

GROCERY RETAIL

Mobile Solutions

INTRODUCTION

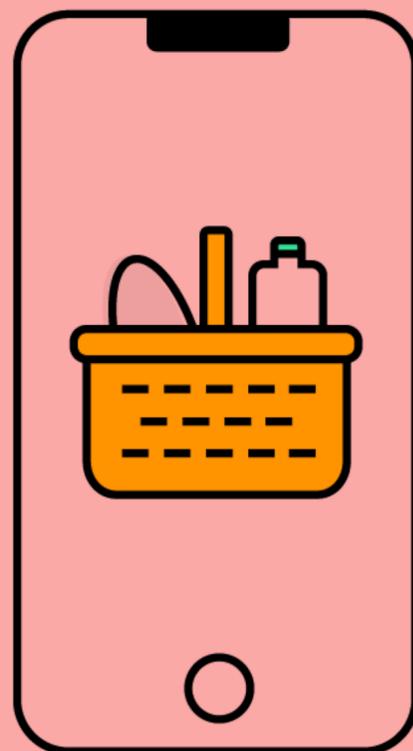
The ability to engage with retailers through a mobile app has become an expectation of customers and differentiator for retailers.





Grocery retail is unique in that customers return frequently but rarely spend their grocery budget in one place. A grocery retailer must drive loyalty with customers to make sure the customers get the products they want at the right price.

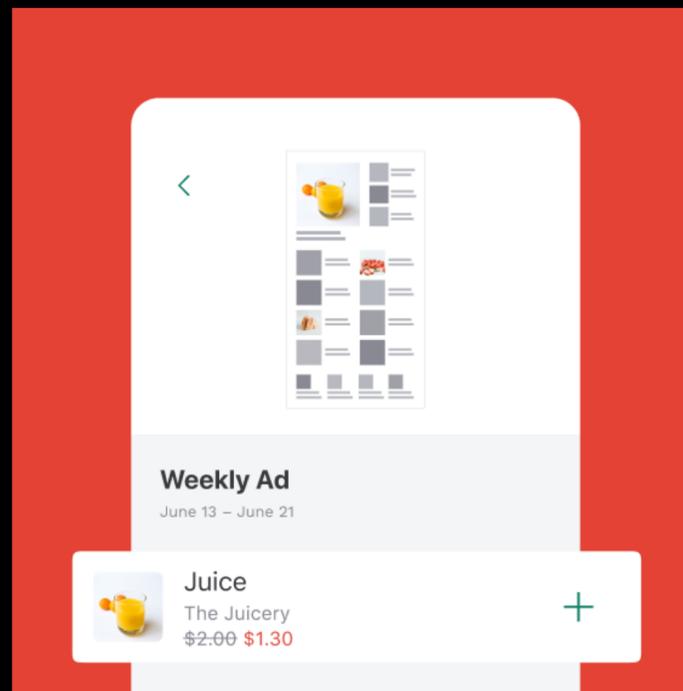
In our experience, a retailer should have more than two dozen locations and be able implement a loyalty program to truly leverage custom mobile solution for customers.



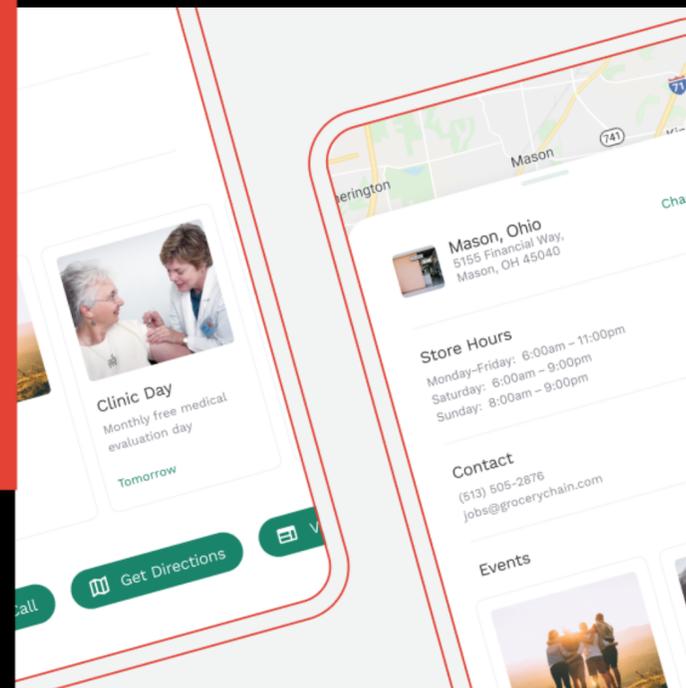
“MORE THAN **3 IN 4** (85%)
CONSUMERS REGULARLY FOLLOW AT
LEAST 1 SOCIAL MEDIA SITE YET
JUST **3 IN 10** ARE CONNECTED WITH
THEIR PRIMARY GROCERY STORE.”

— RETAIL WIRE

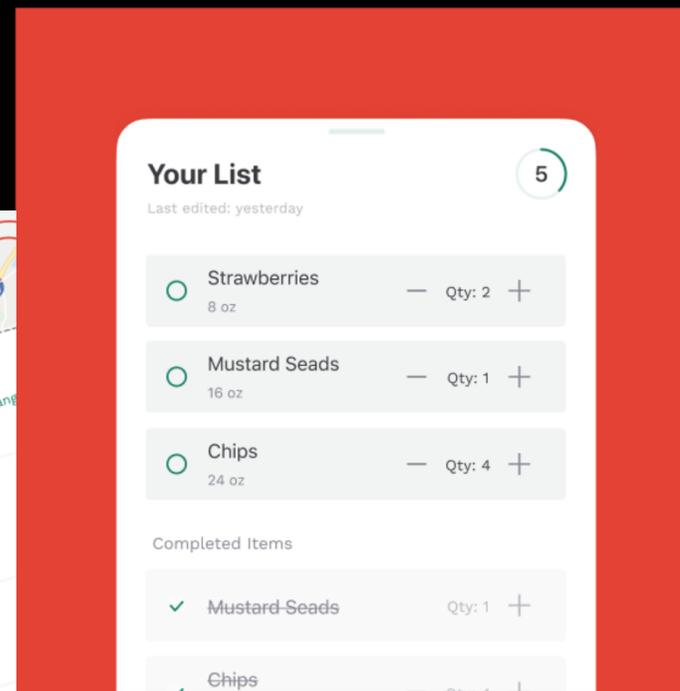
CORE FEATURES



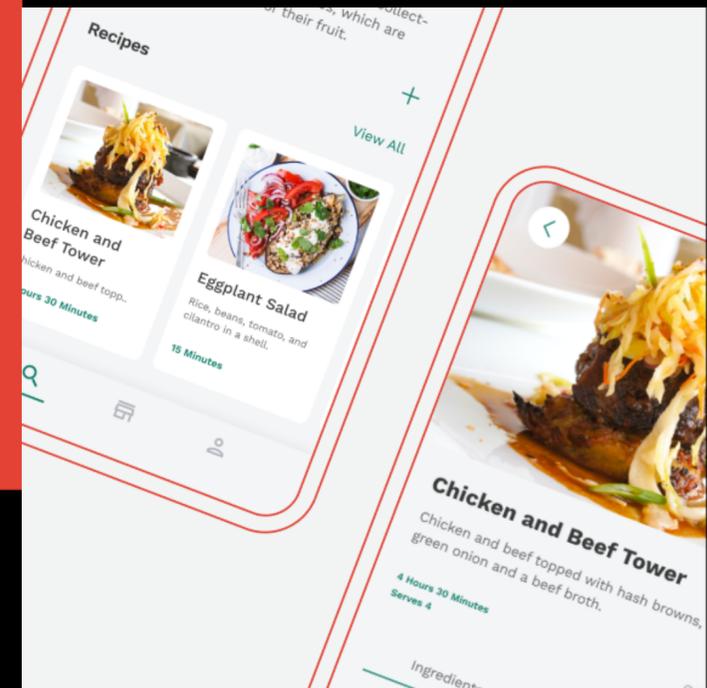
Weekly Ads



Locations



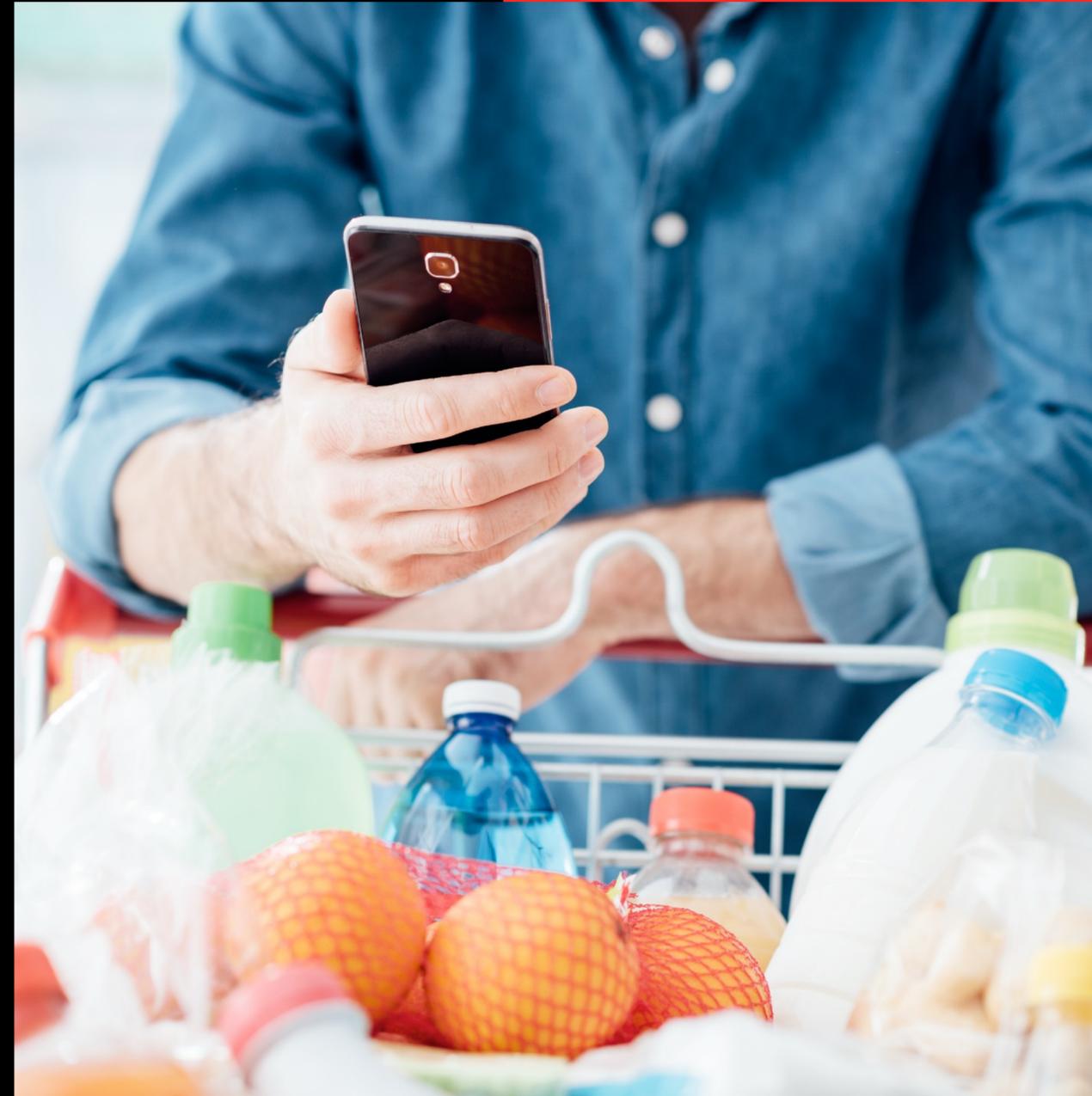
Shopping List



Recipes

ADVANCED FEATURES

To make a grocery retail app essential to a customer's shopping experience, retailers have to move beyond the basic and integrate features that drive loyalty and personalized experiences.





Loyalty Integration

Digital Coupons

In-Store Maps

Pharmacy

Notifications

Curb-Side pickup / Click and Collect

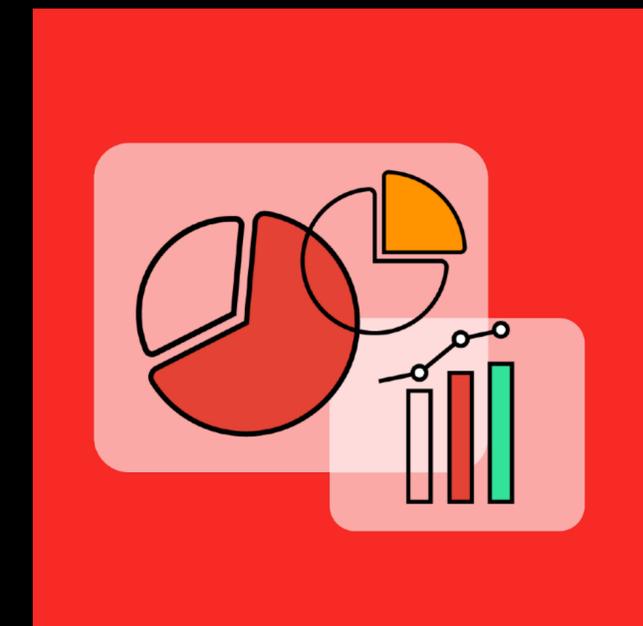
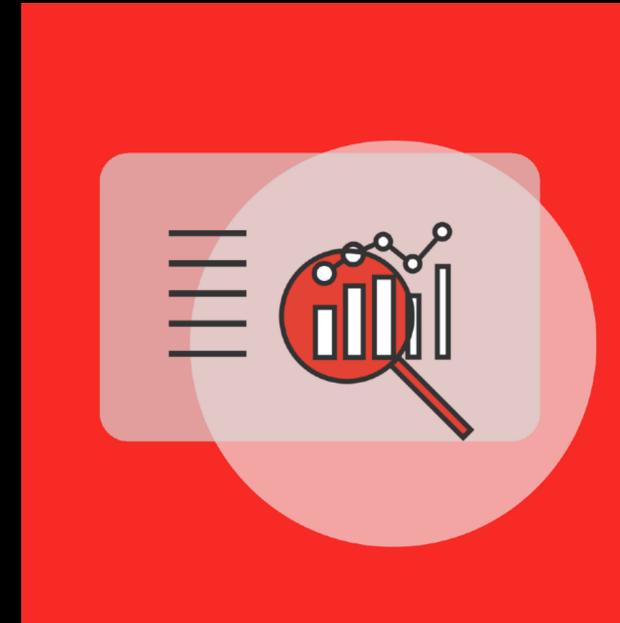
Home Delivery

Notifications

Tailored In-Store Experience

INCREASING VALUE THROUGH INSIGHTS

With a strong loyalty program, user accounts and good analytics a retailer can start to drive insights for the organization about customer groups.





Leverage analytics and Big Data to understand customer behavior



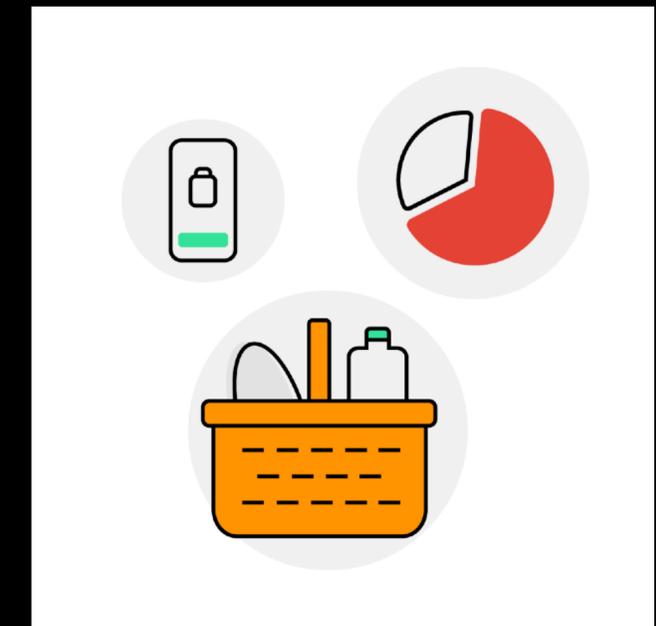
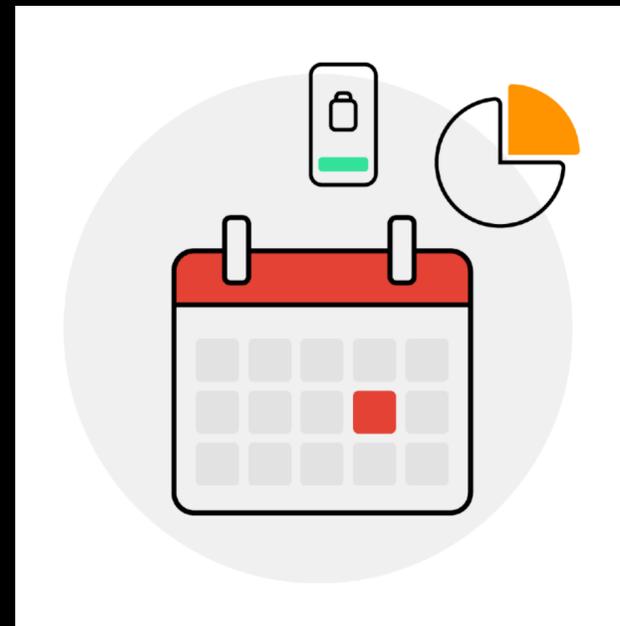
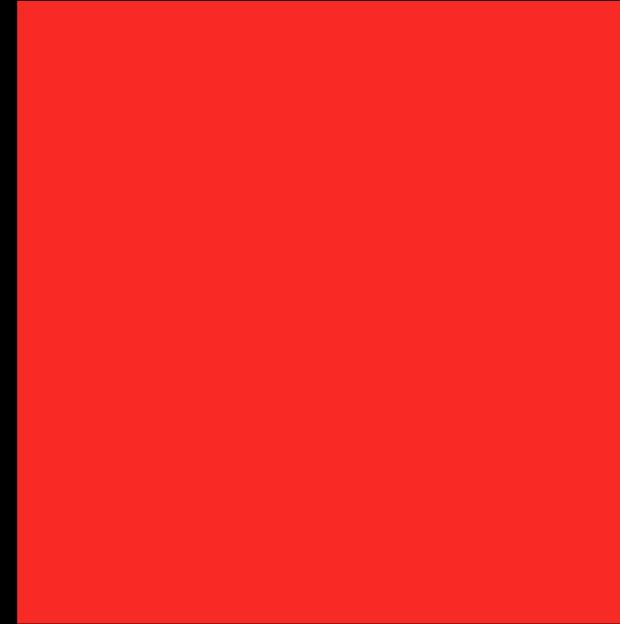
Personalize the experience to drive increased sales



Use analytics to monetize the platform

RECENT INCREASE IN ONLINE RETAIL

2020 has seen an increase in online grocery retail, largely due to COVID-19. This increase in online sales and purchasing options is set to change the future of e-commerce in the grocery space, even after the COVID-19 threat subsides.

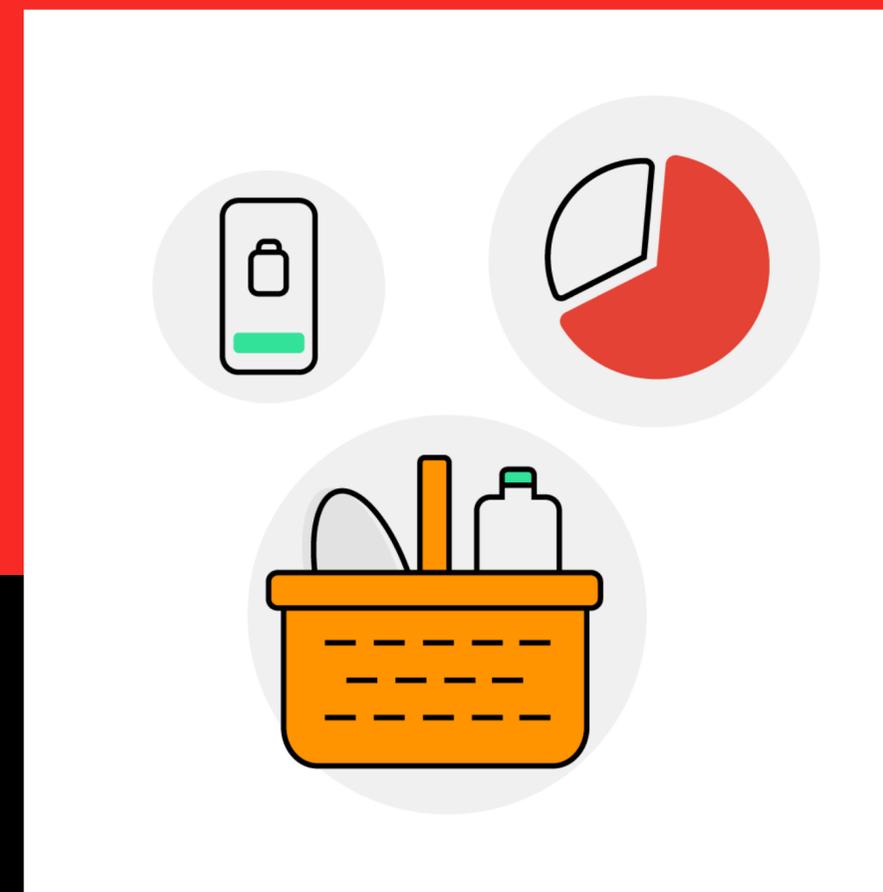




U.S. online sales of groceries for delivery and pickup reached a record \$7.2 billion in June, a 9% increase over May, which set the previous record at \$6.6 billion.



26% of the households that had not bought groceries online in the last 30 days said that they were extremely or very likely to try online shopping in the next three months.



68% of U.S. shoppers say they expect to buy essential goods online after the threats of COVID-19 subside.



OUR GROCERY EXPERTISE

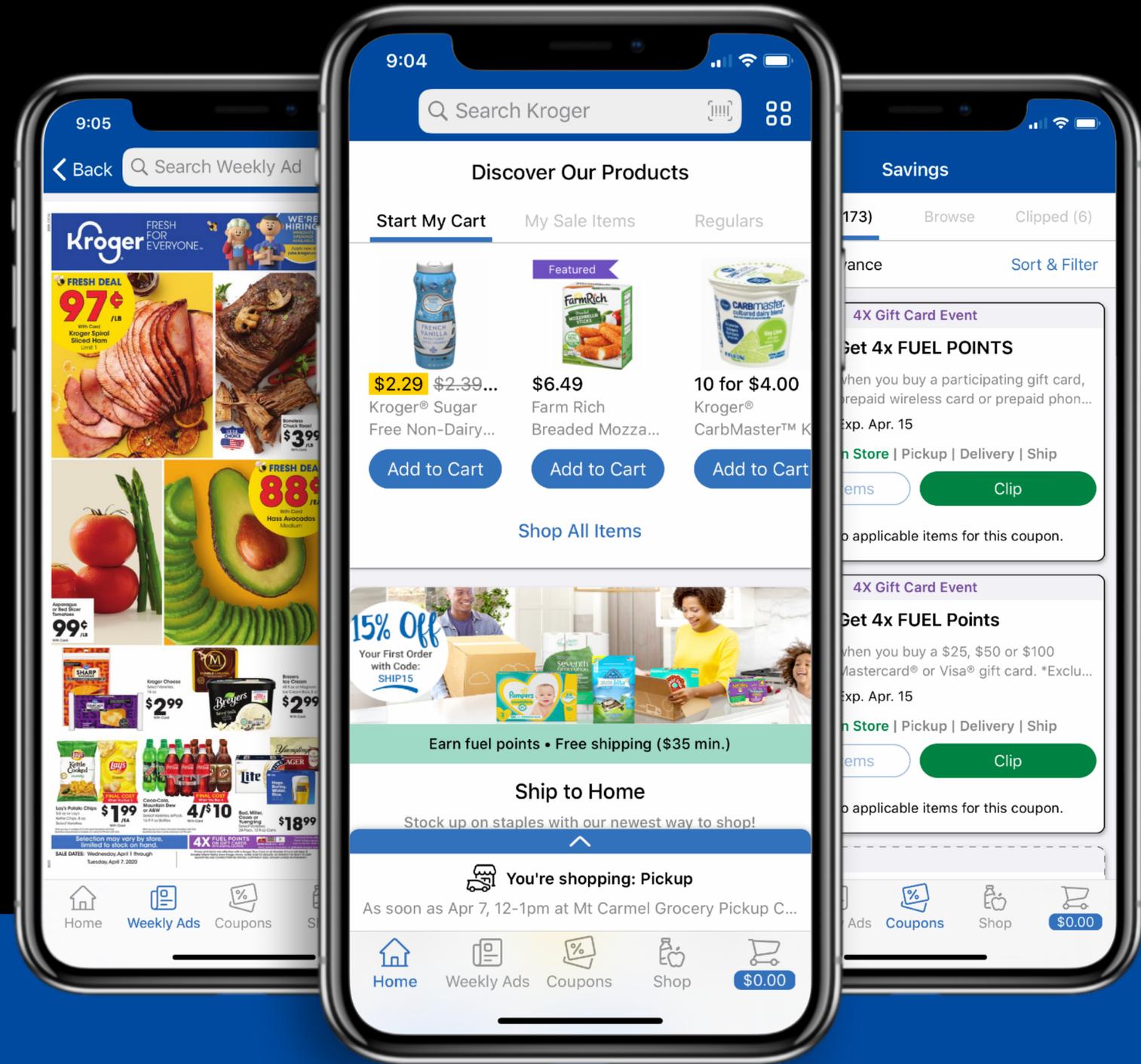
Atomic Robot's roots began in retail with a combined experience of more than 3 decades in developing technology solutions in grocery retail.



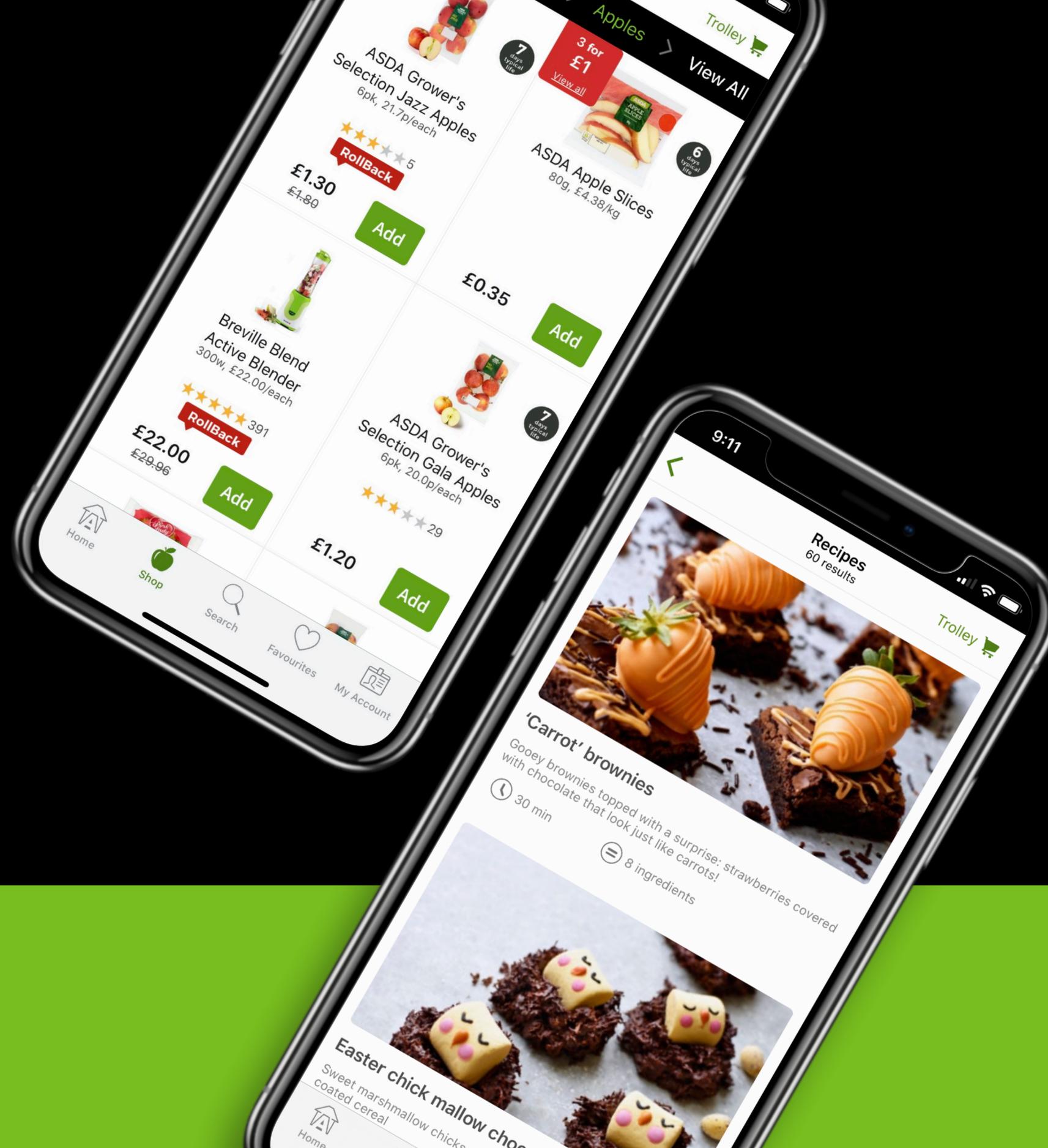
KROGER

App Development

The Kroger mobile app provides savings and key features to improve the customer shopping experience whether from home or at the store. Our founders were the original members of the Kroger mobile team and we continue to work with the Kroger team today to bring new projects and features to life.



\$13M / week in Sales



ASDA

App Development

ASDA, a Walmart company, is a major grocery retailer in the UK. The app is a full-featured retail app complete with mobile commerce generating more than \$6M in revenue per week. Atomic Robot augmented the Walmart labs team to improve mobile and in-store shopping experience on iOS.



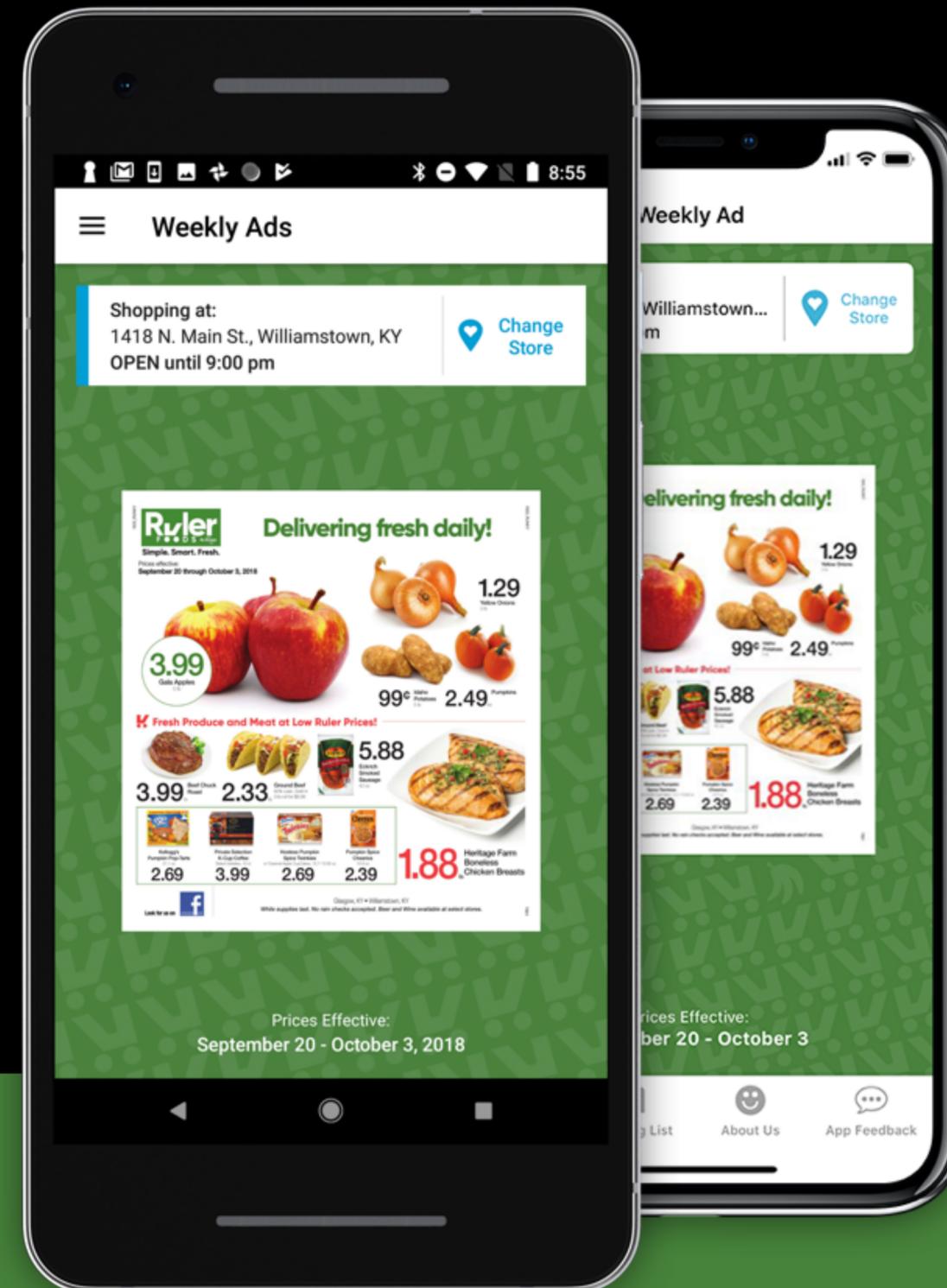
\$6M / week in Sales



RULER FOODS

UX/UI Design • App Development

Ruler Foods is a discount warehouse grocery chain in the United States, currently owned by Kroger, and headquartered in Seymour, Indiana. The Ruler Foods app provides customers with key features to improve their savings and shopping experience.



4.6 Star Rating on the App Store

hybrid species of the genus *Fragaria*, collectively known as the strawberries, which are cultivated worldwide for their fruit.



Recipes

View All



Chicken and Beef Tower

Chicken and beef topp..

4 Hours 30 Minutes



Eggplant Salad

Rice, beans, tomato, and cilantro in a shell.

15 Minutes



Weekly Ad

June 13 – June 21



Strawberries
Fresh Farms
\$2.00 ~~\$1.30~~



Pie Crust
The Summer Treatery
\$2.99 ~~\$2.30~~



Juice
The Juicery
\$3.99 ~~\$2.00~~



Loaf Bread
The Yeast
\$0.99 ~~\$0.59~~



Loaf Bread



Search for something

Shopping List

Last edited: yesterday

5

Strawberries
8 oz QTY: 2

Mustard Seeds
QTY: 1

Chips
QTY: 4

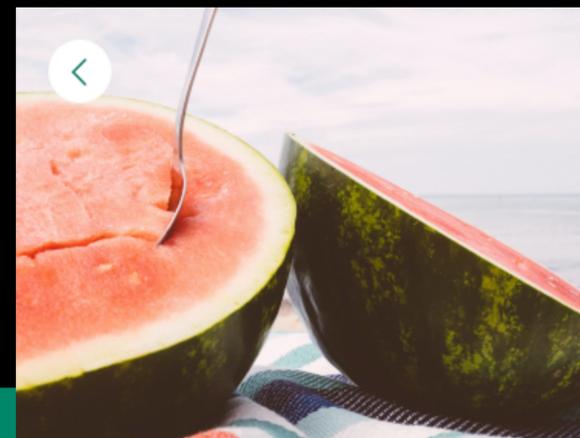
Completed Items

Strawberries
8 oz QTY: 2

Strawberries
8 oz QTY: 2

Clear Completed

Clear All



Summer Favorites

From swim to BBQ, here's a curated collection of all your summer essentials!



Strawberries
Fresh Farms
\$2.00 ~~\$1.30~~



Pie Crust



GROCERY UI KIT

Presented by Atomic Robot

Atomic Robot has created a fully customizable user interface kit with 4 major features of a grocery mobile application: Weekly Ads, Shopping List, Store Locator and Recipes. This allows for you to get ideas quickly in front of potential stakeholders and customers, in a visual format, for feedback and iteration.

Access the free UI kit

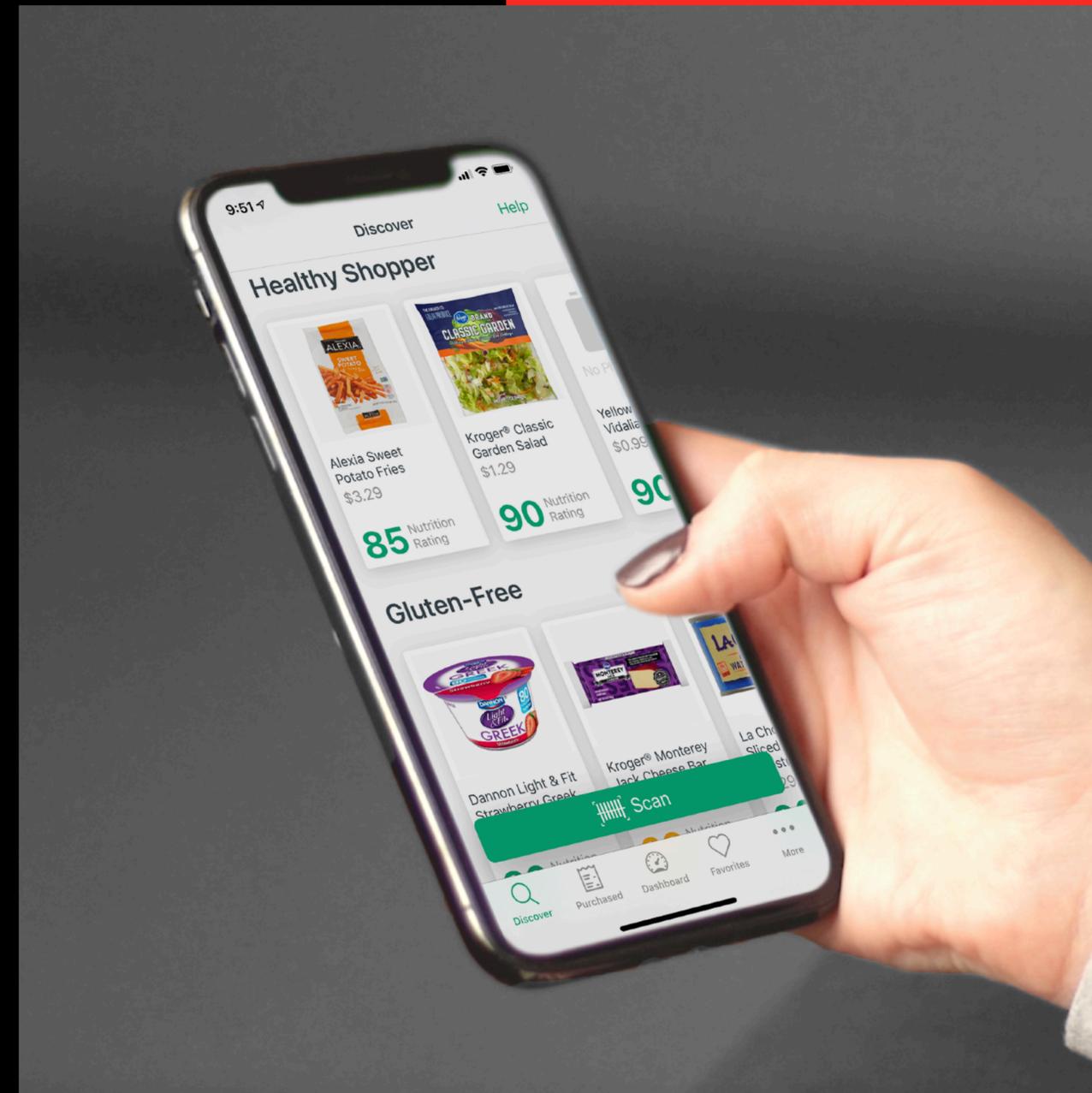
Open Source Design Kit

ATOMIC ROBOT

UX/UI Design • App Development • Strategy

Hi—we are Atomic Robot. We are an award-winning agency that designs and develops mobile apps. We work for businesses that range from innovative startups to Fortune 500 companies. And we've been doing it since 2011.

The iOS and Android apps that we build are as custom and unique as the businesses and customers they are designed for. And there is a lot that goes into that. Our tested and proven process along with our tight-knit, collaborative team, allow us to deliver solutions with the utmost quality. **In all the work that we do, it is our mission to continually craft thoughtful experiences that empower positive changes throughout the world.**





CONTACT US

For more information, please contact

hello@atomicrobot.com

(513) 716-1602