

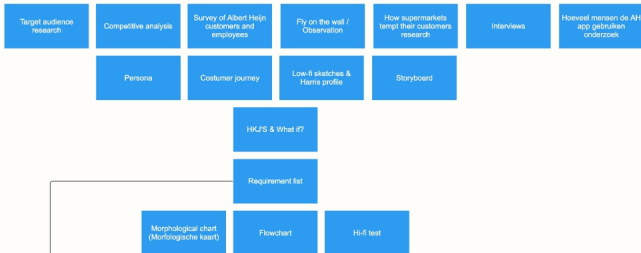
RESEARCH QUESTIONS

- How are the AH deals currently being made visible?
- What do the customer journeys look like now?
- How can AH further digitize this assortment?
- When is it logical or not logical to prepay in the store, is it even necessary?
- Can we ultimately simplify and make the entire customer journey more interesting?
- How can we better/more integrate the deals.ah.nl platform into the customer journey?

A few interesting subquestions:

- What types of customers are there?
- What is the alternative if the leaflets disappear?
- How can we encourage customers to make purchases (prepayment)?

USED TOOLS



Key requirements:

- The product (digital screen) must be simple to use. The user should be able to buy a Deal or view it later on the website without explanation.
- The product must stand out so that the user sees it immediately when passing by.
- It must be technically feasible.
- It must be digital, so no paper.
- It should inspire the customer to use/buy those deals.
- Wants to make AH deals more integrated into the customer journey.
- Albert Heijn is looking for practical, feasible solutions with high impact and low effort.
- No crazy future solutions like AR & VR.