

Fresh Direct Agent, Proposal

September 2008

Fresh Direct Agent, Proposal

How It Works

1. *Out of Mind*

Customer remembers to replace an item, and text or email to Fresh Direct.

system interprets subject line, comma and line break as a new item



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How It Works















2. Consolidated List

Website aggregates all items on a list, along with suggested products.

Customer chooses products, quantity and checks out.

website can be visited with any computer and is also optimized for smart phones



Peter	Yogurt		Lorem ipsum dolor sit amet, consetetur adipiscing elit \$3.99 each	
Mary	Paper Towels		Lorem ipsum dolor sit amet, consetetur adipiscing elit \$3.99 each	
Peter	Banana		Lorem ipsum dolor sit amet, consetetur adipiscing elit \$3.99 each	
Mary	Cleaning Spray		Lorem ipsum dolor sit amet, consetetur adipiscing elit \$3.99 each	
Peter	Yogurt		Lorem ipsum dolor sit amet, consetetur adipiscing elit \$3.99 each	
Mary	Paper Towels		Lorem ipsum dolor sit amet, consetetur adipiscing elit \$3.99 each	
Peter	Banana		Lorem ipsum dolor sit amet, consetetur adipiscing elit \$3.99 each	
Total			Lorem ipsum dolor sit amet, consetetur adipiscing elit Lorem	

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All messages appear on a user-specific Fresh Direct site list...

Peter

Yogurt ^x



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\$3.99 each | ▼

Mary

Paper Towels ^x



Lorem ipsum dolor sit amet, conse ctetur adip iscing elit



\$3.99 each | ▼

Peter

Banana ^x



Lorem ipsum dolor sit amet, conse ctetur adip iscing elit



\$3.99 each | ▼

Mary

Cleaning Spray ^x



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\$3.99 each | ▼

Peter

Yogurt ^x



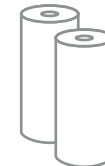
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\$3.99 each | ▼

Mary

Paper Towels ^x



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\$3.99 each | ▼

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...detailing who sent it...

good for families, roommates, coworkers...


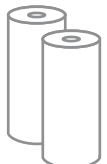



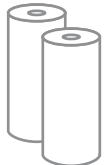
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Mary	Paper Towels ^x		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	➔
Peter	Banana ^x		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	➔
Mary	Cleaning Spray ^x		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	➔
Peter	Yogurt ^x		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	➔
Mary	Paper Towels ^x		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	➔



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...the item sent...

*x icon removes
from the list*

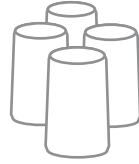



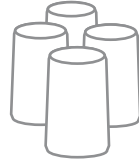

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Mary	Paper Towels ^x		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	➔
Peter	Banana ^x		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	➔
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Peter	Yogurt ^x		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	➔
Mary	Paper Towels ^x		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	➔



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...along with suggested products.

product suggestion adapts to previous purchases

Peter	Yogurt ^x	 Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	▶
Mary	Paper Towels ^x	 Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	▶
Peter	Banana ^x	 Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	▶
Mary	Cleaning Spray ^x	 Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	▶
Peter	Yogurt ^x	 Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	▶
Mary	Paper Towels ^x	 Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	▶

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arrow clicking displays additional suggestions



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\$3.99 each | ▼



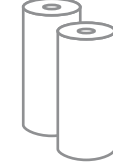
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\$3.99 each | ▼



Mary

Paper Towels ✕



Lorem ipsum dolor sit amet, conse ctetur adip iscing elit

\$3.99 each | ▼



Peter

Banana ✕



Lorem ipsum dolor sit amet, conse ctetur adip iscing elit

\$3.99 each | ▼



Mary

Cleaning Spray ✕



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\$3.99 each | ▼



Peter

Yogurt ✕



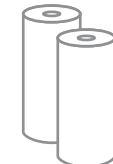
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\$3.99 each | ▼



Mary

Paper Towels ✕



Lorem ipsum dolor sit amet, conse ctetur adip iscing elit

\$3.99 each | ▼



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mouse over
highlights product

◀



Lorem ipsum dolor sit amet, conse ctetur adip iscing elit

\$3.99 each | ▼



Lorem ipsum dolor sit amet, conse ctetur adip iscing elit

\$3.99 each | ▼

▶

Mary **Paper Towels**



Lorem ipsum dolor sit amet, conse ctetur adip iscing elit

\$3.99 each | ▼

Peter

Banana



×

Lorem ipsum dolor sit amet, conse ctetur adip iscing elit

\$3.99 each | ▼

▶

Mary

Cleaning Spray



×

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\$3.99 each | ▼

▶

Peter

Yogurt



×

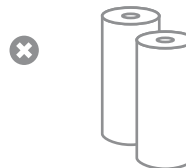
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\$3.99 each | ▼

▶

Mary

Paper Towels



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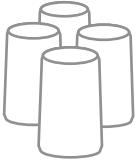
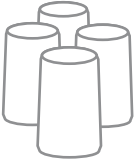
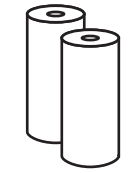


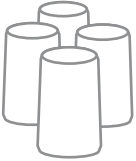
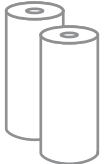
\$3.99 each | ▼

▶

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clicking product
adds it to cart

each click updates
quantity by 1,
refreshing total price

		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼
Mary	Paper Towels		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit 2 \$7.98 ▼	
Peter	Banana		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	
Mary	Cleaning Spray		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	
Peter	Yogurt		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	
Mary	Paper Towels		Lorem ipsum dolor sit amet, conse ctetuer adip iscing elit \$3.99 each ▼	

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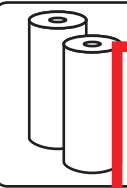
optionally,
pulldown refines
quantity

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\$3.99 each ▼ ▶

Mary

Paper Towels ✕

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-	-
1	\$3.99
2	\$7.98
3	\$11.97
4	\$15.96
5	\$19.95
6	\$23.94
7	\$27.93
8	\$31.92
9	\$35.91
10	\$39.90

Peter

Banana ✕



Mary

Cleaning Spray ✕



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\$3.99 each ▼ ▶

Peter

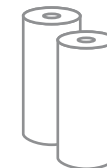
Yogurt ✕



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\$3.99 each ▼ ▶

Mary

Paper Towels ✕



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\$3.99 each ▼ ▶

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at the end of the list, total with checkout button

Peter

Yogurt



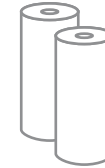
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\$3.99 each



Mary

Paper Towels



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\$3.99 each



Peter

Banana



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\$3.99 each



Mary

Cleaning Spray



Lorem ipsum dolor sit amet, consequetur adipiscing elit

\$3.99 each



Peter

Yogurt



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\$3.99 each



Total

\$115.32

Checkout



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After Purchase *Rinse & Repeat*

Bought items are purged from the website list.

Customer receives an email with confirmation, along with a list of bought products.

Customer can keep the email and reply later to restock.



From: Fresh Direct
Subject: Your Purchase
Body:
1 *Brand* Yogurt
3 *Brand* Paper Towels
2 *Brand* Orange Juices
1 *Brand* Cleaning Spray

Benefits

Division between item input and actual purchase allow customers to use their free moments, reducing anxiety.

Social list allows different members to have a voice, while keeping final control over purchases.

Email/SMS/light HTML adapts Fresh Direct to smart phone markets.

Social list provides an unintrusive tool for small groups (family, roommates, coworkers) while ensuring that purchases comes from Fresh Direct.

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Thank You!