



**Website Software**

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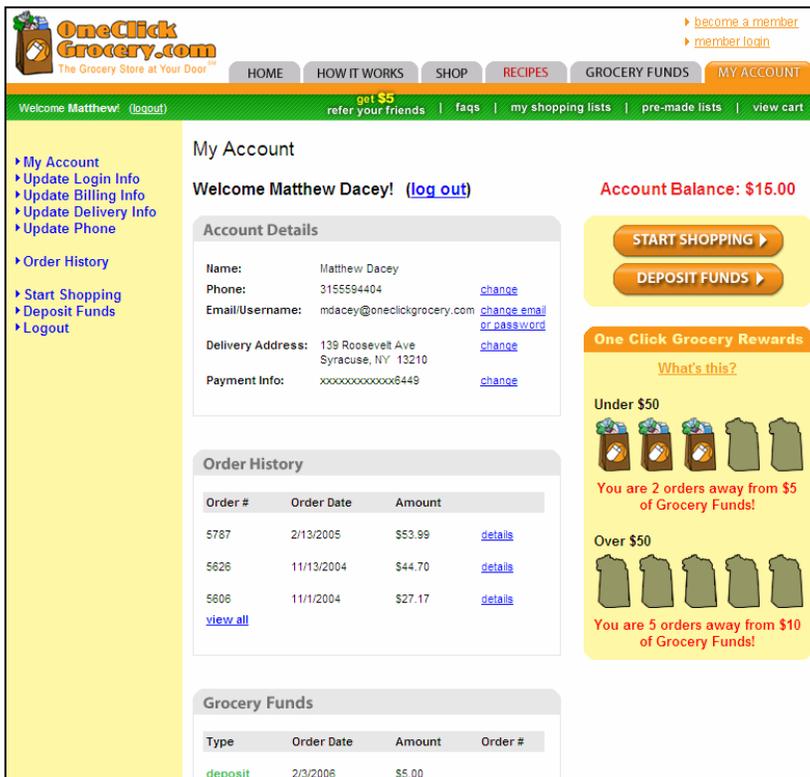
The ordering process is the most important part of your customer's experience on your website, and it's also one of the most difficult processes to master. If they don't trust your company, they won't place an order. If they can't navigate your website, they'll be frustrated before they make it to checkout. If there's no added convenience, they'll seek alternative means. Satisfying customer's grocery shopping experience is really difficult, but that's why we're here! We've done the hard work for you. We know what works and what doesn't. Custom Grocery provides your customers with every feature necessary --- and we do it in a way that integrates seamlessly into their overall experience on your website. Here's a brief walk through of the basic experience a current customer will have on your website.



Your homepage will be custom built to fit the needs for the specific customer in your area. The goal is to provide your potential customers with a reason to order, an image that builds trust and quality right from the very start.

We strongly believe our websites are of the highest quality in the industry and can guarantee your approval with our design.

Homepage



Once a customer signs in, he or she will be brought to the "My Account" page. One of the greatest features we offer is the customer's ability to simply click on one of their past orders and add all the items to the shopping cart instantly. Many customers end up purchasing most of the same basic things every time they shop. Now, instead of having to add each item into the shopping cart all over, they can just add their entire order and start from there.

This area also allows customers to change their account details, view their progress in your loyalty program (premium plan), view their grocery funds (premium plan), and review past orders.

Customer Account Page



Main Shopping Page

Once your customer decides they want to start shopping they will arrive at the main shopping page. We can create as many (or as few) aisles as you deem necessary. Each aisle will contain a picture guiding customers to their shopping destination

You'll also notice we have an area to promote sale items, and a search box in the top left. Our search engine provides results for both products and aisles for added convenience.



Aisle Main Page

Customers next arrive at the product categories for each aisle. We focus on a simple drill down shopping approach where customers start at a main aisle and can focus within that aisle for the particular types of products they want. Customers typically want a choice in product, this shopping approach best suits this desire.

We offer the ability to feature the most popular categories within each aisle for added convenience to your customer.

**OneClick Grocery.com**  
The Grocery Store at Your Door

HOME HOW IT WORKS SHOP RECIPES GROCERY FUNDS MY ACCOUNT

get \$5 refer your friends | faqs | my shopping lists | pre-made lists | view cart

search all products:  go

location: Syracuse [\(change\)](#)

All Aisles > Oil, Vinegar & Salad Dressing > Salad Dressing

**Salad Dressing**

| QTY                      | Product Name                               | Size      | Price  |
|--------------------------|--|-----------|--------|
| <input type="text"/> add | Brianna's Dressing Asiago Caesar           | 12 oz btl | \$4.29 |
| <input type="text"/> add | Brianna's Dressing Blush Wine Vinaigrette  | 12 oz btl | \$4.29 |
| <input type="text"/> add | Brianna's Dressing Dijon Honey Mustard     | 12 oz btl | \$4.29 |
| <input type="text"/> add | Brianna's Dressing Lively Lemon Tarragon   | 12 oz btl | \$4.29 |
| <input type="text"/> add | Brianna's Dressing Poppyseed               | 12 oz btl | \$4.29 |
| <input type="text"/> add | Brianna's Dressing Real French Vinaigrette | 12 oz btl | \$4.29 |

**YOUR SHOPPING CART**

- 1 Lettuce Romaine
- 1 T. Marzetti's Large Cut Ranch

Sub Total: \$5.18

[VIEW / EDIT CART](#)

[CHECKOUT](#)

[DEPOSIT FUNDS](#)

Product Page

Adding a product is extremely easy. The customer simply clicks "ADD" next to the product they want and their shopping cart is updated instantly.

As you can see on our main shopping page, we keep every destination on our website available at all times to keep the shopping simple for your customer. If they want to search, return to the main shopping page, go to a popular aisle, see their detailed shopping cart, or visit any of our main features, they can do so from any page. We also spent a lot of time making sure the page isn't congested so the customer is never confused.

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get \$5 refer your friends | faqs | my shopping lists | pre-made lists | view cart

search all products:  go

location: Syracuse [\(change\)](#)

All Aisles > Health & Beauty > Toothpaste

**Toothpaste**

| QTY                      | Product Name   | Size       | Price  |
|--------------------------|--|------------|--------|
| <input type="text"/> add | Aim Cavity Protection Toothpaste Mint Flavor Gel               | 6 oz pkg   | \$1.49 |
| <input type="text"/> add | Aim Tartar Control Gel (Tube)                                  | 6 oz pkg   | \$1.49 |
| <input type="text"/> add | Aquafresh All Tartar Control (Tube)                            | 6 oz pkg   | \$2.79 |
| <input type="text"/> add | Aquafresh Extreme Clean Toothpaste                             | 4.3 oz pkg | \$3.39 |
| <input type="text"/> add | Arm & Hammer Dental Care Mint (Tube)                           | 6.3 oz pkg | \$3.59 |
| <input type="text"/> add | Arm & Hammer Extra Whitening Toothpaste (Tube)                 | 6 oz pkg   | \$4.99 |
| <input type="text"/> add | Arm & Hammer Peroxicare Toothpaste Baking Soda Peroxide (Tube) | 6.0 oz pkg | \$3.59 |
| <input type="text"/> add | Colgate Baking Soda Tartar Peroxide Whitening (Tube)           | 6.4 oz pkg | \$2.69 |

**YOUR SHOPPING CART**

- 1 Lettuce Romaine
- 1 T. Marzetti's Large Cut Ranch
- 1 Brianna's Dressing Blush Wine Vinaigrette

Sub Total: \$9.47

[VIEW / EDIT CART](#)

[CHECKOUT](#)

**Also Check Out...**

- add Colgate Total Toothbrush Full Head Soft 1 brush \$2.69
- add Scope Smooth Mint 1 liter btl \$5.79

[Mouthwash & Dental Rinse](#)

[Dental Floss](#)

[DEPOSIT FUNDS](#)

Cross Promotion Example

Another great feature we offer is the ability to cross-promote items. For example, if the customer is shopping for toothpaste, you may want to promote toothbrushes, dental floss, and mouthwash. This is not only a shopping convenience to the customer, but it also reminds them of products they may have forgotten. Of course, it also adds sales for you.

**OneClick Grocery.com**  
The Grocery Store at Your Door

HOME HOW IT WORKS SHOP RECIPES GROCERY FUNDS MY ACCOUNT

Welcome Matthew! (logout) **get \$5** refer your friends | faqs | my shopping lists | pre-made lists | view cart

Your Shopping Cart CONTINUE SHOPPING >

| Product                                 | Price  | Quantity   |
|---|--------|--|
| T. Marzetti's Large Cut Garlic & Butter | \$2.39 | 1 <input type="text"/> <input type="button" value="update"/> <input type="button" value="remove"/> |
| Lettuce Romaine                         | \$2.79 | 1 <input type="text"/> <input type="button" value="update"/> <input type="button" value="remove"/> |
| Brianna's Dressing Dijon Honey Mustard  | \$4.29 | 1 <input type="text"/> <input type="button" value="update"/> <input type="button" value="remove"/> |

Sub Total: \$9.47  
Tax (8%): \$0.00  
Bagging Fee: \$3.99  
TOTAL: \$13.46

**Wait!** If your order is **\$75.00** or more, the bagging fee will be waived! [more info](#)

**Coupon Code**  
Redeem your One Click Grocery coupon and promotional codes here:

**The Newsstand**

- Men's Fitness Magazine \$5.49
- Marie Claire Magazine \$3.99
- Elle Magazine \$3.99
- Life & Style Weekly Magazine \$2.79
- Teen Vogue Magazine \$2.99
- InStyle Magazine \$4.49

[View More](#)

**Proceed to Checkout >** FREE delivery!  
**Save This List >** re-use it next time!  
**Email to Parent >** have them pay!

**Forget Anything?**  
Before you checkout, may we also suggest...

| QTY   | Product Name                           | Size        | Price  |
|---|--|-------------|--------|
| <input type="text"/> <input type="button" value="add"/> | Band Aid Clear Bandages .75            | 30 ct box   | \$3.19 |
| <input type="text"/> <input type="button" value="add"/> | Dannon Spring Water 16.9oz each - 32ct | 16.9 oz btl | \$8.29 |

Once the shopping is done, customers are brought to the checkout page. Our checkout page has plenty of options to support the customer and promote additional products. First, we offer a newsstand with popular magazines that customers can add during checkout (similar to a grocery store checkout aisle). Next, we offer the ability to promote some added items that customers may need --- ketchup, water, band aids, etc.

From a feature standpoint, customers can save their shopping list for future use, email their list to a roommate or parent, or proceed to checkout.

For your business, we offer the option to offer coupon codes and set minimums on delivery.

Along with the rest of the site, everything is clear and easy to use --- and the customer has the ability to navigate back into the site and continue shopping with ease.

Checkout Page

**OneClick Grocery.com**

HOME HOW IT WORKS SHOP RECIPES GROCERY FUNDS MY ACCOUNT

Welcome Matthew! (logout) **get \$5** refer your friends | faqs | my shopping lists | pre-made lists | view cart

**Pick A Delivery Time**

Please choose a delivery time below from the next upcoming delivery dates:

| Thursday, May 07, 2009 | Friday, May 08, 2009 | Saturday, May 09, 2009 |
|------------------------|----------------------|------------------------|
| 10:00am - 11:00am      | 10:00am - 11:00am    | 10:00am - 11:00am      |
| 11:00am - 12:00pm      | 11:00am - 12:00pm    | 11:00am - 12:00pm      |
| 12:00pm - 1:00pm       | 12:00pm - 1:00pm     | 12:00pm - 1:00pm       |
| 1:00pm - 2:00pm        | 1:00pm - 2:00pm      | 1:00pm - 2:00pm        |
| 2:00pm - 3:00pm        | 2:00pm - 3:00pm      | 2:00pm - 3:00pm        |
| 3:00pm - 4:00pm        | 3:00pm - 4:00pm      | 3:00pm - 4:00pm        |
| 4:00pm - 5:00pm        | 4:00pm - 5:00pm      | 4:00pm - 5:00pm        |
| 5:00pm - 6:00pm        | 5:00pm - 6:00pm      | 5:00pm - 6:00pm        |
| 6:00pm - 7:00pm        | 6:00pm - 7:00pm      | 6:00pm - 7:00pm        |
| 7:00pm - 8:00pm        | 7:00pm - 8:00pm      | 7:00pm - 8:00pm        |

**Confirm Delivery Address**

Please confirm your delivery address below:

Address: 139 Roosevelt Ave  
City: Syracuse  
State: NY - New York  
Zip Code: 13210

Any Special Instructions?  
(i.e. to the 2nd floor, my roommate will be there, etc.)  
Please call me when you arrive and I'll come down and let you in...thanks!

**Payment Method**

The total for this order is: \$13.46

Please choose your payment method below:

Credit Card Charge

For credit card orders, please provide a credit card in your name.  
Credit Card Number: \* 00000000000000000000000000000000  
Expiration Date: \* 0000 / 0000 Format: MM/YY

Checkout Process

The checkout process is as simple as it gets. The customer chooses a delivery time from the ones you offer, double checks their address (automatically entered), writes special instructions if they have any, chooses their payment option (cash on delivery, credit card, or account funds *premium plan*), and the checkout is complete. An email with their order confirmation and delivery time is sent to them instantly. A delivery reminder email will also be emailed to them the night before delivery.

As you can see, every step of the shopping process is designed to keep things simple while offering convenient features that improve the customer's experience with your company. We look forward to creating this same experience for your customers soon!