Current experience journey

The purpose of this visual is to map the current customer journey of families using Picnic. Pain points and delights for every step in the journey are identified by in-depth interviews with users.

Family members



Traditional grocery shopping

Going to the supermarket is a crucial part of family life, even with families that also use Picnic. Which elements play an important role in those family experiences?

Time is relative and dependent Moments of affection on the context

Shopping companions can enhance the overall shopping experience by Shopping is inherently facilitating support and assistance in decision making. In traditional Shopping excursions supermarkets, Western adolescents are often pleasant and children greatly influence their experiences, with parents' product choices. This can relaxed chatting and reduce stress and the perceived time plenty signs of affection during grocery shopping. within the family.

Borges, A., Chebat, J. C., & Babin, B. J. (2010) Gram, M, (2015)

Moments of education

Parents use the store visit to educate their child, for example to understand how fresh vegetables should feel Borges, A., Chebat, J. C., & Babin, B. J. (2010)

a social experience.

Combinations and expectations with e-commerce

As customer experiences with any product category affect how customers experience products in other categories, the lines between e-commere and traditional commerce start to blur. These liquid expectations cause for higher demands and expectations for both online and traditional supermarkets.



Preparing

Ordering

The perfect moment to order

People try to make ordering fit their routine. Some famlies place their orders on fixed days in the week, others when they notice they are out of normal life. Doing groceries of crucial products. Also, the perfect moment to place your order is dependent on the delivery slots in the the least time as possible and stick specific area. While (especially younger) childeren join their parents compared to other user segments. on a trip to the supermarket, they are not involved in using the Picnic app.

- It's great that I don't have to leave the house anymore. Imagine having to go to the Albert Heijn with two kids. How could I ever carry everything up the stairs together with my 6-month old (son).
- It would be even more convenient if I can decide on what to eat in the afternoon, and order for pick-up the same evening

vegetables.

they have their own iPad ofcourse

Linda





"I still go the market every week. It's a real family event and my kids love it. They actively ask i they can join and bring their own little bag, basket and wallet"

Elaine

Families living their unique

weekly lives Families try to find their own way of implementing Picnic in their daily lives. Most people also add product to their basket during the week. Overall, the perfect rhythm is different for every family, but being efficient is clearly an overarching

Picnic is making my day way more

doing groceries. When I'm done with

work, I can just directly drive home

l'm so happy I don't have to be in the

Picnic, I still visit the

supermarket a lot. To buy things I forgo

or products I didn't plan on buying

time.

before.

efficient, I have to spent way less time or

supermarket anymore at 18:30. It seems

like everybody is shopping at the same

People used to walk through their house quickly to quickly make a shopping list. Now people can

Planning is still very

diffucult

directly add products to their basket at home. In most cases mothers are the primary user and responsible for placing the order. Meal planning still remains a complicated task in most families.

- When something is finished, like toilet paper or olive oil, I can directly put it in the app.
- I want to be a good parent and provide my family with a healthy and varied diet, but I don't know how.
- Planning on what to eat is more difficult and annoying than going to the supermarket itself



Level of involvement
collectiveness

Experience

Positive

Neutral .

Negative …

*based on client interviews

CONECTIVENESS



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Primary user	Checking stock of groceries at home, deciding when to order next.	Trying to decide on what to eat. Maybe involving other family members.
Secondary user	Possibly supporting primary user and buying extra groceries at the supermarket	Possibly supporting primary user on deciding what to eat.
Younger kids	0	Possibly supporting primary user on deciding what to eat.
Older kids	0	Possibly supporting primary user on deciding what to eat.

User insights



"Nowadays we have it way easier. My parents could not even go to the supermarket in the evenings or on Sunday l expect even shorter delivery times sooner. At bol.com they can deliver the same day already."

Doortje





Receiving



still add it to my basket."

Lilian

rather use a pick-up location on my way home"

Sarah

"boodschappen" and want to help with lifting" Elaine

After care



"Shoutout to the customer service team of Picnic! I wonder if there are people making abuse of it, it's so easy."

Doortje

"I don't use Picnic yet, but other women tell me very positive stories about the Picnic service. How long do I have to be on the waitlist for this?

Miriam



