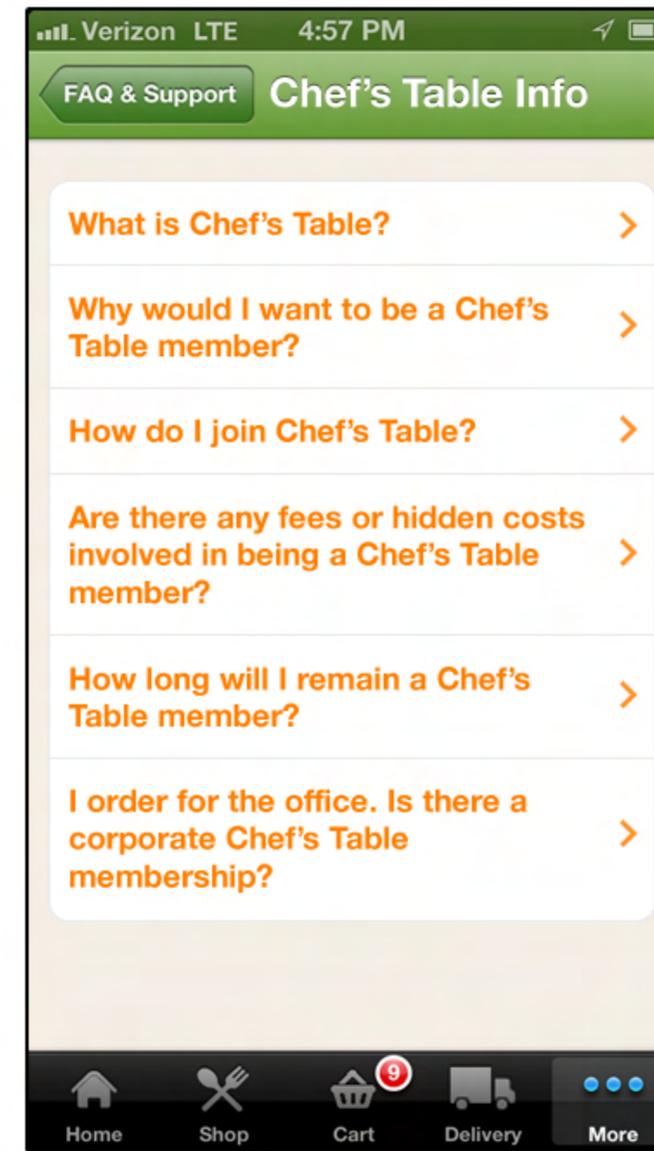
1. HOME SCREEN

Tap on "Delivery" tab.



2. DELIVERY SCREEN

Suggested revision. Tap on "Find Out How to Become a Member" button.



3. Help: FAQ & Support

New section in "Help: FAQ & Support" including content from desktop site Chef's Table Help page:

http://www.freshdirect.com/help/faq_home.jsp?page=chef_table