



# ***The Capstone Challenge***



# Capstone Question:

How can Albertsons, a grocery company that was founded in 1939, evolve to meet the current needs of shoppers 18-35 years old, who are increasingly health-conscious?

# The Pain-Points

- ★ Quality of products in the produce section
- ★ Customer service quality
- ★ Improper packaging
- ★ Presentation of products
- ★ Affordability of products
- ★ Products are not always fresh and up to date

# Problem Statement

18-35 year old shoppers, who are health conscious feel that buying fresh/organic products isn't worth the additional cost because there's no noticeable difference in quality.

# Prototype

- ★ Create visual guide
- ★ Record shopper experience
- ★ Ask users questions
- ★ Provide QR code
- ★ Gather insight to synthesize



**WAIT! DID YOU KNOW?**  
**CELERY**

**How to spot a bad Celery**

- When its stalks become soft and bendable
- The color becomes pale and faded
- The center of the stalk hollows out

It's moldy  
Mushy  
Slimy

**How long can they stay good?**

- Two to four weeks kept in the fridge
- Keep celery heads whole
- Wrap them up tightly in aluminum foil
- Keep them store in the refrigerator

**Benefits of Celery**

- Helps prevent cancer
- Help reduce blood pressure
- Help to strengthen immunity
- Help to control diabetes
- Help to reduce weight
- Help prevent ulcers
- Remedy for arthritis

**FUN FACTS**

- Celery is native to the Mediterranean region
- It was first used as a food in Italy in the 1500s
- A Scotsman named George Taylor first introduced celery to the U.S
- All parts of the plant are edible
- A stalk can reach just over 3 ft

**More recipes here**

SCAN ME

**Recipes involving Celery**

The infographic features several images: stalks of celery, a stalk with a hollowed-out center, hands wrapping celery in foil, a boat on water, and three plates of food including a salad, burritos, and a stir-fry.

# Testing Prototype



## Interview Questions

How can this brochure help you have a better experience when grocery shopping ?

Do you like it? If yes why? If not why not?

Is this helpful to you?

Is there anything you would want to change?

# Final Prototype



## Firm – Not Yet Ripe

- Rich green color
- Buy for use in 5 to 7 days



## Somewhat Soft – Almost Ripe

- Green in color with hints of dark purple and black
- Buy for use in 2 to 5 days



## Soft – Ripe For Tonight!

- Dark purple or black in color – yields to gentle pressure\*
- Ready to eat