FreshDirect iPhone app
ECOUPONS

ISSUE:
The current structure for the eCoupon section requires too many taps to drill down to a product. See the example flow below.

CUSTOMER FLOW FROM HOME SCREEN TO PRODUCT DETAIL:
SCREENSHOTS FROM CURRENT iPHONE APP VERSION 2.1

1a. Home Screen
Scroll down

1b. Home Screen
Tap on "Coupon Savings with FDcoupon"

2. eCoupons
Tap on a Superdepartment

3. eCoupons
Tap on a Department
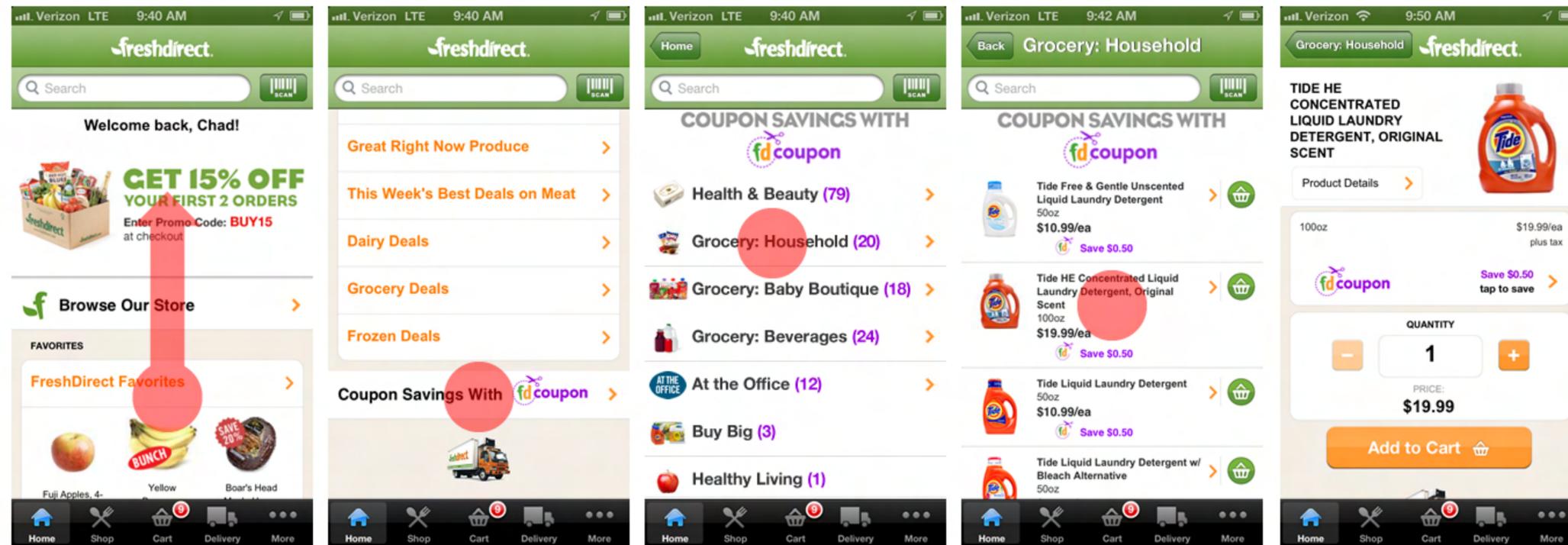
4. eCoupons
Tap on a Subcategory

5. eCoupons
Tap on a Product

6. Product Detail

FreshDirect iPhone app

ECOUPONS

SUGESTED SOLUTION 1:

Simplify the eCoupon structure by omitting subcategories. In the case of superdepartments like Groceries, list departments individually at the top level. Please see accompanying spreadsheet document for the current live structure vs. a suggested simplified version. Revised flow shown below.

REVISED CUSTOMER FLOW FROM HOME SCREEN TO PRODUCT DETAIL:

1a. Home Screen
Scroll down

1b. Home Screen
Tap on "Coupon Savings with FDcoupon"

2. eCoupons
Tap on Department

3. eCoupons
Tap on a Product

4. Product Detail

FreshDirect iPhone app

ECOUPONS

SUGESTED SOLUTION 2:

Simplify the eCoupon structure by omitting subcategories. Note that superdepartments like Groceries still link to departments. Please see accompanying spreadsheet document for the current live structure vs. a suggested simplified version. Revised flow shown below.

REVISED CUSTOMER FLOW FROM HOME SCREEN TO PRODUCT DETAIL:

1a. Home Screen
Scroll down

1b. Home Screen
Tap on "Coupon Savings with FDcoupon"

2. eCoupons
Tap on Department or Superdepartment

3. eCoupons
Tap on Department

4. eCoupons
Tap on a Product

5. Product Detail