

# **Proposal**

## **Introduction**

Piggly Wiggly has been a household name in the south when it comes to grocery shopping. With the advancement of online shopping, stores like Piggly Wiggle brick-and-mortar in-person sites are becoming obsolete. Just recently heard the news of stores like Bed, Bath & Beyond being shut down due to lack of in-store sales. Our goal is to improve what makes this grocery unique by providing third-party delivery service access like it's competitors. Many of the mainstream stores use features like *Instacart* on their site. This can be an easy fix for Piggly Wiggly as well to remain relevant.

## **Scope of Work**

The job of the UX Designer is to gather the information from the 3 personas and produce a summarized evaluation of what they want from the store. Also, investigate finding out what the overall demographic of the people that visit the store frequently. The goal is to see if the personas have the same frustration with the website and use the data to help the designer make the website better. The most common goal is to allow customers to shop online.

## **Summary**

The purpose of this update is to gain the same target audience or larger than the website *Kroger* has. The goal is to prevent the store from being shut down due to advanced technology such as online shopping.

## **References:**

Kanell, Michael E. "Kroger Launches Online Delivery for Atlanta." *The Atlanta Journal-Constitution*, 27 Aug. 2018, [www.ajc.com/business/kroger-launches-online-delivery-for-atlanta/wiTL5vyNiMCUXEuNtXQ2aI/](http://www.ajc.com/business/kroger-launches-online-delivery-for-atlanta/wiTL5vyNiMCUXEuNtXQ2aI/). Accessed 11 Sept. 2022.