Designing an interactive, dynamic online grocery store

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As part of an ongoing research project on in-store decision makers of grocery shoppers, I am looking for someone who can (re)design an online grocery store. Specifically, I currently have an online store called Grocery Square (see below), but it is requires significant attention. Therefore, I would like to take the opportunity to redesign the existing store, or design a new store, likely on a different platform that I am currently using, that allows for:

1. Basic grocery shopping, including a realistic check-out (albeit without payment function);
2. The ability to collect clickstream data that fully captures the search for alternatives and more detailed product information;
3. Changing store lay-out (e.g., change menu order and format, add popups etc.)

Besides these requirements, I am looking to build an online store that has the ability to offer real-time feedback to shoppers as they shop, based on the items that they already placed in their shopping basket. One can think off reporting real-time spending feedback (the total value of the items in the shopping basket), or for instance the healthiness of all the items in the shopping basket. This feedback could be reported numerically, or for instance via visualization techniques (using for instance color). Moreover, I am looking for an ability to offer shoppers specific recommendations. For instance, when someone is inspecting a specific product (e.g., peanut butter), I would like to have the ability to program things such that the store offers a healthier alternative than the one someone is inspecting for instance.

All in all, I am looking to build an online grocery store that can actively and dynamically interact with shoppers as they are shopping for groceries.

If you are interested, please contact me via email at k.van.ittersum@rug.nl (http://www.rug.nl/staff/k.van.ittersum/)