+ reality

SCAN to SLICE
Case Study

SCAN to SLICE Case Study

The Challenge.

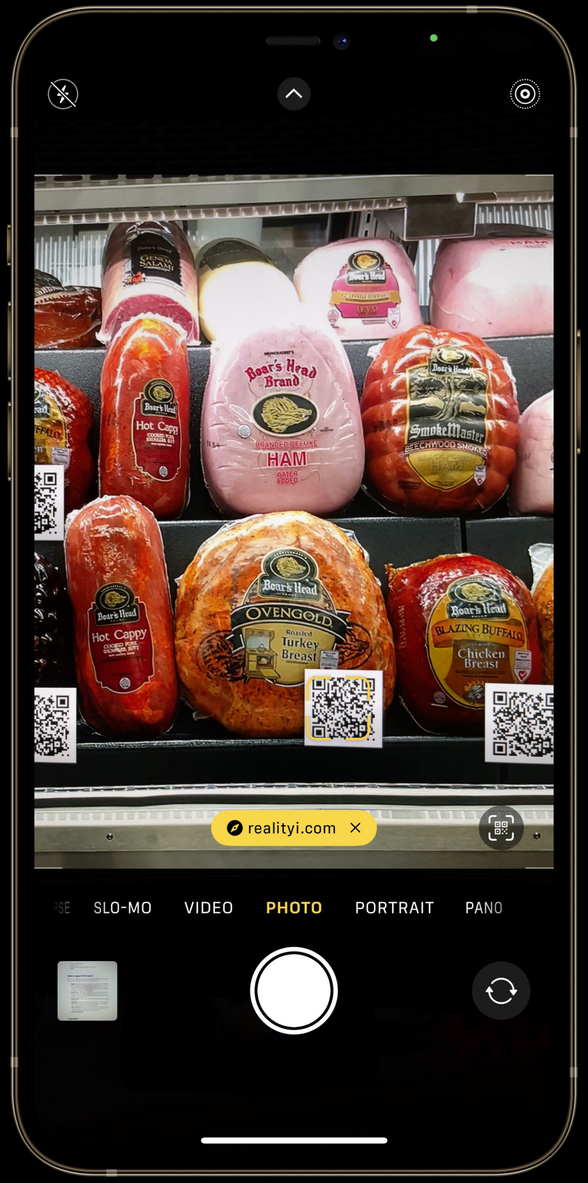
Working closely with Boar’s Head's Collaboratory Innovation Team, Reality was entrusted with leveraging our design thinking process to develop a cutting-edge digital solution. Our aim was to cater to customers who seek an alternative to traditional queuing methods while retaining the convenience and familiarity of the full spectrum of ordering options available at the grocery store deli.

This ground-breaking web-based solution revolutionizes the deli shopping experience by seamlessly integrating product QR codes and geolocation technology. Customers can now browse and shop for additional items while their deli order is being prepared, enhancing efficiency and convenience. Upon completion, customers receive SMS notifications, ensuring they are promptly informed when their order is ready for pickup. This transformative system not only streamlines operations but also enhances customer satisfaction by providing a seamless and convenient shopping experience.

Try the DEMO

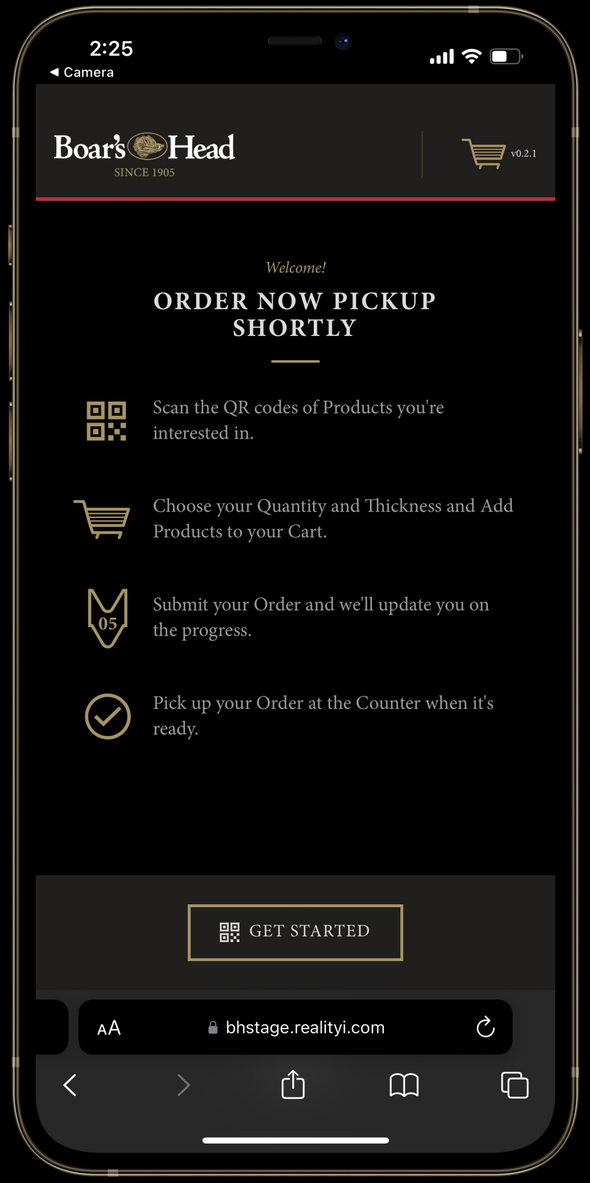
+ reality

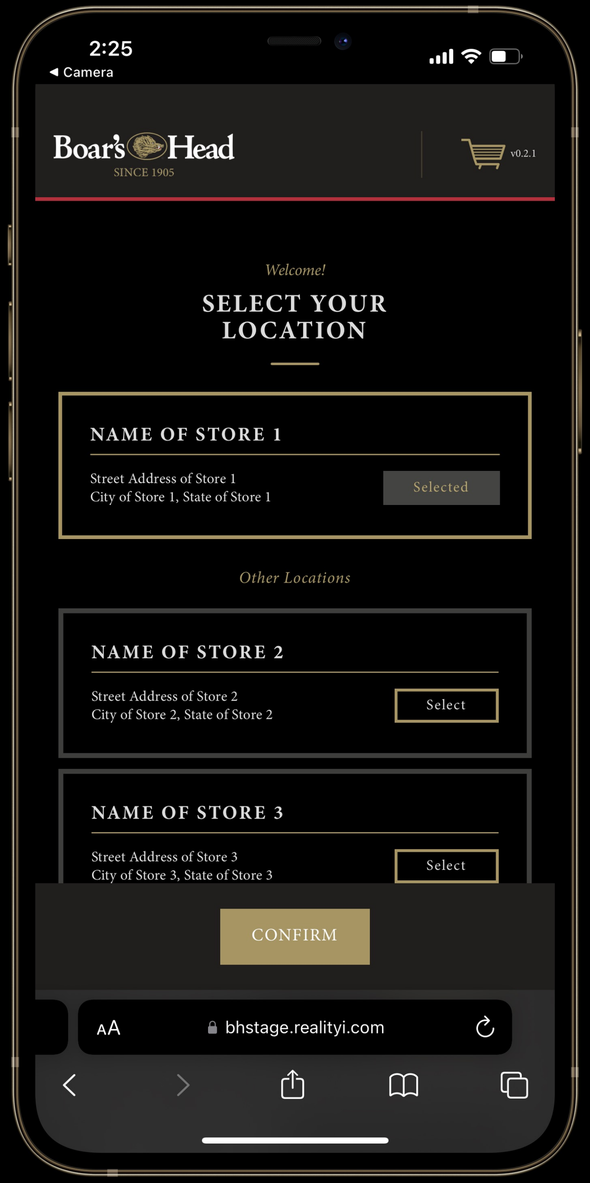
SCAN to SLICE Demo – Customer UX



+ reality

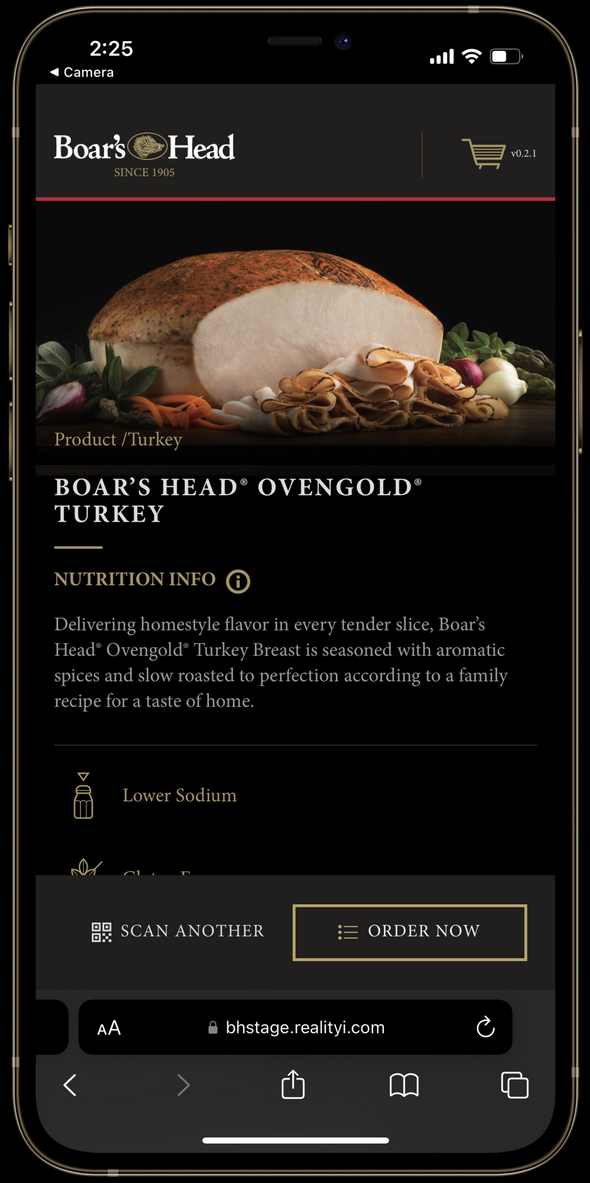
SCAN to SLICE Demo – Customer UX

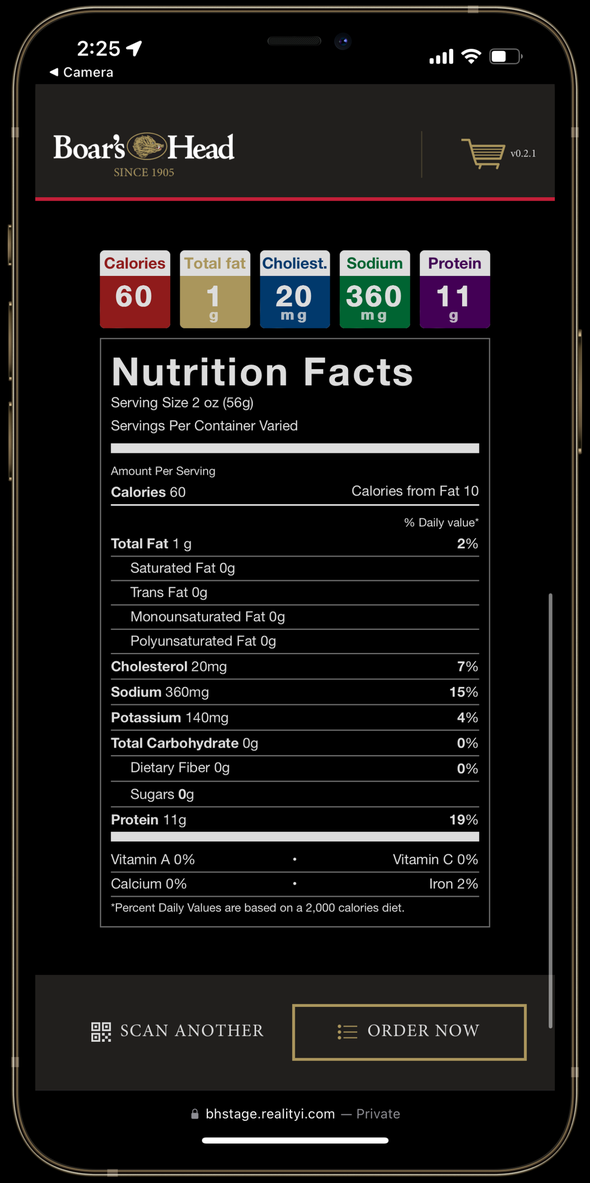




+ reality

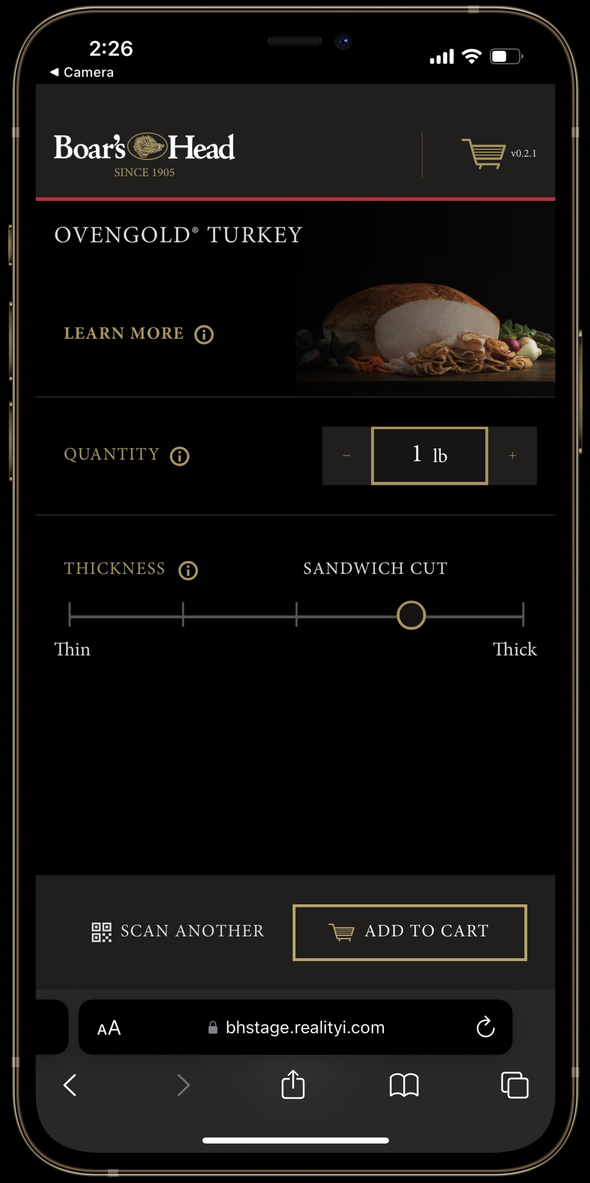
SCAN to SLICE Demo – Customer UX





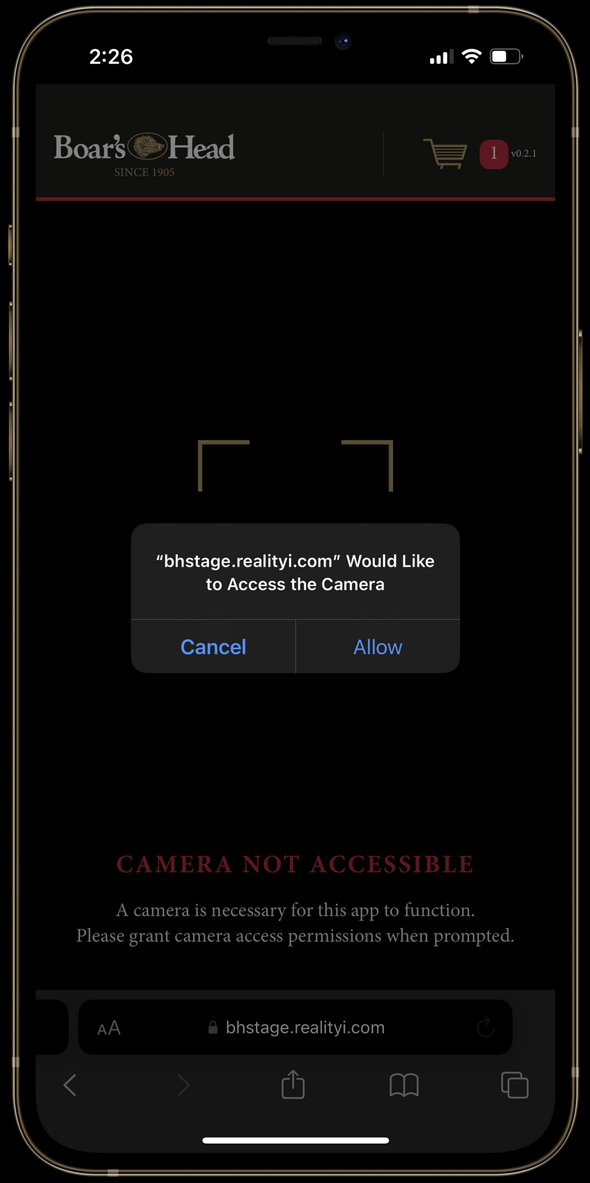
+ reality

SCAN to SLICE Demo – Customer UX



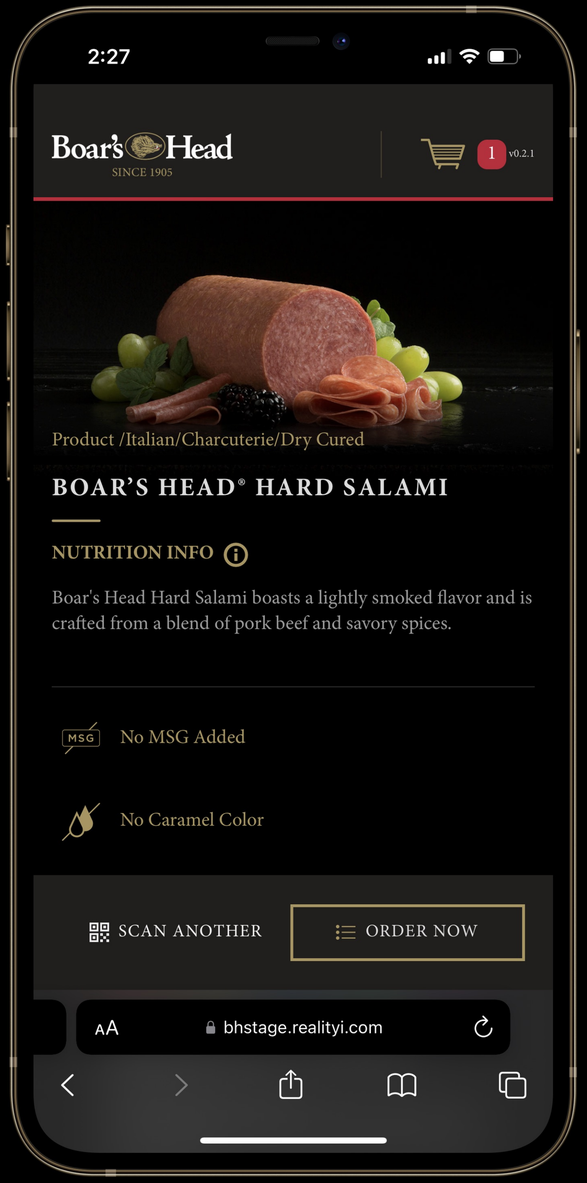
+ reality

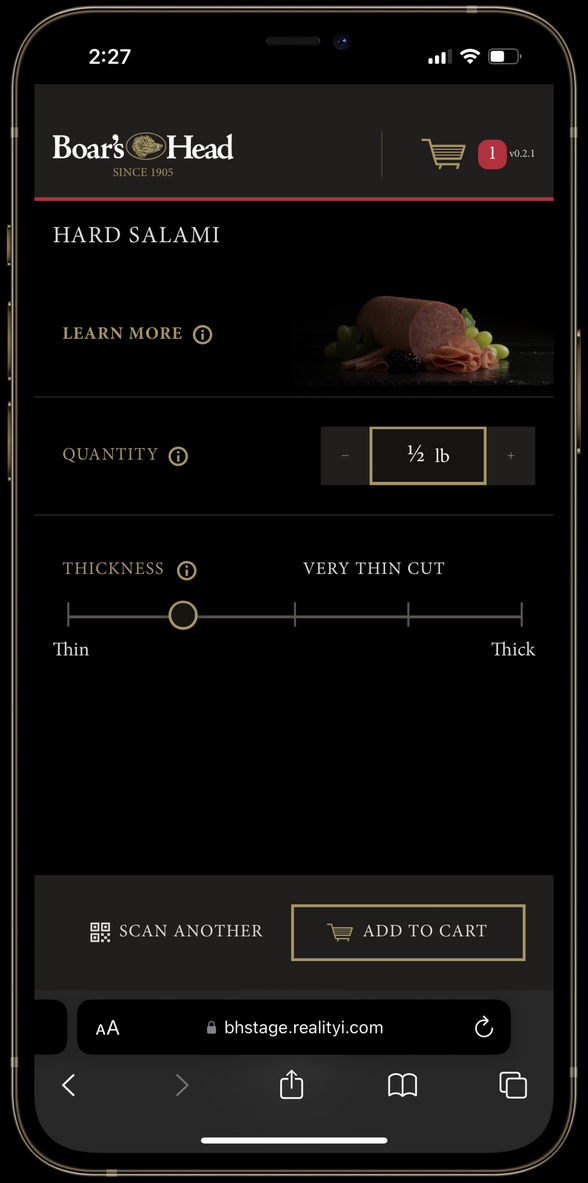
SCAN to SLICE Demo – Customer UX



+ reality

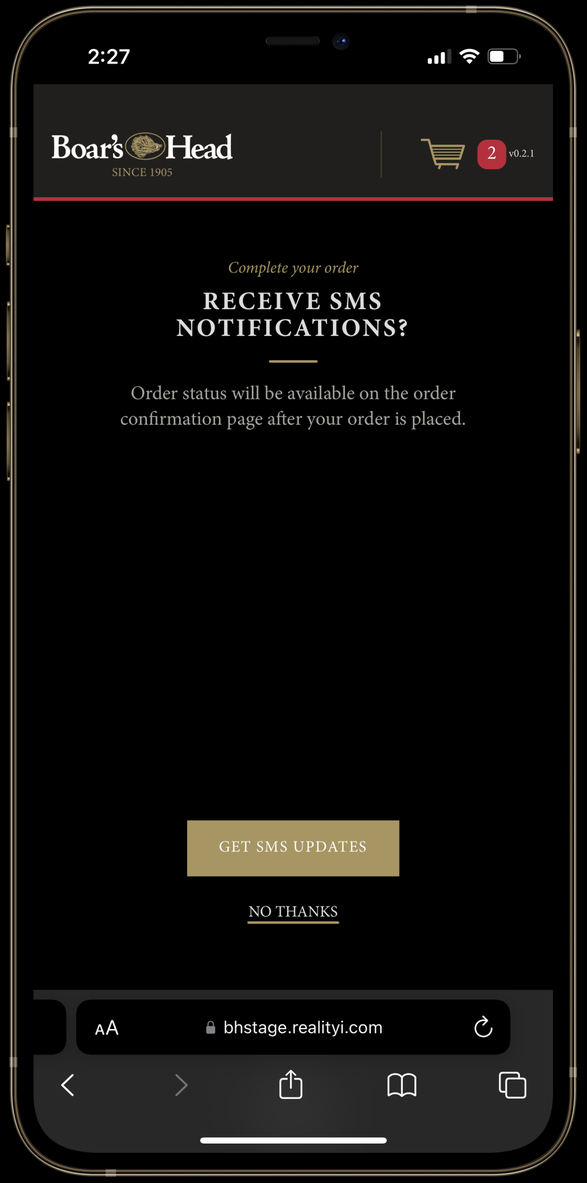
SCAN to SLICE Demo – Customer UX

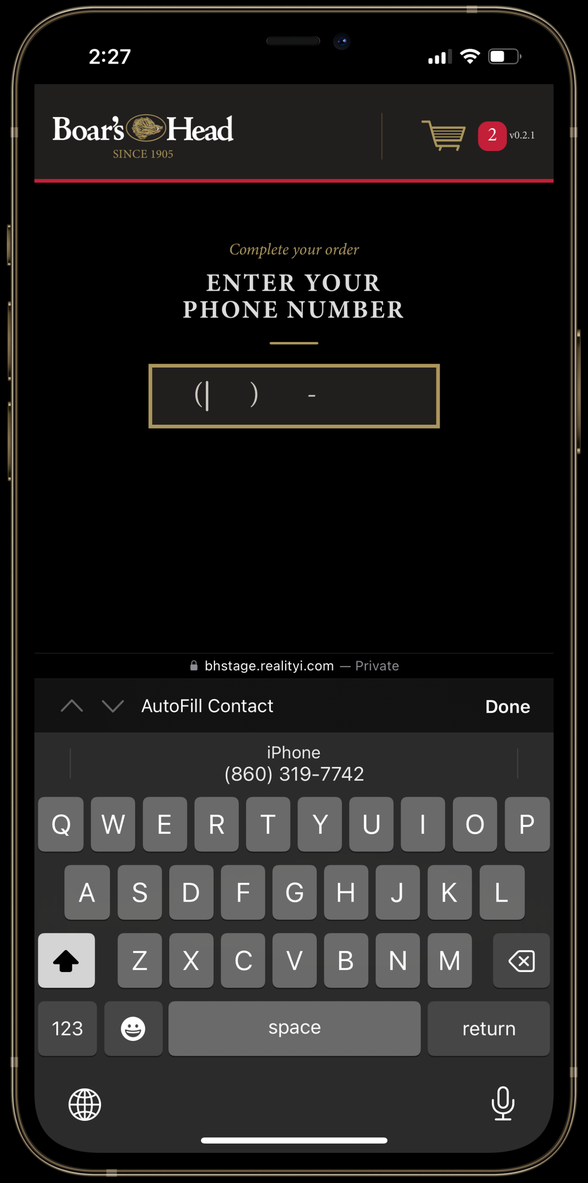


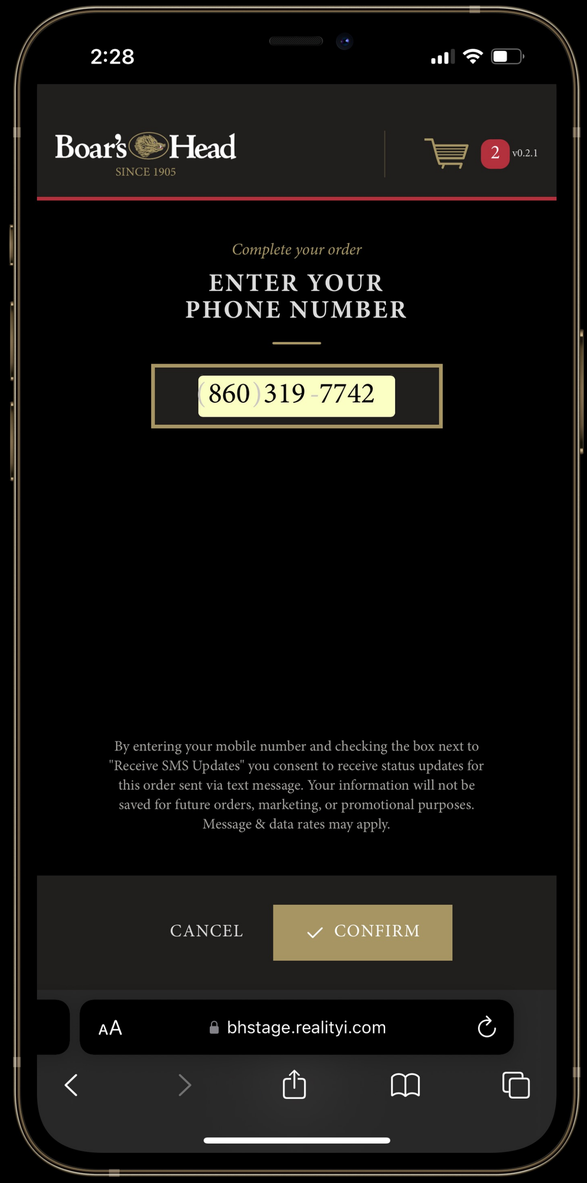


+ reality

SCAN to SLICE Demo – Customer UX

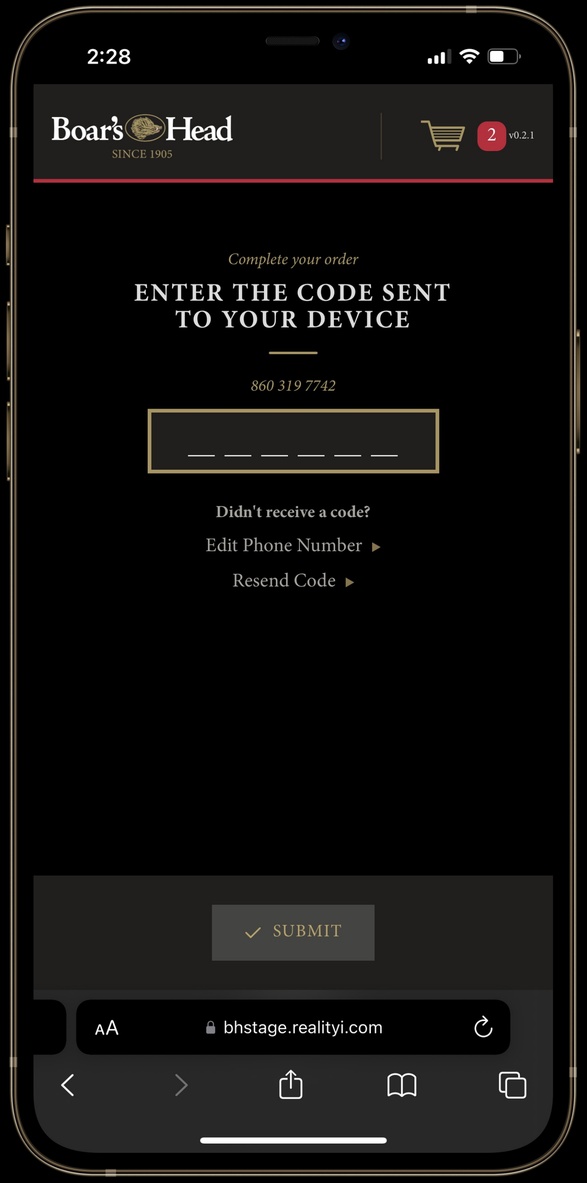


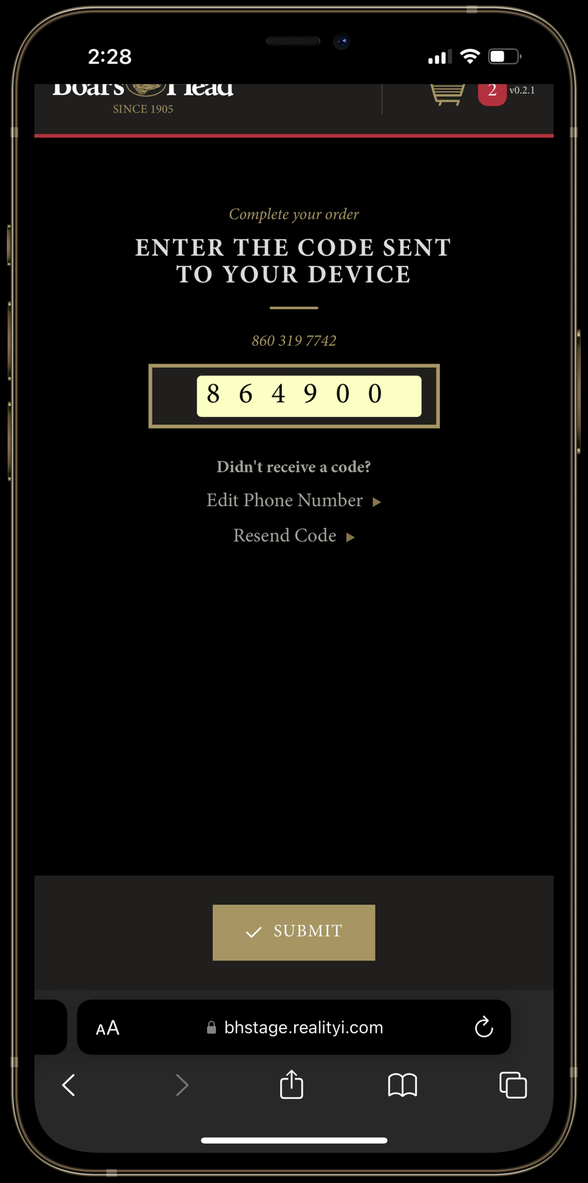


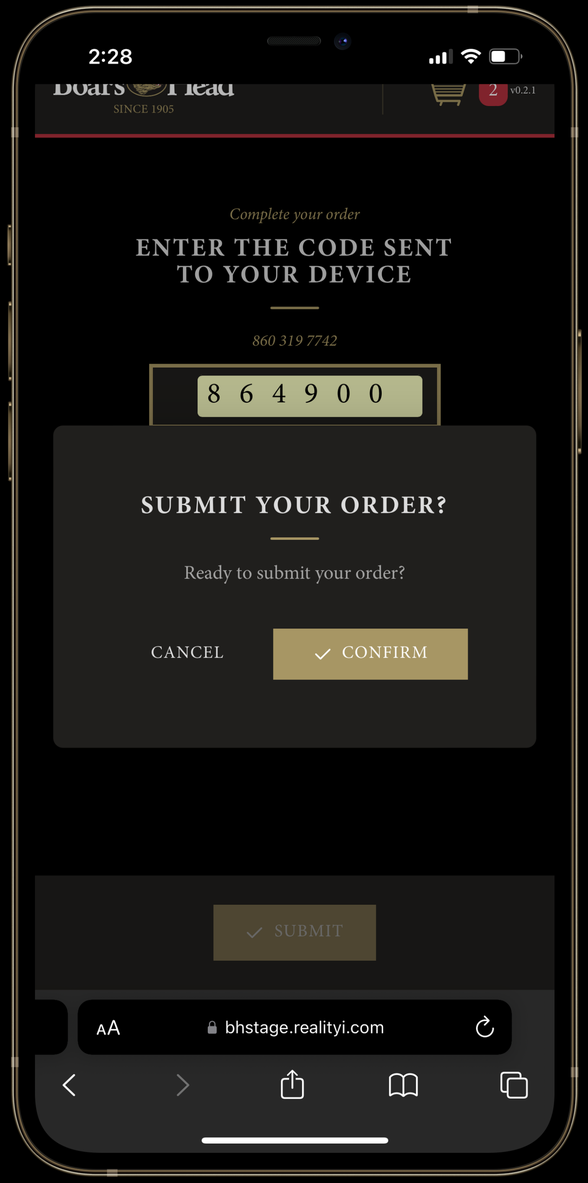


+ reality

SCAN to SLICE Demo – Customer UX

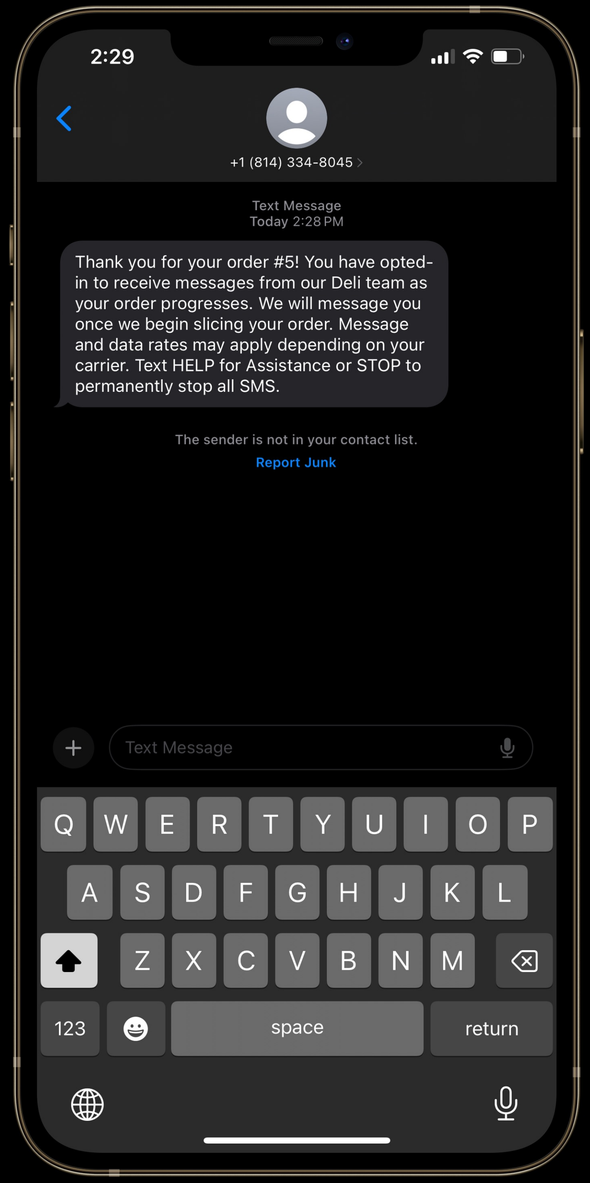






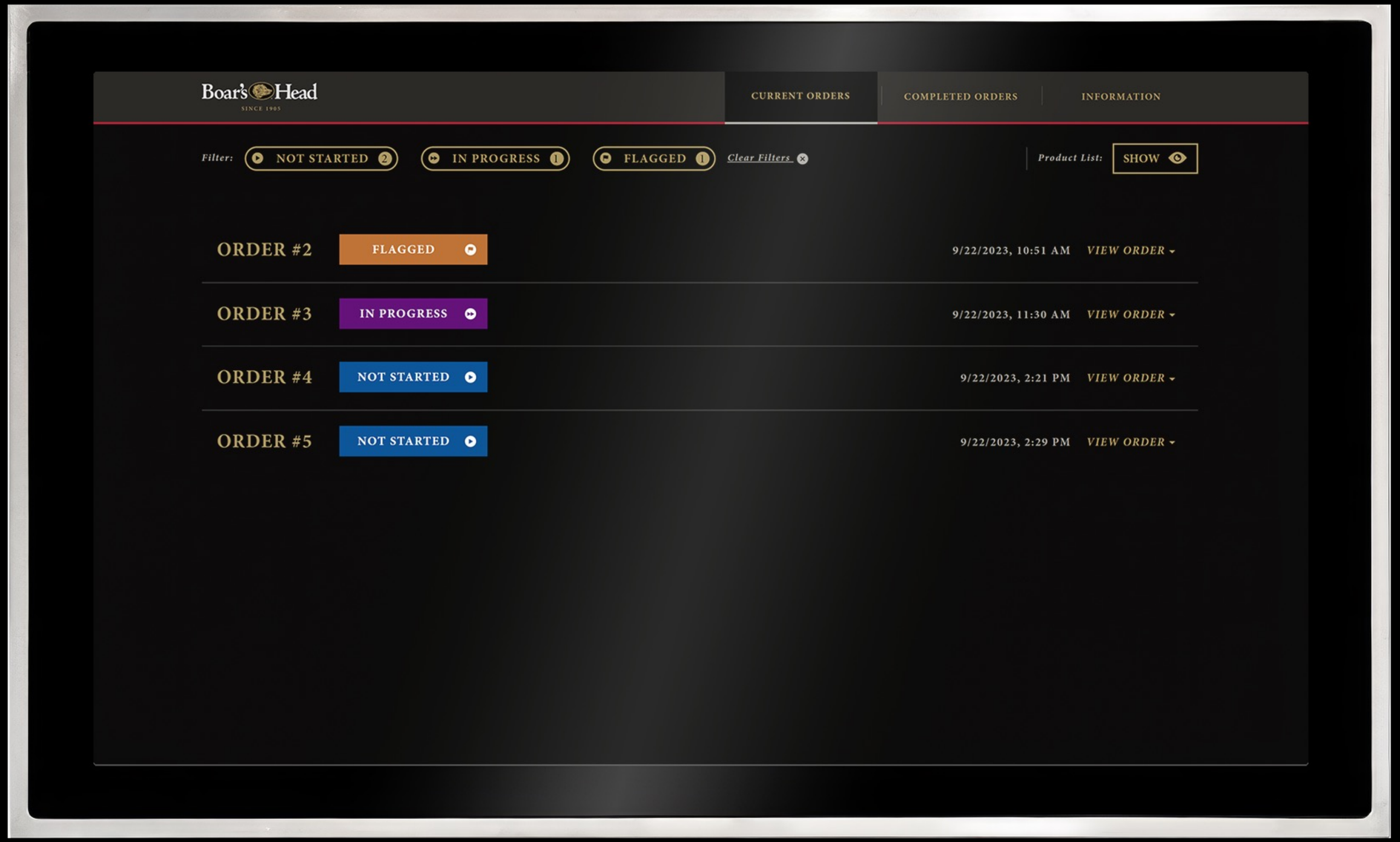
+ reality

SCAN to SLICE Demo – Customer UX



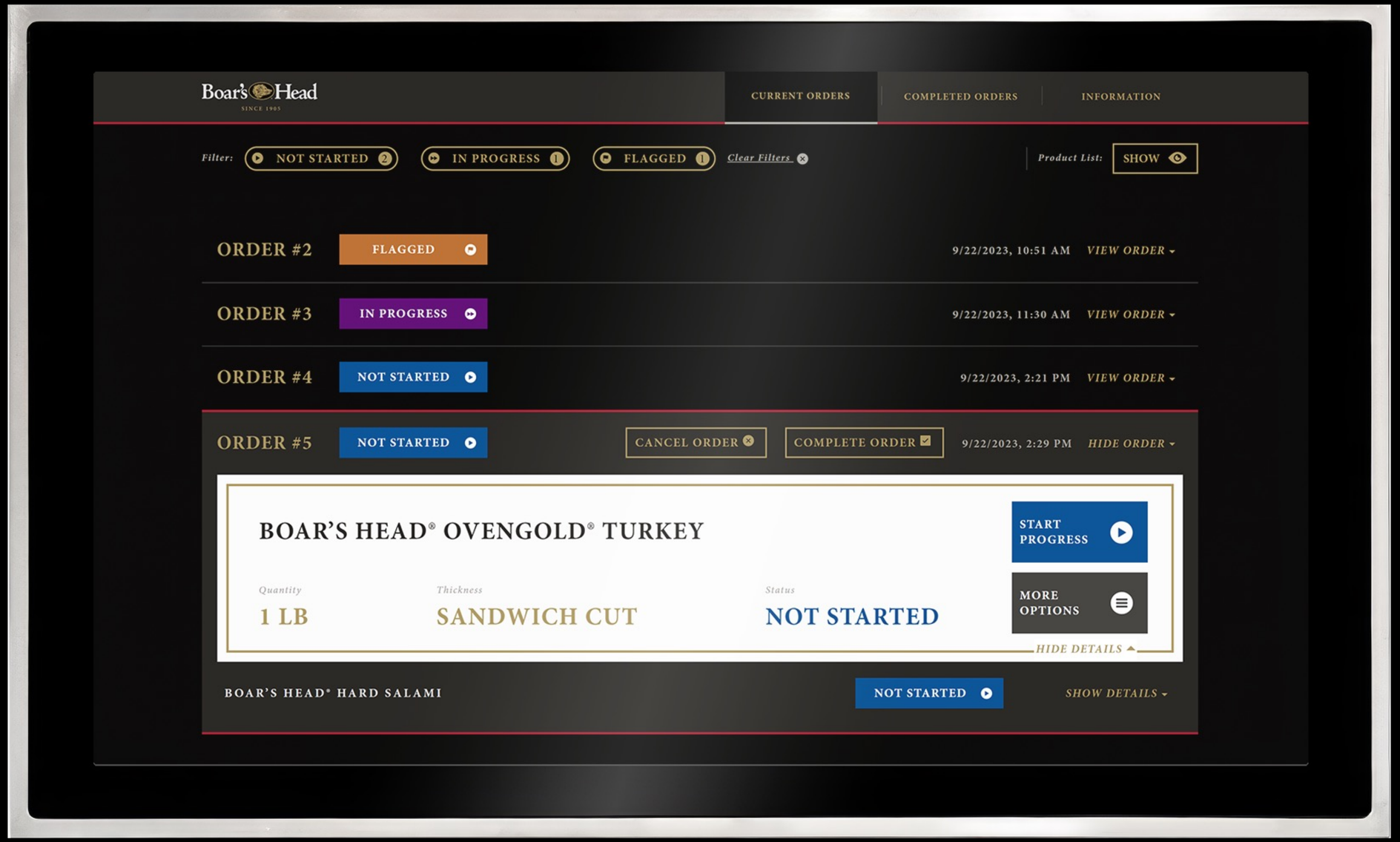
+ reality

SCAN to SLICE Demo – Associate UX



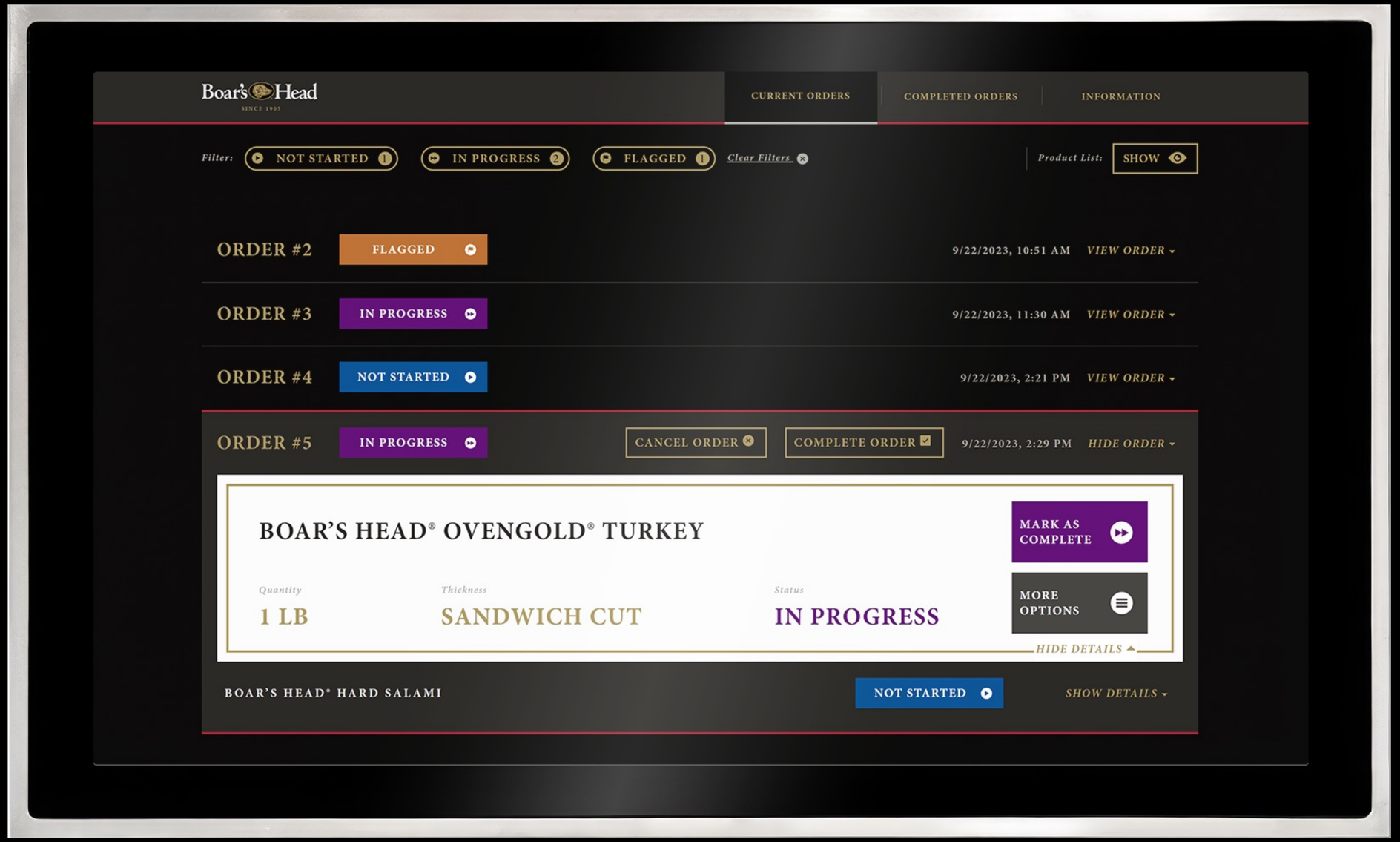
+ reality

SCAN to SLICE Demo – Associate UX



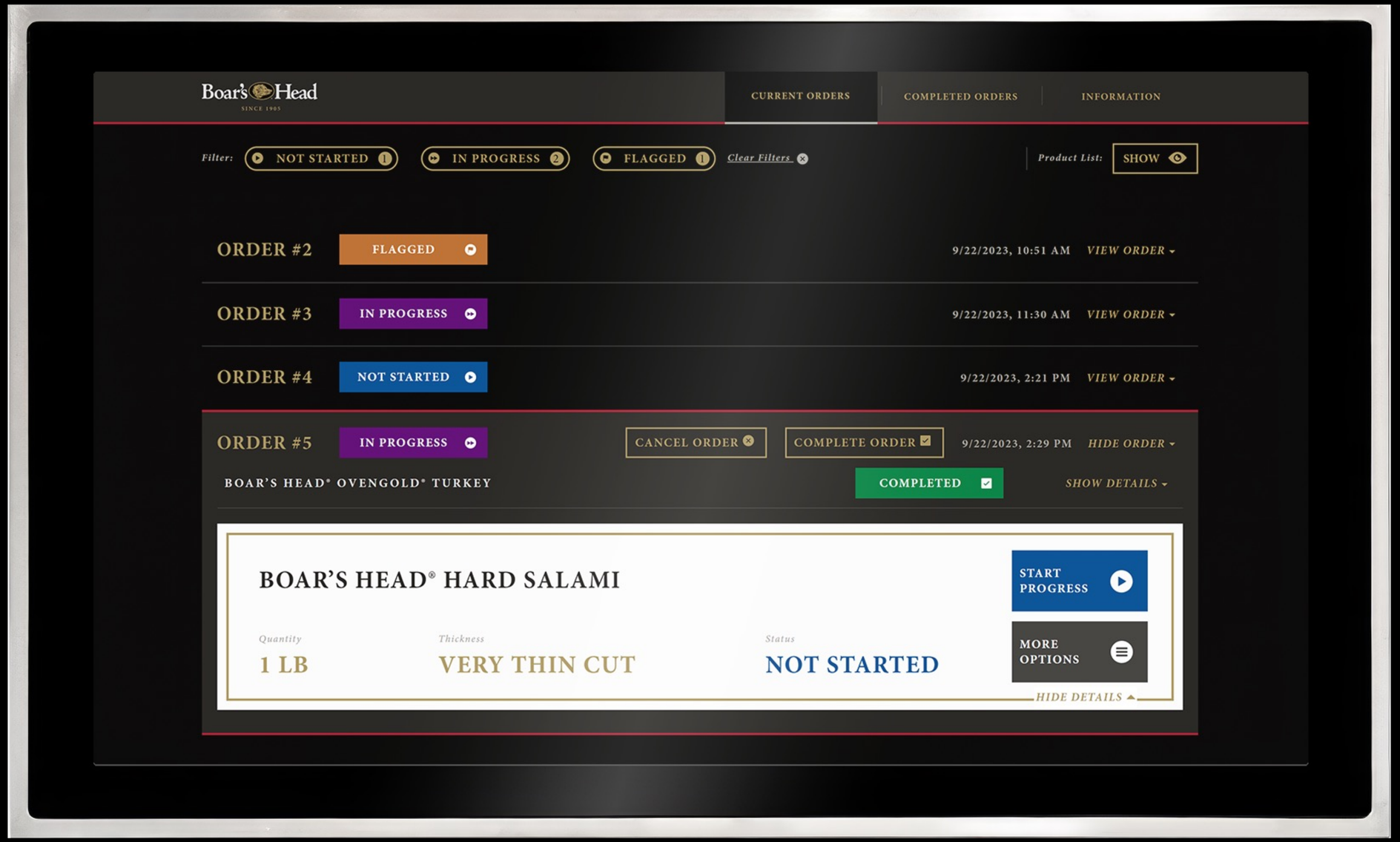
+ reality

SCAN to SLICE Demo – Associate UX



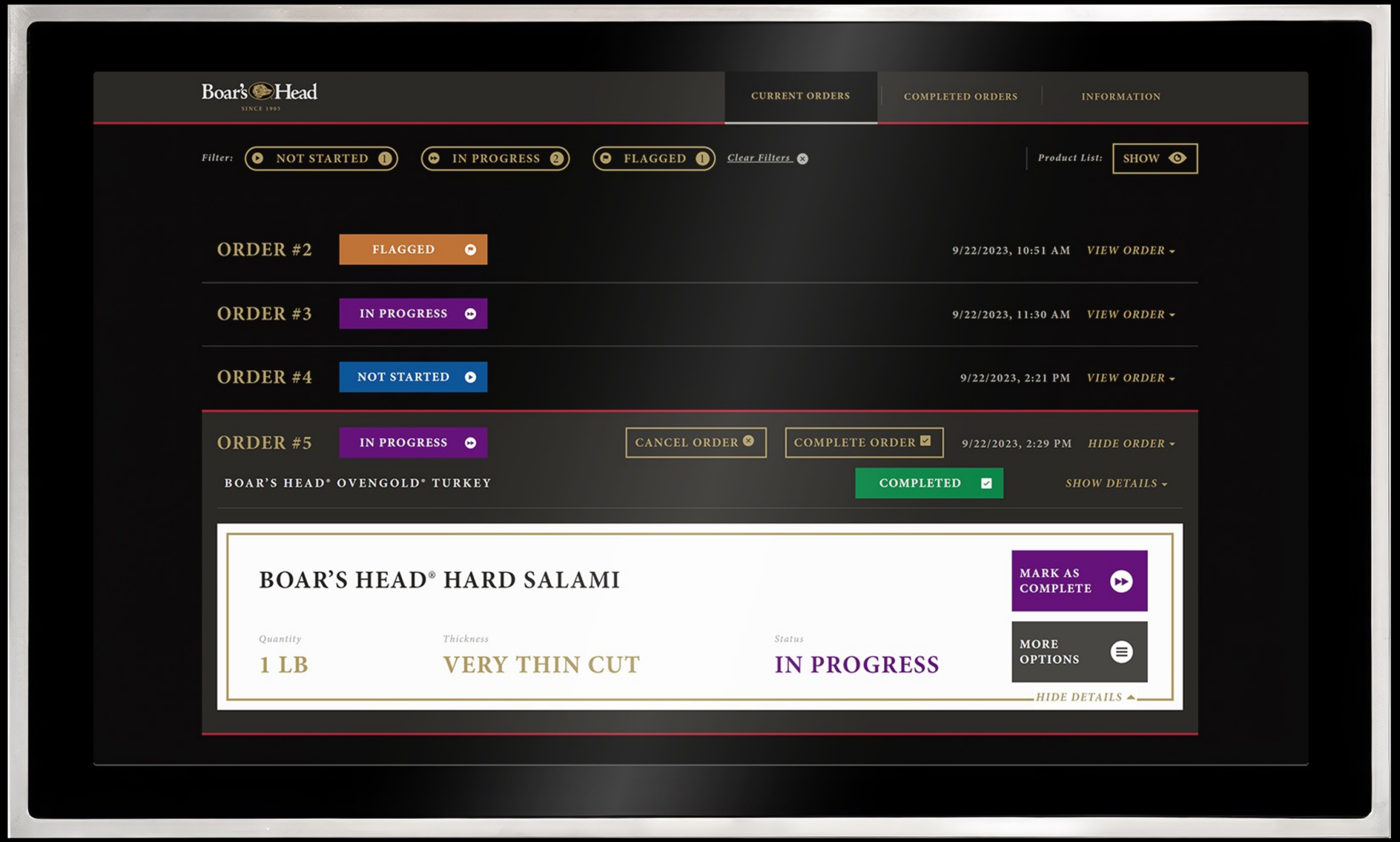
+ reality

SCAN to SLICE Demo – Associate UX



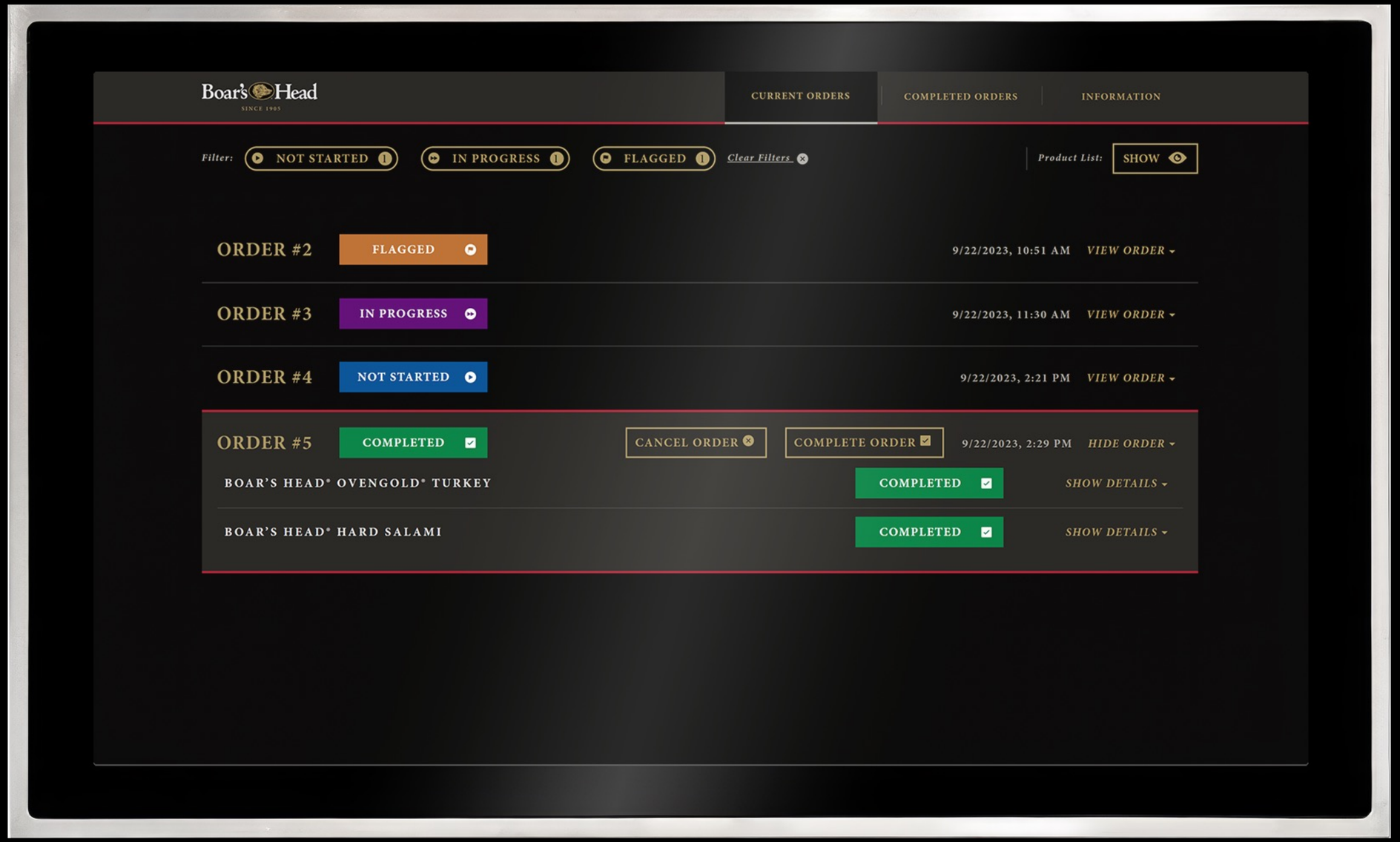
+ reality

SCAN to SLICE Demo – Associate UX



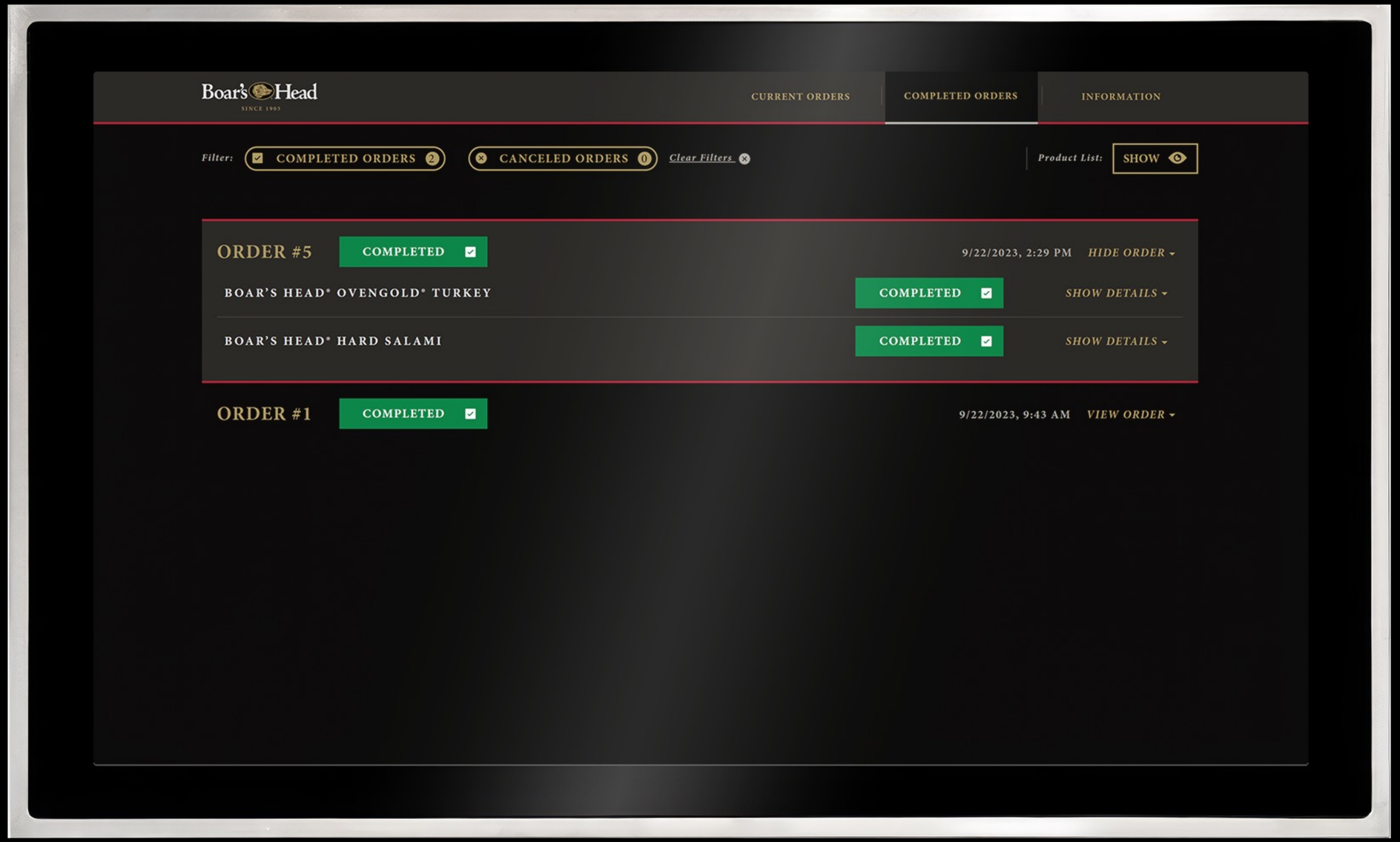
+ reality

SCAN to SLICE Demo – Associate UX



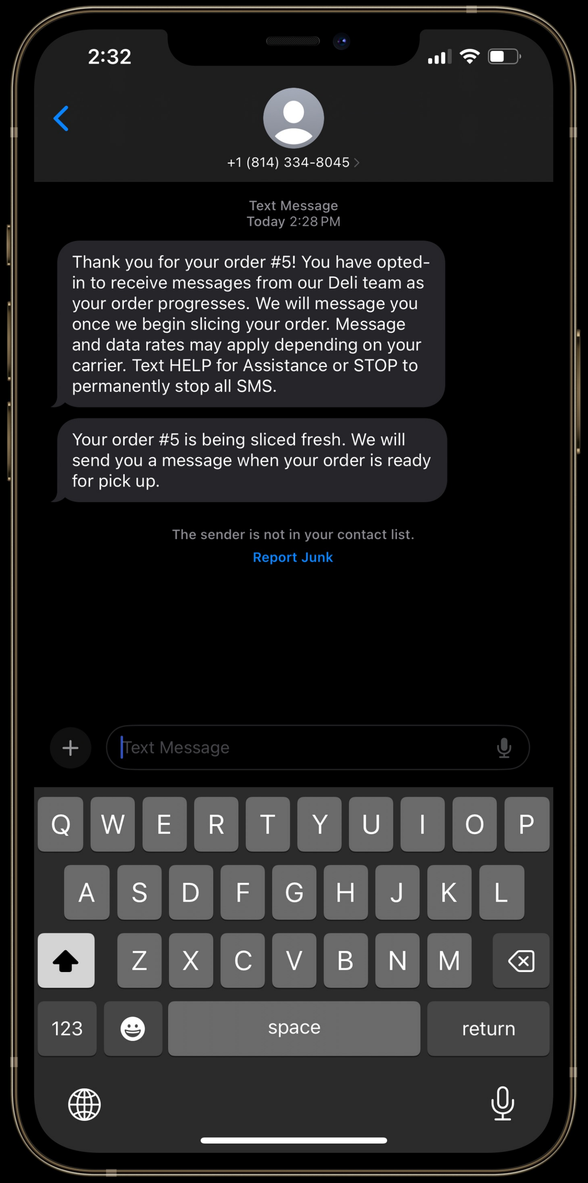
+ reality

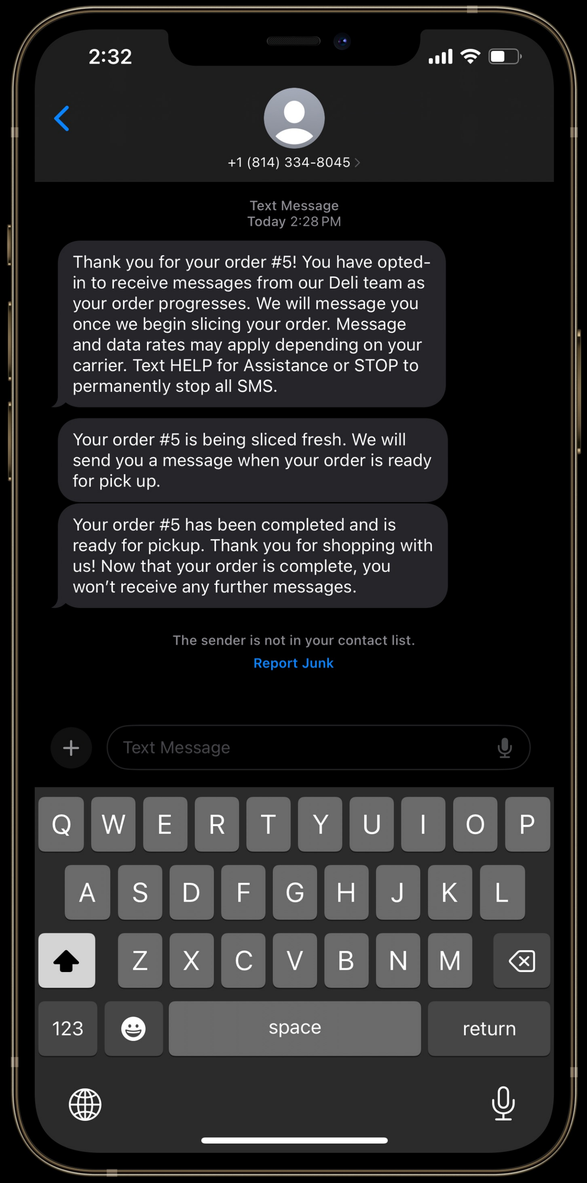
SCAN to SLICE Demo – Associate UX



+ reality

SCAN to SLICE Demo – Customer UX





+ reality