



+ reality

SCAN to SLICE
Case Study

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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.

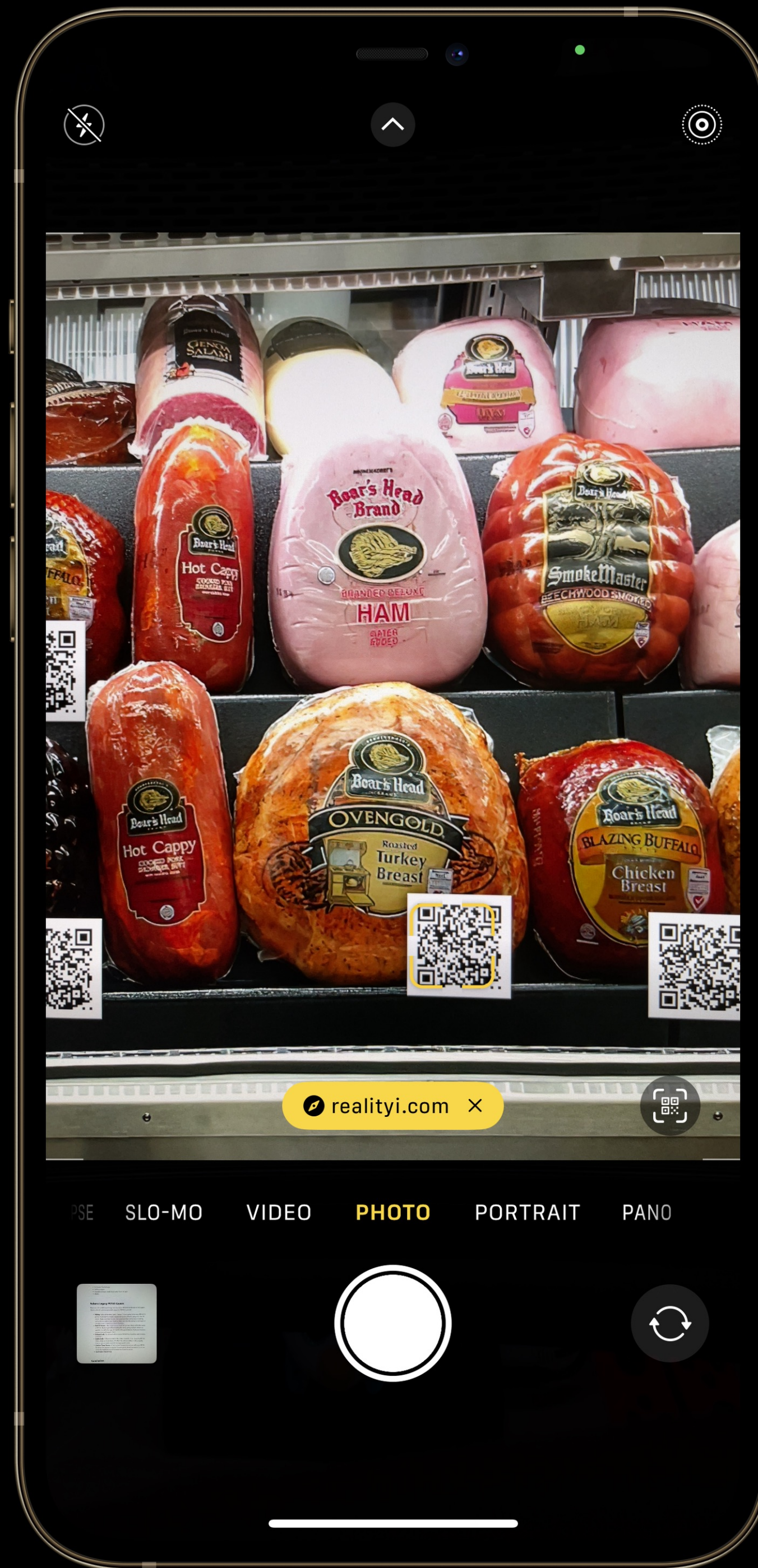
Try the DEMO



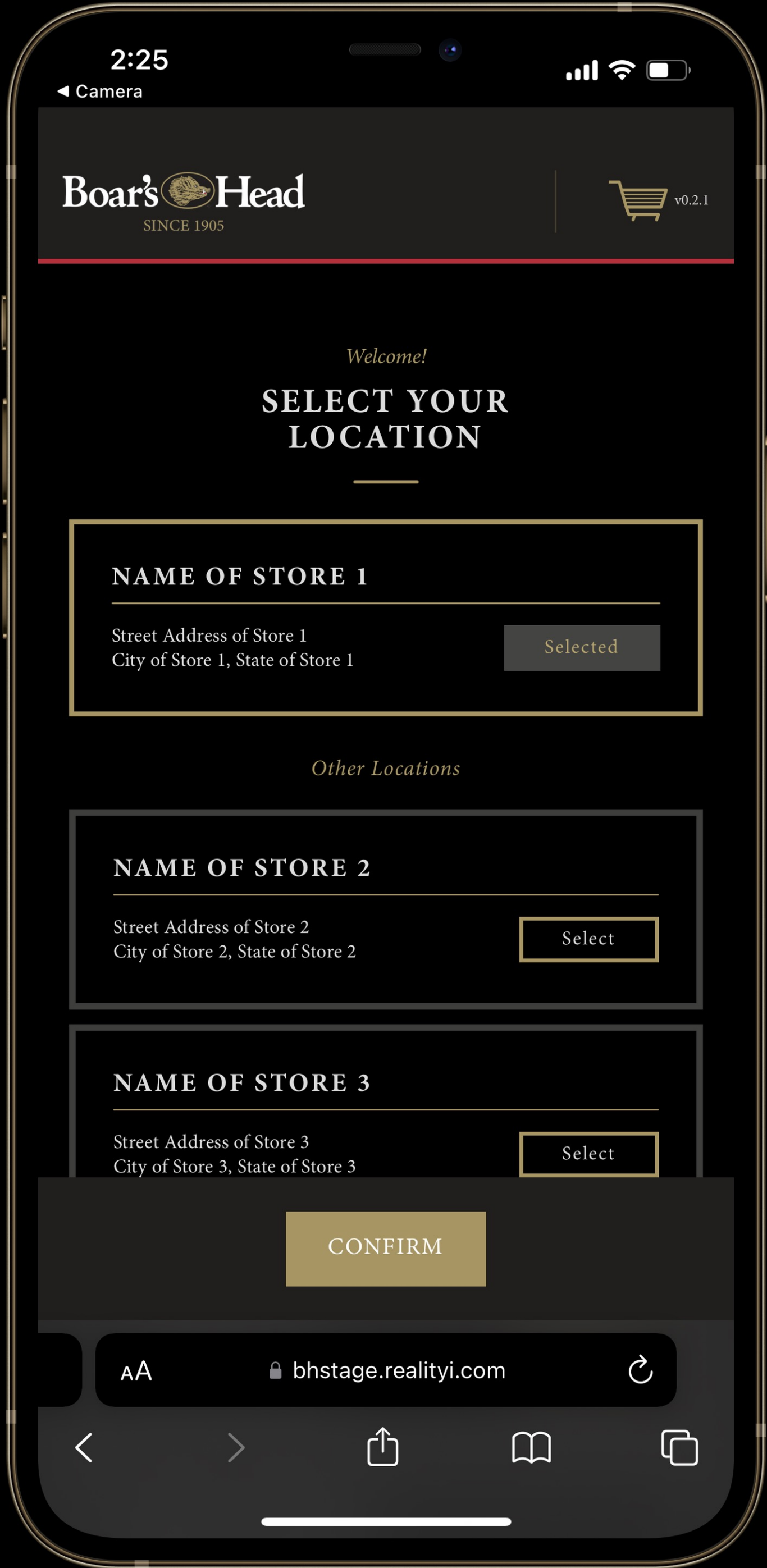
PASTRAMI SEASONED
TURKEY BREAST

Boar's  Head

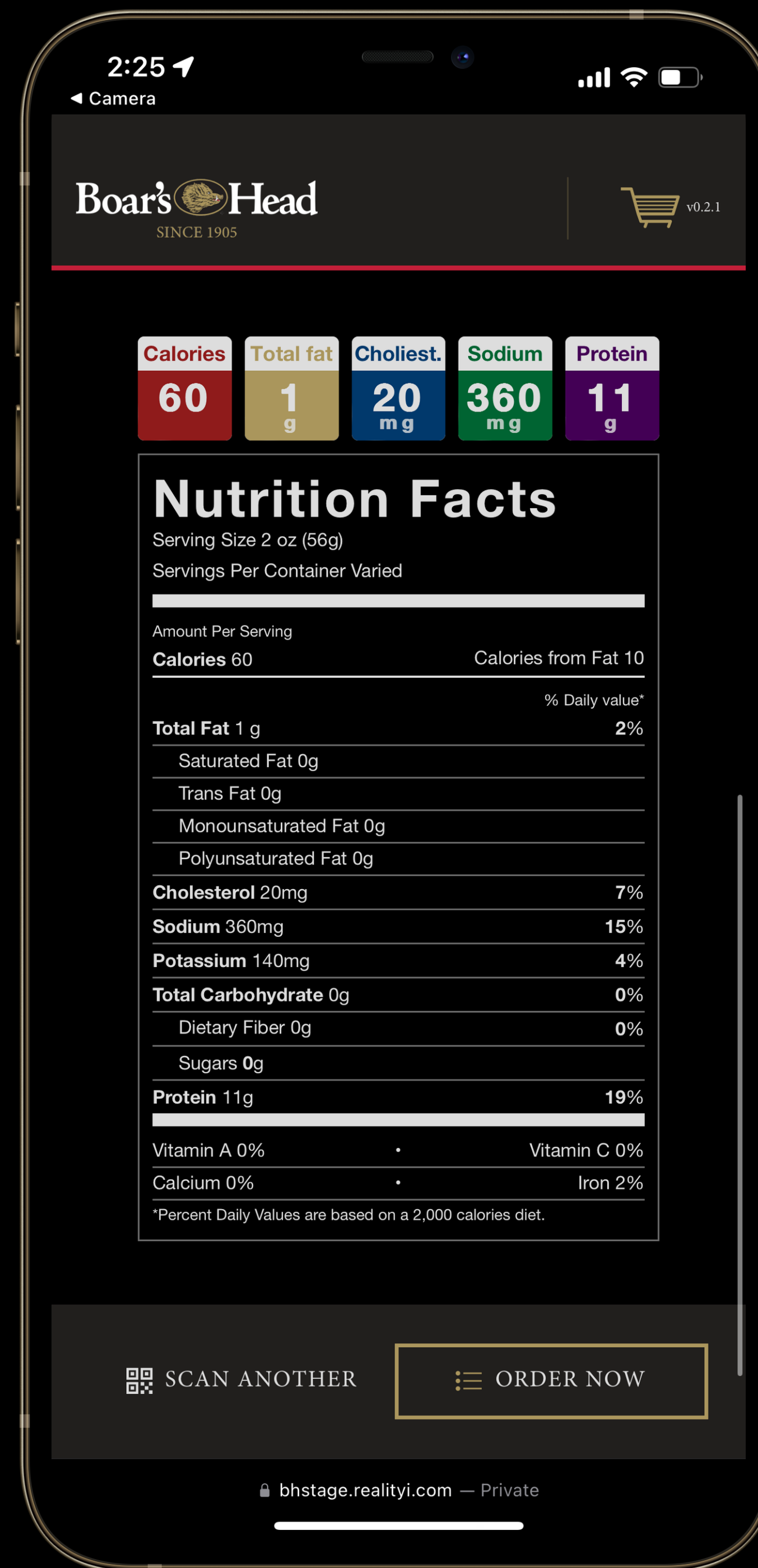
SCAN to SLICE Demo – Customer UX



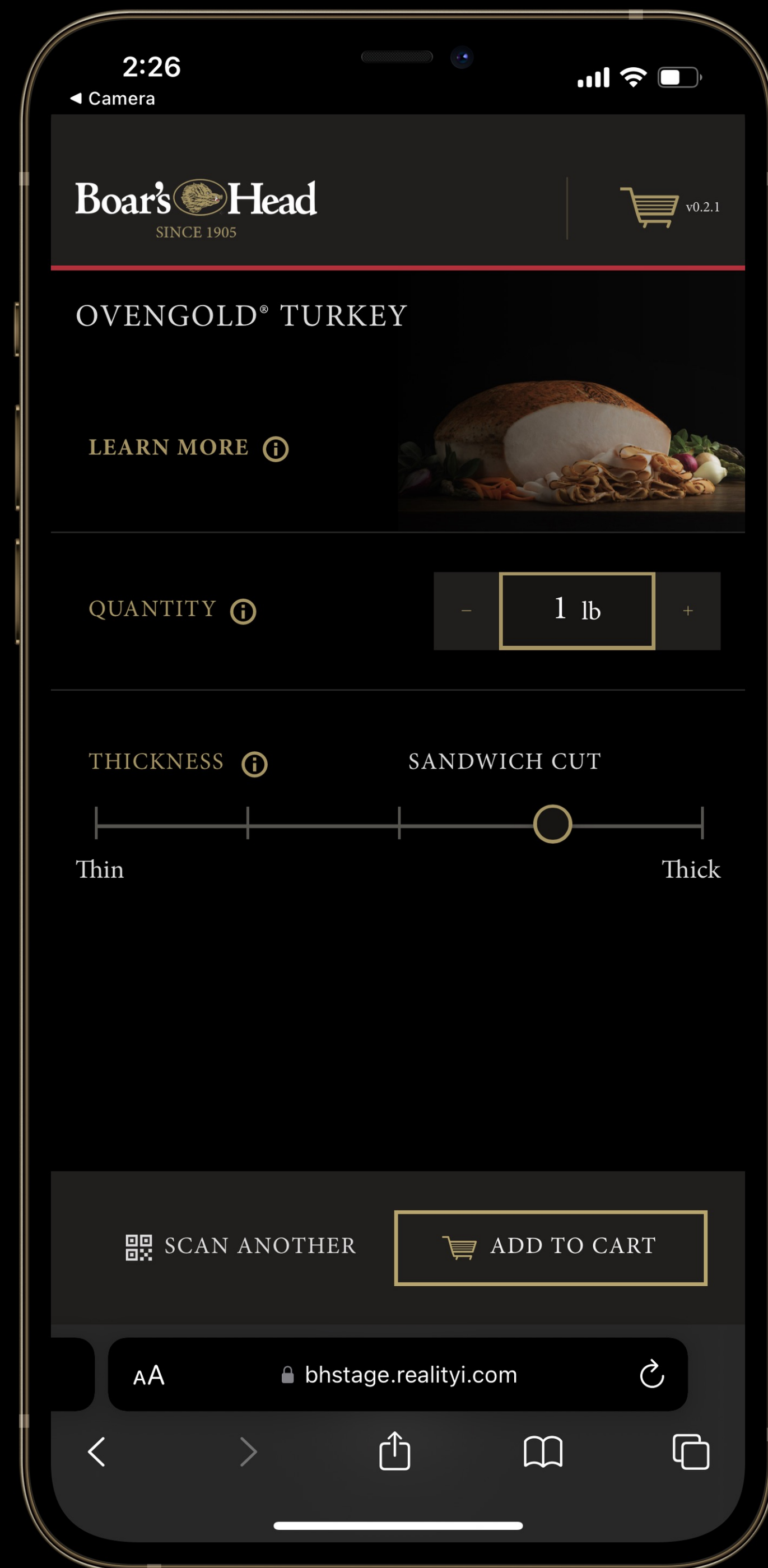
SCAN to SLICE Demo – Customer UX



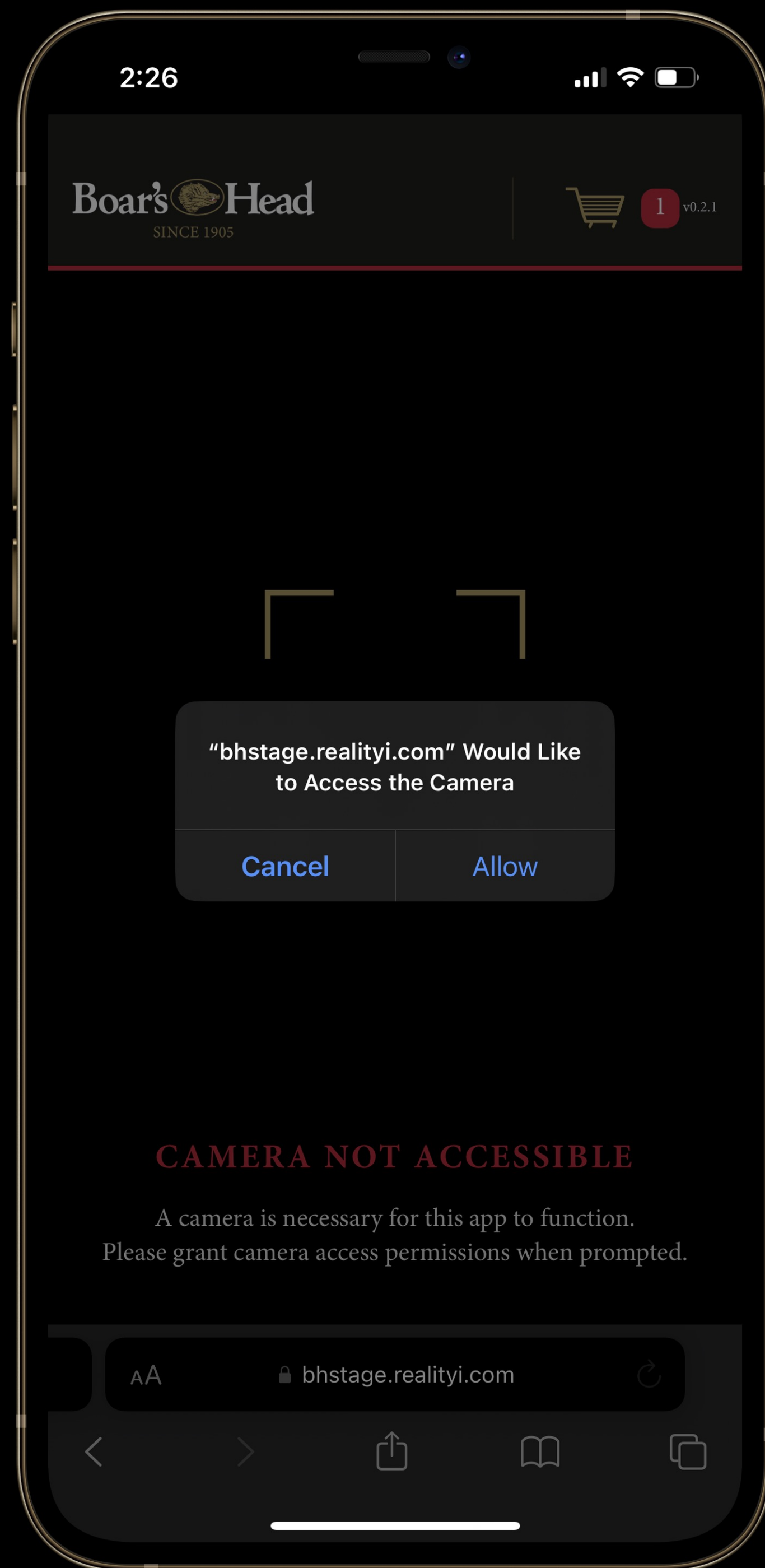
SCAN to SLICE Demo – Customer UX



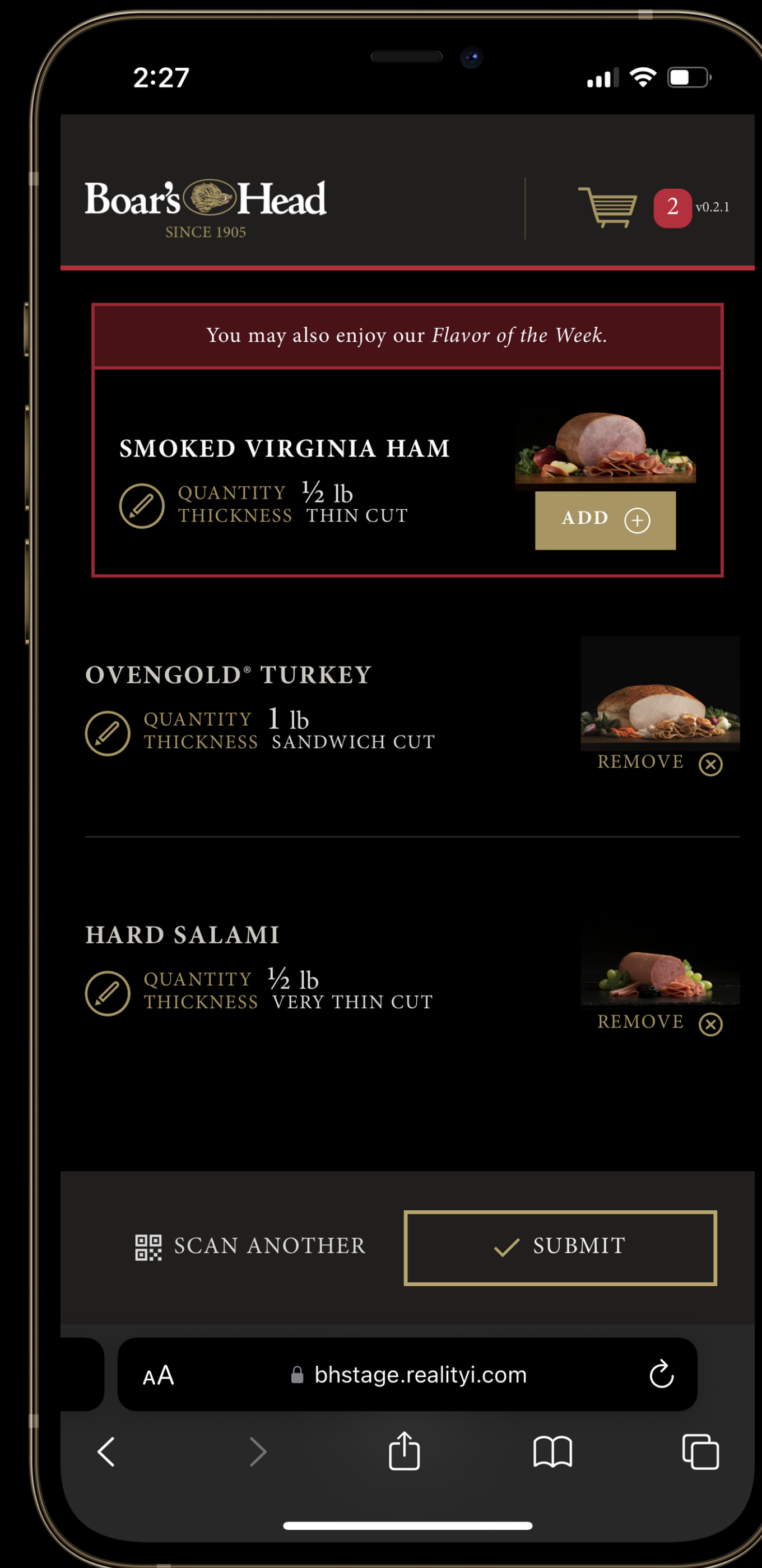
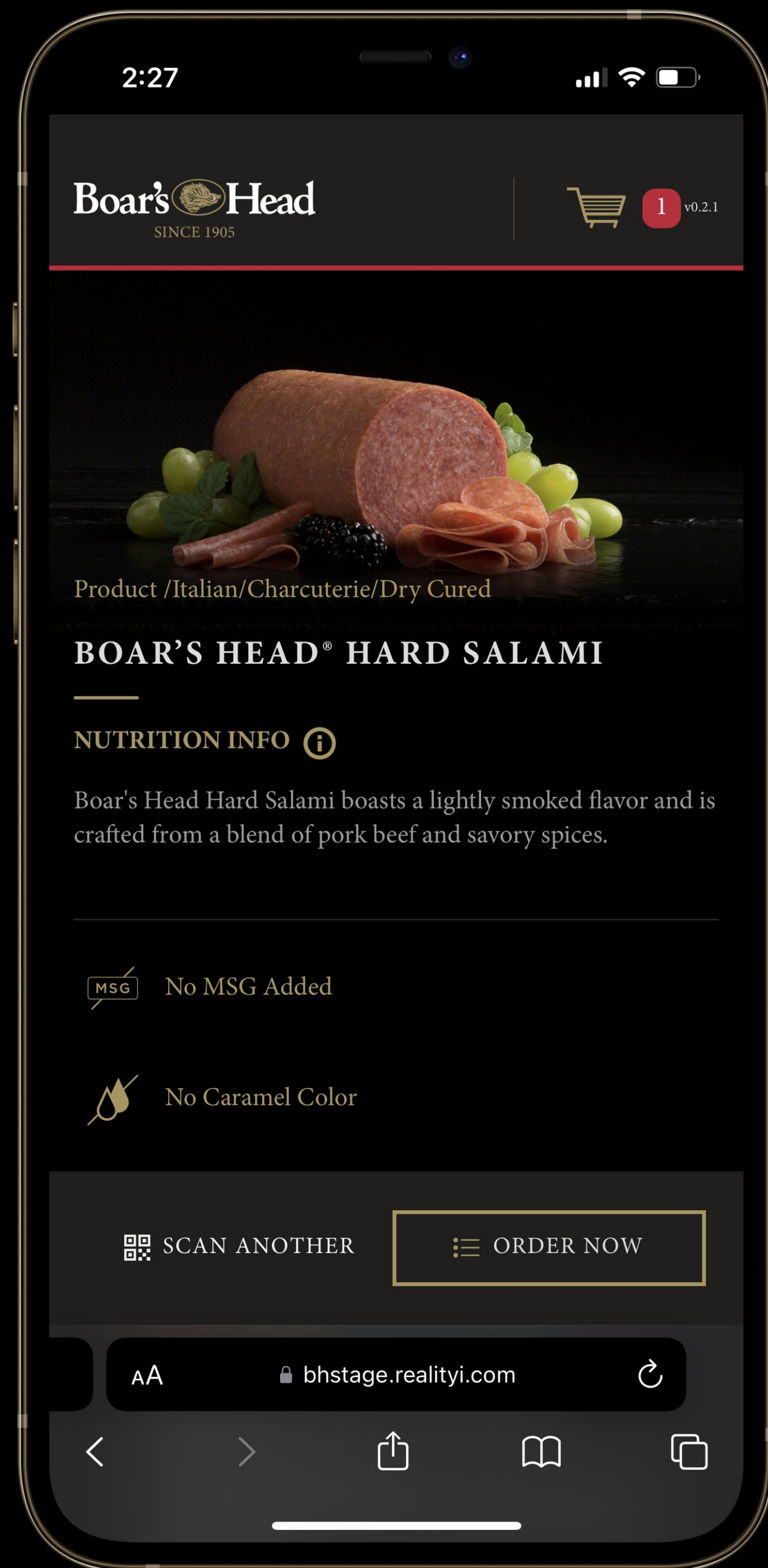
SCAN to SLICE Demo – Customer UX



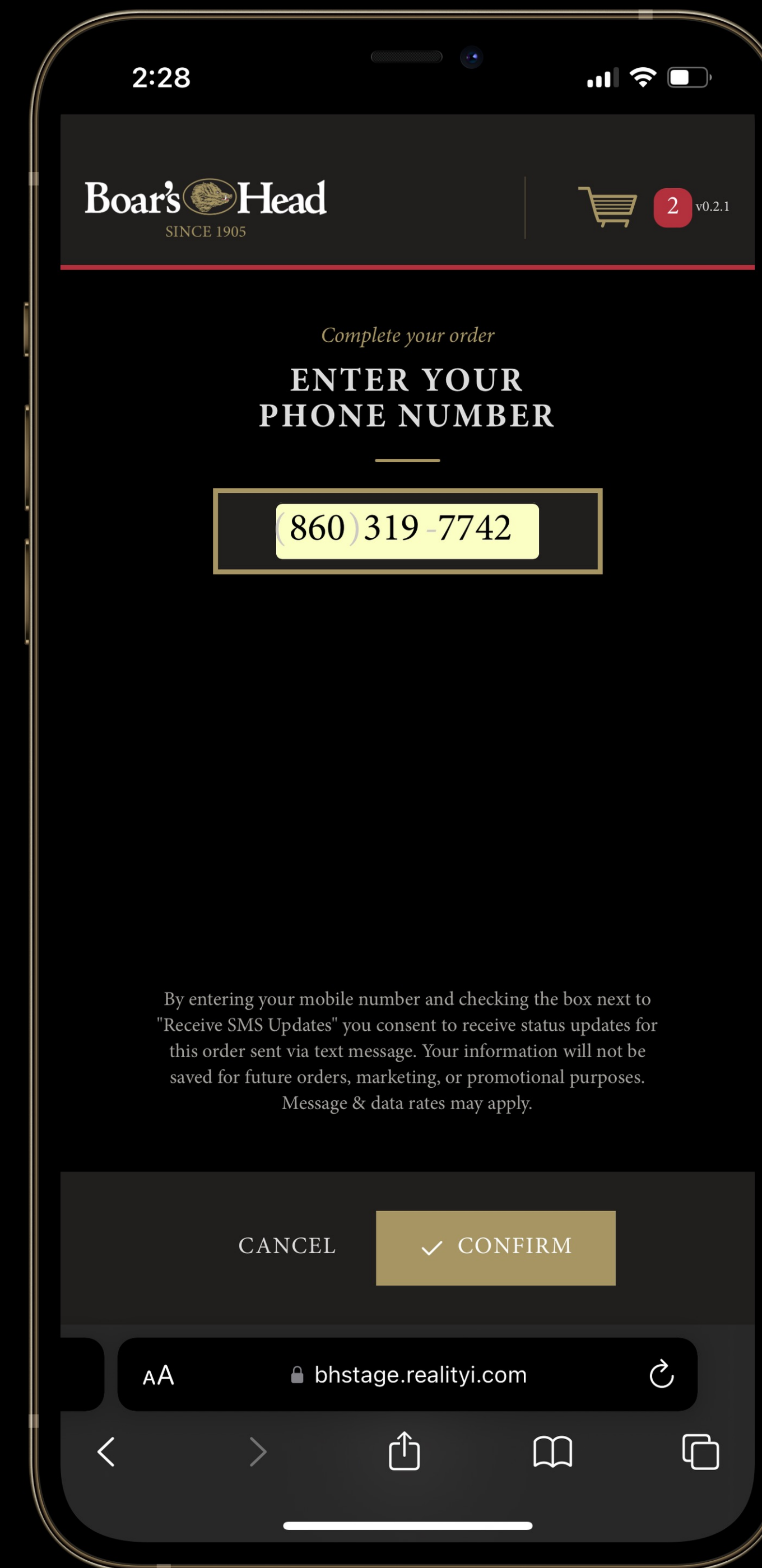
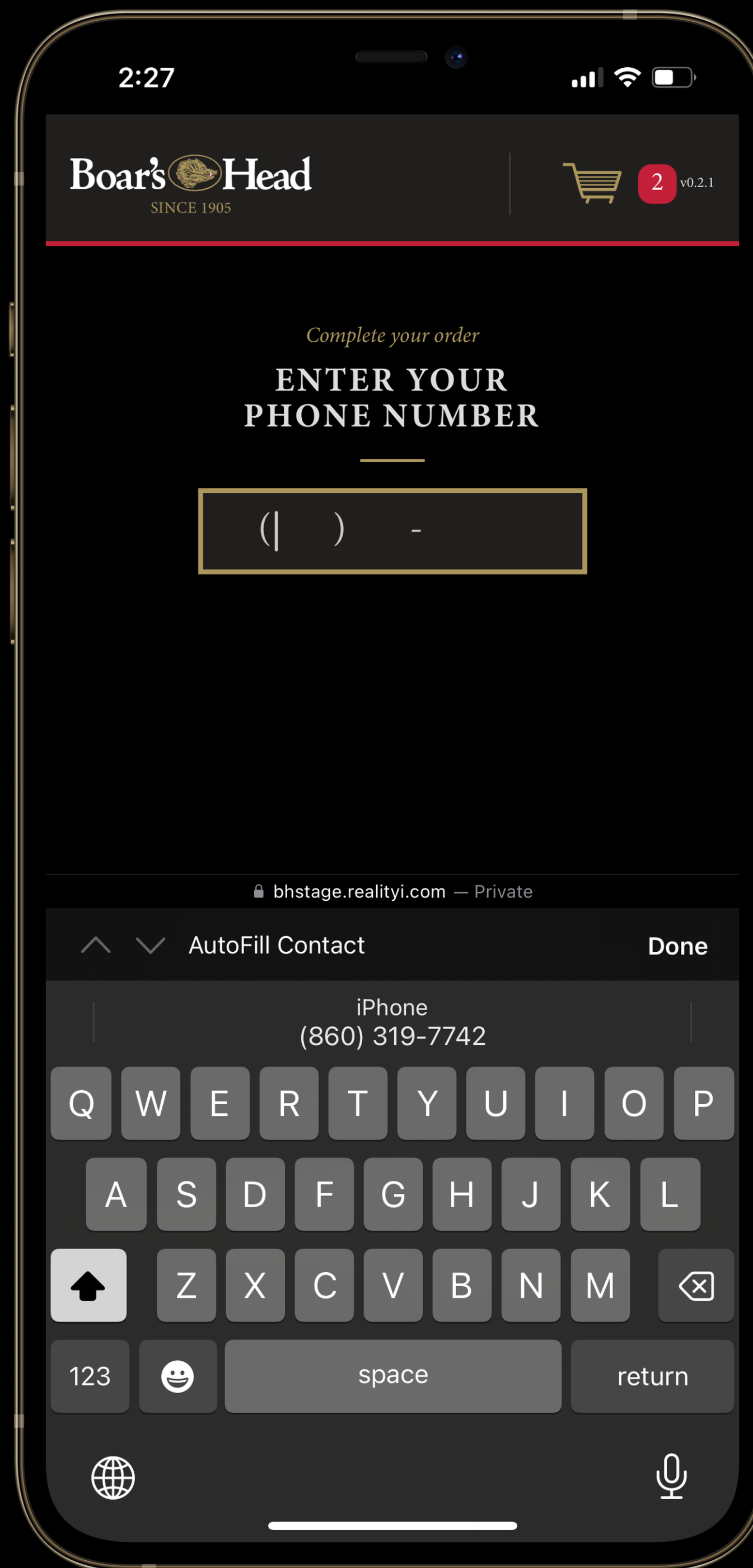
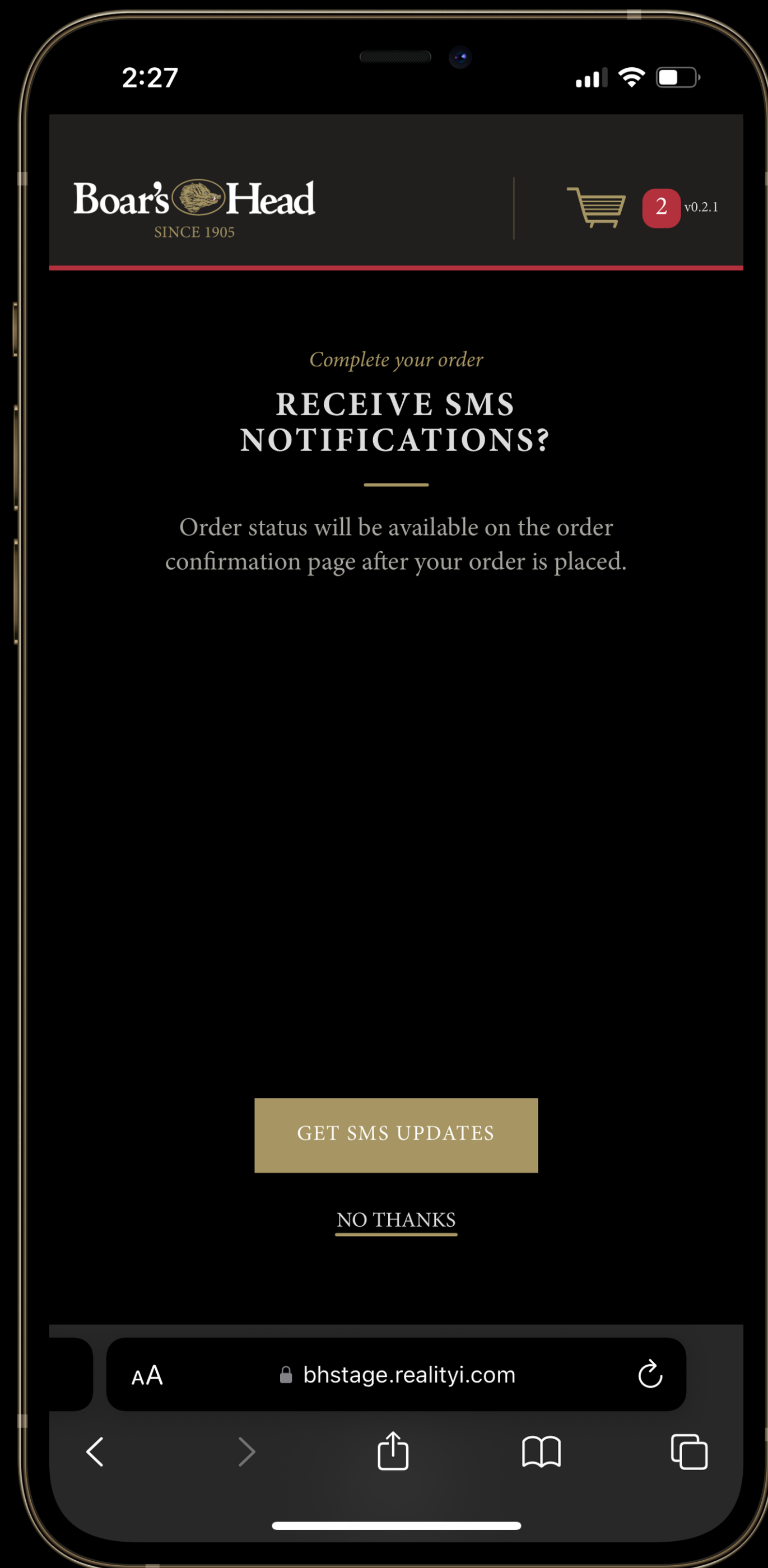
SCAN to SLICE Demo – Customer UX



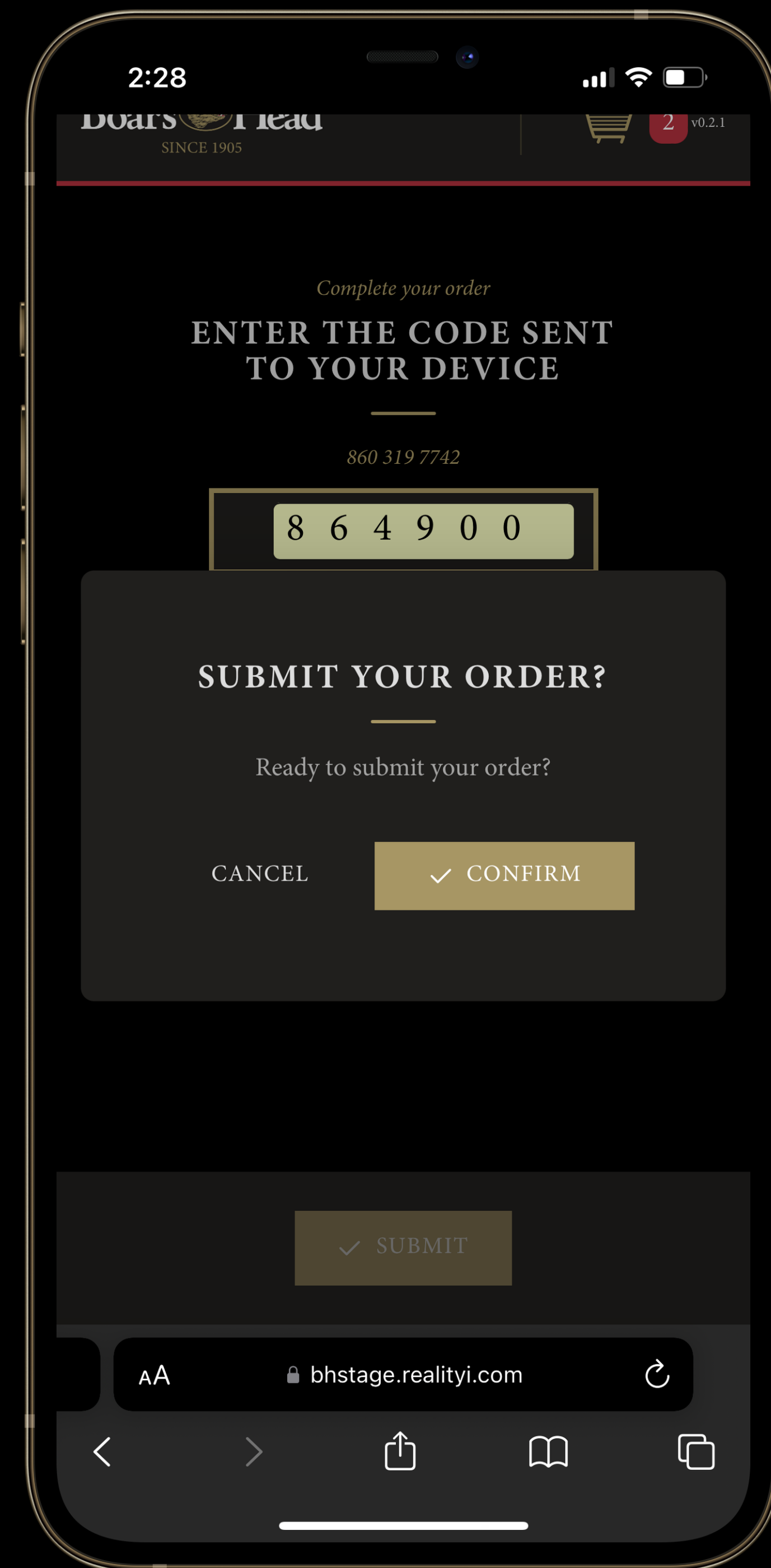
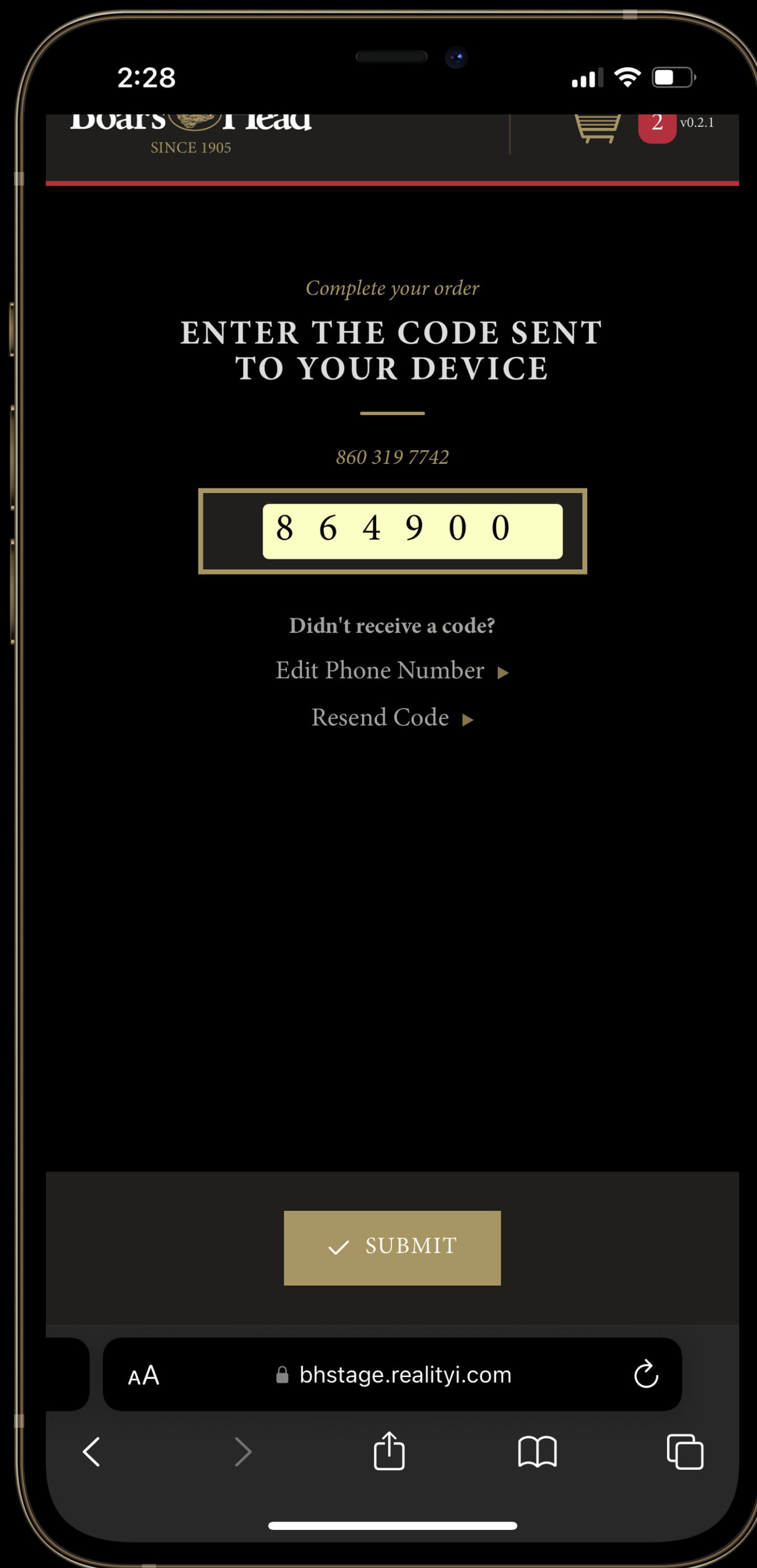
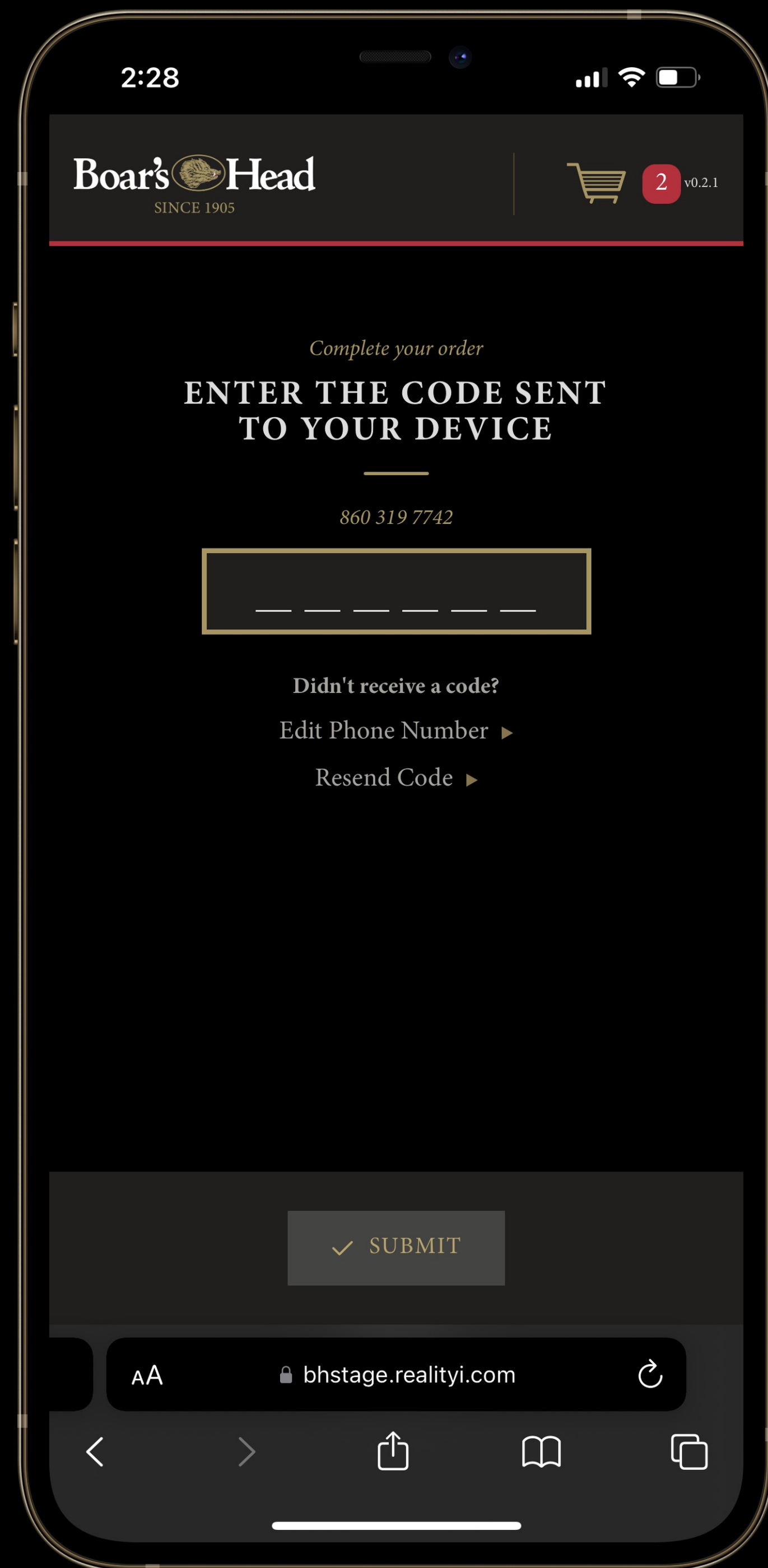
SCAN to SLICE Demo – Customer UX



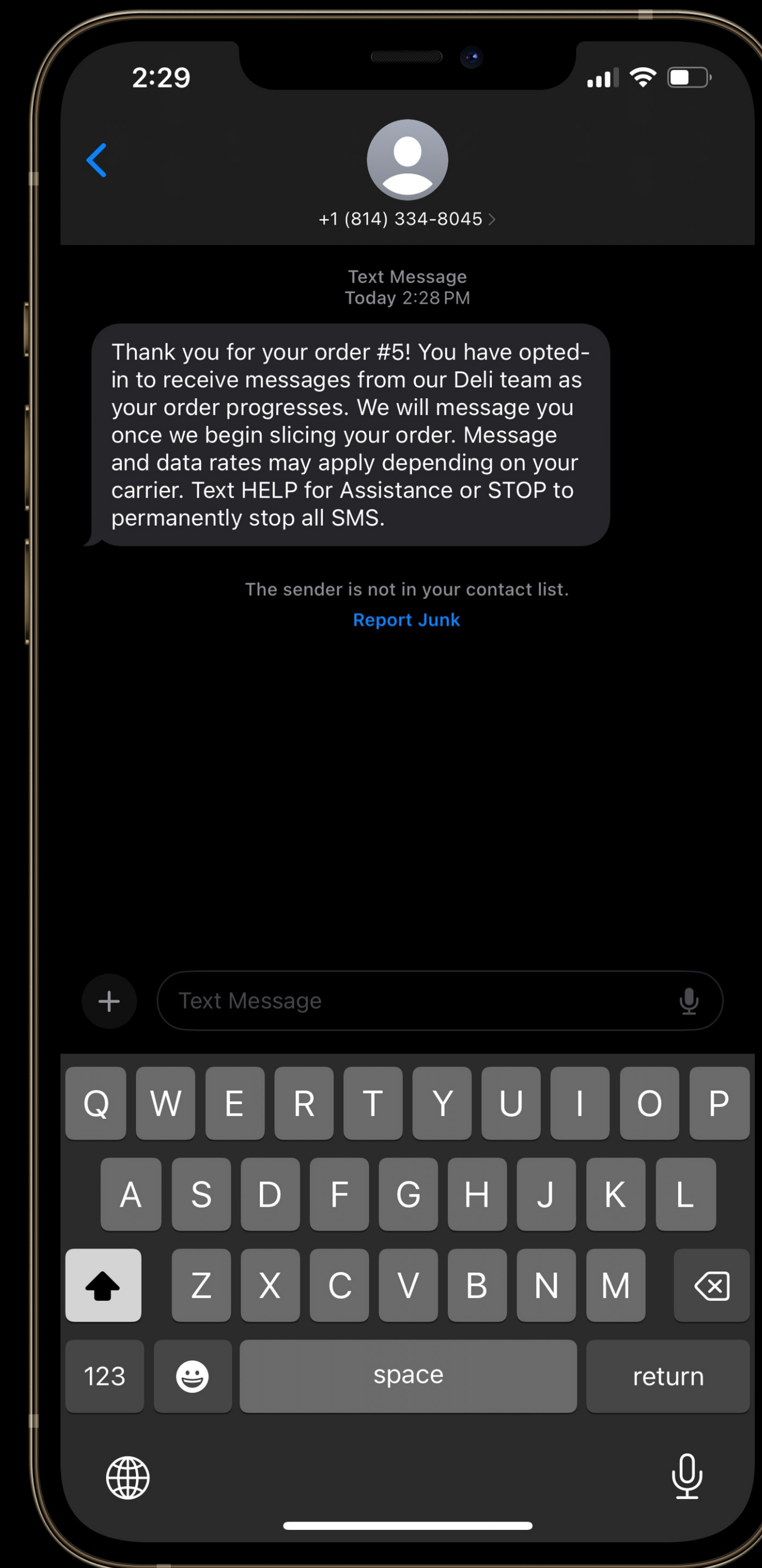
SCAN to SLICE Demo – Customer UX



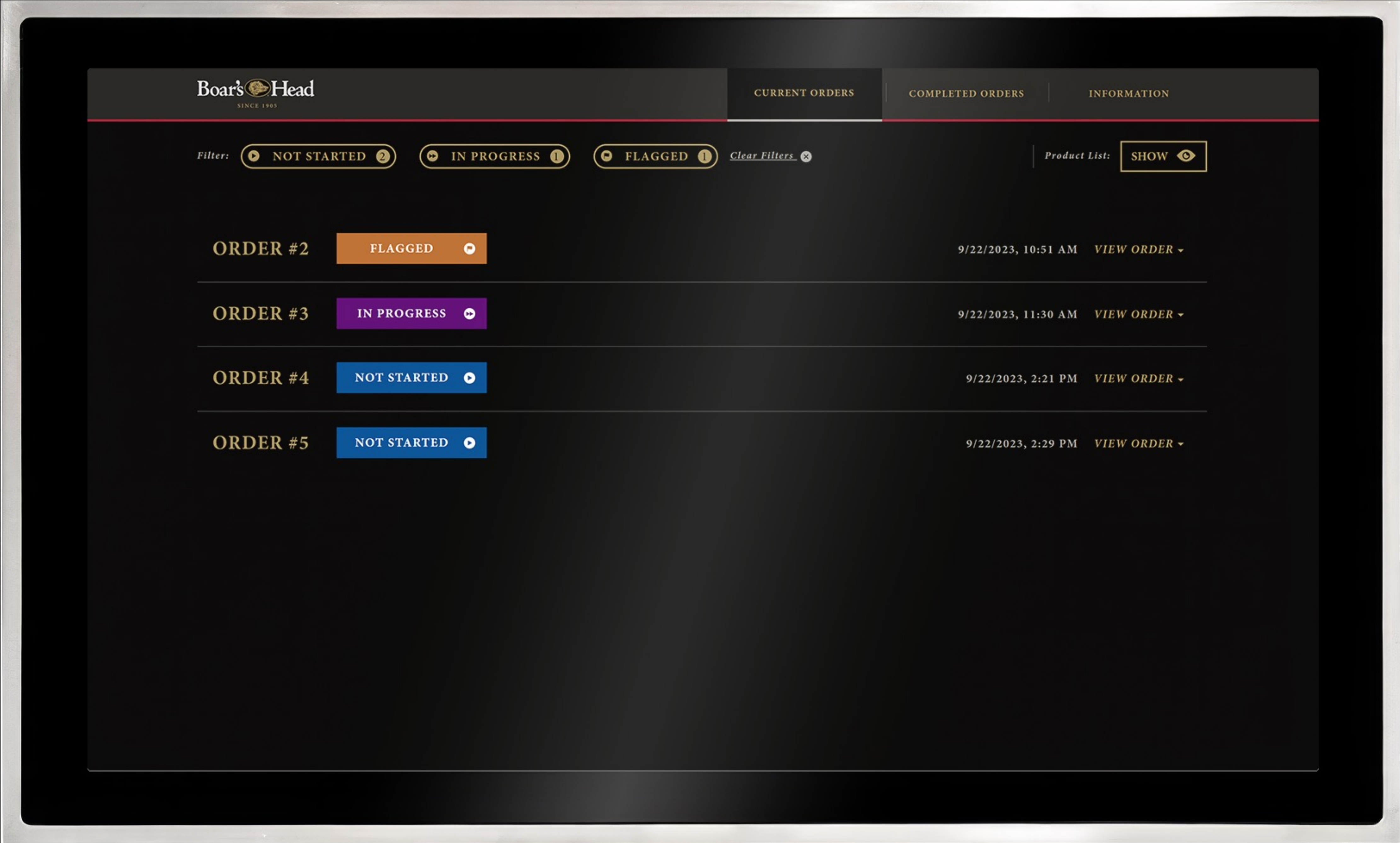
SCAN to SLICE Demo – Customer UX



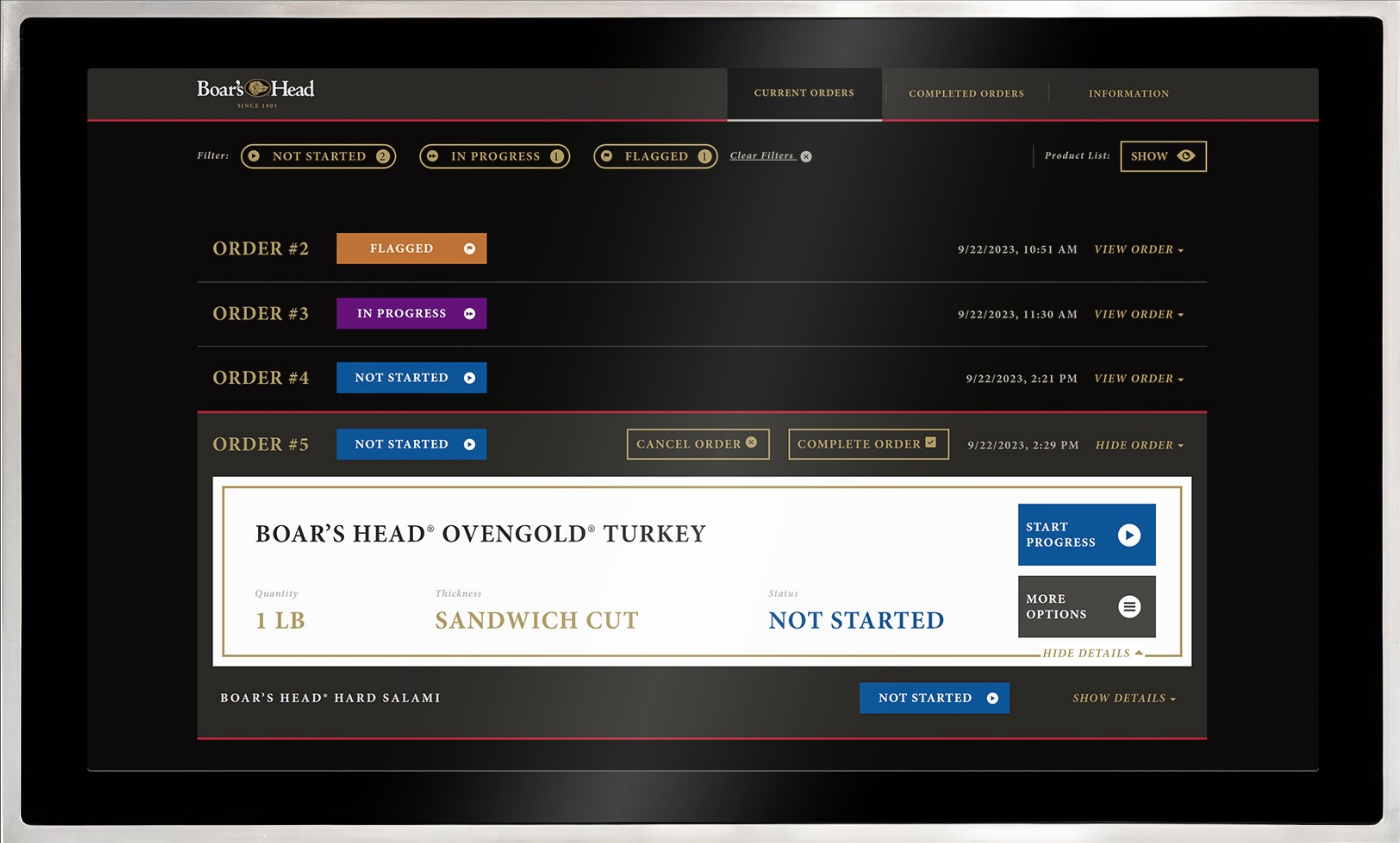
SCAN to SLICE Demo – Customer UX



SCAN to SLICE Demo – Associate UX



SCAN to SLICE Demo – Associate UX



SCAN to SLICE Demo – Associate UX

The screenshot displays the Boar's Head associate UX interface. At the top left is the Boar's Head logo with 'SINCE 1905' below it. To the right are navigation tabs: 'CURRENT ORDERS' (active), 'COMPLETED ORDERS', and 'INFORMATION'. Below the navigation is a filter section with three buttons: 'NOT STARTED 1', 'IN PROGRESS 2', and 'FLAGGED 1', along with a 'Clear Filters' link. A 'Product List: SHOW' button is also present. The main area shows a list of orders:

- ORDER #2: FLAGGED (orange button), 9/22/2023, 10:51 AM, VIEW ORDER
- ORDER #3: IN PROGRESS (purple button), 9/22/2023, 11:30 AM, VIEW ORDER
- ORDER #4: NOT STARTED (blue button), 9/22/2023, 2:21 PM, VIEW ORDER
- ORDER #5: IN PROGRESS (purple button), 9/22/2023, 2:29 PM, HIDE ORDER. This order has 'CANCEL ORDER' and 'COMPLETE ORDER' buttons.

A detailed view of a product is shown in a white box:

- Product Name: BOAR'S HEAD® OVENGOLD® TURKEY
- Quantity: 1 LB
- Thickness: SANDWICH CUT
- Status: IN PROGRESS
- Buttons: MARK AS COMPLETE, MORE OPTIONS, HIDE DETAILS

Below this box, another product is partially visible: BOAR'S HEAD® HARD SALAMI with a NOT STARTED button and a SHOW DETAILS button.

SCAN to SLICE Demo – Associate UX

The screenshot displays the Boar's Head associate interface. At the top left is the Boar's Head logo with 'SINCE 1905' below it. To the right are navigation tabs: 'CURRENT ORDERS' (selected), 'COMPLETED ORDERS', and 'INFORMATION'. Below the navigation is a filter section with three buttons: 'NOT STARTED 1', 'IN PROGRESS 2', and 'FLAGGED 1'. A 'Clear Filters' button is to the right. Further right is a 'Product List: SHOW' button with an eye icon. The main area shows a list of orders:

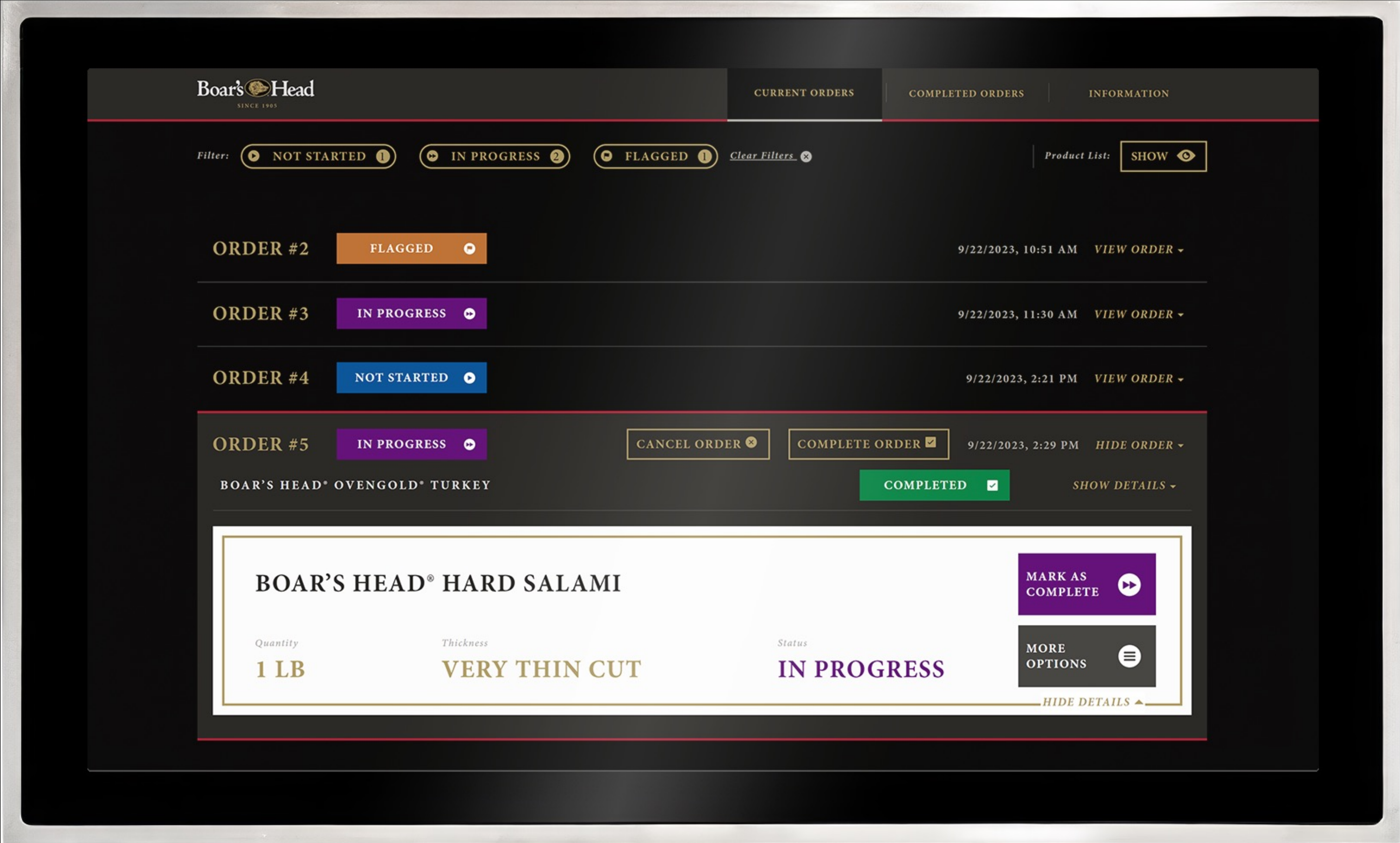
- ORDER #2** (FLAGGED) - 9/22/2023, 10:51 AM - VIEW ORDER
- ORDER #3** (IN PROGRESS) - 9/22/2023, 11:30 AM - VIEW ORDER
- ORDER #4** (NOT STARTED) - 9/22/2023, 2:21 PM - VIEW ORDER
- ORDER #5** (IN PROGRESS) - 9/22/2023, 2:29 PM - HIDE ORDER

Order #5 is expanded to show details for 'BOAR'S HEAD® OVENGOLD® TURKEY'. The status is 'COMPLETED'. A detailed view for 'BOAR'S HEAD® HARD SALAMI' is shown below, with the following information:

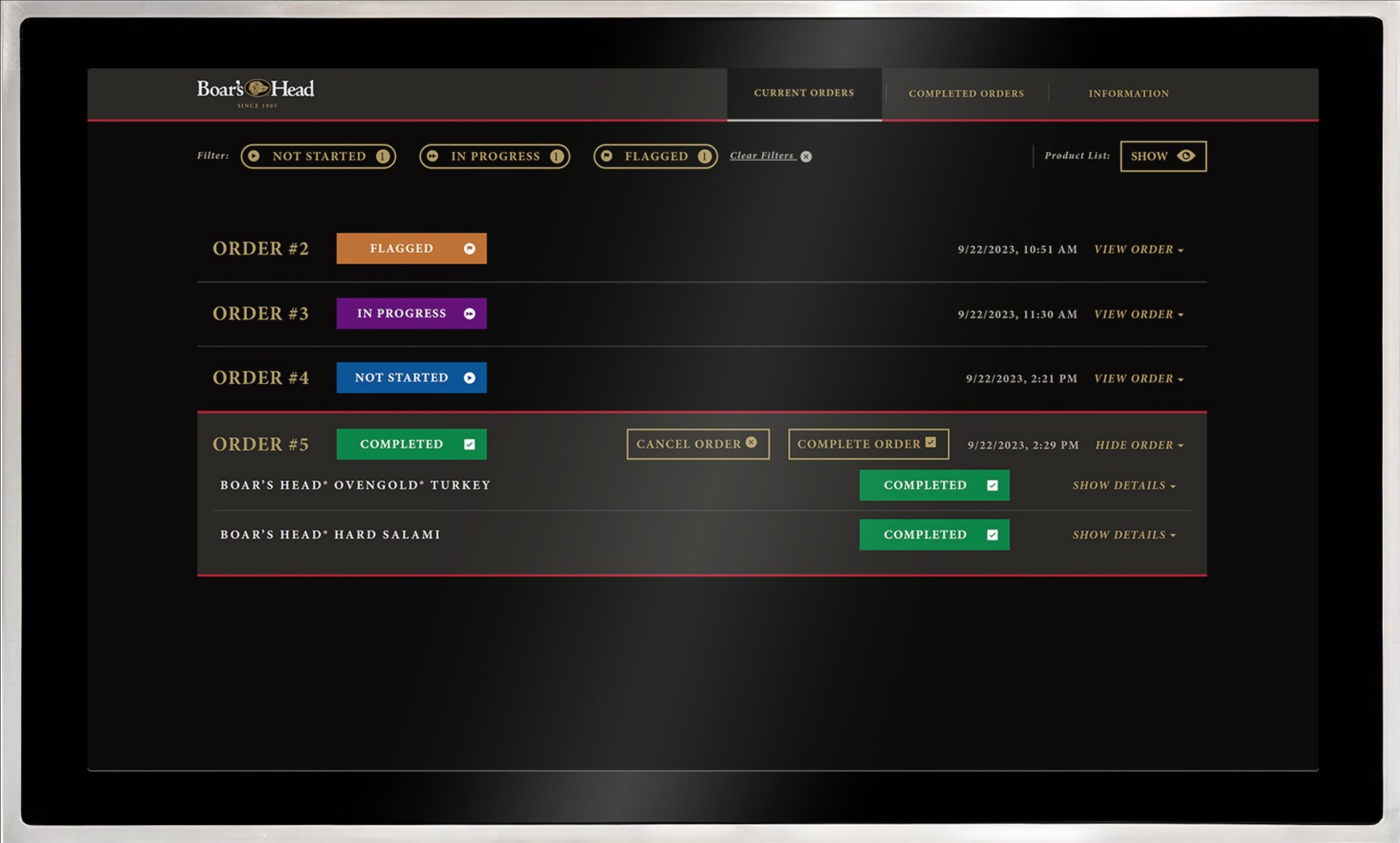
- Quantity:** 1 LB
- Thickness:** VERY THIN CUT
- Status:** NOT STARTED

On the right side of the detailed view, there are two buttons: 'START PROGRESS' (with a play icon) and 'MORE OPTIONS' (with a menu icon). A 'HIDE DETAILS' button is at the bottom right of the detailed view.

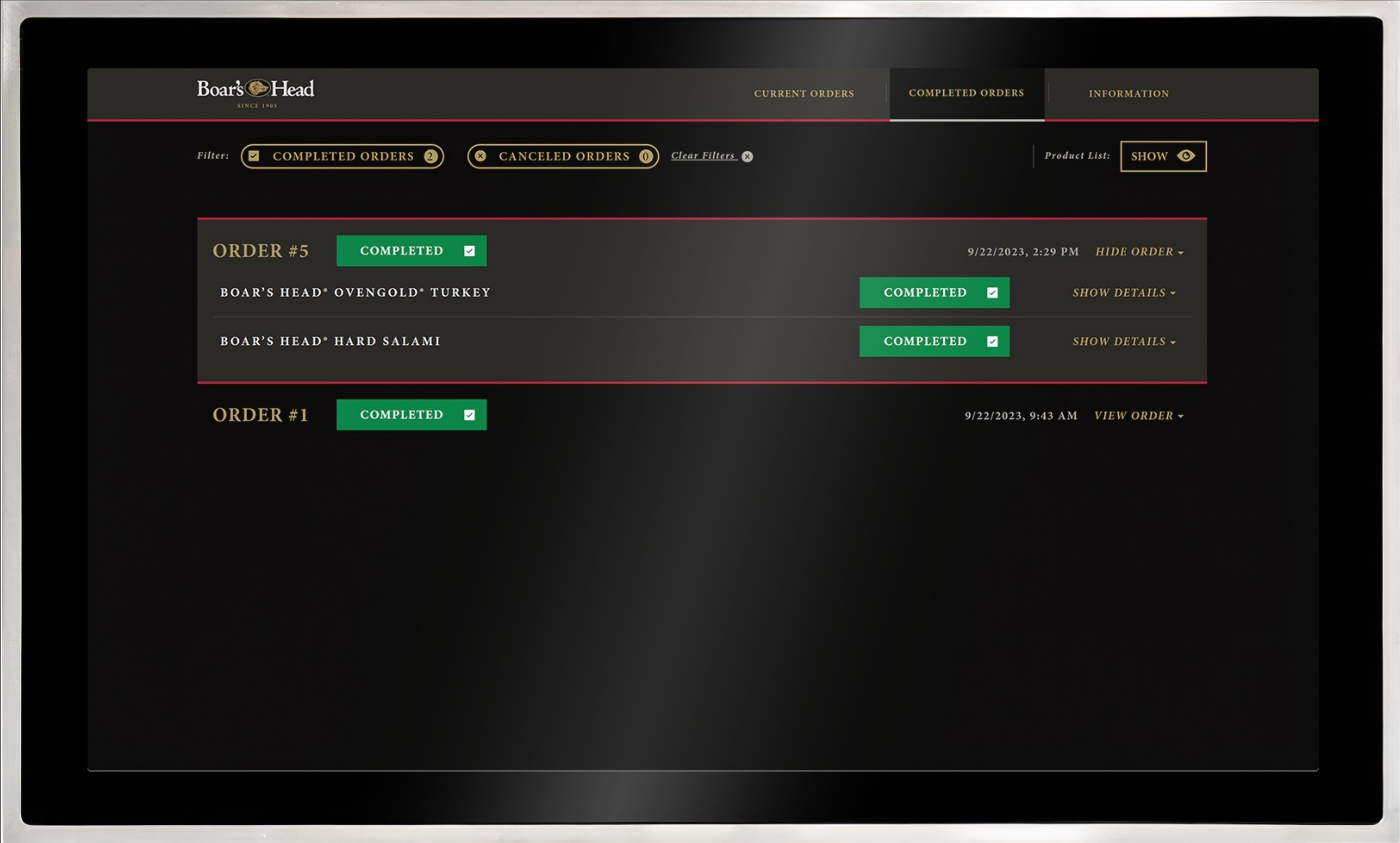
SCAN to SLICE Demo – Associate UX



SCAN to SLICE Demo – Associate UX



SCAN to SLICE Demo – Associate UX



SCAN to SLICE Demo – Customer UX

