

Rapid Response:

amazonfresh pickup

Users Rate Amazon's New Grocery Pickup Service

5.28.17 - 5.30.17

FIELD AGENT®

On a scale from 1-5, rate the following aspects of your AmazonFresh ONLINE SHOPPING experience.



Availability of specific items

(i.e., ability to actually buy the brands/products you wanted FOR PICKUP AT THE NEW SITE)



Locating specific items

(i.e., ease of searching for and finding items you wanted)



Website navigability

(i.e., the ease of getting around on the website)



**Setting up, opting into, and getting started with AmazonFresh
IN-PERSON PICKUP**

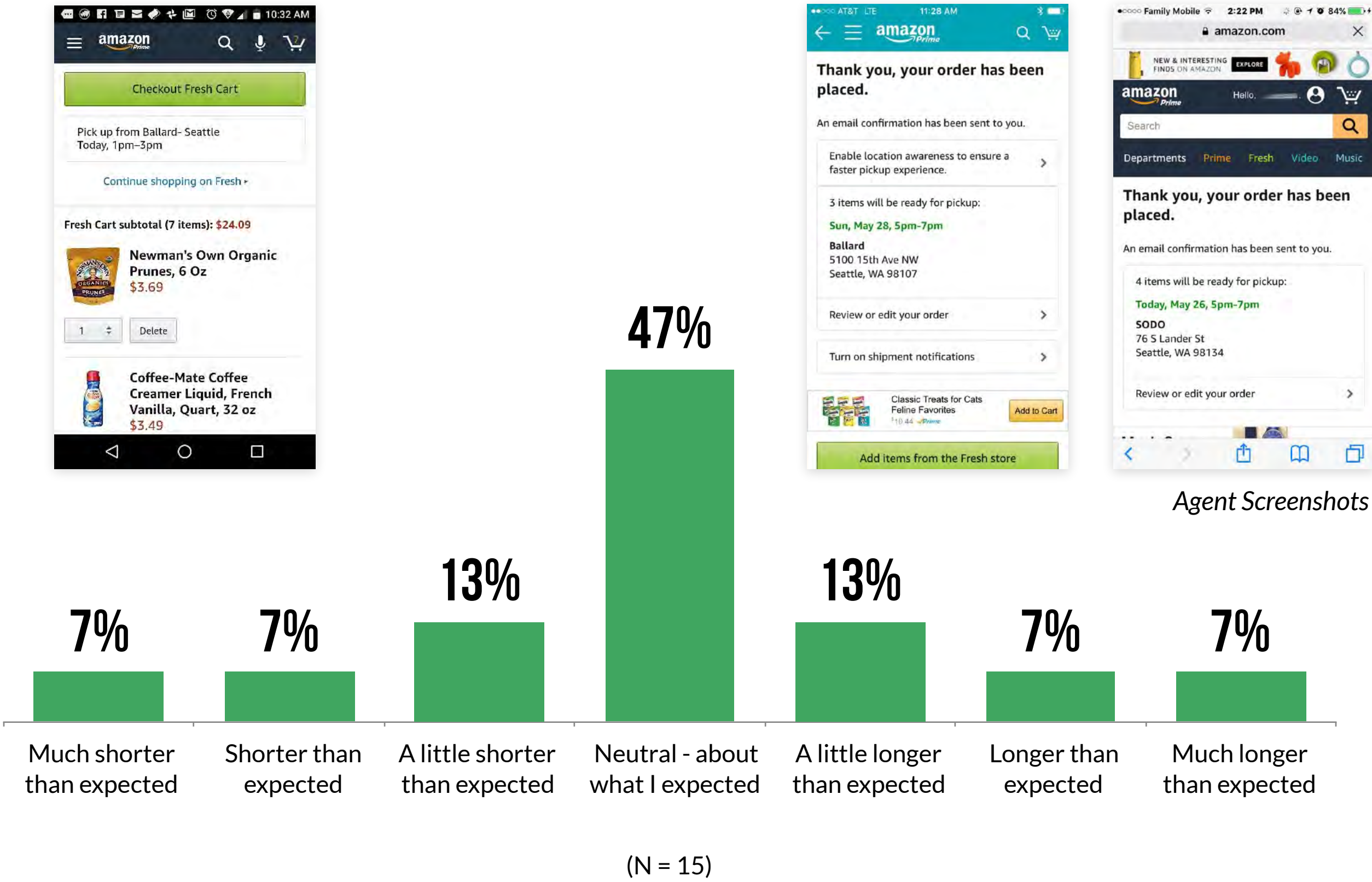
(i.e., how long it took to receive your order)



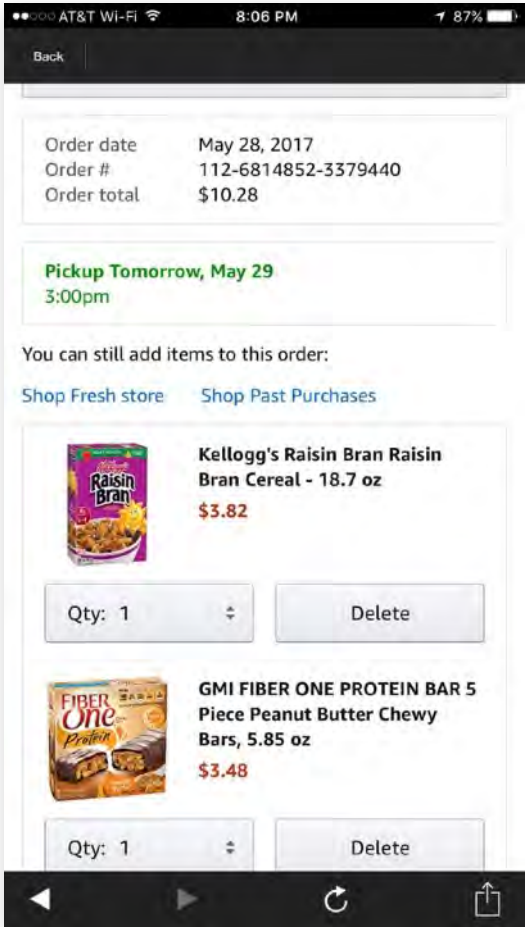
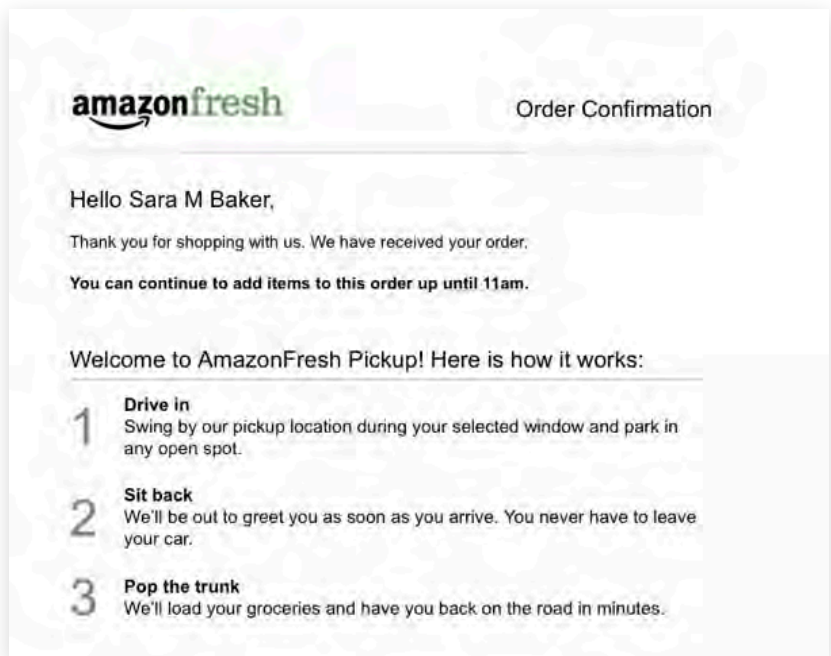
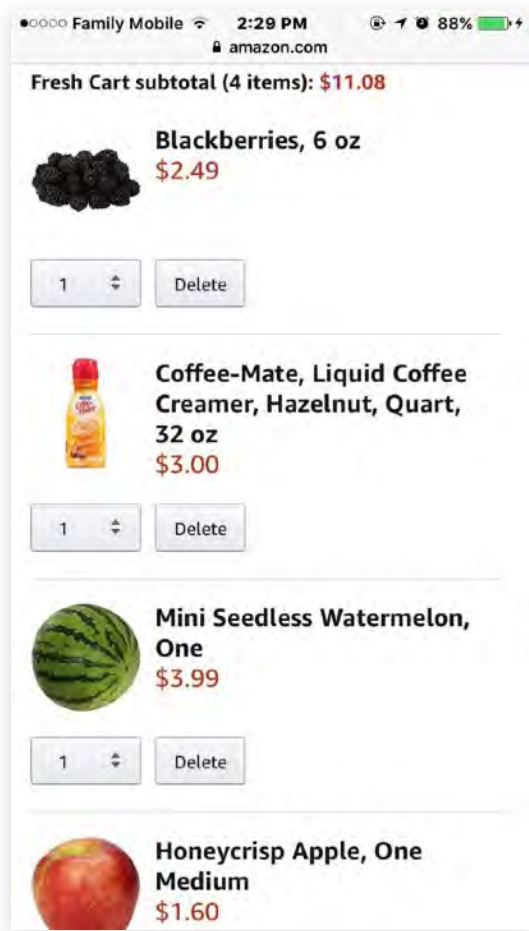
***Overall online shopping
experience with AmazonFresh***

(N = 15)

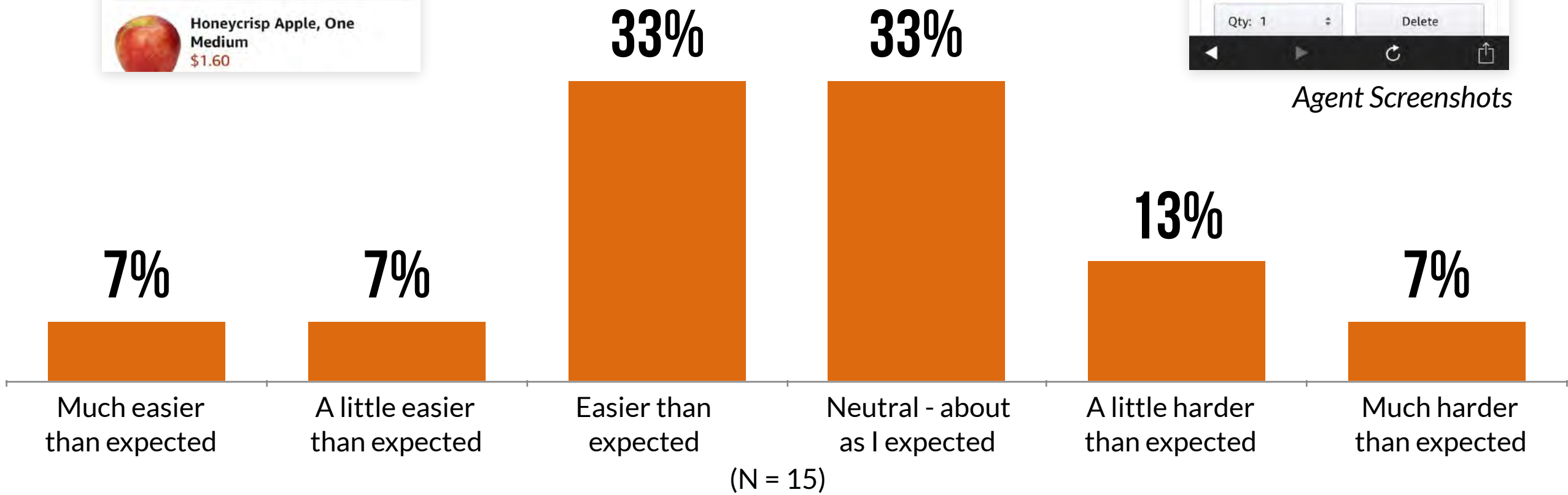
How LONG did it take to shop for, purchase, and arrange to pick up your groceries?



How EASY/HARD was it to shop for, purchase, and arrange to pick up your groceries?



Agent Screenshots



On a scale from 1-5, rate the following aspects of your AmazonFresh PICKUP experience.



Ease of checking-in

(i.e., letting the pickup site know you were there)



Navigating the pickup site

(i.e., ease of driving through it; knowing where to go)



Visual appeal of the pickup site

(i.e., how it looks)



Speed of delivery to your vehicle

(i.e., how long it took to receive your order)



**Service and competence
of employees**



**Quality and condition
of groceries**



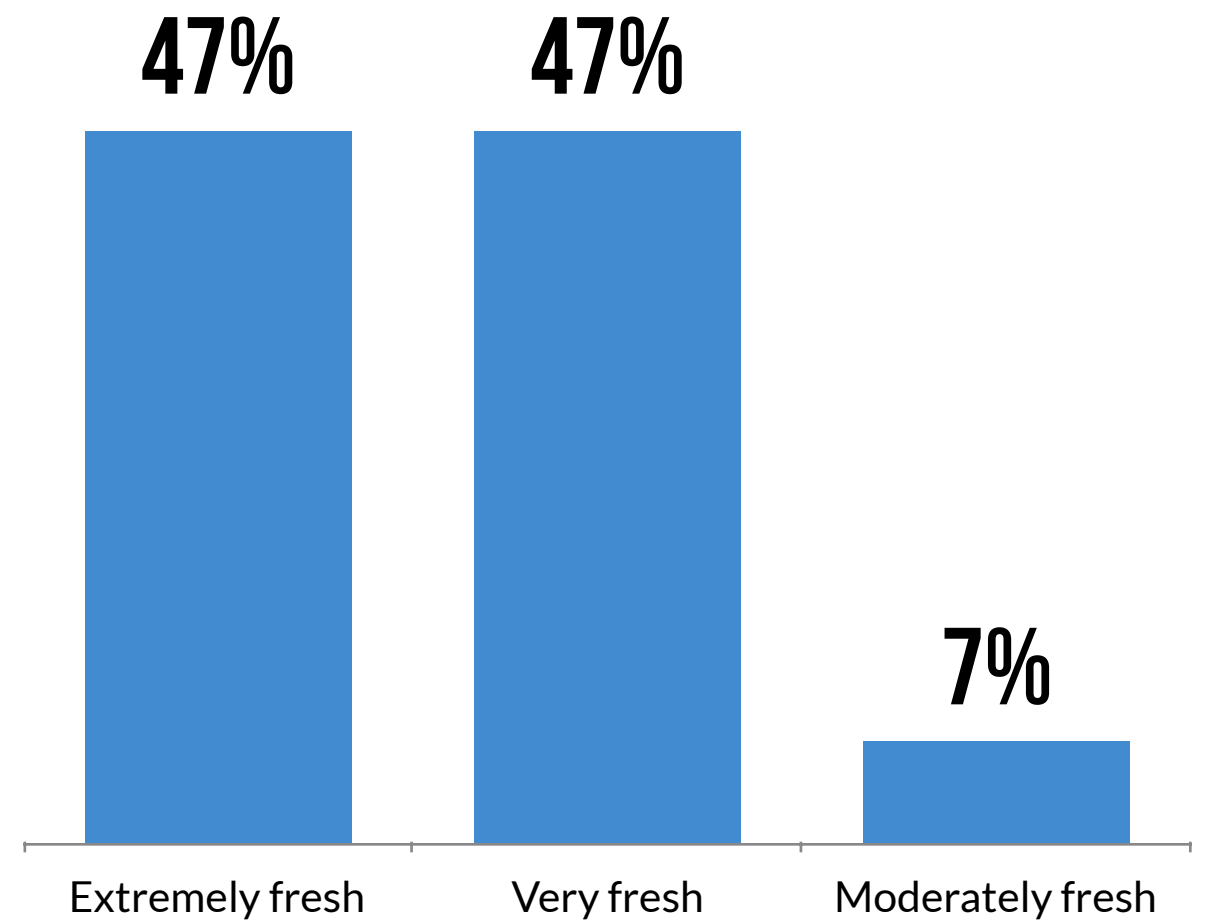
***The pickup site AND
process overall***

(N = 15)

How **FRESH** would you rate the produce you purchased today?

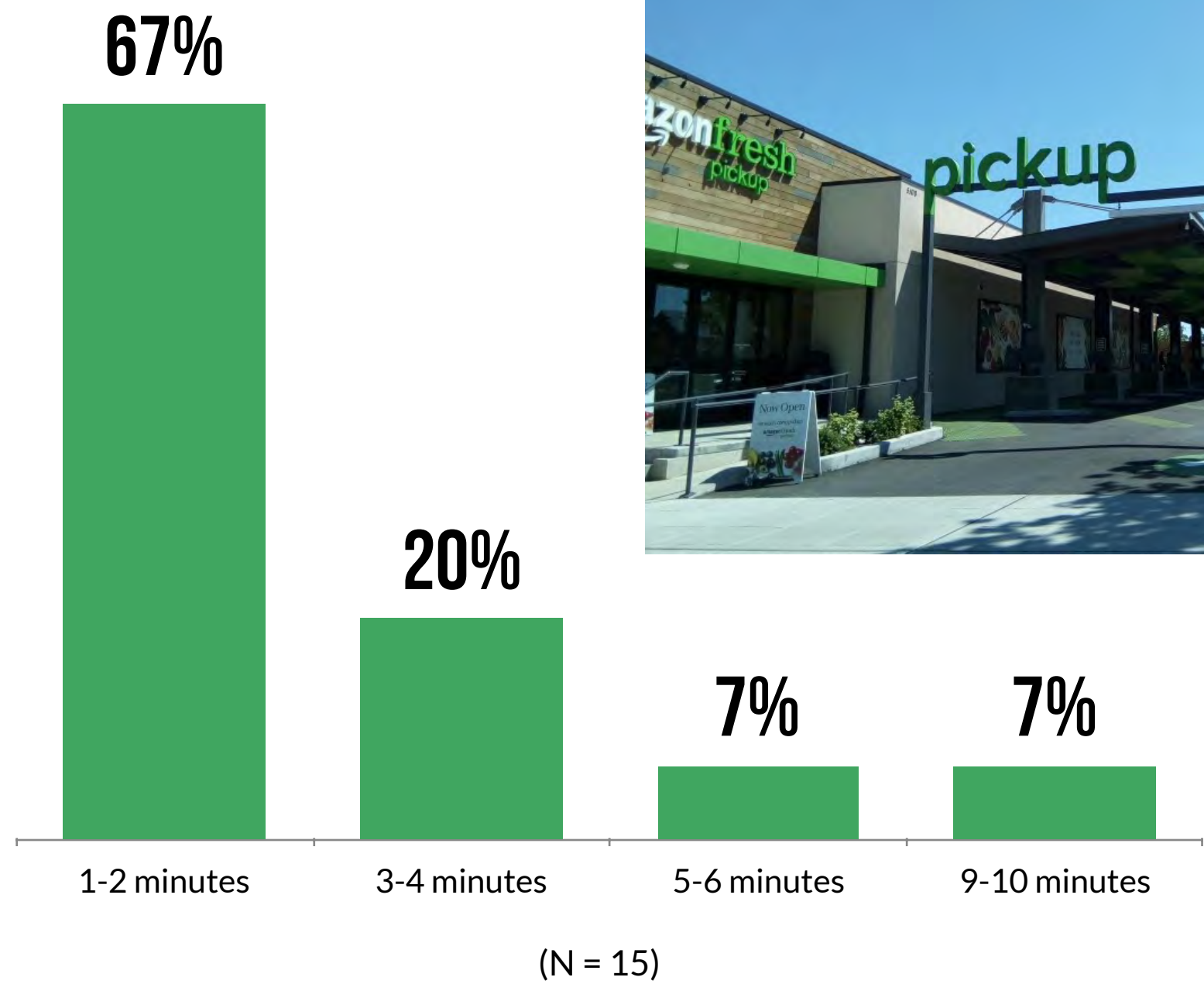


Agent Photo



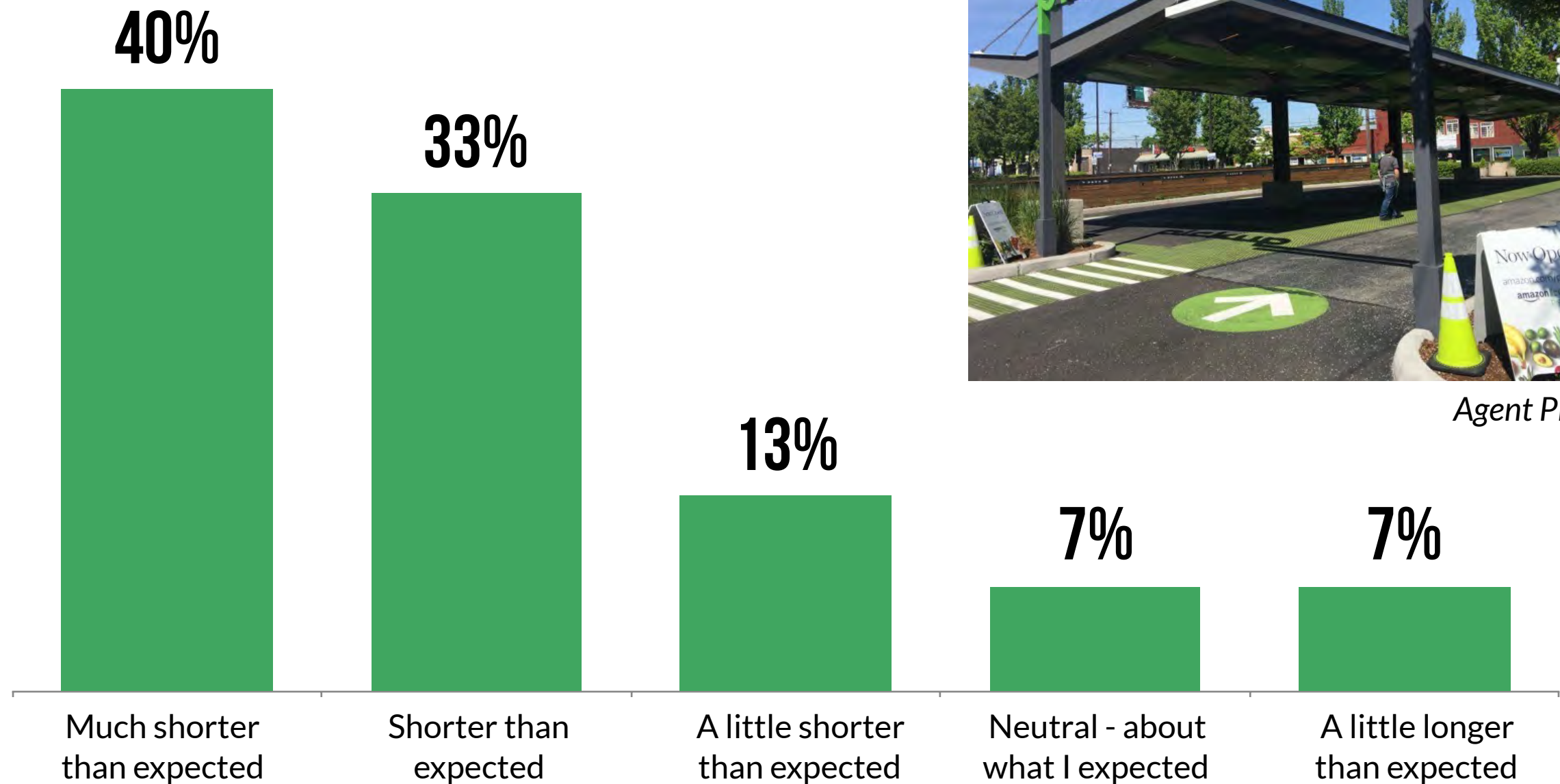
(N = 15)

From the moment you checked-in at the pickup site to the moment it was delivered to your vehicle, approximately how long did it take to receive your order at the pickup site?



Agent Photo

In terms of your expectations, how LONG did it take to actually receive your order at the pickup site?

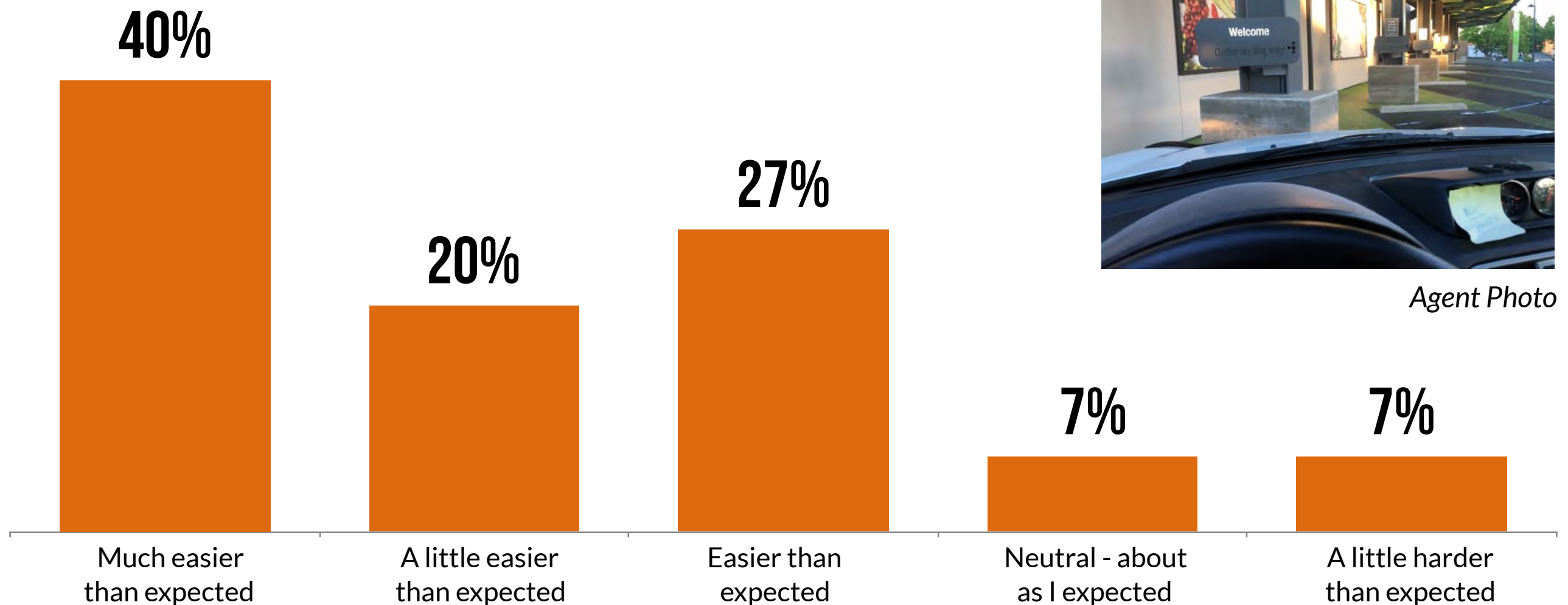


(N = 15)



Agent Photo

*In terms of your expectations, how **EASY/HARD** was the pickup site to use?*

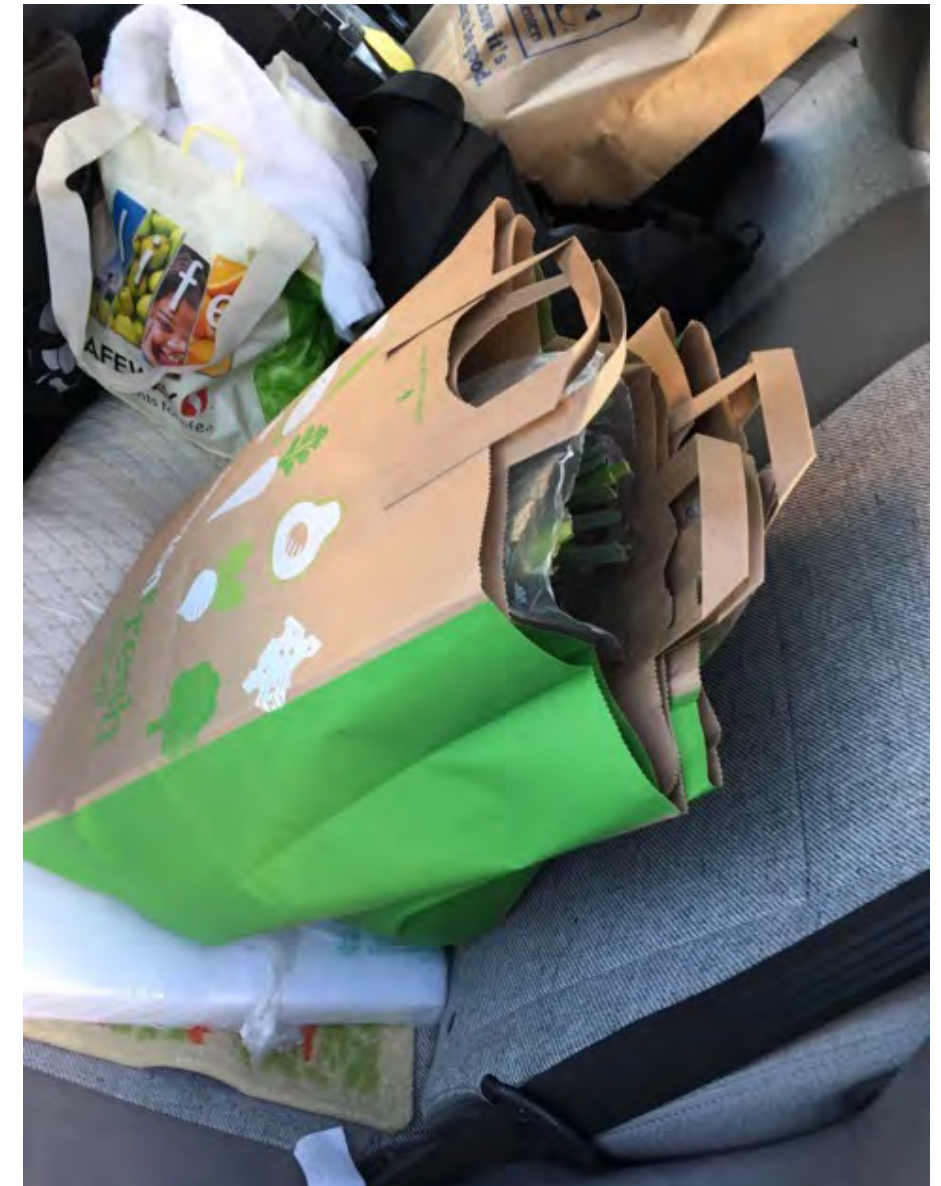
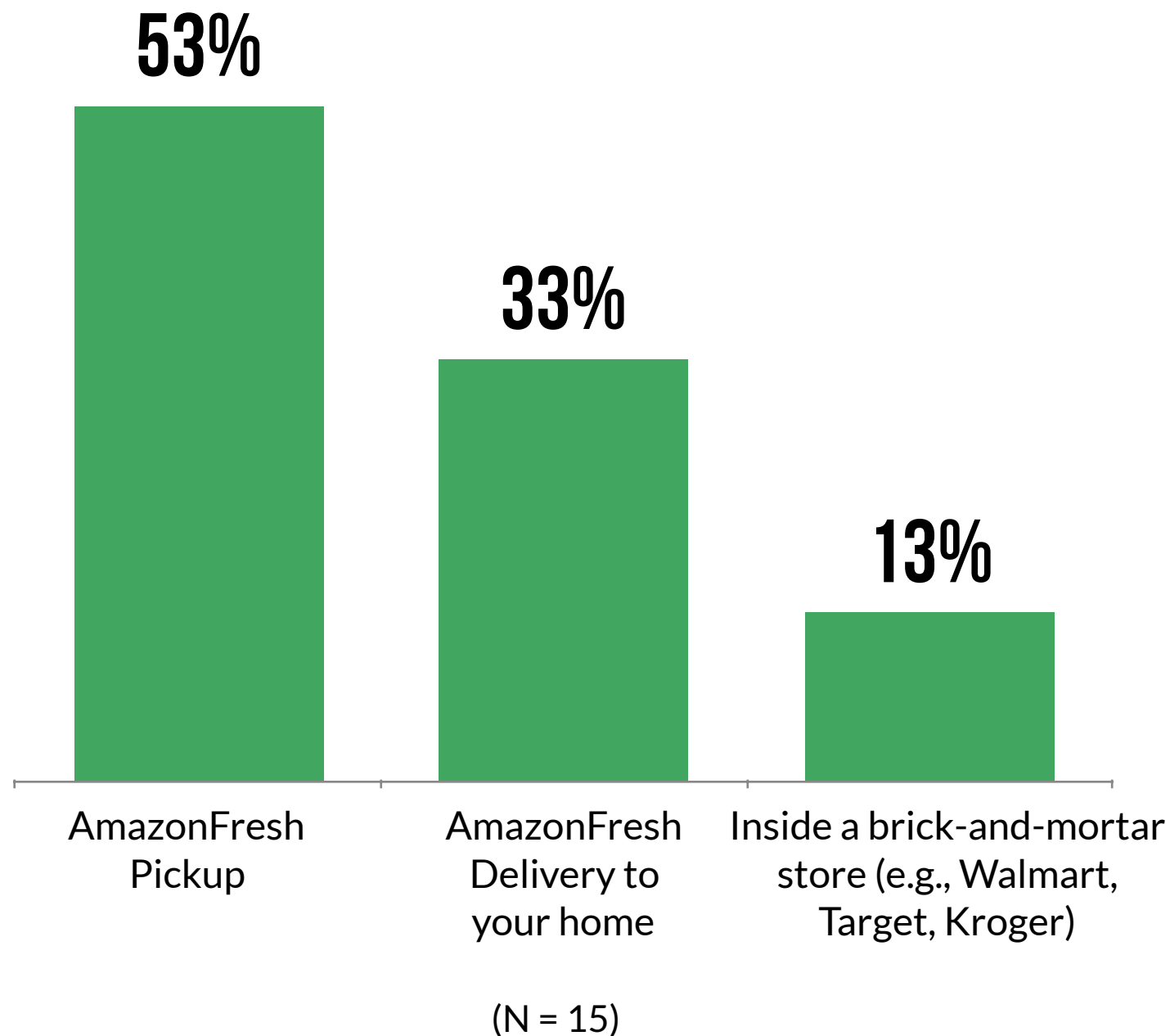


Was your grocery order correct the first time?

Yes - 100%

(N = 15)

Of these 3 options, how would you MOST prefer to obtain the items you purchased today?



Agent Photo

Which one EMOJI best captures how you FEEL about AmazonFresh Grocery Pickup?

33%



27%



13%



7%



7%



7%

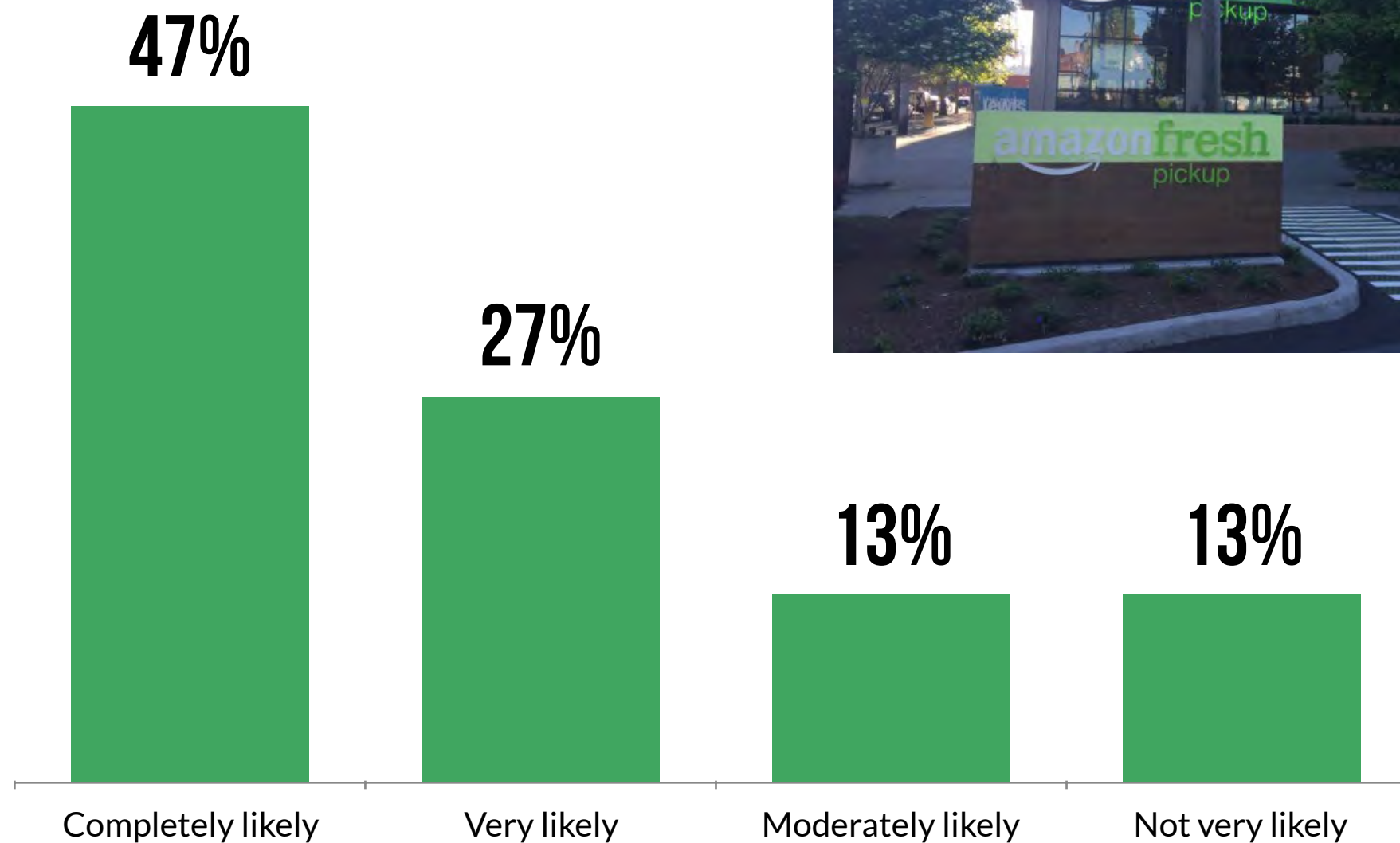


7%



(N = 15)

What is the likelihood you'll use the AmazonFresh PICKUP service again in the future?

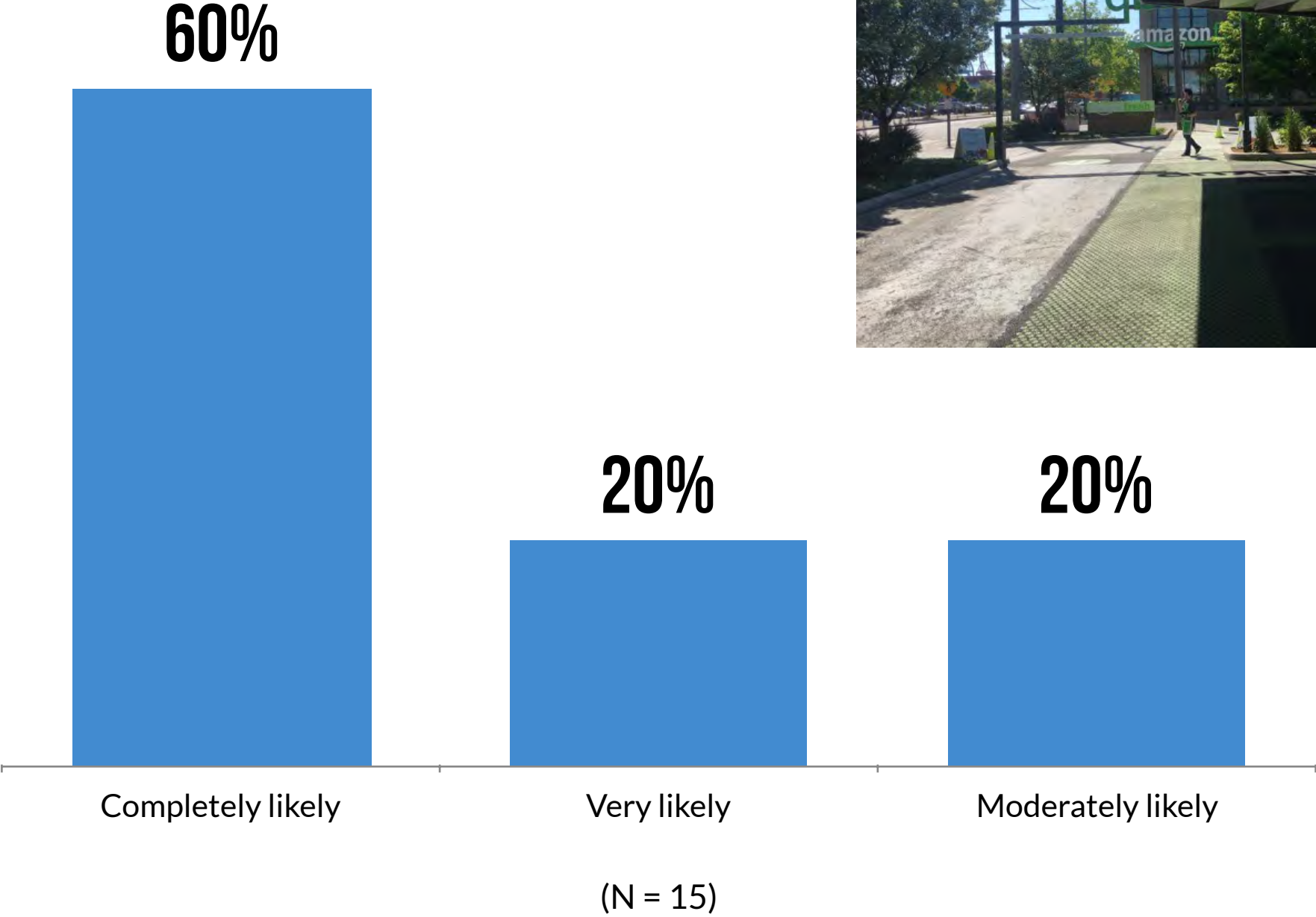


(N = 15)



Agent Photo

What is the likelihood you'll recommend the AmazonFresh PICKUP service to a friend?



Agent Photo

Number of QuickShoppers: (N = 15)

Female - 73%

Male - 27%

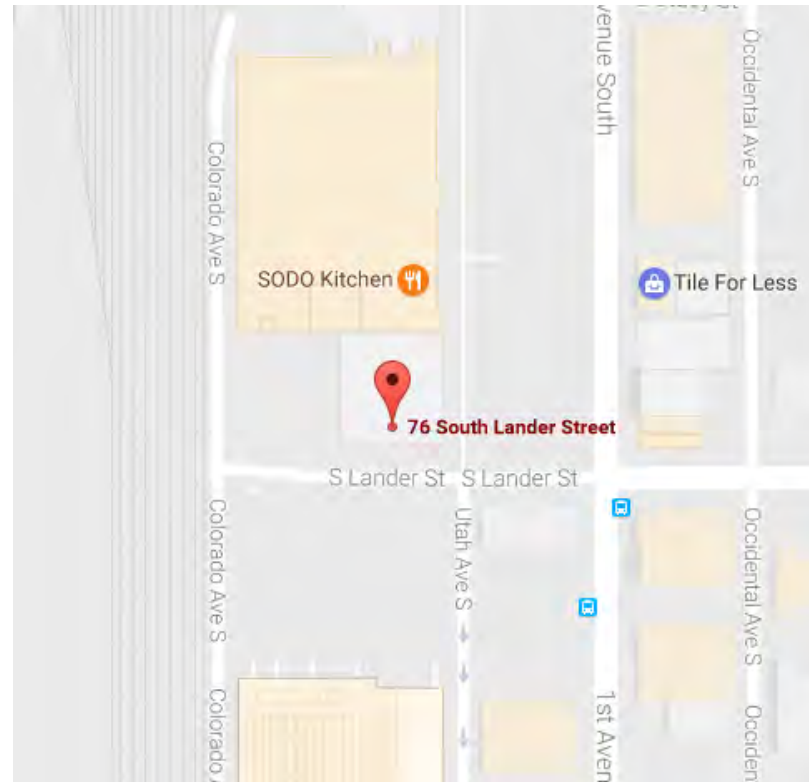
18-24 - 13%

25-34 - 40%

35-44 - 20%

45-54 - 27%

76 S. Lander St, Seattle, WA



5100 15th Ave. NW, Seattle, WA



Are you currently an AmazonFresh member?

Yes - 40%

No - 60%

Have you ever used the AmazonFresh delivery service?

Yes - 40%

No - 60%

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