

CLIENT > Furrs Grocery Stores
 PROJECT > Web Site Architecture/Development/Project Management
 DATE > Feb. '97



OBJECTIVES > Furrs Supermarkets, Inc. wanted to be among the first to provide an online grocery store for its' customers. The site had to be fully intergrated with its backend databases so updating of in store prices would instantly be reflected on the web site.

SOLUTION > The solution was to provided a totally integrated application. The site was very user friendly and allowed the customer to navigate easily. Shopping could commence, for repeat customers, from previous shopping lists. The site was fully integrated with Furrs internal databases structure - updating of web prices was done when the product was physically scanned in the grocery store. It was part of a "scan once - update many" protocol. Furrs was one of the first online grocery stores in the U. S. market - with a final cost a fraction of Web Vans and HomeGrocer.com.

