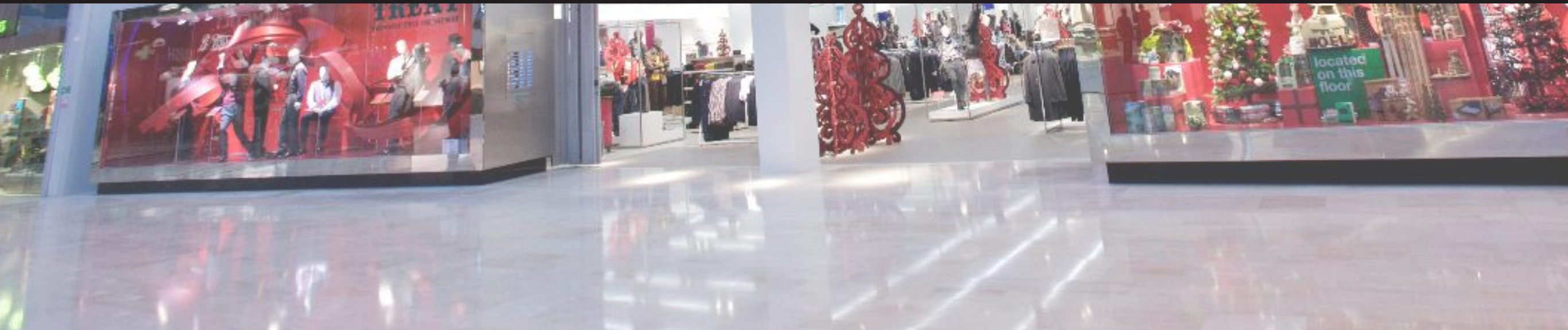




M&S

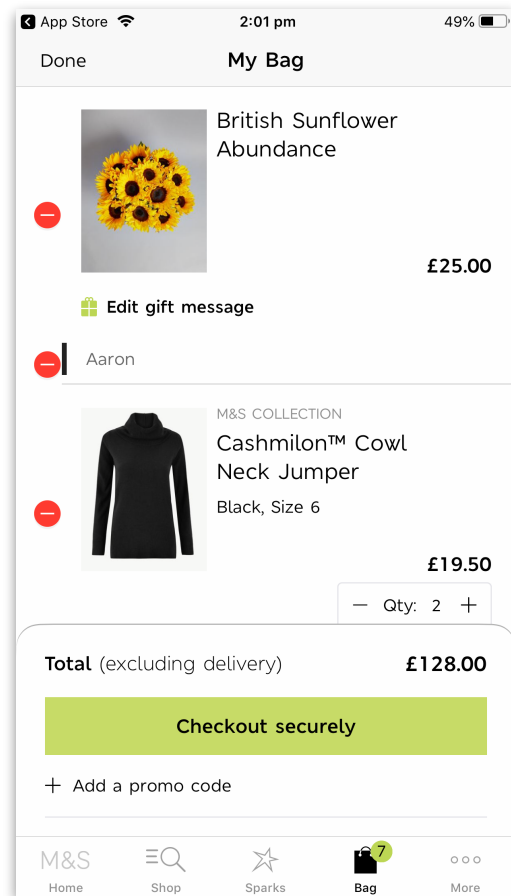
Competitor Research IOS Shopping Bag



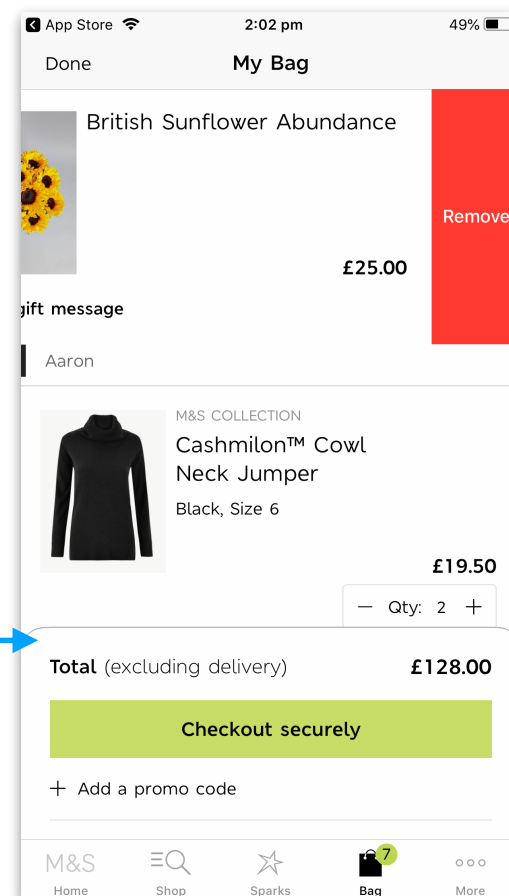
M&S

Our Current IOS App shopping bag
Review

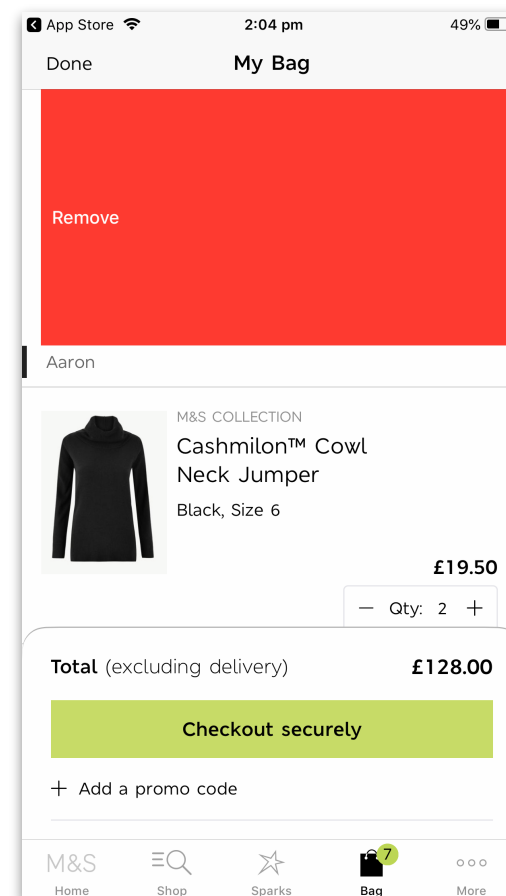
Our Current App shopping bag - Review



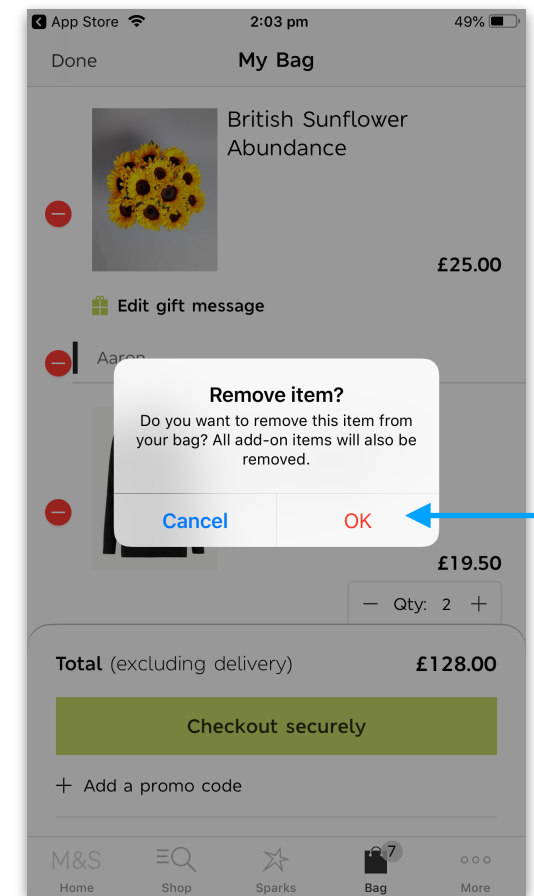
The edit button seems redundant as when you press the it takes you to the remove button and then had a dialogue to the remove this is 4 touch points to do 1 task. My suggestion would be 1 click to remove after clicking edit



This looks like you can pull it as its simulating a IOS component that can be pulled. I would refrain from this style unless you can pull it.



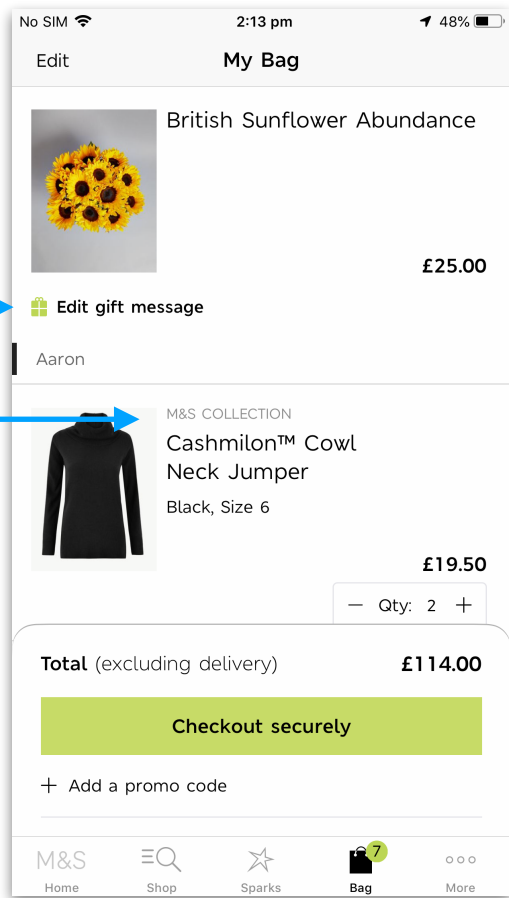
The Pull doesn't remove unless you pull it all the way to the left, its to hard to remove using the current interaction



This is not needed to remove and item from your bag.

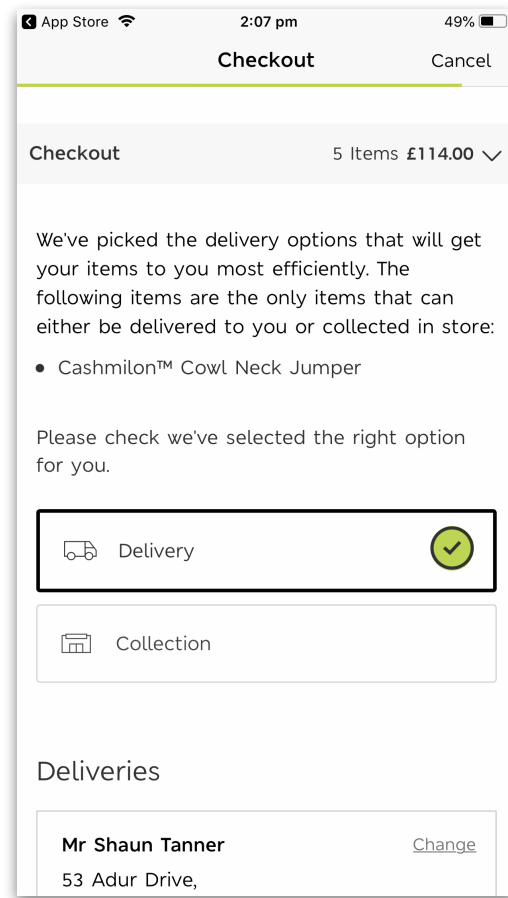
Also having the OK in red is not necessary as the red colour looks to strong for the task of just removing an item

Our Current App shopping bag - Review

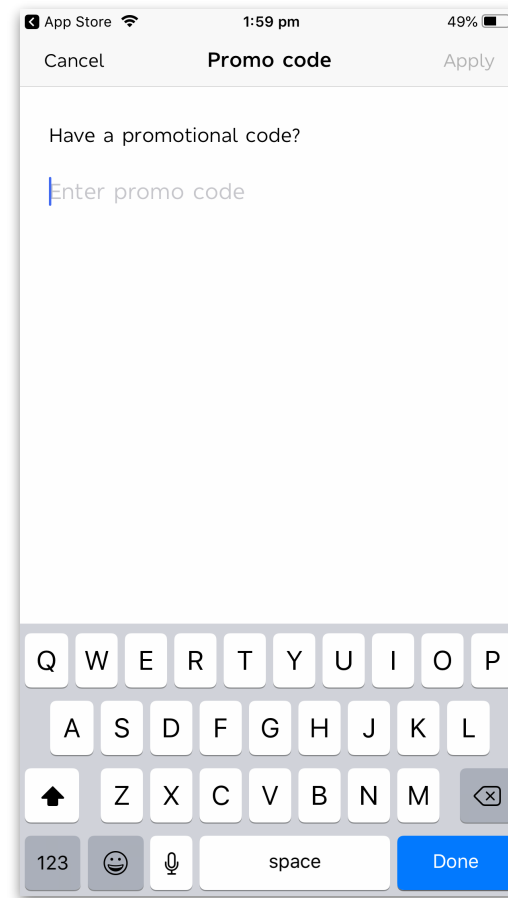


Buttons could be added to edit a gift message to be more clearer that you can do an action and this would be more of a native feel.

The Label "Mens collection" seems redundant and confusing as the word collection could confuse a user

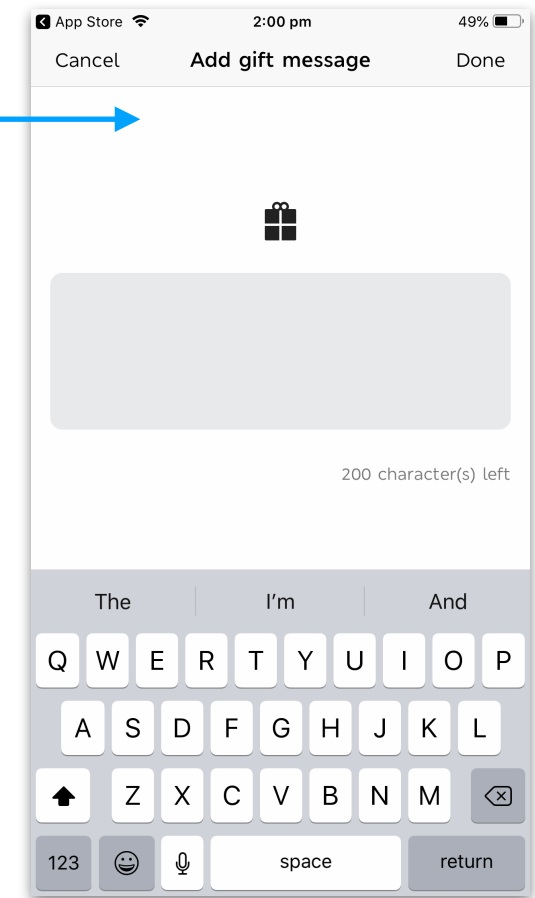


The current layout could be put into cards to operate this tasks into different sections.



This doesn't look like a easy method to enter a Promo code as it looks like the native email client, which could be confusing to users.

My suggestion is to be able to have a text field on the current bag page where you can enter the code, you don't need to have another page for this



This could also be put on the bag page although or put into a model this doesn't need a whole page for this.

There is no explainer Text for what this page dies other than in the Top Nav bar. This is inconsistent from other pages.

M&S

Competitor apps
Shopping bags research.

App - Shopping bags researched.



Tesco



Ebay



Argos



Asda



Next



House of Fraser



Deliveroo



Matalan



Zara



Ocado



River Island



Amazon



Etsy



Urban Outfitters



Asos



Moonpig



John Lewis



Sainsbury's



Boo hoo



Dominos



Uber Eats



Tesco

Key points we could use for benefit our User experience

1

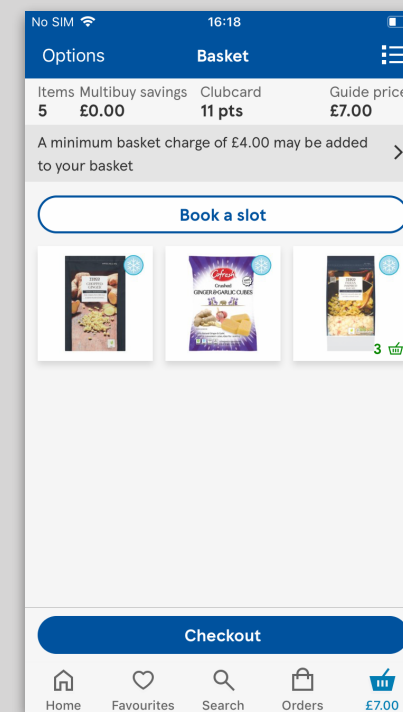
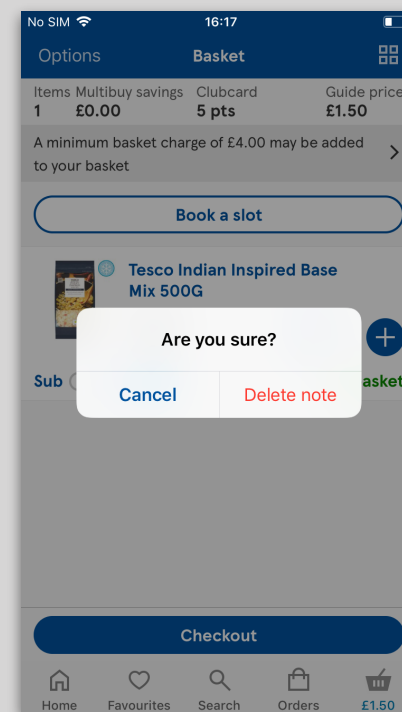
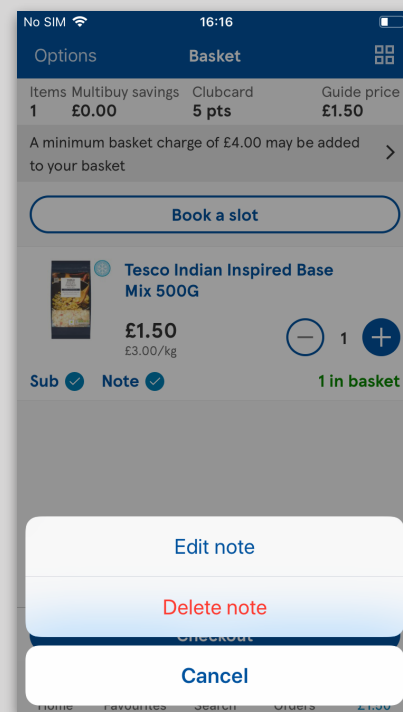
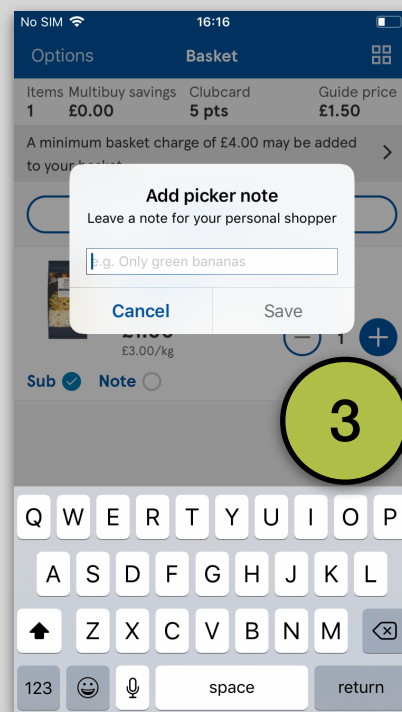
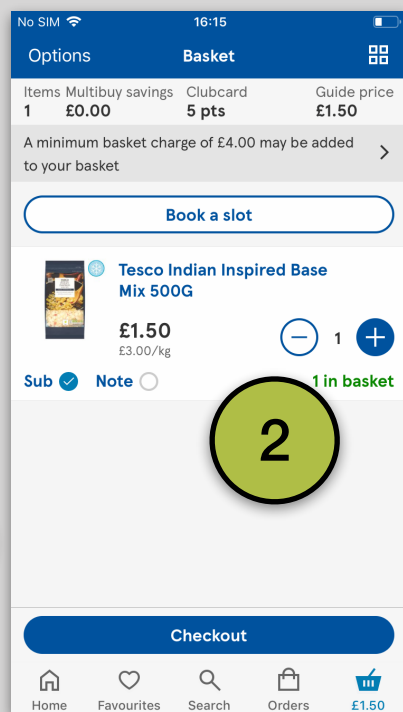
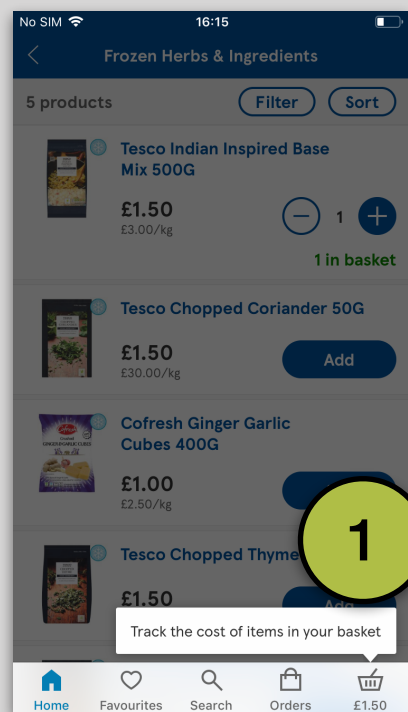
When you first add something to your basket there is explainer take over

2

Uses native buttons to add more or less quantity

3

Use native text dialog to enter notes

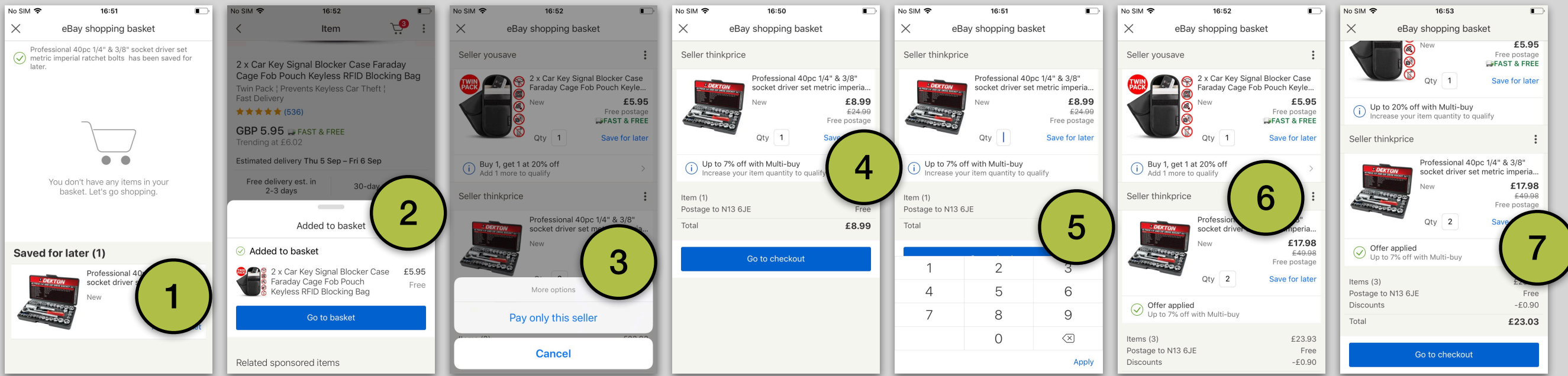




Ebay

Key points we could use for benefit our User experience

- 1 Option to save for later
- 2 Overview of the item you added to basket
- 3 Option to pay for only one item
- 4 Shows offers to buy more
- 5 Uses enter quantity
- 6 Uses native more icon to give options to the user
- 7 Shows offers that have been applied





Argos

Key points we could use for benefit our User experience

1

For collect it uses the location permission

2

Location shows and store around show

3

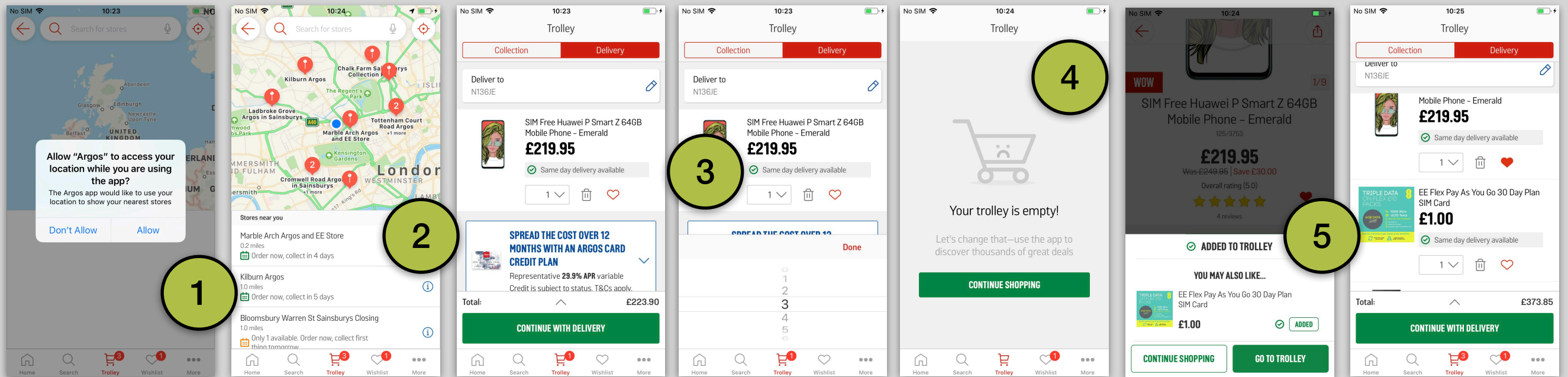
Uses native scroll to change quantity

4

Uses image for empty basket and a button to keep navigating

5

Suggests other items you can add to bag





ASDA

Key points we could use for benefit our User experience

1

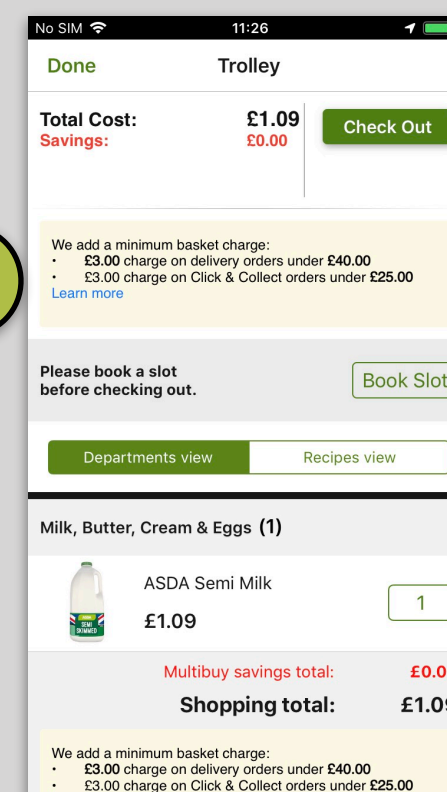
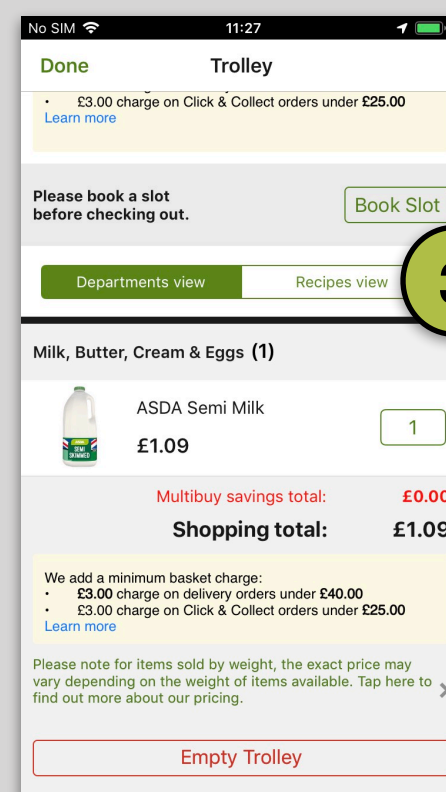
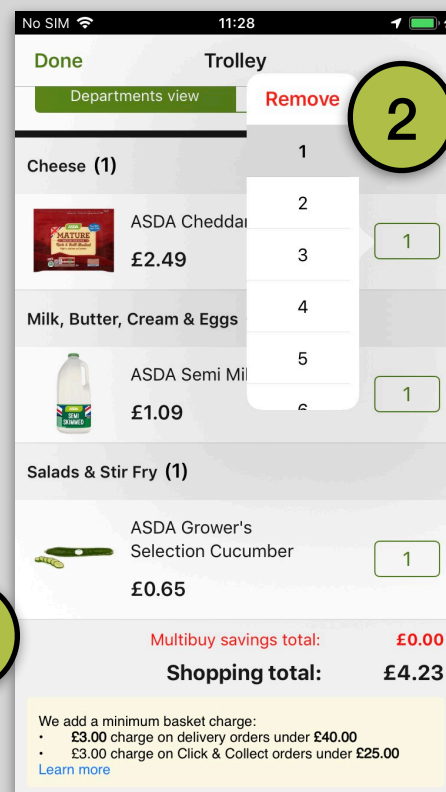
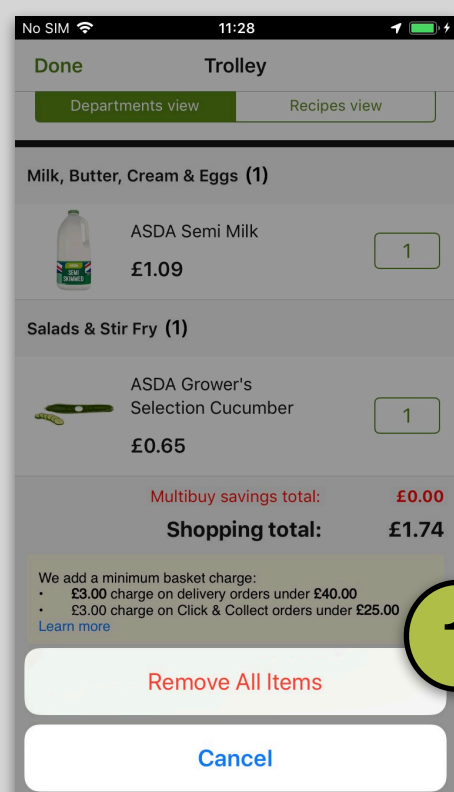
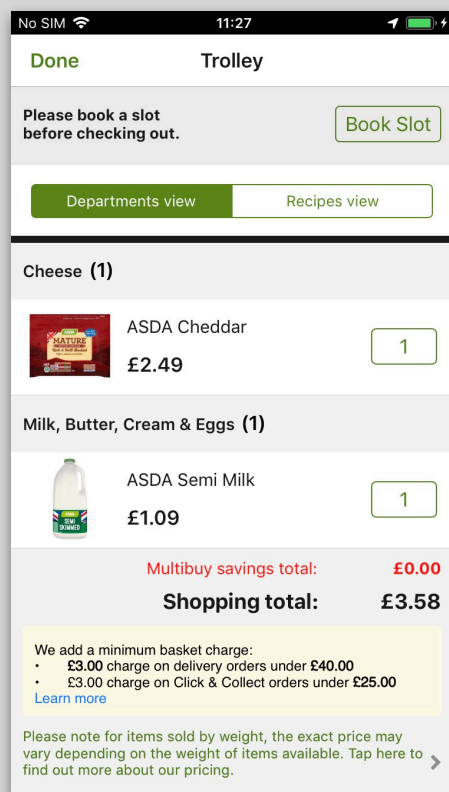
Uses native taskbar to remove items

2

Has own drop down on screen to change quantity

3

Segmented controller used to separate sections





Next

1

'Continue shopping' button used

2

Information model on items

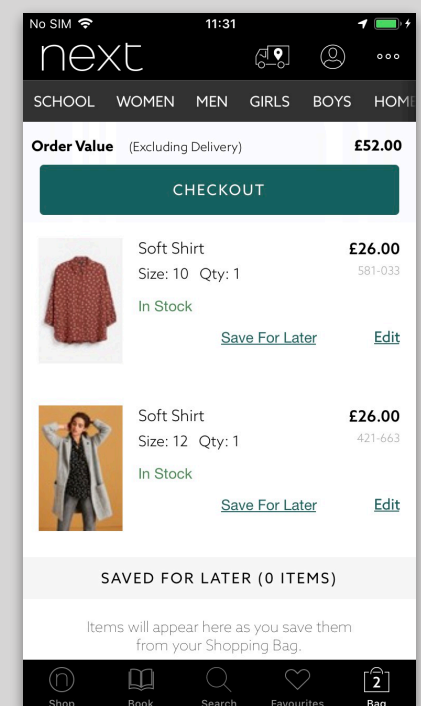
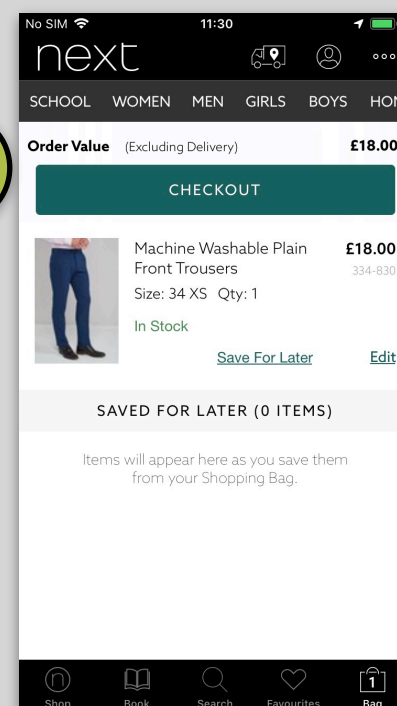
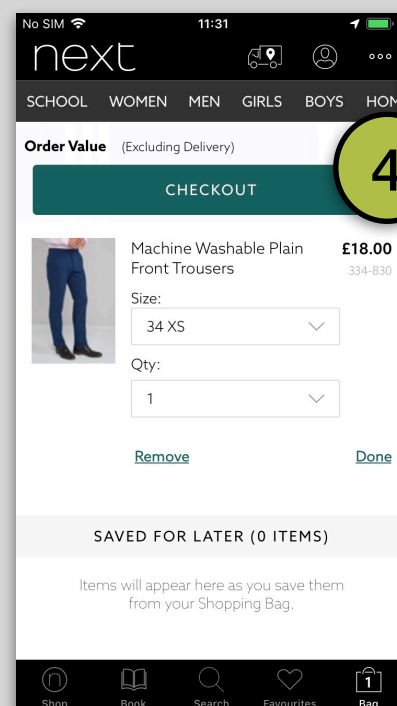
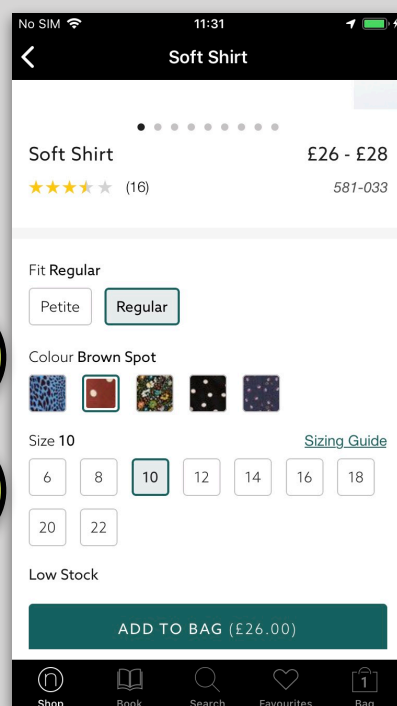
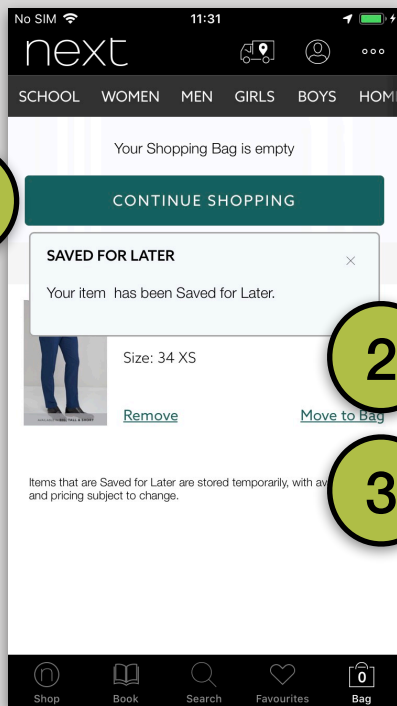
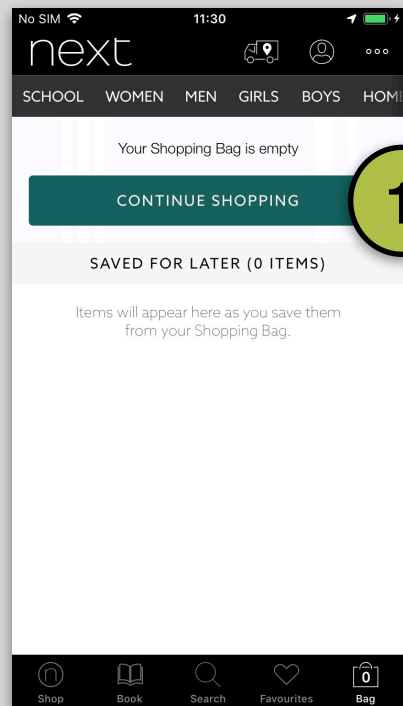
3

Able to 'Save for later'

4

Checkout button on top of screen

Key points we could use for benefit our User experience





House of Frazer

1

Shows and empty screen of empty bag

2

Model of product added when added

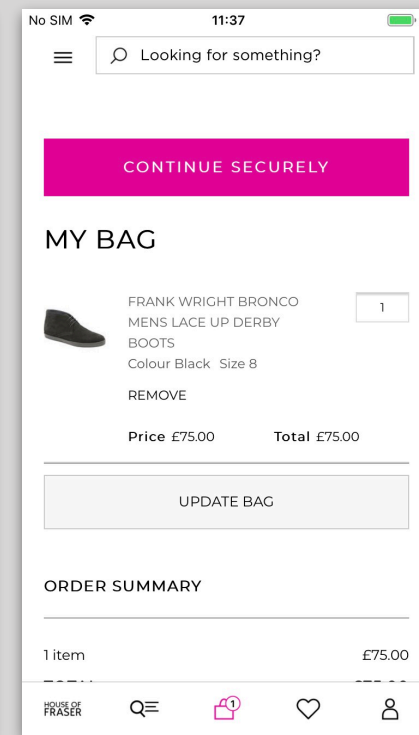
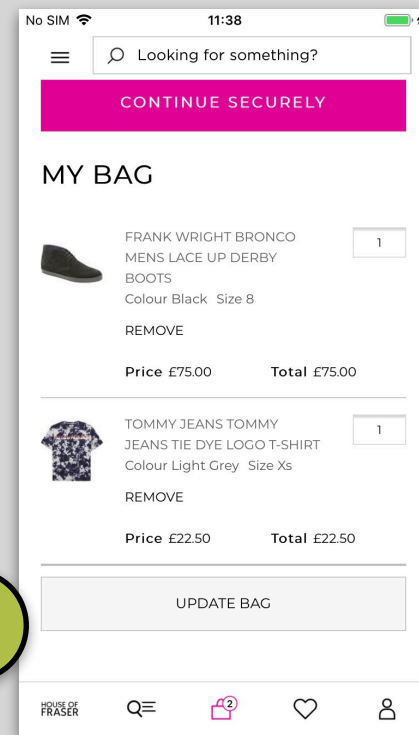
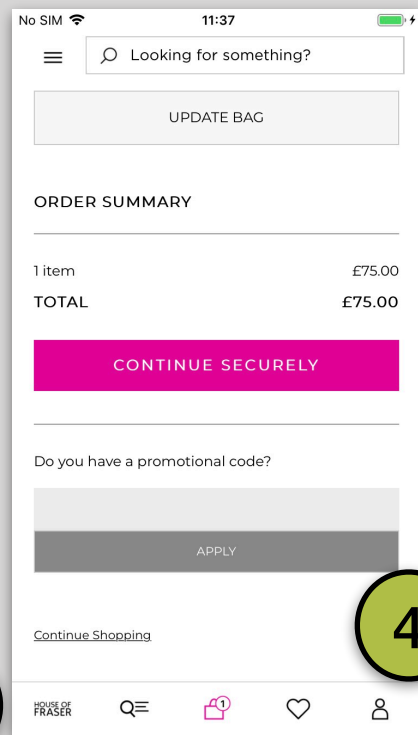
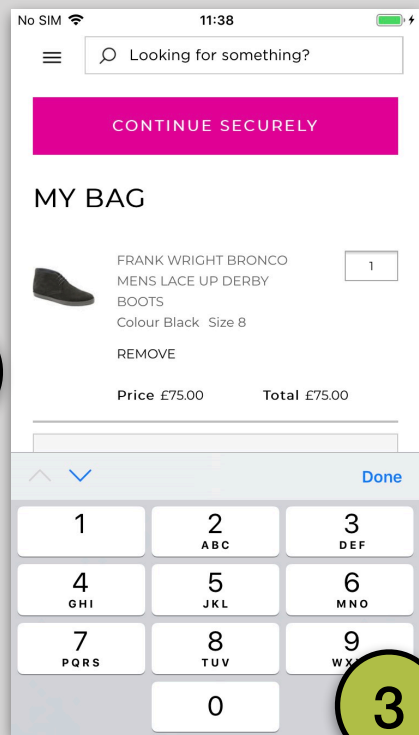
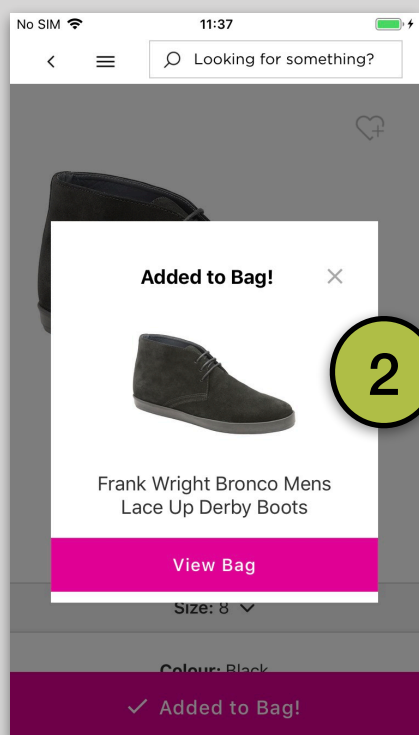
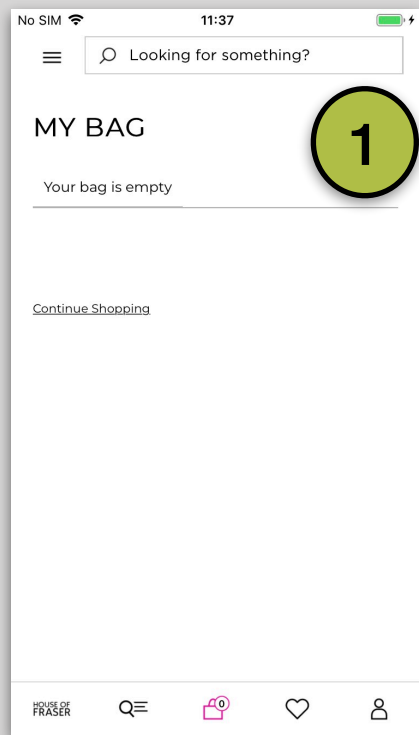
2

Uses native keyboard

4

Text field for promotion code, not new screen

Key points we could use for benefit our User experience

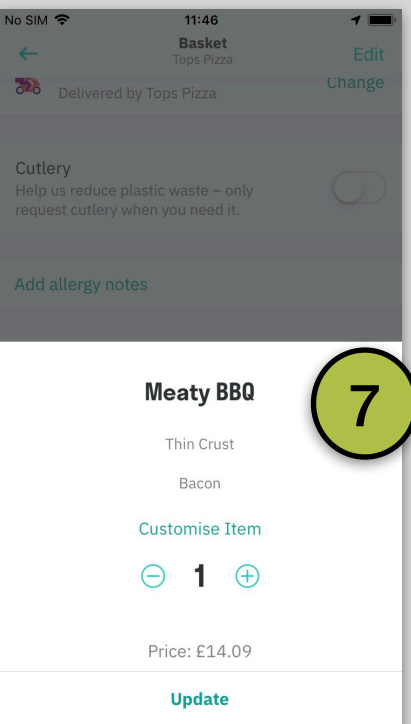
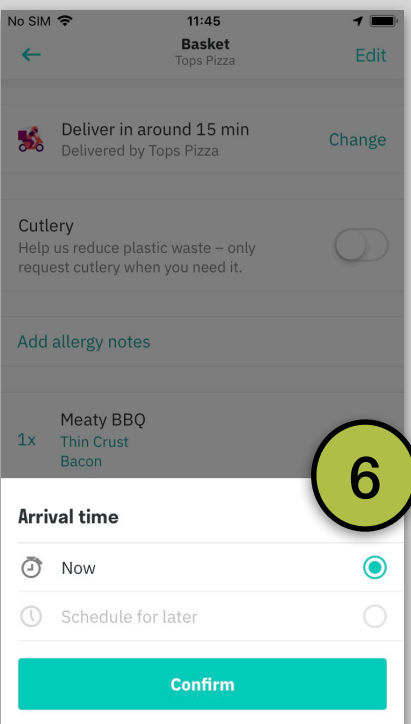
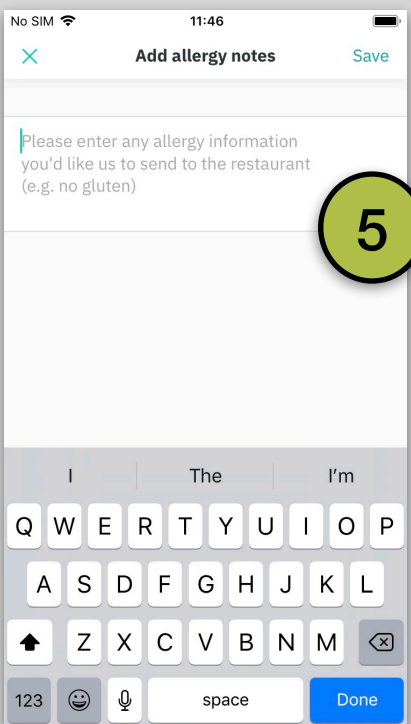
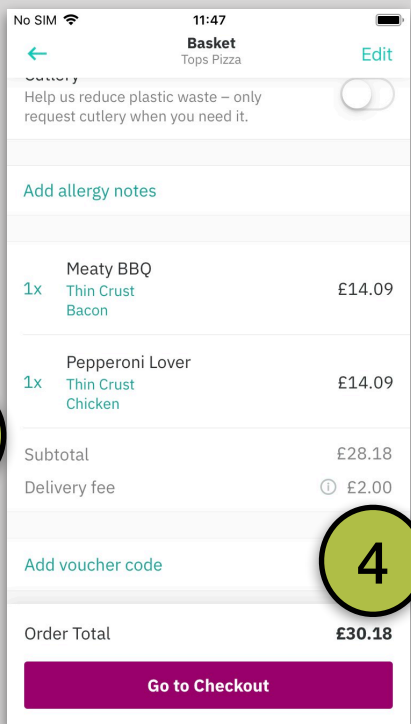
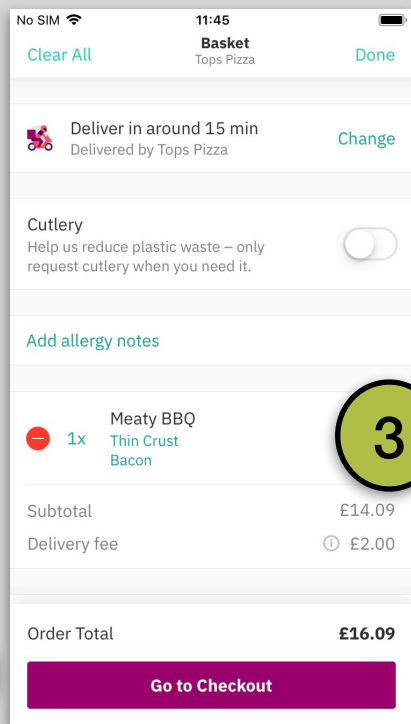
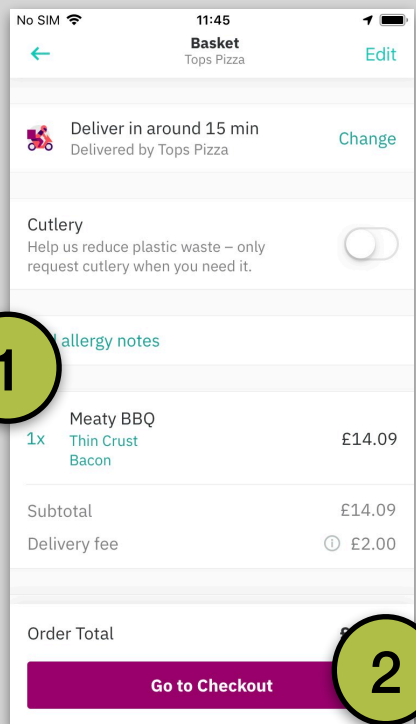




Deliveroo

Key points we could use for benefit our User experience

- 1 Uses the quantity straight away
- 2 Checkout button below
- 3 Edit shows minus icon, when pressed is removed (2 touches)
- 4 Section to add voucher code
- 5 New page for adding notes
- 6 Uses controllers to change delivery
- 7 Nice way of changing quantity (custom)





Matalan

1

Use of secondary smaller buttons

2

New page with delivery information linked in basket

3

Uses native options for quantity

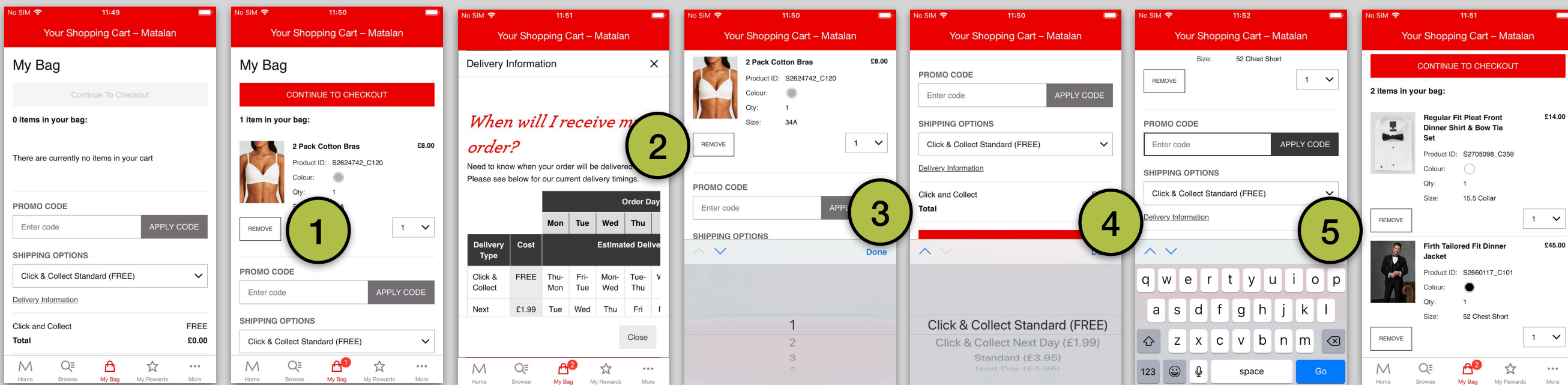
5

Native keyboard

4

Uses native options for delivery options

Key points we could use for benefit our User experience





Zara

1

Empty shopping bag showing

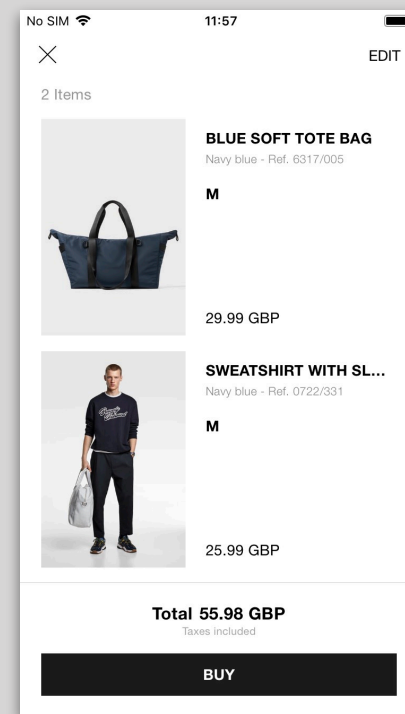
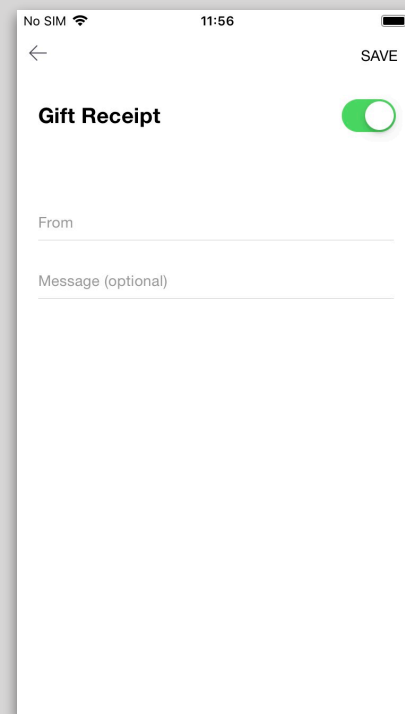
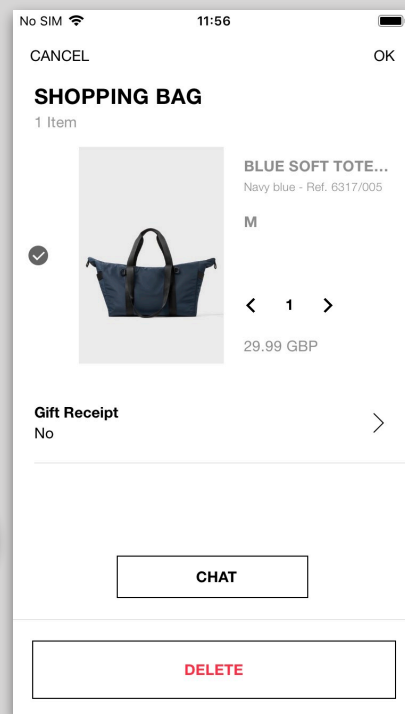
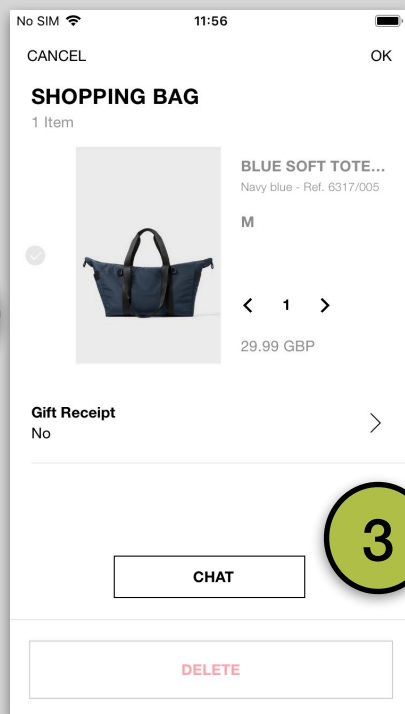
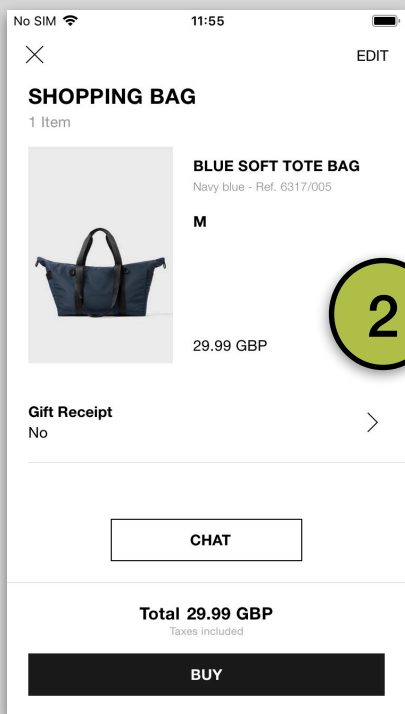
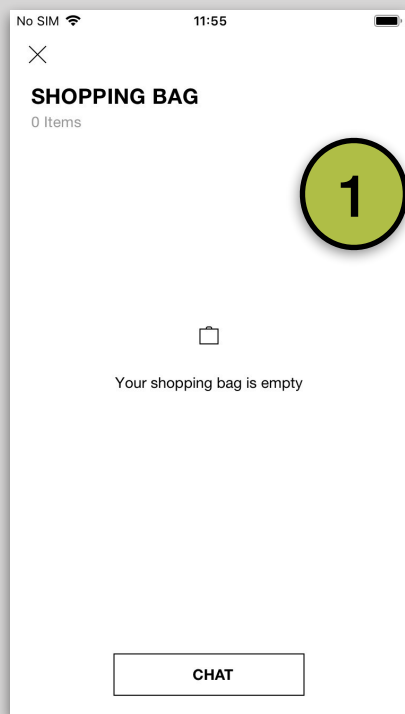
2

Clean layout - with main info showing only

3

Chat to help you purchase

Key points we could use for benefit our User experience





Ocado

Key points we could use for benefit our User experience

1

Picture showing to incise spend

2

Category selectors to entice navigation

3

Carousel with products

4

Removing with native dialog

5

Meal list- you can group your items into meals

6

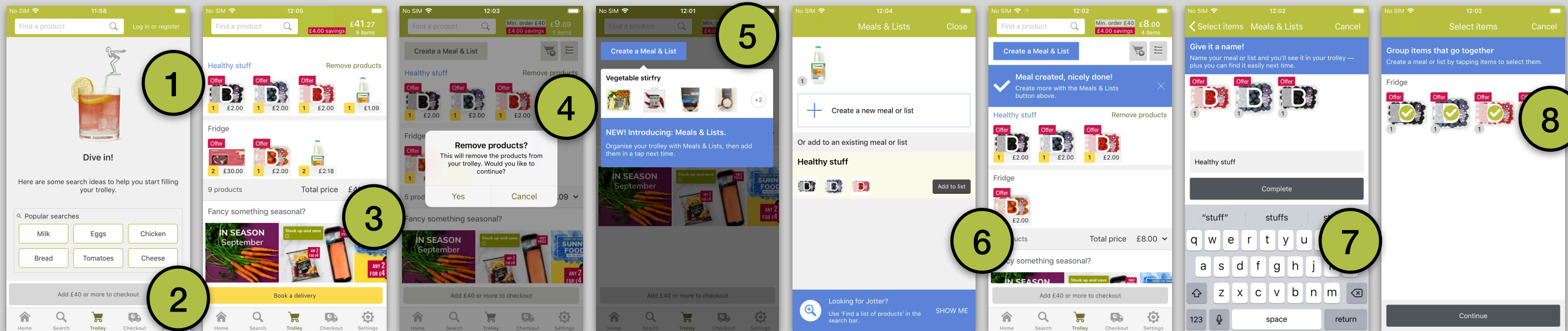
Can select items to be put into meal list

7

Uses native keyboard to enter information

8

New screen to create meal list





River Island

1

Great use of Categories for empty basket

2

Great use of progress bar

3

Uses native pull to remove and give other options

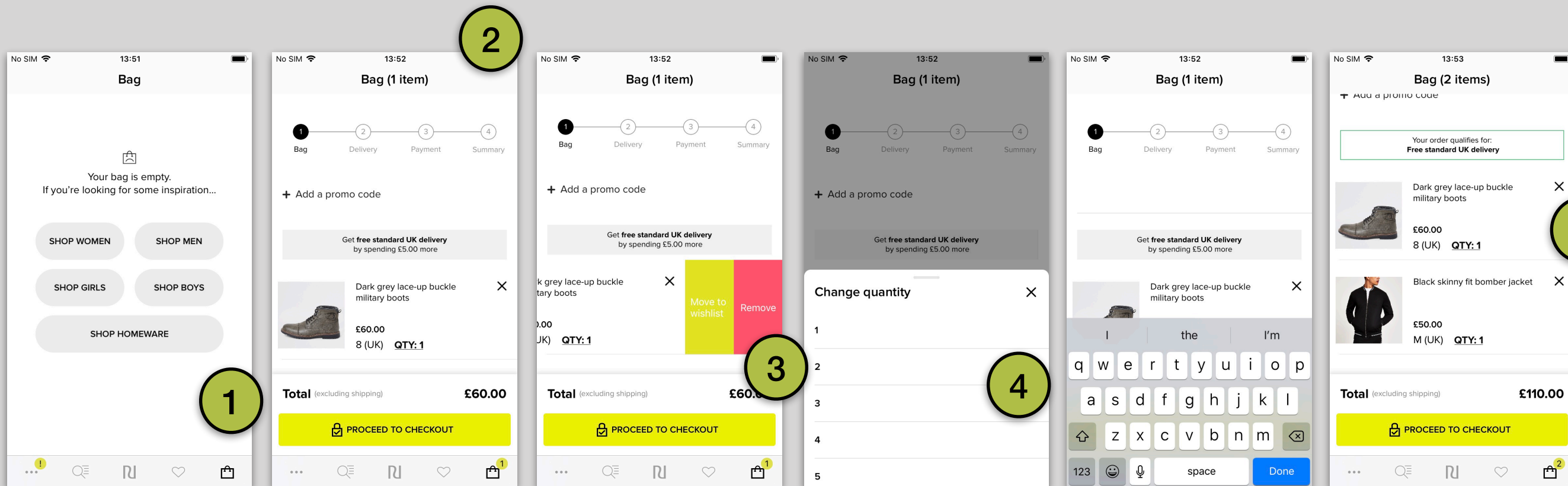
4

Uses pull up controller for quantity selection

5

Uses X icons to remove item

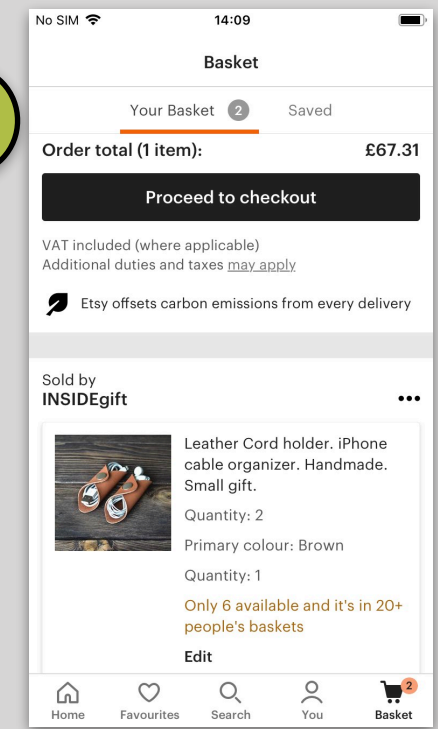
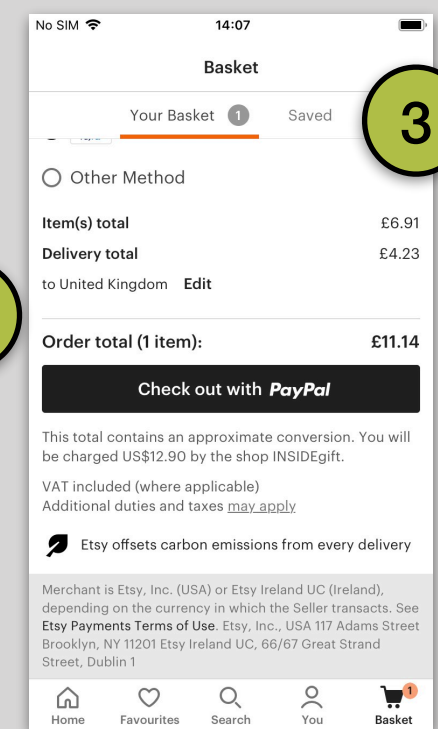
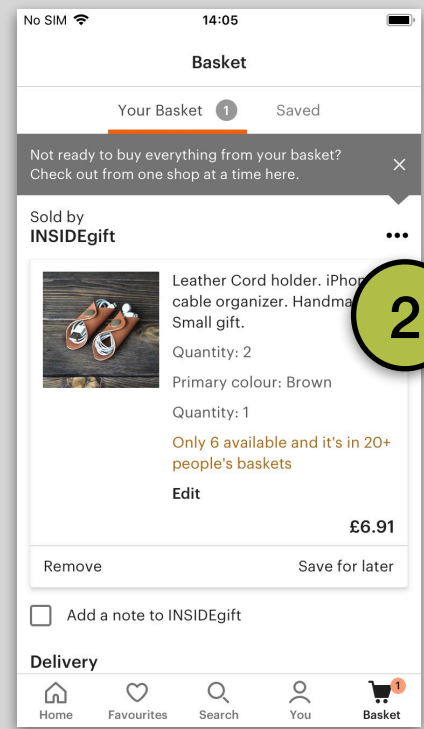
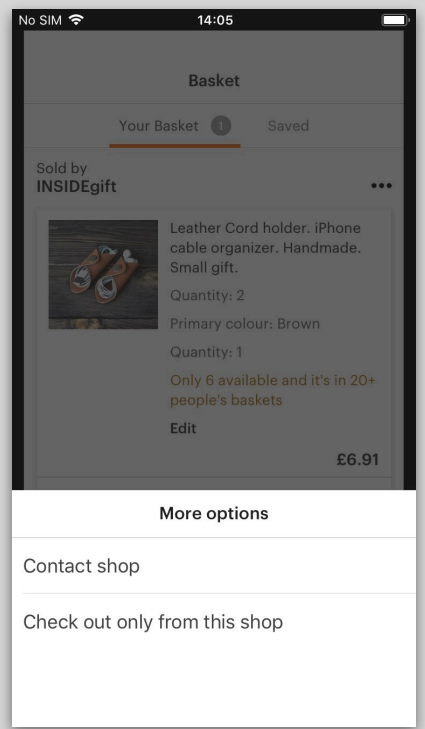
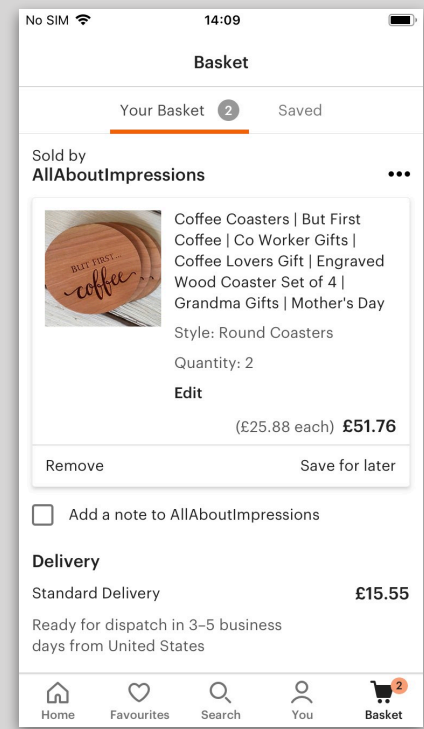
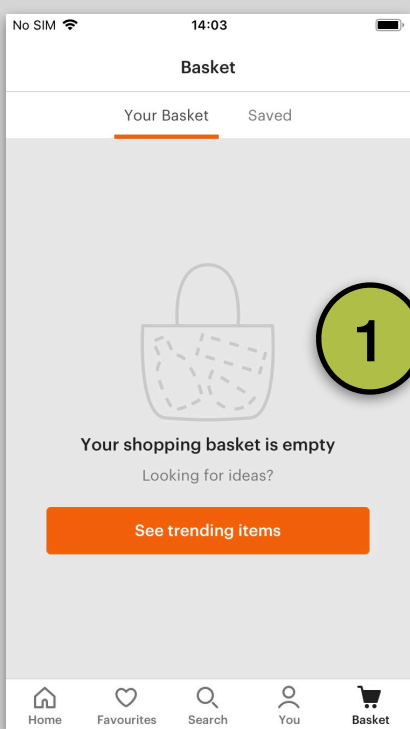
Key points we could use for benefit our User experience





Key points we could use for benefit our User experience

- 1 Image of empty bag
- 2 Uses native button for More action such as remove
- 3 Segmented controller for basket and saved





Urban
Outfitters

Key points we could use for
benefit our User experience

1

Image in side empty bag

2

Segmented buttons for actions
with item

3

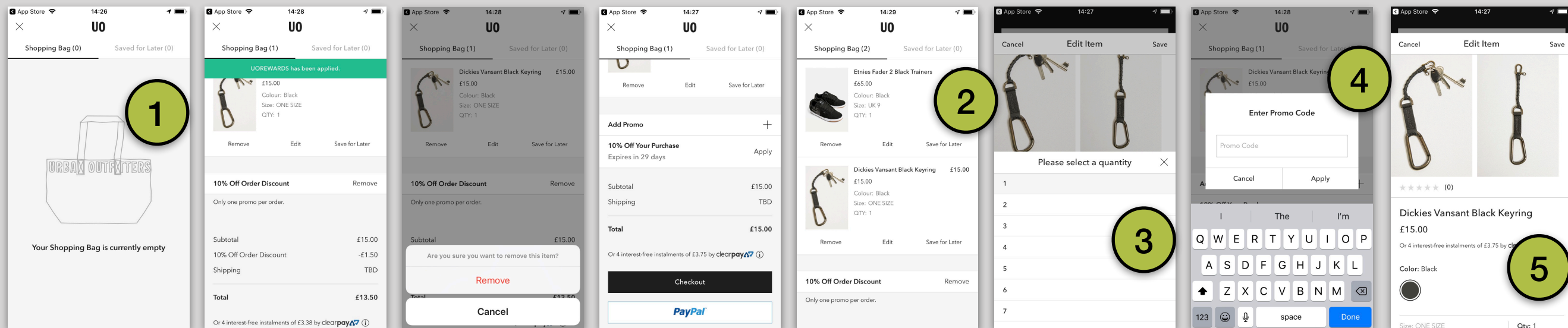
Quantity selector pop up

4

Model for promotional code

5

Shows the items in the model





1

Animation for empty basket

2

Clean and simple for listing

3

Uses pull gestures to do actions both ways

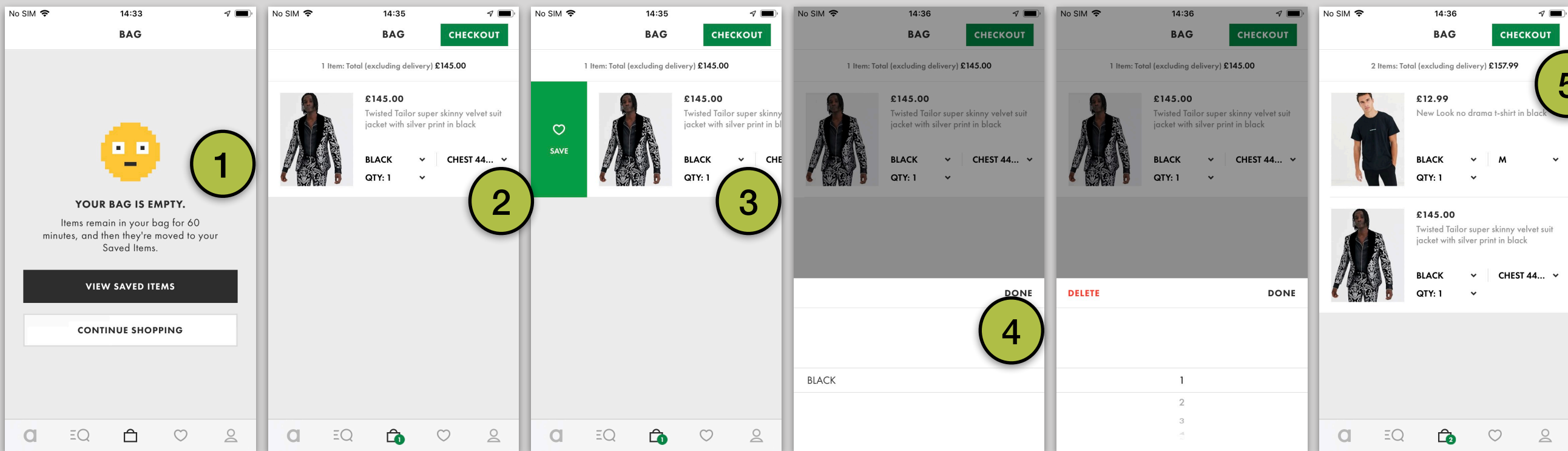
4

Pop up for quality controller

5

Small checkout button in top right but bright colour

Key points we could use for benefit our User experience





Moonpig

1

Call to action text to help with navigate

2

Buttons to take an action

3

Clean displayed icon

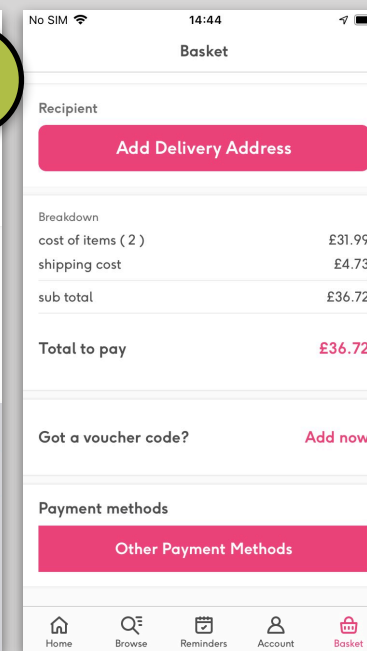
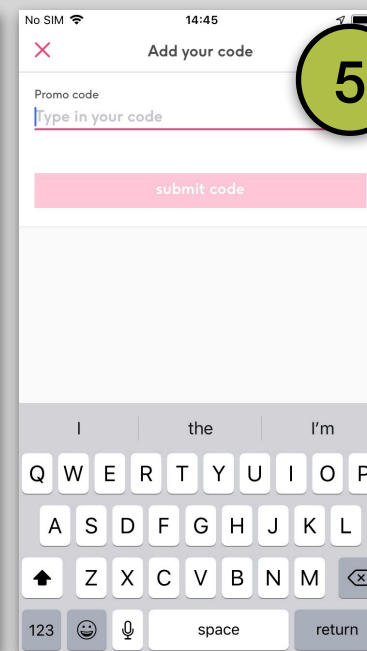
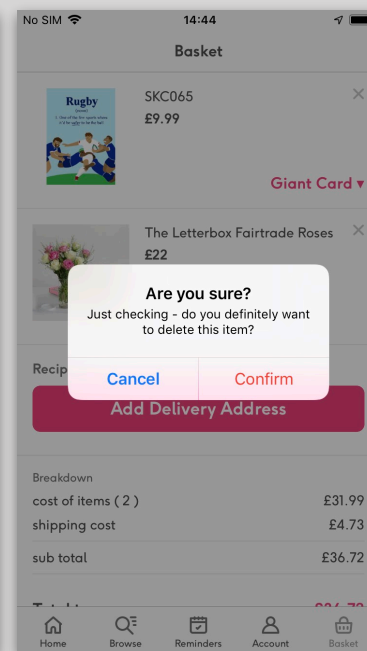
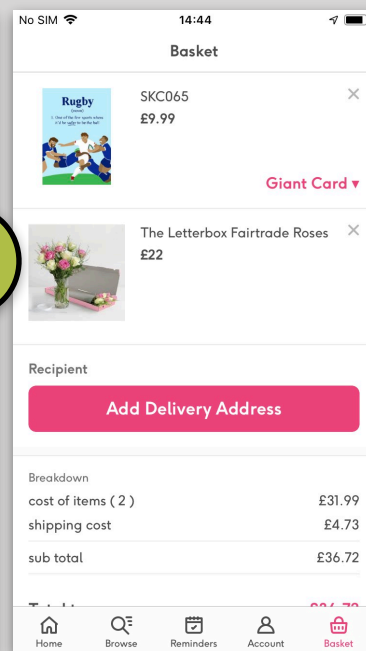
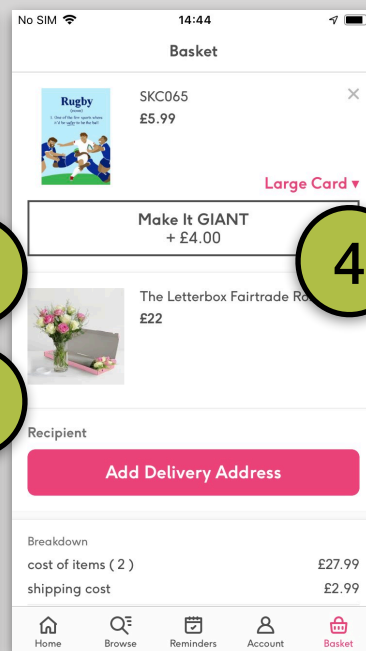
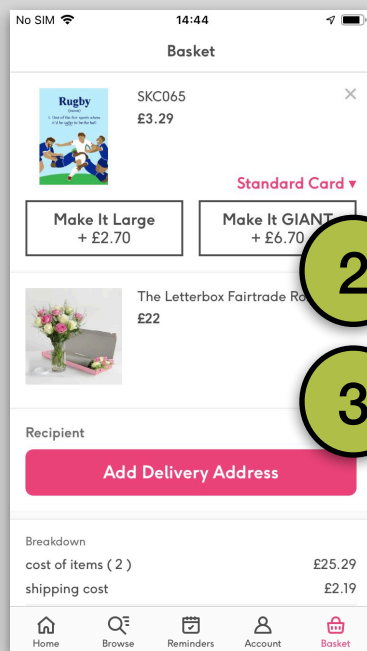
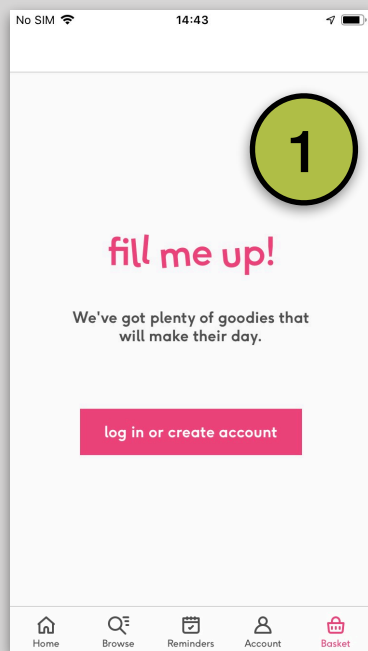
4

Button changes when upgraded to new button

5

New screen for promotional code

Key points we could use for benefit our User experience





John
Lewis

Key points we could use for
benefit our User experience

1

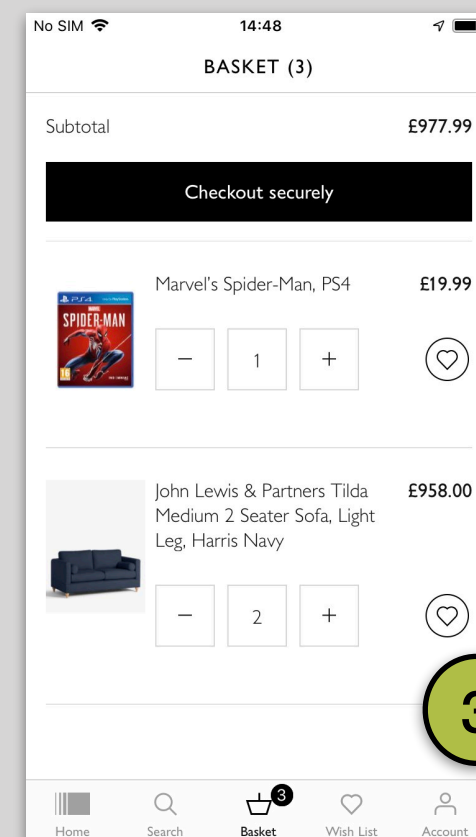
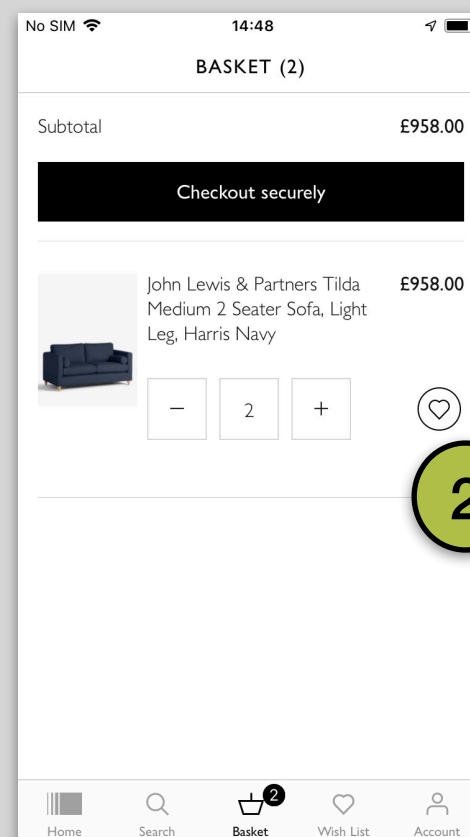
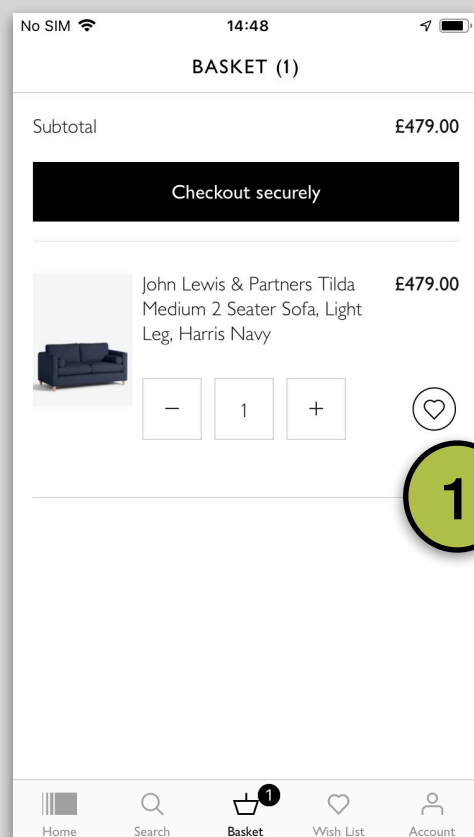
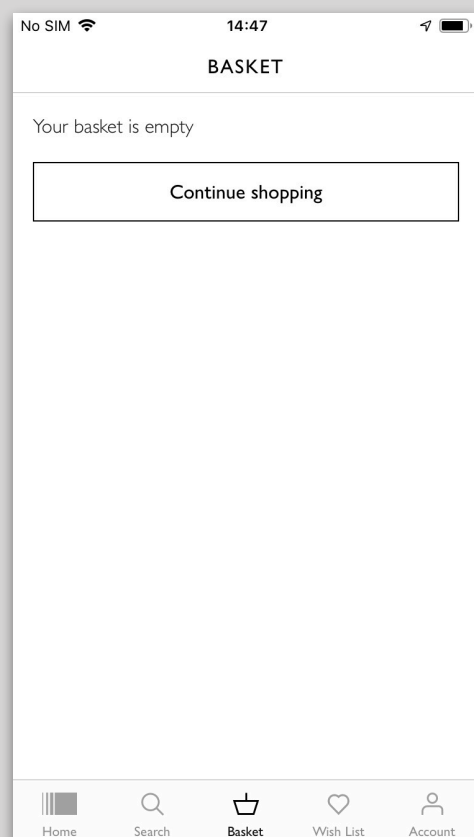
Clean and clear showing product

2

Easy to add quantity without any
pop ups

3

Separated items with lines





Sainsbury's

1

Prompt to register if they are not logged in

2

Empty trolley icon

3

Easy way to change quantity

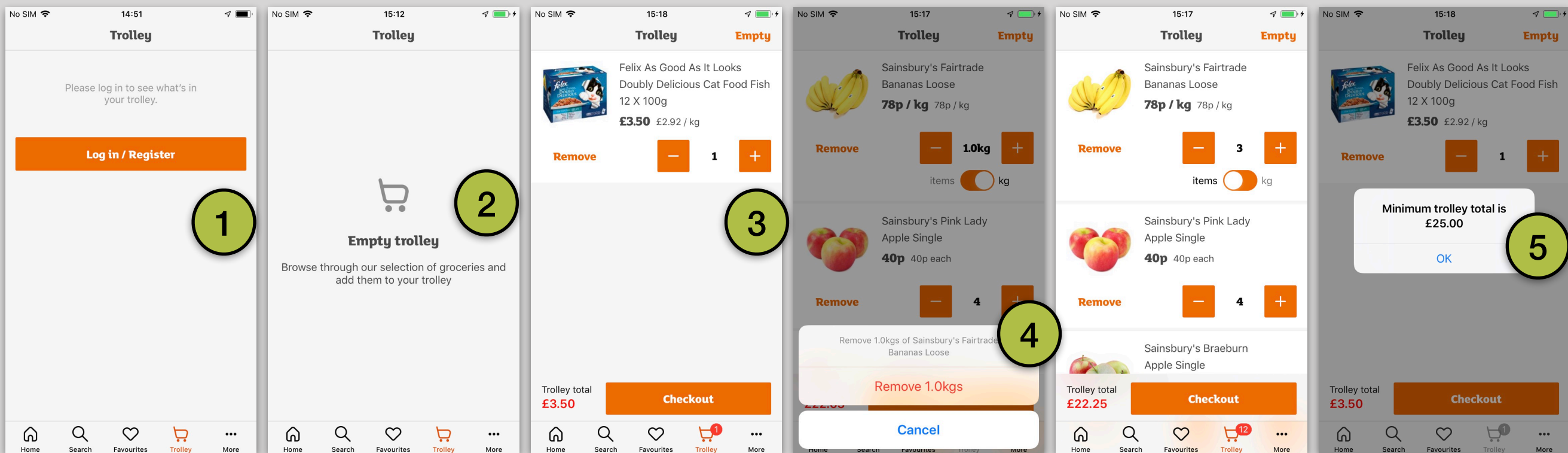
4

Native action sheet used

5

Dialog to show error prompts

Key points we could use for benefit our User experience





Dominos

1

Shows options you can add that could add to your preference

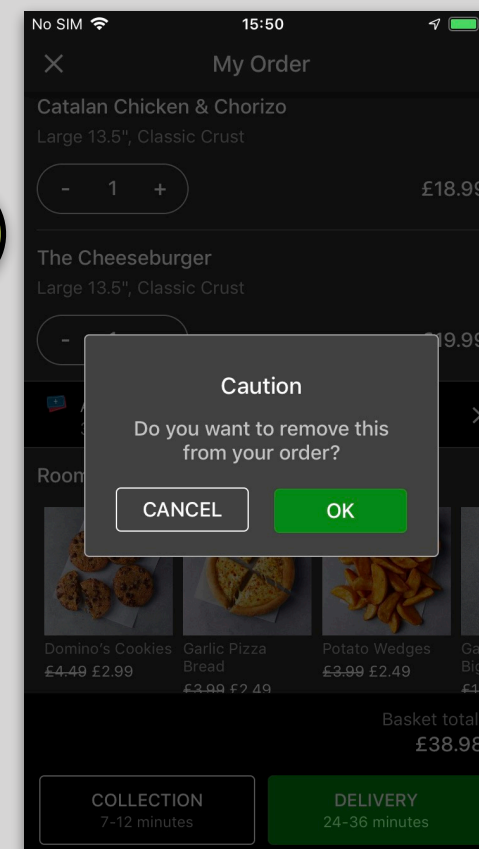
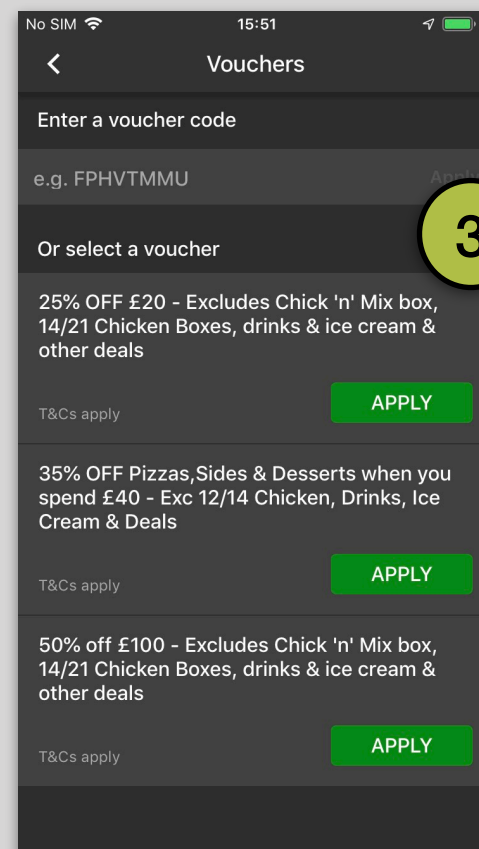
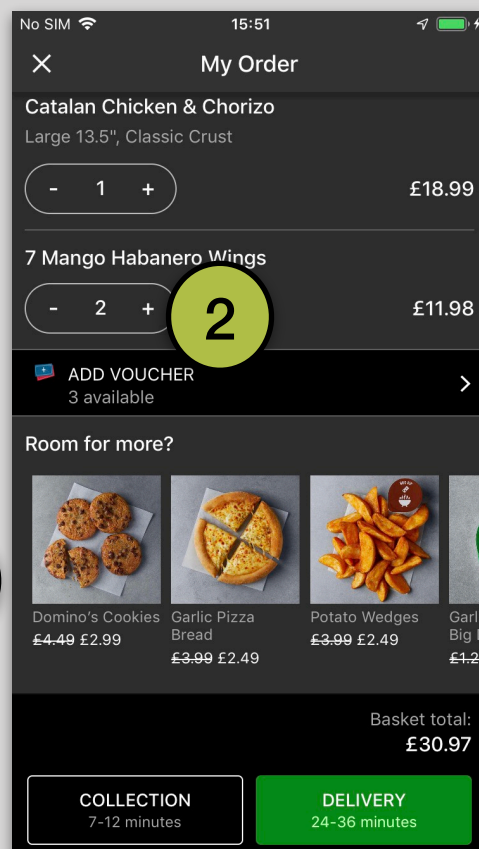
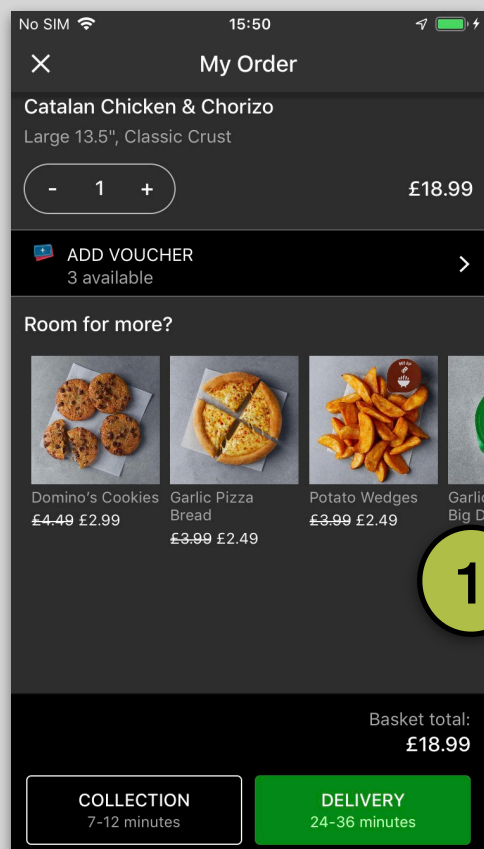
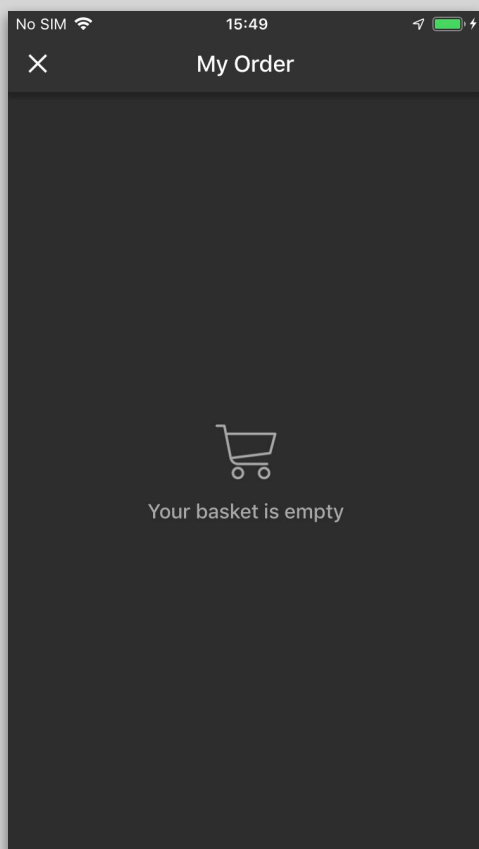
2

Quantity buttons adder

3

Shows Vouchers you can apply

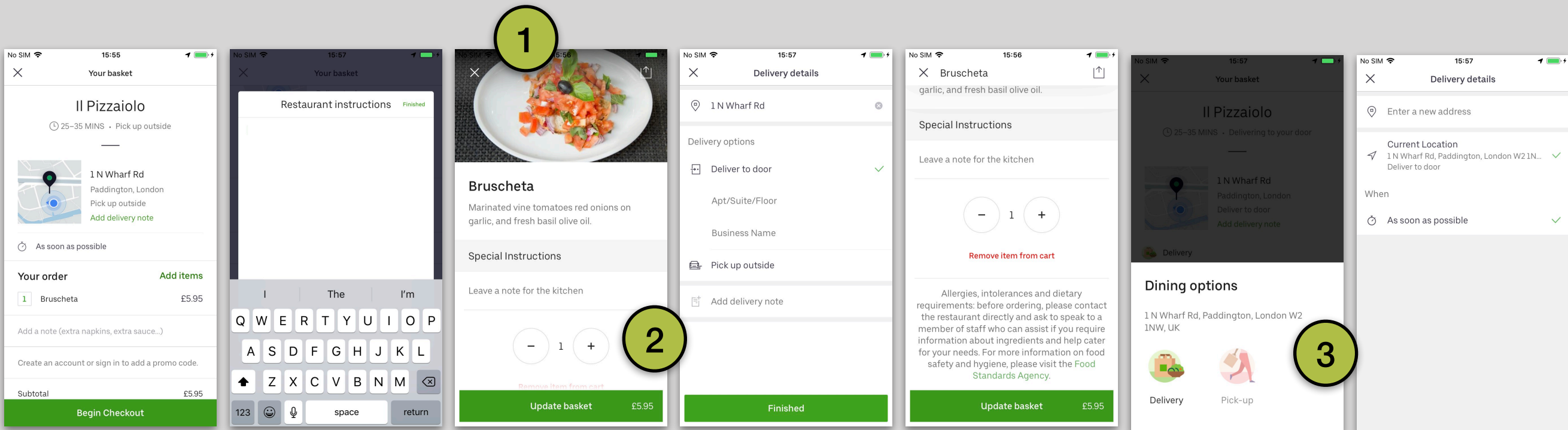
Key points we could use for benefit our User experience





Key points we could use for benefit our User experience

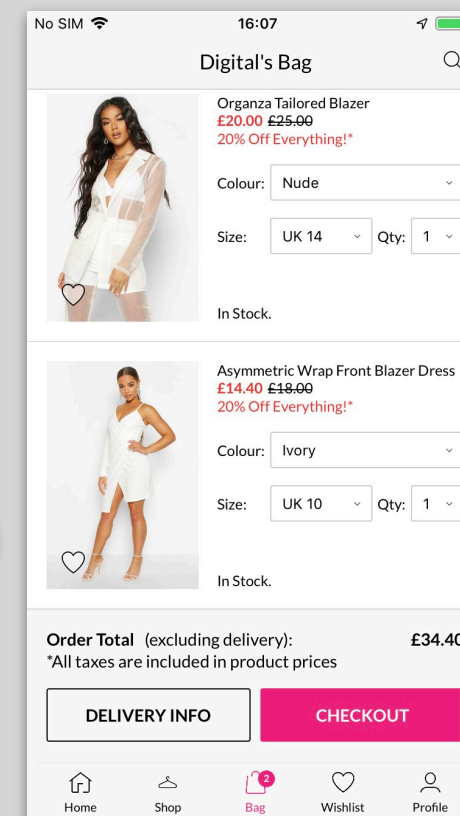
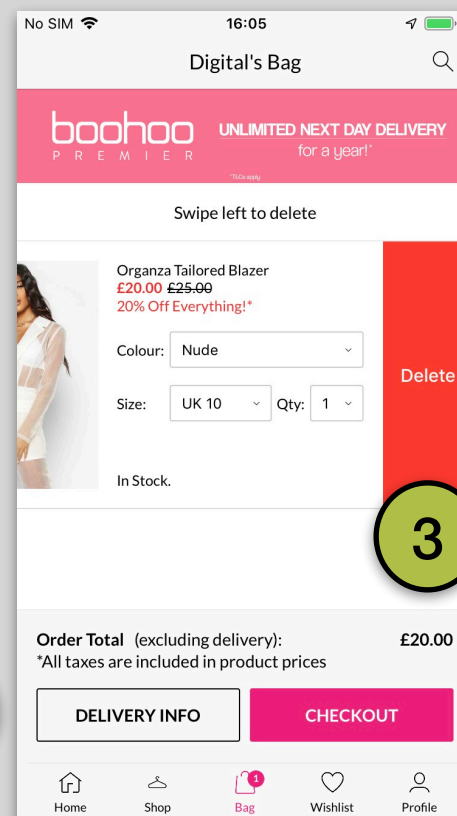
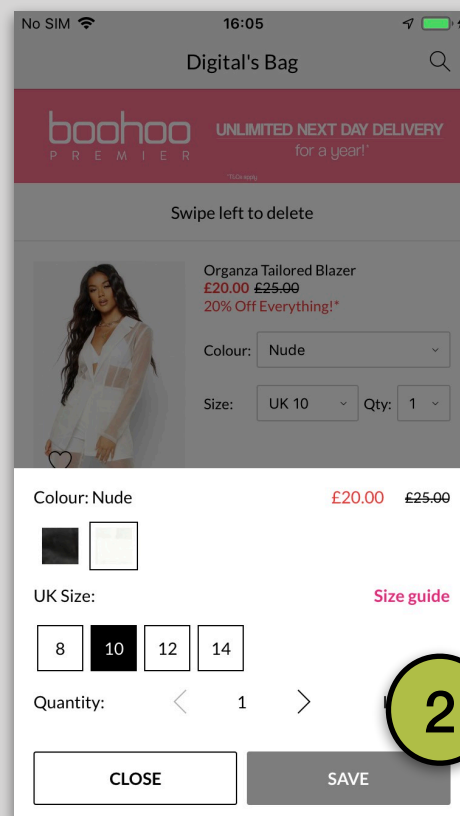
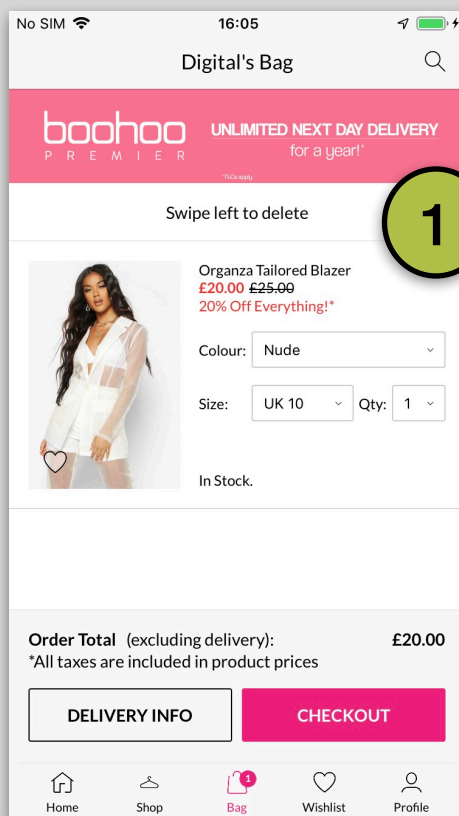
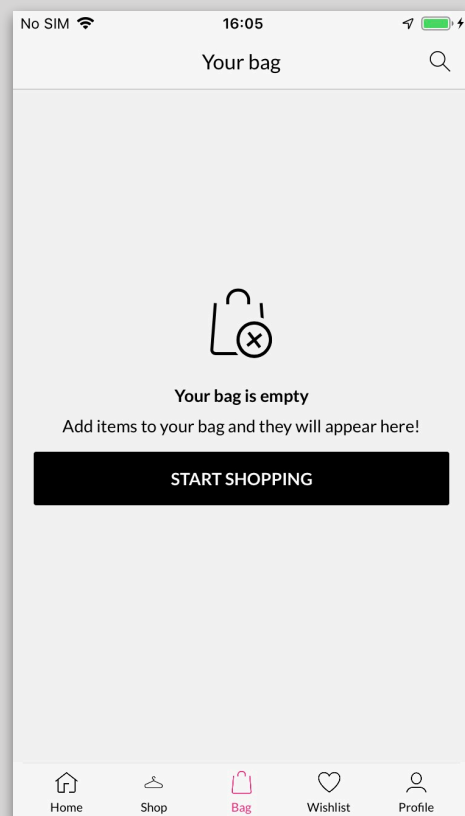
- 1 Custom model to add notes to order
- 2 Buttons to add quantity
- 3 Custom pop up to select delivery options





Key points we could use for benefit our User experience

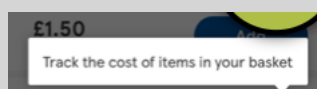
- 1 Showing Offers and savings
- 2 Editing in custom view with a lot of options
- 3 Slide to delete



The logo for M&S, featuring the letters 'M' and 'S' in white and the ampersand '&' in a light green color.

Competitor apps - Overview
Shopping bags research.

Overview



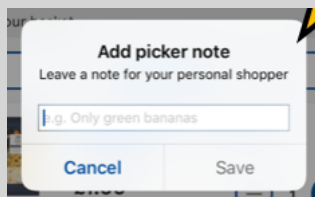
1

When you first add something to your basket there is explainer take over



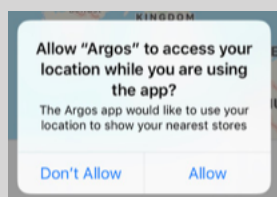
2

Uses native buttons to add more or less quantity



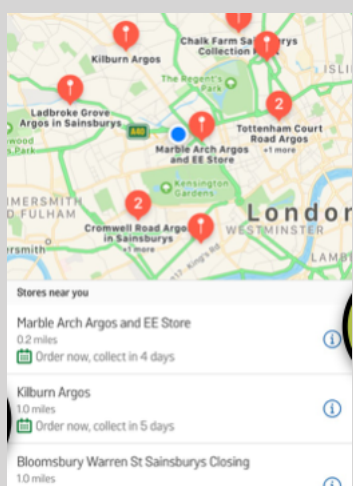
3

Use native text dialog to enter notes



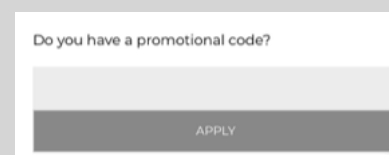
4

Gets access for your location



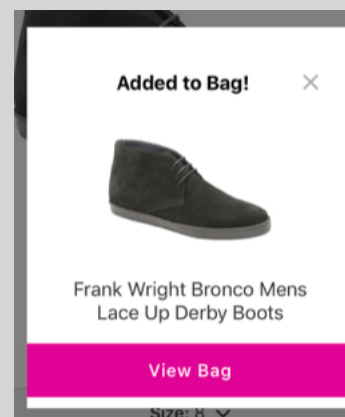
5

Shows your locations and stores close to you



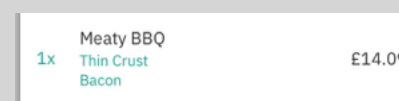
6

Adding promo code is a simple text field



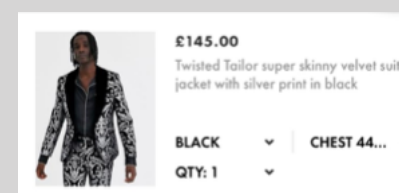
7

Get a model when you add something to your bag



8

Shows quantity straight away first line



9

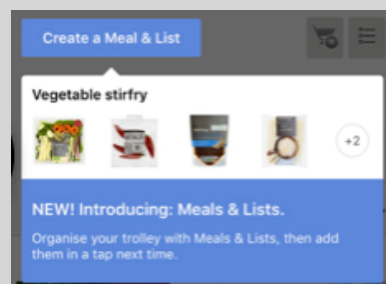
Clean and simple layout with Basic information when its in your bag



10

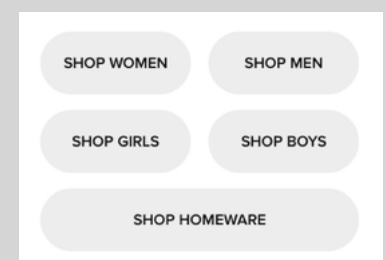
Progress bar

Overview



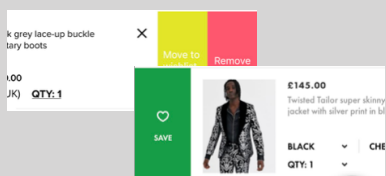
11

Creating meal lists / groups in your bag



12

ON empty basket show category buttons to help you navigate around



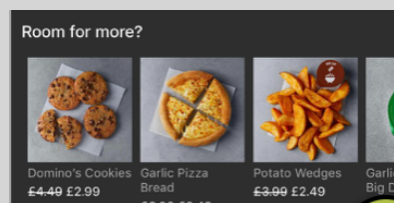
13

Slide item to get more categories more than just remove



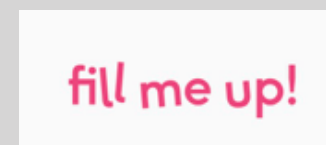
14

'X' used to remove item



15

Show additional items that might be of interest to make more revenue



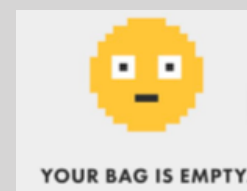
16

Tag line when cart is empty



17

Segmented controller on top for different section, split bag and saved items



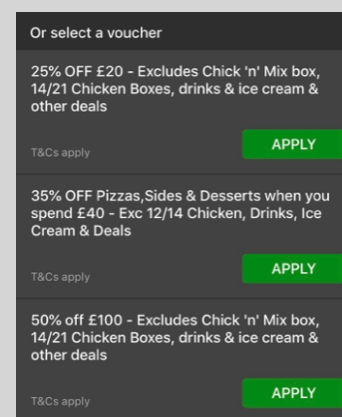
18

Animation or image for empty bag



19

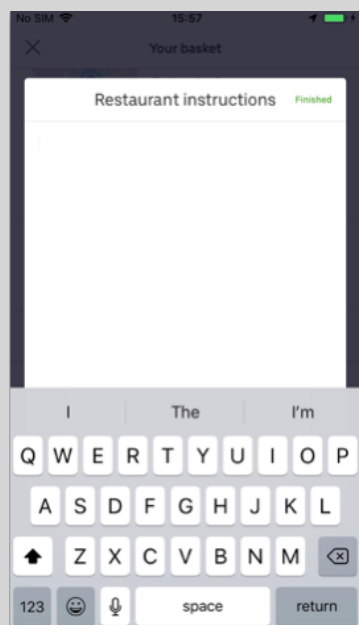
Checkout button on top tab bar smaller button but strong CTA



20

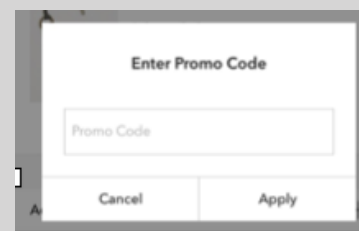
Show offers that can be applied

Overview



21

Pull up modal for writing notes on items



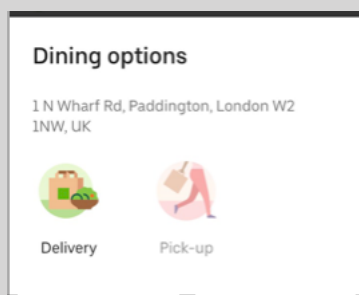
24

Modal to enter information



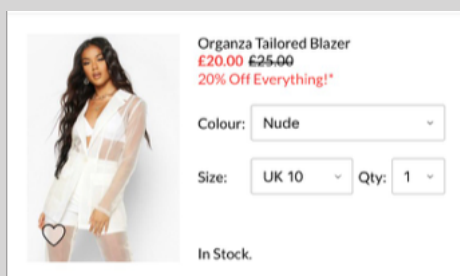
25

Segmented controller for option under item



22

Pop up from bottom for changing options



23

Show savings - and discounts