



ELEVATING CUSTOMER EXPERIENCE WITH **DIGITAL INNOVATION**

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The X Event

ENGINE

**giant
eagle**



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SITUATION

To win at digital, Giant Eagle wanted to understand – where does digital play a role in the grocery shopping experience (both in-store and online) and how does it perform?



SOLUTION

Leveraged quant and qual to uncover consumer journeys for each shopping method (in-store and online)

Identified what consumers want in their experience, and where are there gaps – making the experience more human




IMPACT

To be proactive, needed to focus on what we could control

Understand what wasn't working & uncover hidden pain points



Outcomes



Improved understanding
of consumers' pain points
and needs

Shaped product roadmap
& what to prioritize

Maximized shopping
experience regardless of
path, through digital

Working towards creating
streamlined, seamless, easy
experience for customers

Key Takeaways

Focus on and solve for what you can control

Look for growth mindset vs opportunity mindset

Continue to have a learning mindset

Optimize multiple methods of research

Know who your target customer is and design for that experience

A woman with long brown hair, wearing a light-colored button-down shirt and blue jeans, is smiling and looking at a product in a grocery store aisle. She is standing next to a shopping cart filled with fresh produce like lettuce and carrots. The background shows shelves stocked with various products. The entire image has a dark, semi-transparent overlay.

QUESTIONS?

A family consisting of a man, a woman, and a young child are shopping in a grocery store. They are standing in front of a display of fresh vegetables, including red and green bell peppers. The man is holding a shopping basket, and the child is reaching out towards the vegetables. The woman is looking down at the child. The scene is dimly lit, with a dark blue overlay. The text "THANK YOU!" is written in large, bold, orange letters across the center of the image.

THANK YOU!