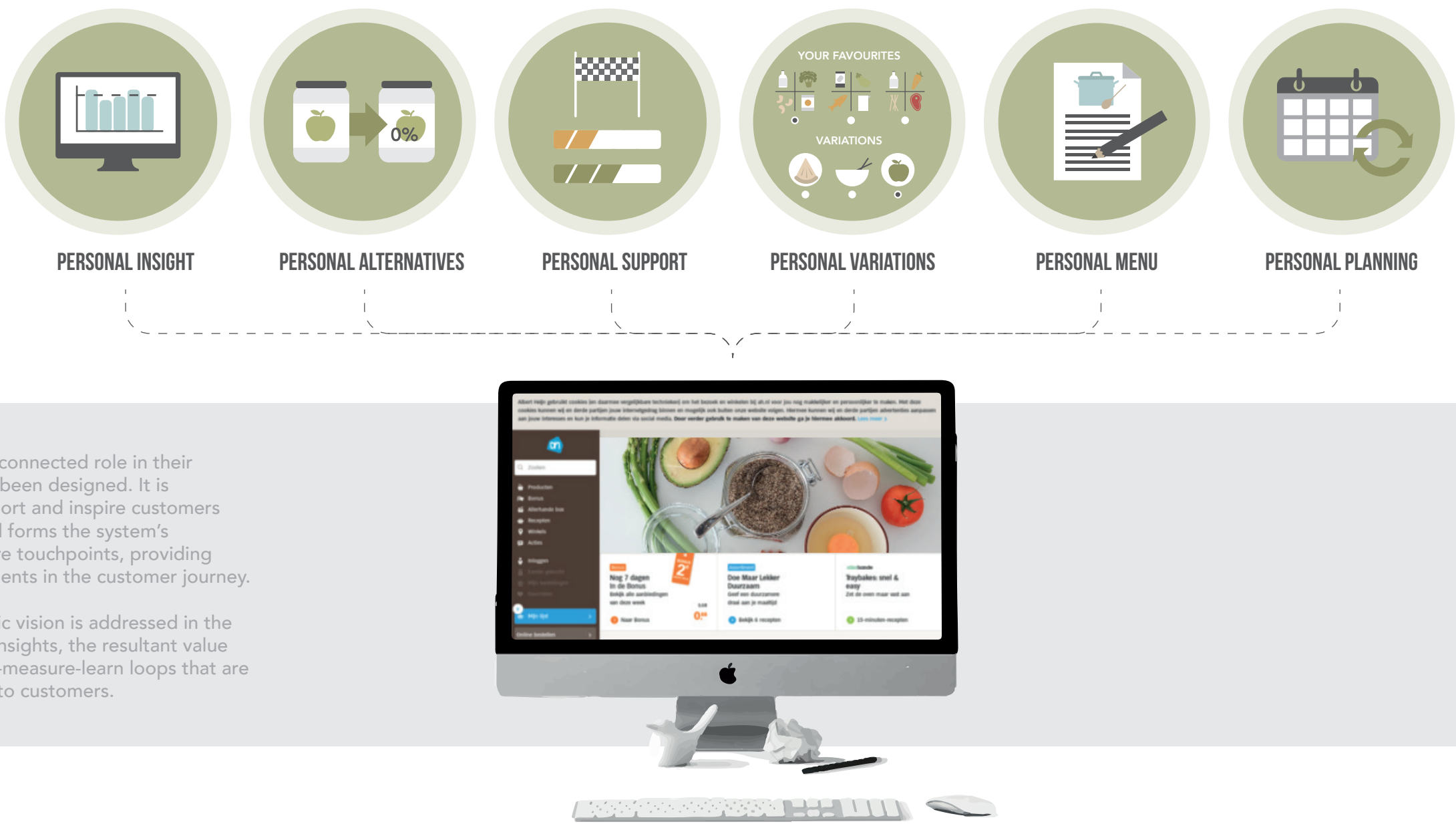




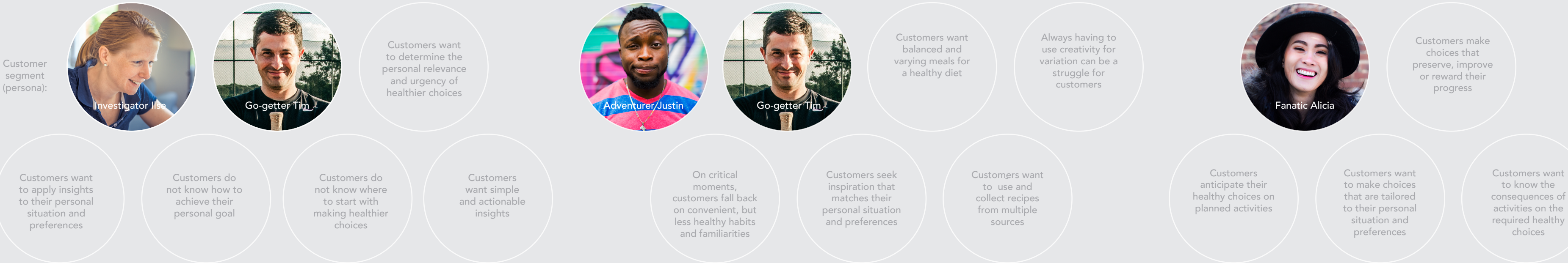
# DIGITAL SERVICE TO SUPPORT AND INSPIRE CUSTOMERS WITH HEALTHY CHOICES

In order for Albert Heijn to fulfill a more connected role in their customers' lifestyle, a digital service has been designed. It is comprised of multiple features that support and inspire customers with healthy eating. An online dashboard forms the system's foundation, which is connected to in-store touchpoints, providing support and inspiration on relevant moments in the customer journey.

How Albert Heijn can realise this strategic vision is addressed in the roadmap below. It summarises relevant insights, the resultant value propositions, touchpoints and lean build-measure-learn loops that are required to deliver the envisioned value to customers.



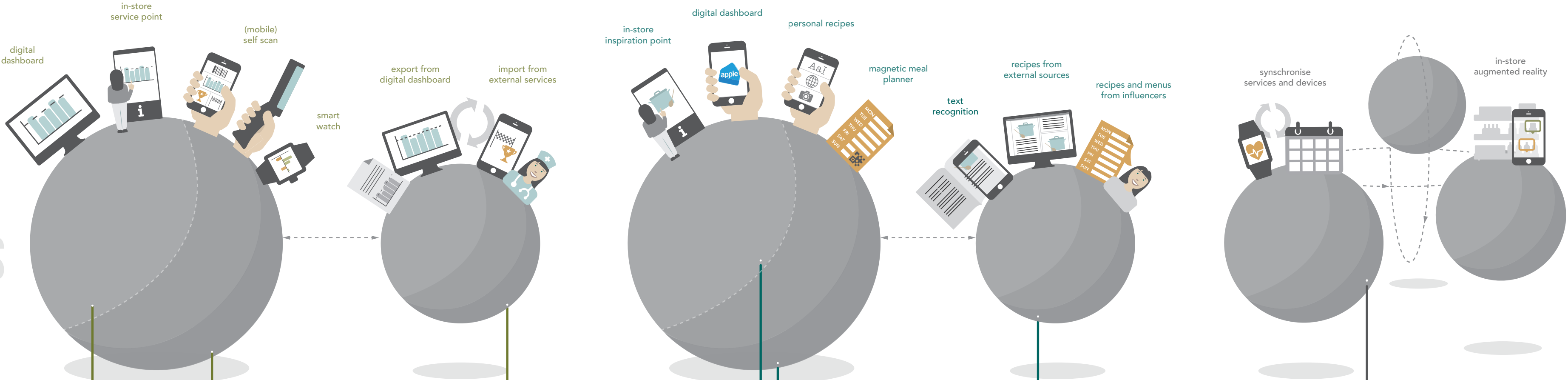
## INSIGHTS



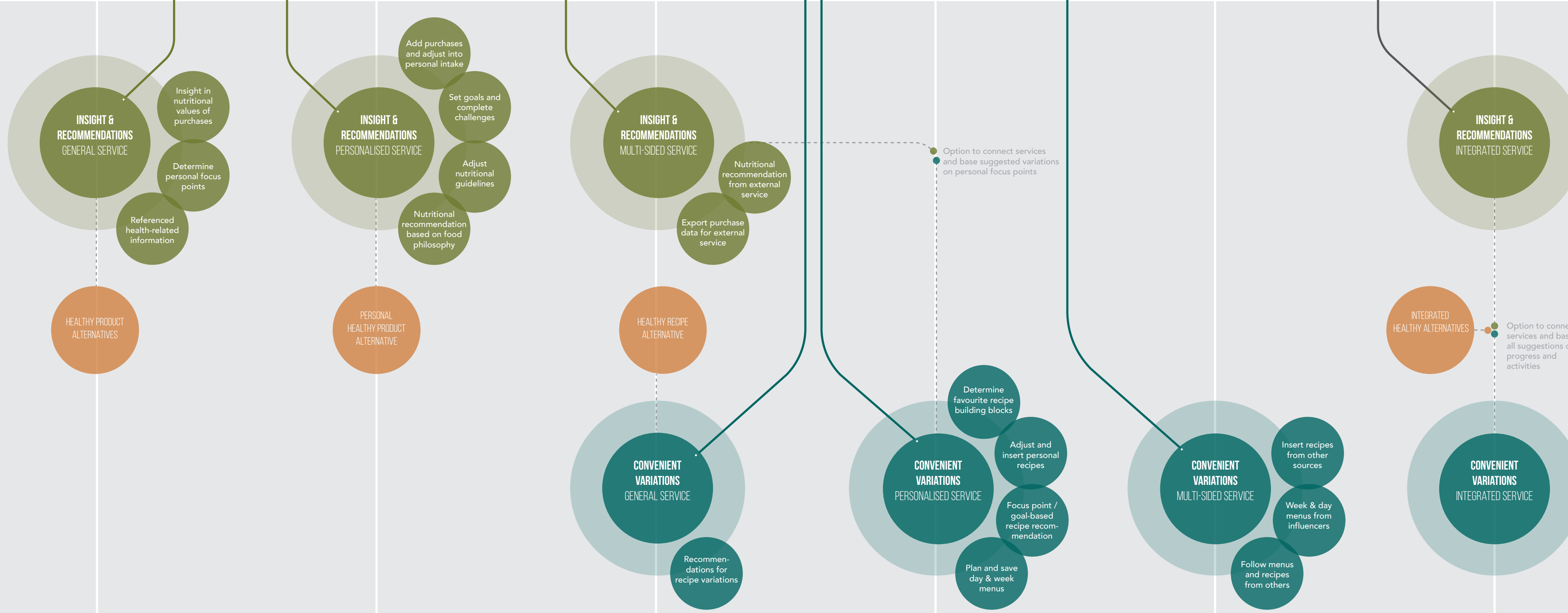
## VALUE



## TOUCHPOINTS



## BUILD



## MEASURE & LEARN

