

Our Objective:

Refine 2 key components of the North Star

An aspirational long-term vision.

A collection of 'CX moments' of customer engagement brought to life through visuals, interactive models, and story-telling that expresses the future vision of Sprouts 3.0.

Feedback we need:

- Are we capturing the right moments and is the narrative for each moment compelling?
- Does the collection of moments clearly articulate your vision for Sprouts 3.0
- Which moments should we keep, do we need to add any?

A realistic 'pivot' aimed in the right direction.

A near-term milestone that is realistically achievable, provides measurable improvement over the current-state solution, and sets a foundation for growth towards the long-term vision.

Feedback we need:

- Is the example (Catalog) a step in the right direction?
- Are we demonstrating the right features/capabilities
- Is 'digital farmers market' manifesting itself through the example?

We have 19 North Star CX moments to walk you through.

We have 19 North Star CX moments to walk you through.

Purchase Behavior Influencers

Moments that meet people by providing the right value, at the right place, and the right time.

Point-of-Sale Activation

Inspiring & individualized shopping moments where we reach the customer through design and technology with Sprout's knowledge and expertise.

Online Execution

Moments that enhance the online experience with individualized inspiration by providing a curated blend of catalog and content.

**We've also identified 4 recurring themes
in the CX moments.**

We've also identified 4 recurring themes in the CX moments.



Points within the CX moments where data is collected with the purpose to be able to give the customer an individualized experience.



Points within the CX moments where the digital experience leads to the physical, in-store experience —store traffic drivers.



Points within the CX moments where the customer is re-engaged by providing additional value to keep Sprouts top of mind.



Points within the CX moments where the customer will recognize the value that is being provided.

Purchase Behavior Influencers



PURCHASE BEHAVIOR INFLUENCERS



My calendar says I have to take my son to his soccer game this evening. I receive a notification from Sprouts asking me if I have plans for dinner.



Since it's soccer night, I was planning on just ordering a pizza, but when I open the Sprouts app I'm greeted with recipe suggestions for a quick healthy meal based on ingredients I've bought before.



I review a few recipes and find one that will be easy and healthy. I add the ingredients to my bag, schedule pick up for later that evening, and pay.



I pick up my groceries on the way home from my son's soccer game and bring them home to make my family a healthy meal.



PURCHASE BEHAVIOR INFLUENCERS



I connect my MyFitnessPal app to my Sprouts profile during onboarding.



My Sprouts experience now gives me food and vitamin suggestions, as well as content that's relevant to my personal diet and nutritional needs.



If I add something to my bag that doesn't fit those needs, Sprouts suggests an alternative and gives me the option to replace what's currently in my bag.



When I checkout, Sprouts lets me know that I'm getting 20% closer to my nutritional goals this month than last month and suggests products that encourage me to continue making healthy choices.



Sprouts also lets me know that I'm in the top 5% of people in my area that are shifting their eating habits by making healthier choices.



PURCHASE BEHAVIOR INFLUENCERS

I'm not feeling like myself, I haven't gotten much sleep over the past week or so and not sure why.



I use one-click-payment to purchase the GABA for pickup because I feel it fits my need best.



Since my Sprouts profile is connected to my Apple Health app it recognizes this. The next time I log in to do my shopping I'm presented with information on sleep hygiene, as well as vitamin and supplement recommendations.



I choose to look at information and reviews for GABA, magnesium, lavender, and chamomile.



PURCHASE BEHAVIOR INFLUENCERS

I go to Sprouts.com and I see that they're having a grape event next week. I read about the different types of grapes and the farms they come from. I can even see a livestream of the farmers harvesting the grapes.



While reading about a few different kinds, I notice one kind is currently the "most loved" in real time at the event.

(app feature usage, in-store tracking of samples tasted, individual ratings)



When I get to Sprouts I see all the different kinds of grapes on display.



The moon drop grapes are my favorite so I purchase them.



I open my app and use image recognition to learn more about each grape—its flavor profile, how and where it's grown, what it pairs well with, etc.



A few hours later I receive a thank you from the farmer providing additional information about the moon drop grapes and a prompt to share my experience.



PURCHASE BEHAVIOR INFLUENCERS



I walk into Orange Theory for my scheduled Zumba class and get a notification on my phone that Sprouts is sponsoring the class.



I receive a coupon to try Sprouts coconut water as well as cutting edge information on how important hydration is. After my workout I walk next door to the store to check it out.



PURCHASE BEHAVIOR INFLUENCERS

I'm binge watching my favorite series on Hulu on a Sunday.



In between episodes I see an ad for prepared food that would pair well with the series I'm watching. Displayed on the ad is a message that I'm 5 minutes away from the store and an order now button.



I click the button, pay for it, pick it up and I'm back to watching my show in 20 minutes.



PURCHASE BEHAVIOR INFLUENCERS



I created my Sprouts account using my Facebook profile.



Sprouts can see that I follow a lot of women's rights groups based on my activity in Facebook.



Sprouts suggests products to me that are from women-owned businesses who give back to the community.



After I make my purchases, Sprouts lets me know how much I've contributed to women's rights campaigns through each purchase.



At the end of the month Sprouts sends me a report on how much I've contributed, as well as what others in my community are contributing to.



Point-of-Sale Activation



POINT-OF-SALE ACTIVATION

I notice a QR code next to the cantaloupe stand that touts a new type that's exclusive to Sprouts this month.



I scan the QR code to learn about it—its flavor profile, how and where it's grown, what it pairs well with. I can also learn about how to choose the perfect ripeness.



I choose a few to purchase.



A week later I'm online and I see a tout on my homepage for the same cantaloupes that I loved so much.



On the page there's a ripeness selector. It allows me to put a few in my bag that are at the different stages of ripeness so I can enjoy them through out the next couple of weeks.



POINT-OF-SALE ACTIVATION

As I walk down the baking aisle I see a digital strip or an elnk plaque that includes a QR code right by the different types of sweeteners.



I walk over to it and read "Wondering why there are so many sugar alternatives and which is one is right for you?"



I scan the QR code and it launches a page on Sprouts.com that explains each type of sweetener, it's nutritional information and what it's best used for.



If I have my Sprouts app connected to Apple Health I'm able to see the information about each sweetener as it relates to my health.



POINT-OF-SALE ACTIVATION



Sprouts scans my cart at check-out and after a few purchases the system notices that I'm really close to a completely Paleo diet and that I don't have that preference recorded in my profile.



I receive a message after I check out with a prompt to learn more about the Paleo diet, if interested. I also receive information about the seafood traceability of the salmon that I purchased.



A few days later I receive a stat that says I'm in the top 10% of Americans in terms of nutrition, which encourages me to want to continue making healthy choices.



POINT-OF-SALE ACTIVATION



Sprouts scans my cart at check-out and after a few purchases the system notices that I frequently purchase fresh, organic produce and eco-friendly packaged goods.



I then start to receive information at check out or on my receipts that give me information on how my shopping choices are impacting the environment.



A month later I receive access to the quarterly sustainability report with all the ways that my actions have positively impacted the environment in that period.



POINT-OF-SALE ACTIVATION

I'm on the Whole30 diet and I'm looking to find nutrition that aligns with my new diet.



I open up the app and use voice to ask it to show me all of the products that align with the Whole30 diet.



It activates the AR feature and shows me where everything is located in the store.



Following the guided experience, I walk over to the soups for a detailed view. A few options look good. I use voice to ask the app to show me the soups that align with the Whole30 diet with the highest ratings.



I grab the one with that has the best rating.



POINT-OF-SALE ACTIVATION



Before I go to the store, I receive a notification that an item on my shopping list is at risk of being sold out.



I'm presented with an alternative and a deal to make me happy.



POINT-OF-SALE ACTIVATION

Unexpectedly, my husband texts me to pick up his particular kind of Zinc and I don't see it in the store.



I utilize the in-store kiosk or the app to quickly find out if it's located in another store.



I find it at a location 5 miles away, purchase it from the kiosk and pick it up on the way home. (If my order is more than \$35 I can have it delivered.)



POINT-OF-SALE ACTIVATION

When I get to the store to pick up my order I realize that I forgot my son's trail mix.



I don't want to wait in line, so I grab it and scan the barcode to pay for it before my pickup order is ready.



Online Execution



ONLINE EXECUTION

I create a shopping list on the Sprouts app.



When I'm ready to print the list I'm able to include the "find my products in store" feature.



My printed list organizes all of my items into a streamlined path through the store.



ONLINE EXECUTION



I see an inspiring recipe on Sprout's Instagram stories. I tap to view the recipe.



It takes me to a curated recipe guide where I'm introduced to a featured group of recipes, perfect for Fall, that's called "Cozy dinner parties, featuring in-season produce."



I save the ingredients to my shopping list or cart where I'm able to adjust based on what I already have or find an alternative.

If my smart fridge is connected to my Sprouts account, I would receive a notice if I already have an ingredient.



ONLINE EXECUTION

I take a look at the Weekly Ad and notice the "Find a New Favorite" section that boasts a local farm's fresh tomatoes sold exclusively at Sprouts for 30 days.



I add a couple to my shopping list.
I scroll down to see what's on sale and add a few items to my list.



I explore recipes on the Curated Recipe Guide where some recipes shown are suggested based on ingredients I've already added to my list via the Weekly Ad.



ONLINE EXECUTION



I've been purchasing more gluten free items than usual.



I receive a notification on my phone asking me if I have, or if a family member has recently switched to a gluten free diet. I open the app and see the AI chatbot. I tap yes and state that I'm shopping for myself.



I return to my homepage to be pleasantly surprised that it is now showing recommendations for gluten free products and brands, including a section for "Try Something New."



I'm also presented with an option to learn more about why a gluten free lifestyle may be right for me.



Catalog Vision (first step)



**Sprouts' knowledge and expertise
also **comes to life** through the online
catalog experience.**


SPROUTS
FARMERS MARKET

[Shop](#) [Vendors](#) [Recipes](#) [Pick Up](#) [Palo Alto, CA](#) [My Profile](#) [Bag \(0\)](#)

Gumdrop Grapes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Learn More](#)



Gumdrop Grapes **\$3.99** each [ADD TO BAG](#)



Flavor Profile

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Where Do They Come From?

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Gumdrop Grapes

\$3.99 each

ADD TO BAG





Farm Harvesting Video & Info Here

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Gumdrop Grapes

\$3.99 each

ADD TO BAG



How Our Goodness Grows



Locally Grown



Non-GMO



Organic

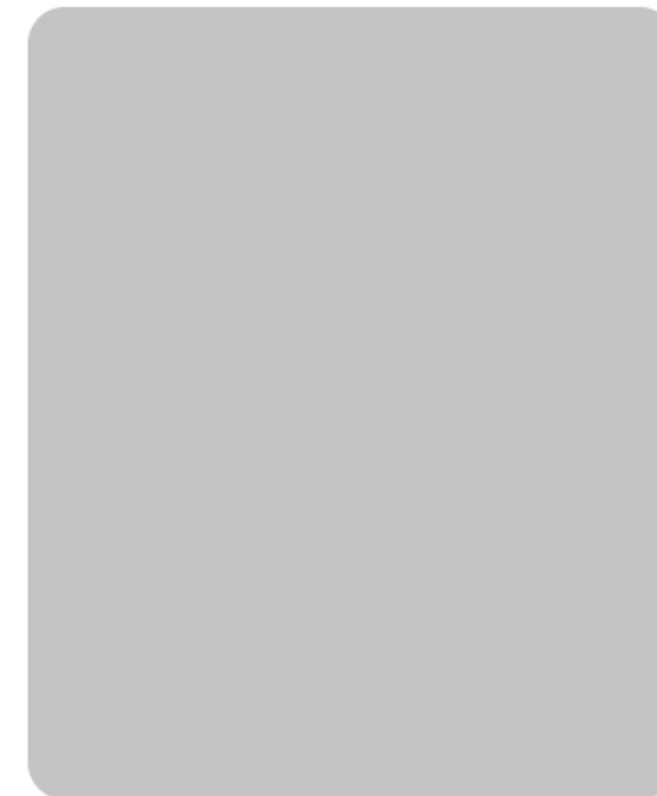
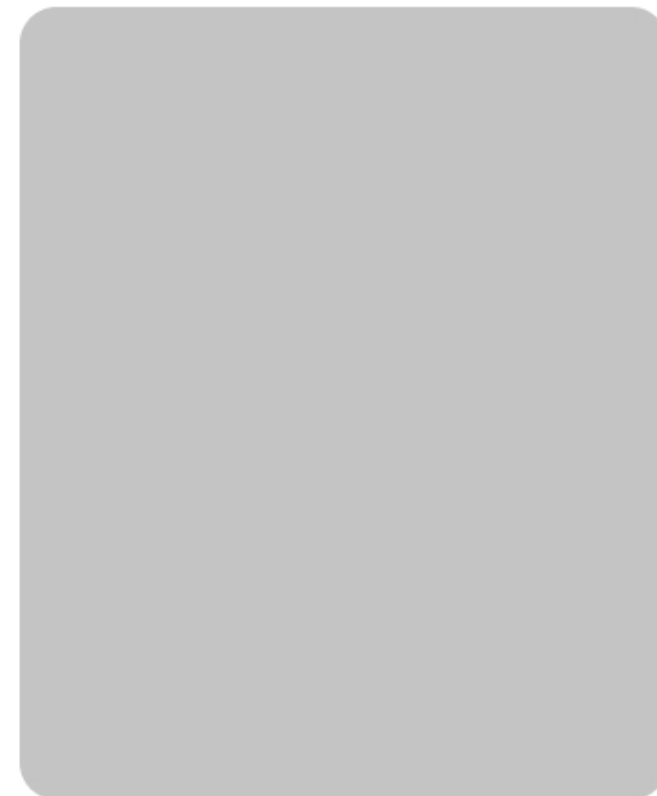
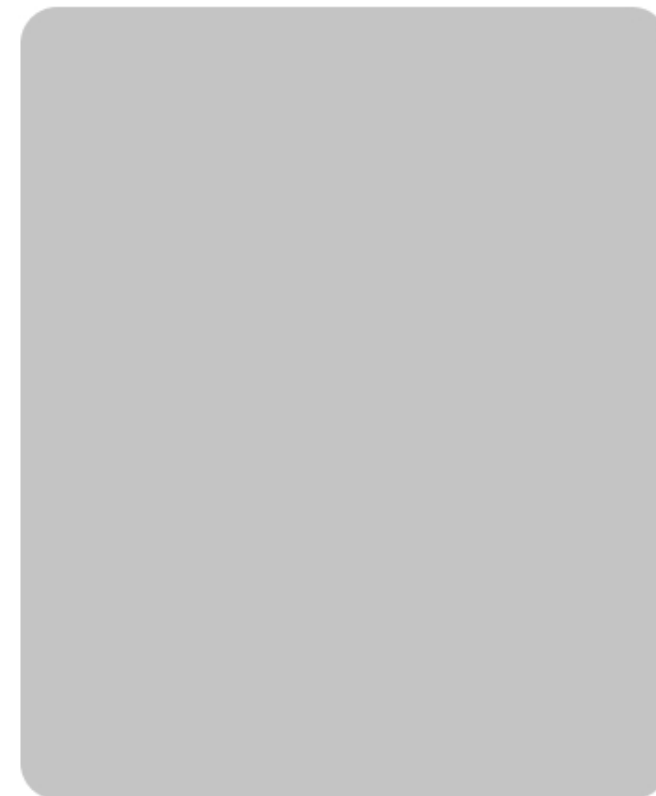


Family Owned



Grown With Love

Recipes With Gumdrop Drapes



Gumdrop Grapes

\$3.99 each

ADD TO BAG



Reviews



BOBBY R. Verified Buyer

I love buying products from this vendor.



TINA F. Verified Buyer

This vendor has such a great history. They work hard and are very nice people.



JANET S. Verified Buyer

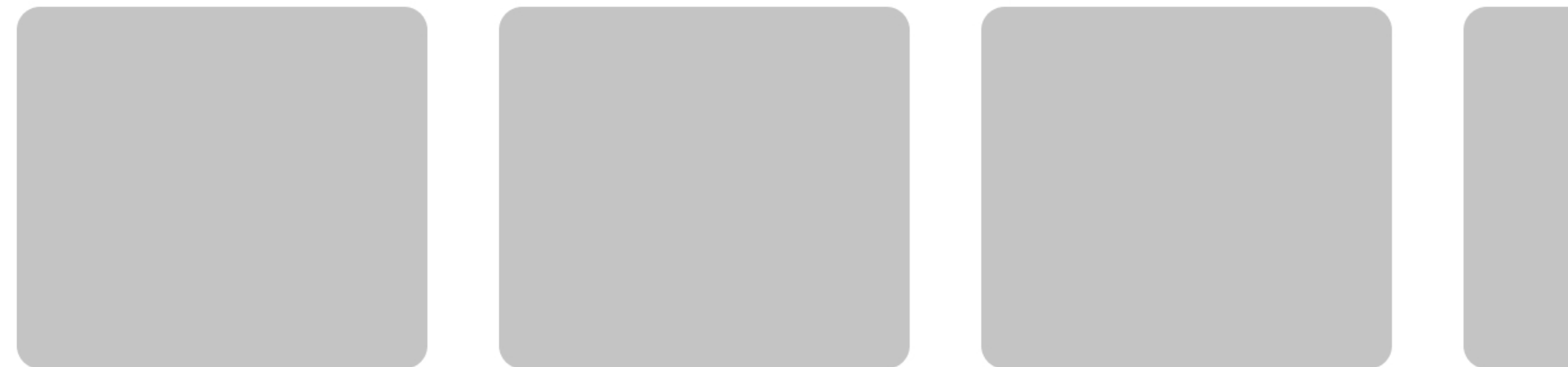
I've been buying from this vendor for 8 years and they've never let me down.



RICK A. Verified Buyer

I use this vendor's products in recipes a the time to cook healthy meals for my family.

See How People Use Them



Other Products You May Like

Gumdrop Grapes

\$3.99 each

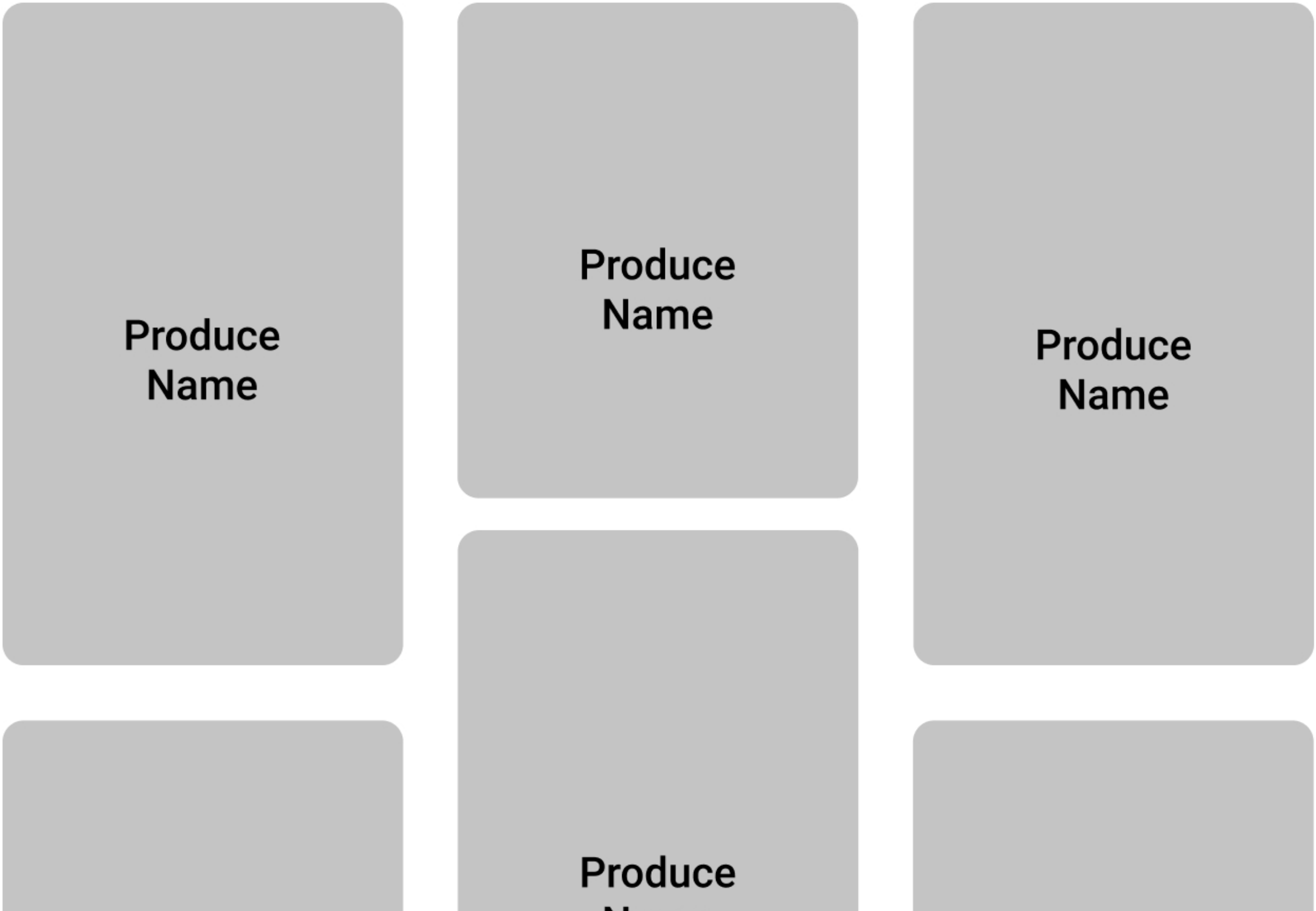
4



ADD TO BAG



Other Products You May Like



Gumdrop Grapes

\$3.99 each

ADD TO BAG




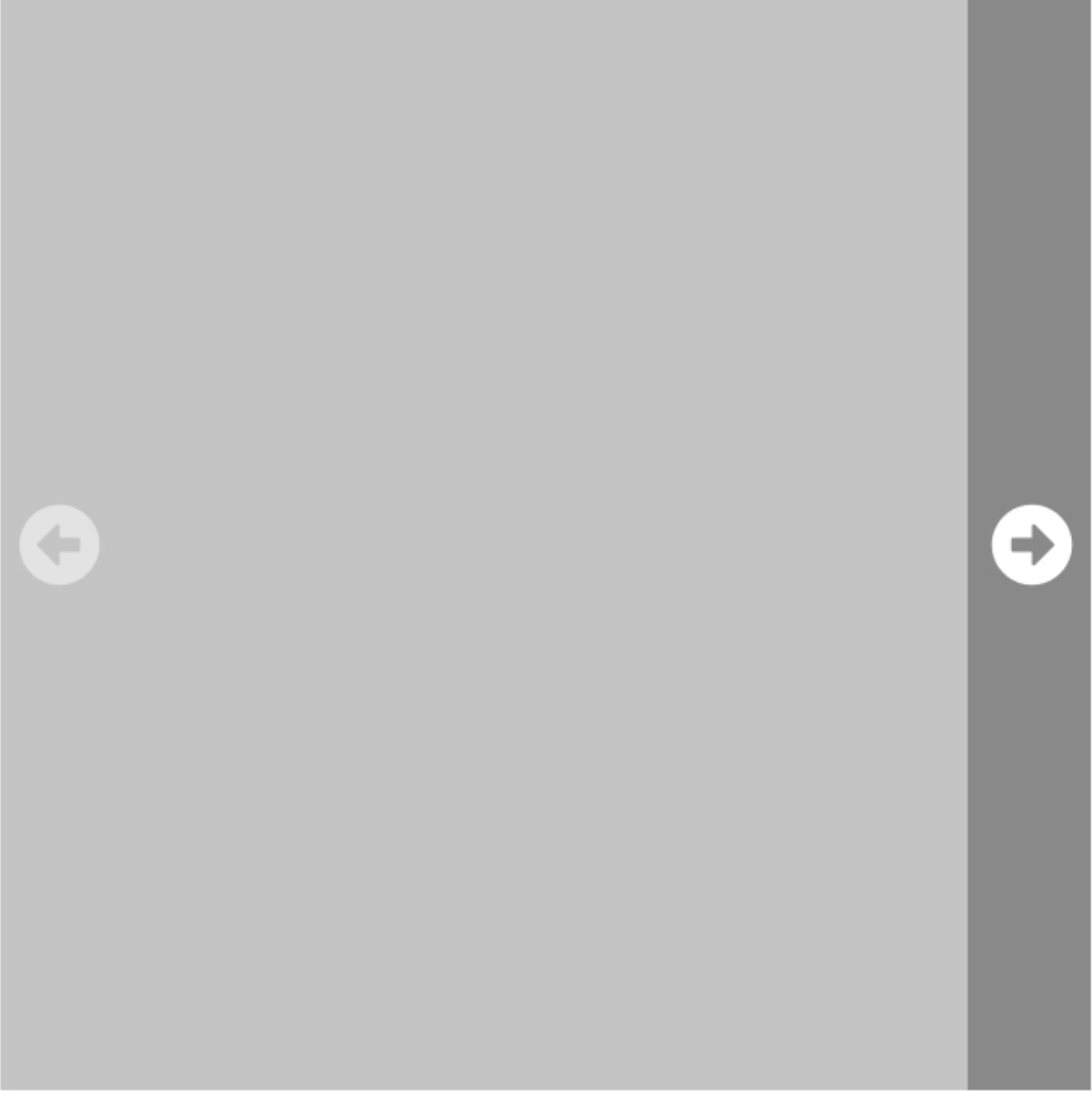
CATALOG VISION

SPROUTS
FARMERS MARKET

Shop Vendors Recipes

What can we help you find?

Pick Up Palo Alto, CA My Profile Bag (0)



View Customer Photos

Avocados

\$3.99 *each*

★★★★☆ 36 reviews

About ↑

Brief product description goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
[Learn more about Sun Gold Farm here.](#)

Nutrition Information ↓

Recipe Ideas ↓

\$3.99

How Ripe Do You Want Them?

All ripe Mostly Ripe A few ripe None ripe

4

ADD TO BAG



Locally Grown

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Moving image/video

Sustainably Harvested

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Moving image/video

\$3.99

How Ripe Do You Want Them?

- All ripe Mostly Ripe A few ripe None ripe

4

ADD TO BAG



Reviews



BOBBY R. Verified Buyer

Such a delicious product! I used it to make such and such recipe and my family loved it!



TINA F. Verified Buyer

Love it!



JANET S. Verified Buyer

So great! I used it to make this recipe and it was very tasty.



+ 3 more



RICK A. Verified Buyer

Such a delicious product! I used it to make such and such recipe and my family loved it!



FAQS

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Used In These Recipes

\$3.99

How Ripe Do You Want Them?

- All ripe Mostly Ripe A few ripe None ripe

4

ADD TO BAG



Used In These Recipes



Similar Products



\$3.99

How Ripe Do You Want Them?
 All ripe Mostly Ripe A few ripe None ripe

4

ADD TO BAG



CATALOG VISION

The screenshot shows the top portion of the Sprouts Farmers Market website. At the top left is the logo "SPROUTS FARMERS MARKET". To its right are navigation links: "Shop", "Vendors", and "Recipes". A search bar contains the text "What can we help you find?". Further right are links for "Pick Up" (with a location pin icon) and "Palo Alto, CA", followed by "My Profile" and "Bag (0)".

The main hero section has a grey background. It features a large heading: "Committed to environmental sustainability." Below this is a paragraph: "From lowering our greenhouse gas emissions to recovering food that can go to those in need instead of the landfill, we care deeply about reducing our resource footprint while providing our customers with local, organic, and other sustainable food choices." To the right of the text is a white circular button with a right-pointing chevron. Below the text is a blue button labeled "LEARN MORE". At the bottom of the hero section are three small white circles, with the first one filled.

Below the hero section is a white horizontal bar containing four grey rectangular buttons. From left to right, they are labeled "Shop now", "Produce", "Vegetables", and a white circular button with a right-pointing chevron.



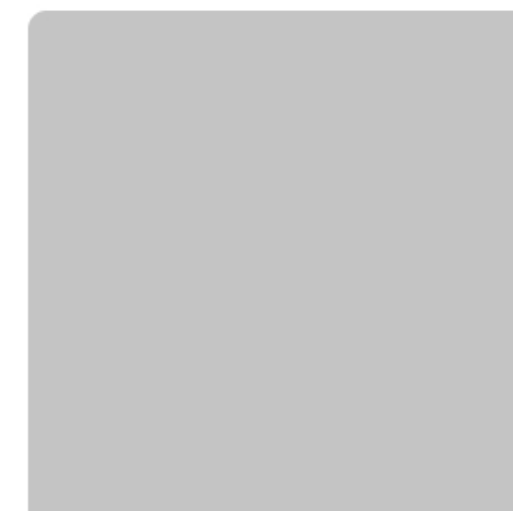
Product Promo

Section dedicated for weekly local farmers products. Animates with parallax scrolling or similar to Patagonia promo. CTA to watch video of farmers process in the fields. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.


WATCH

EXPLORE


Testimonials/ Latest Stories



Testimonials/ Latest Stories



Products you might like



Hero

DIGITAL

Create experiences of Truth & Beauty.