



Connect Through Tech

Tech Coaching Quick Start Guide

Shopping Online (with Instacart)

*updated 6/10/20
v 1.0*





Connect Through Tech

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Benefits

For many people around the world, shopping online has become an attractive alternative to visiting physical stores. Some reasons are:

- Easy – shop in the comfort and safety of your home
- Convenient – you can shop at any time, not only when a physical store is ‘open’
- Save time – no need to travel or wait on a line to check out
- Save money – shopping online allows you to compare prices more easily (but remember that prices may change at any time)



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Prerequisites

- Any PC or Apple device
- Internet access
- Browser (e.g. Chrome, Firefox, Microsoft Edge)
- Active email address
- Credit or debit card

Having a larger screen will allow you to view more products, so you may want to use a desktop, laptop, or tablet computer instead of a smartphone.



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Introduction

Most stores which have a physical location also have a way to shop online. Many stores only exist online. While there are many online shopping websites to choose from, most use the same steps to select, purchase and arrange delivery that we will describe in this guide. Depending on the website you use, the screens may look different. To explain the basics of online shopping, we will use the Instacart website as an example. Instacart can be used to order groceries from many stores.



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Creating an Account

The first time you shop on a company's website, you will be asked to create an account. Depending on the website, this will happen at the beginning at the end. An account has your name, contact information and the password you create. Having an account enables you to receive purchase confirmations, check shipping/delivery status and review your purchase history. It is especially helpful when arranging returns. With an account, you won't have to re-enter delivery and billing information each time you shop at that site.

You may also have the option of shopping as a "Guest" without creating an account. You will need to repeat all your information each time you shop and will likely have to contact customer service directly to arrange for any returns or cancellations.

To create an account for Instacart, start by **entering** (typing) your delivery address or zip code. This will pull up only stores that deliver to your location. **Click** (tap) on *See available stores* below zip code.

The screenshot shows the Instacart homepage. At the top is the Instacart logo. Below it is the text "Get groceries delivered to your door or ready for pick-up". There is a text input field with a green arrow icon on the left and the placeholder text "Enter your delivery address or zip code". The field contains the zip code "10024". Below the input field is a green button with the text "See available stores". At the bottom of the page, there are two links: "Already have an account? Log in" and "Enable high contrast". A black arrow points from the right side of the page to the input field.



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Creating an Account (continued)

Next, you will need to **enter** (type) an email address for your account, so you can receive an email that your order has gone through and emails when the item has shipped and sometimes even when it has been delivered. After entering your email, **click** (tap) *Sign up with email*.

NOTE – It is also possible to sign up with your Facebook or Google accounts, but we recommend that you sign up by email so your information is not shared with other websites.

<



Available in New York!

Create an account to start shopping

Email
nreiss@dorotusa.org

By signing up, you agree to our [Terms of Service & Privacy Policy](#)

Sign up with email

or

 **Continue with Facebook**

 **Continue with Google**

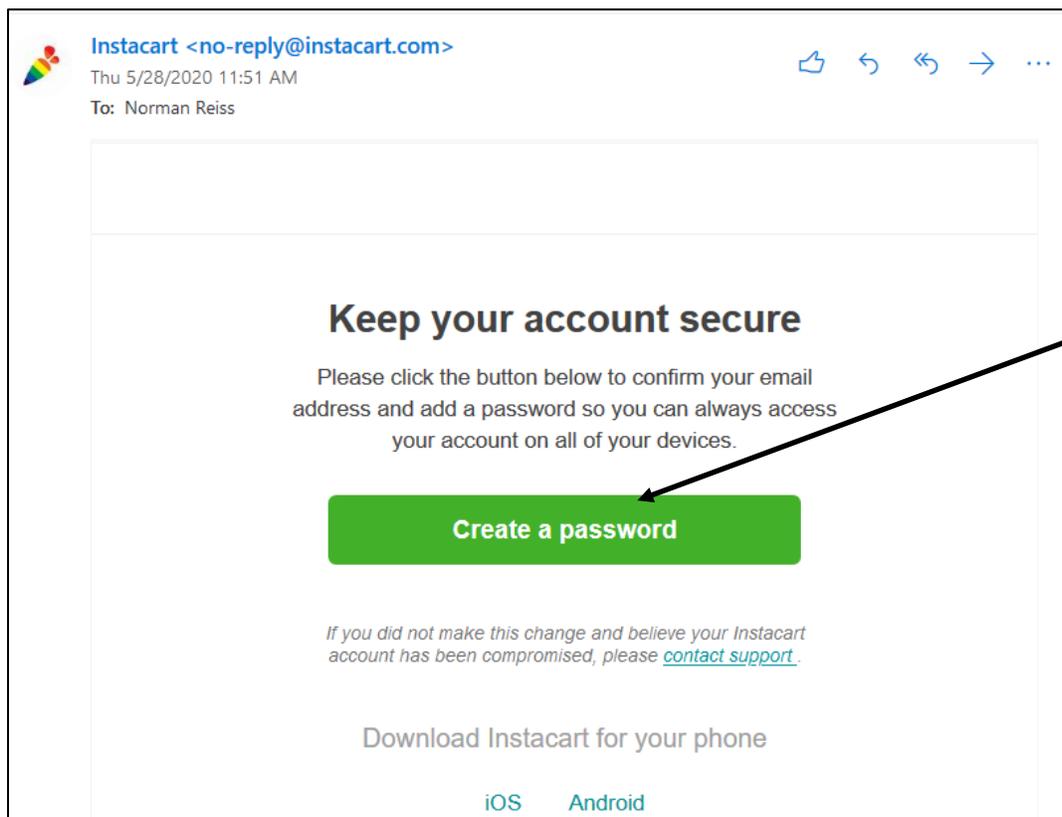
Already have an account? [Log in](#)



Connect Through Tech

Creating an Account (continued)

After creating your account, you will immediately receive an email asking you to select a password. This allows you to easily access the website from any device you use. Without closing the shopping site, open your email, then **click** (tap) on *Create a password*. (If you do not receive an email, you have likely typed your email address incorrectly. Simply return to the previous screen and correct.)





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Creating an Account (continued)

We recommend that your password contain a minimum of 8 characters and use a combination of letters (both lower and upper case), numbers and symbols (?, !, #, etc.) Many websites will require this format. It is important to create a password that is not easy for others to guess.

Type the password you desire in *New Password* and press the *Enter* key on your device's keyboard. Type that password a second time in *Confirm New Password*, which will let you know if there is a mismatch between the two. Repeat these steps if you need to correct your new password. When ready, **click** (tap) *Set My Password* to complete creating your account.

Change your password

New password

Confirm new password

[Set My Password](#) or [Go back to Login](#)

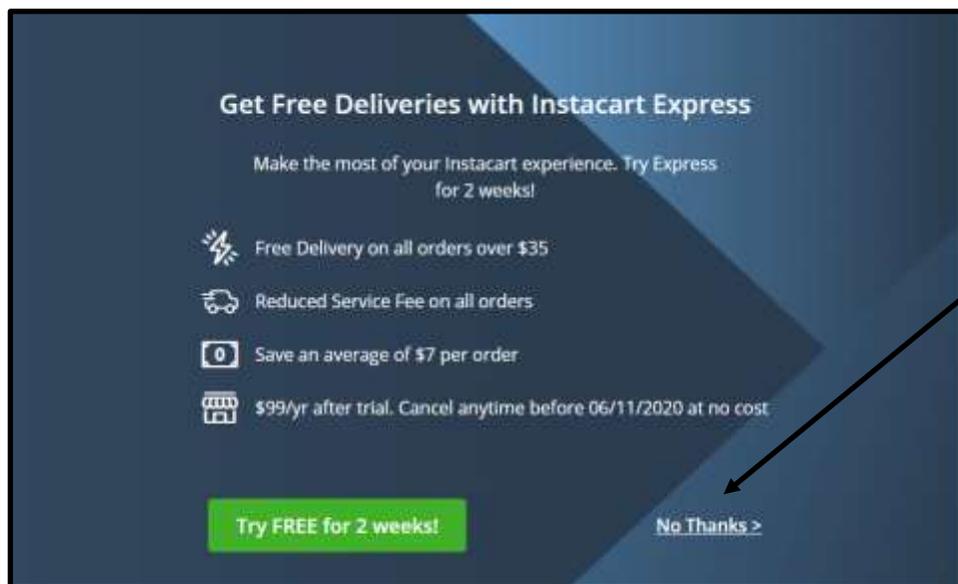
Check out our: [iOS App](#) - [Android App](#) [Terms](#) [Privacy](#)



Connect Through Tech

Creating an Account (continued)

Some websites may ask you if you want to become a member of some sort, paying a fee upfront to have benefits for frequent shoppers. There is rarely an obligation to do so, but you will need to either accept or refuse the offer. When using Instacart, you may be asked whether you want to sign up for a trial of Instacart Express (which offers no delivery fee for orders over \$35, lower service fee, no busy time premiums). To accept this offer, **click** (tap) *Try FREE for 2 weeks!* If not, **click** (tap) *No Thanks*. (Some websites will say *Skip* instead of *No Thanks*.)





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Shopping

After creating an account, you can now begin shopping. Unlike many other shopping websites, Instacart allows you to order from multiple stores at the same time and you will need to choose which one(s). Depending on your location, your store list will be different than what appears below. You may need to scroll down to view the entire list of stores.

Delivery is the most common way to get items ordered online. Some stores on Instacart may offer a pickup as an additional option. Stores offering both are listed at the bottom and you will choose which you prefer.

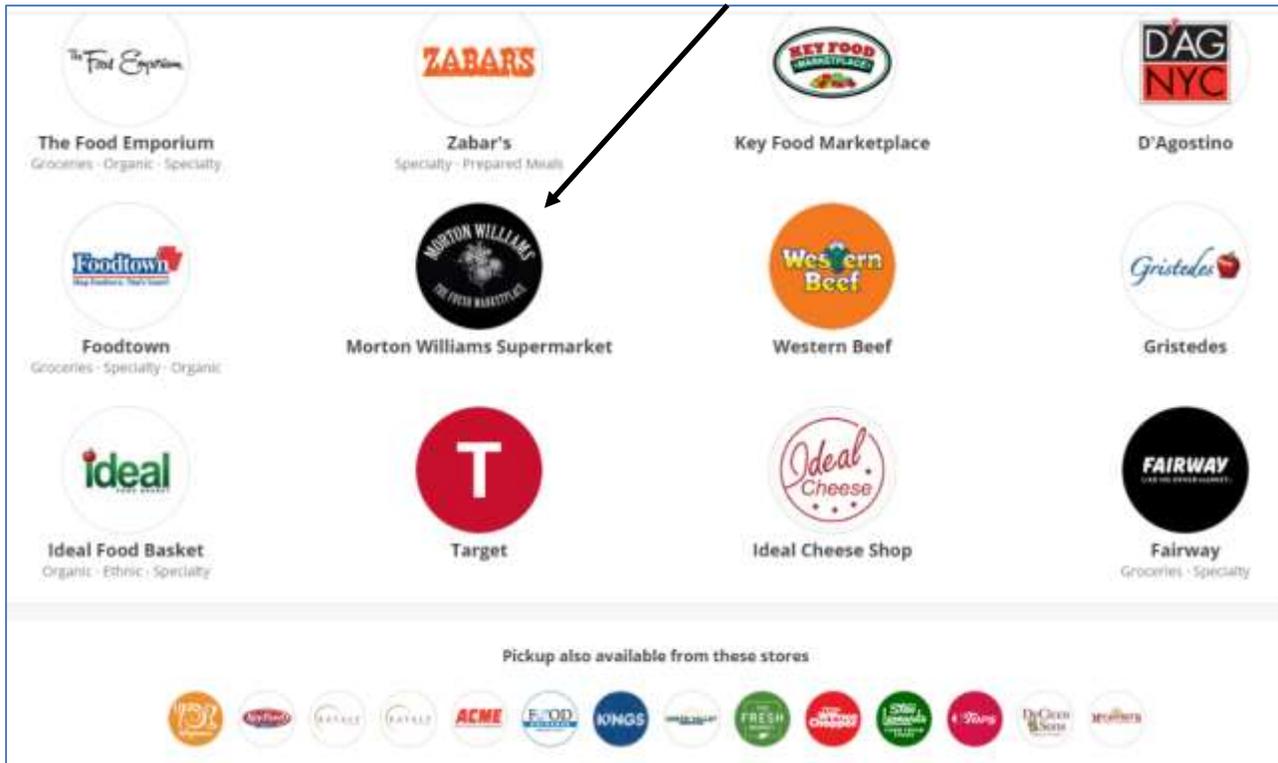




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Shopping (continued)

We will **click** (tap) *Morton Williams Supermarket* to begin shopping.





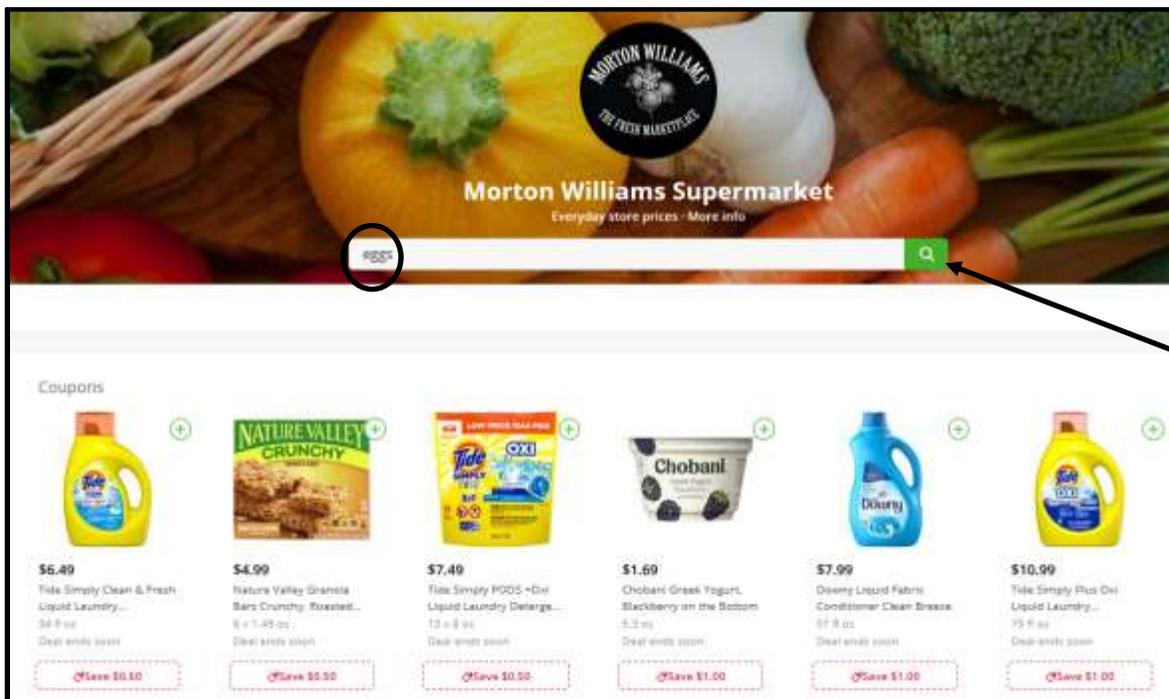
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Shopping (continued)

Shopping websites may have more choices than physical stores and the set up may feel unfamiliar. Just like when you shop in a physical store, it can be helpful to prepare a shopping list for the items you need.

You will see many ways to select items on a website. Usually on the left side of your screen are product categories, like the labels you find on the aisles of a supermarket or the department names on a store directory.

In Morton Williams, items currently reduced in price will be listed under *Sales*. Fruits and vegetables will appear under *Produce*. Frozen food items will show under *Frozen*. On all shopping websites, the easiest way to find what you want can be to simply use the search box at the top of the webpage to find what you want to buy. Below, we will **enter** (type) *Eggs*, then **click** (tap) on  to search.





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Shopping (continued)

You will then often see a list of products. Some might say *Featured* or *Popular* shown on top. *Featured* means the company paid to have their item shown first. *Popular* means many other people on the website have purchased that item in comparison to similar choices. It is like a commercial - you can choose an item from the *Featured* or *Popular* category or from anywhere else on the list.

Showing results for eggs

Featured + Popular +

	
\$6.99 Organic Valley Organic Free-Range Large Eggs 12 ct	\$1.59 Quaker State Extra Large Grade AA Eggs 12 ct



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Shopping (continued)

If the list seems too big, shopping websites have ways to limit the items shown. Typically, this can be found on the left side of your screen. On Instacart, use the *Refine By* filters to choose the brands and nutrition (type of eggs) that you wish to see. (Different filters are shown for different types of products.)

Refine By [Reset](#)

DEPARTMENTS

- Dairy & Eggs
 - Eggs
 - Breakfast
 - Hot Cereal & Pancake Mixes
 - Frozen
 - Frozen Breakfast

[See more](#)

BRANDS

- Pennsylvania Dutch
- Quaker State
- Crepini
- Ecomeal
- Horizon
- Mountainside Farms

[See more](#)

NUTRITION

- Organic
- Gluten-Free
- Fat-Free
- Vegan
- Kosher
- Sugar-Free

Showing results for eggs

Featured	Featured	Featured
\$6.99 Horizon Eggs, Fresh, Brown, Large 12 ct FREE DELIVERY	\$5.99 Nellie's Large Free Range Grade A Eggs 12 ct FREE DELIVERY	\$7.59 Pete & Gerry's Eggs, Grade A, Organic, Free-Range 12 ct FREE DELIVERY
\$1.49 Dutch Farms Grade A Large Eggs - 6 CT 12 oz FREE DELIVERY	\$5.79 The Country Hen Organic Large Grade A Eggs 6 ct FREE DELIVERY	\$2.29 Bowl & Basket Grade A White Eggs 12 ct FREE DELIVERY



Connect Through Tech

Shopping (continued)

Shopping websites often display results according to what it considers to be the “*Best match*” for what you searched for, but you may change the *Sort* on the upper right to display items by price.

Sort by Best Match

- ✓ Best Match
- Price: Lowest First
- Price: Highest First
- Unit Price: Low First
- Unit Price: High First

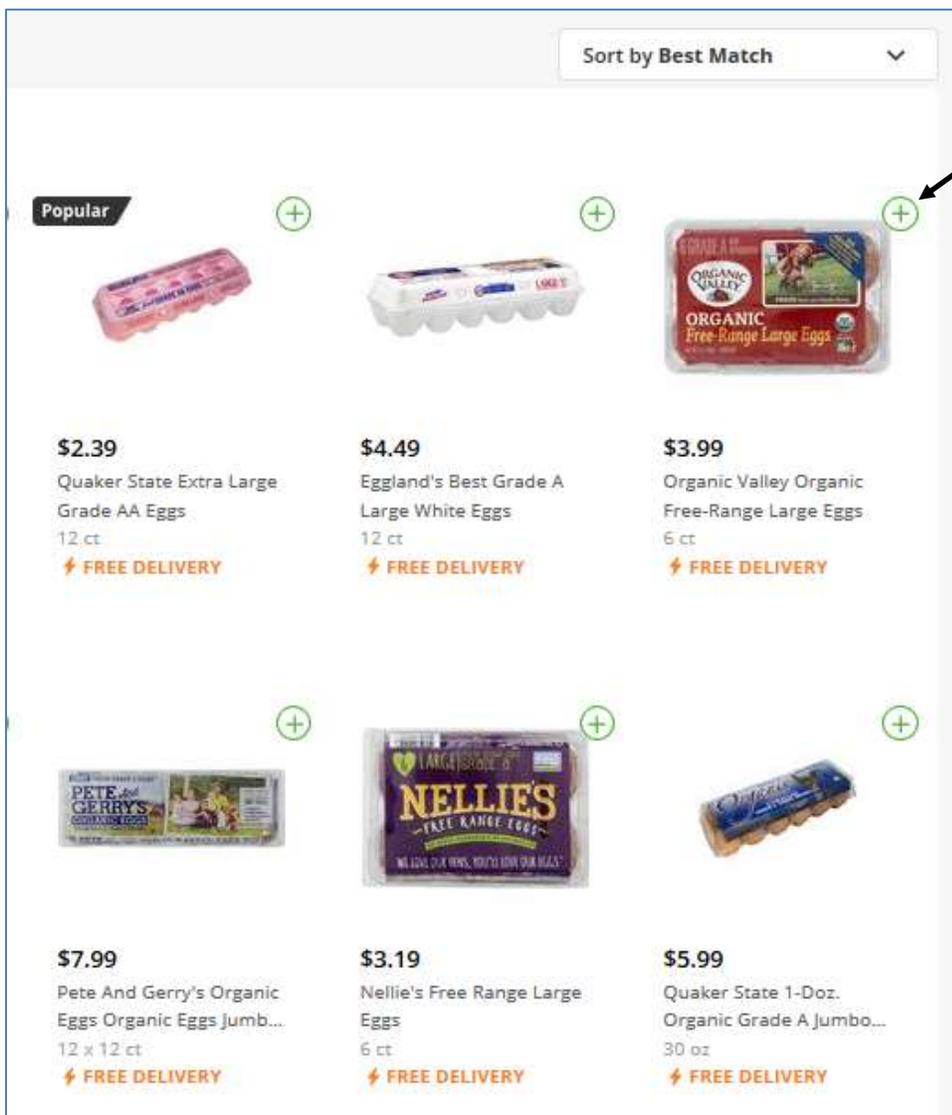
\$2.39 Quaker State Extra Large Grade AA Eggs 12 ct ⚡ FREE DELIVERY	\$4.49 Eggland's Best Grade A Large White Eggs 12 ct ⚡ FREE DELIVERY	\$3.99 Organic Valley Organic Free-Range Large Eggs 6 ct ⚡ FREE DELIVERY
\$7.99 Pete And Gerry's Organic Eggs Organic Eggs Jumb... 12 x 12 ct ⚡ FREE DELIVERY	\$3.19 Nellie's Free Range Large Eggs 6 ct ⚡ FREE DELIVERY	\$5.99 Quaker State 1-Doz. Organic Grade A Jumbo... 30 oz ⚡ FREE DELIVERY



Connect Through Tech

Shopping (continued)

When you find an item you wish to purchase, **click** (tap) on  shown on the upper right of the desired product. If clicking on the item does not change what you see, move your mouse to the picture or name of product.

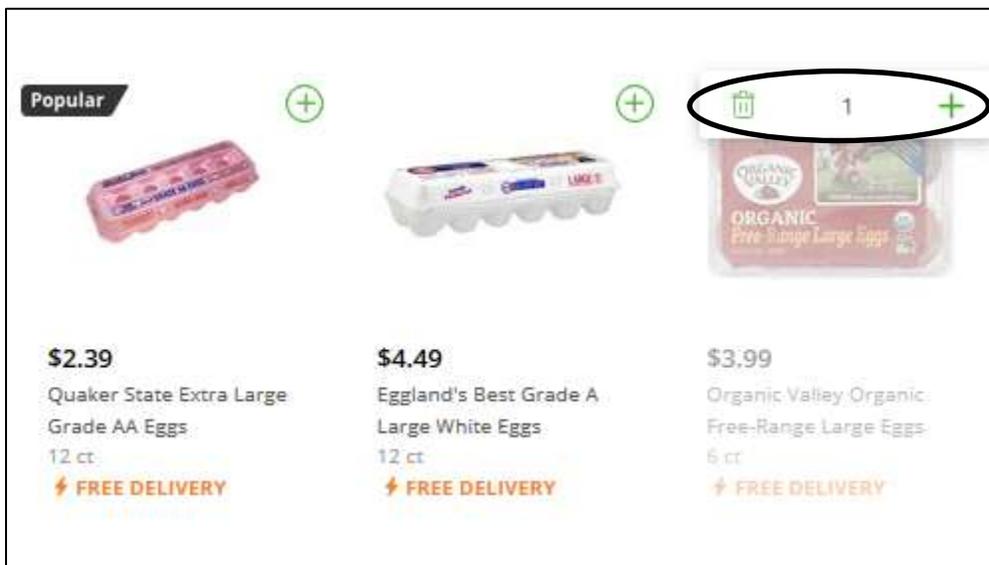




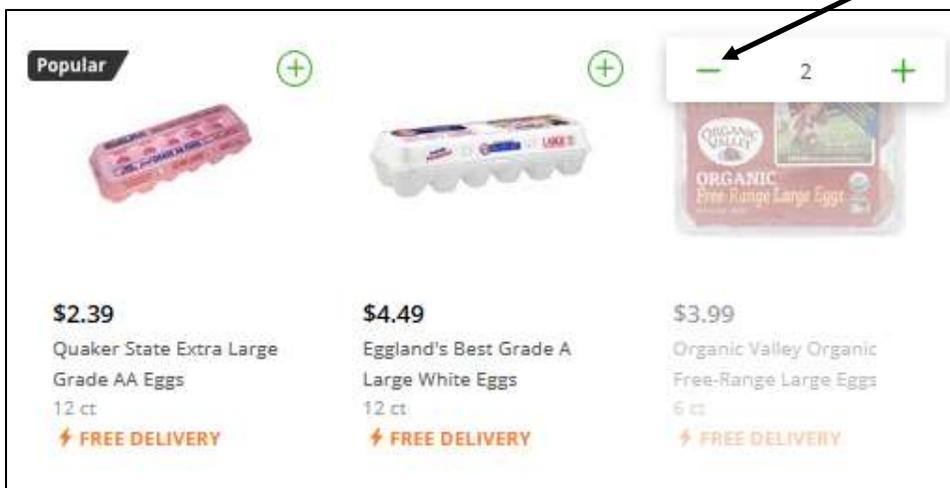
Connect Through Tech

Shopping (continued)

If you would like to buy more than one, **click** (tap) on the  until you reach the desired quantity, or **click** (tap) on  to remove item.



Use *Minus Sign* to decrease quantity.

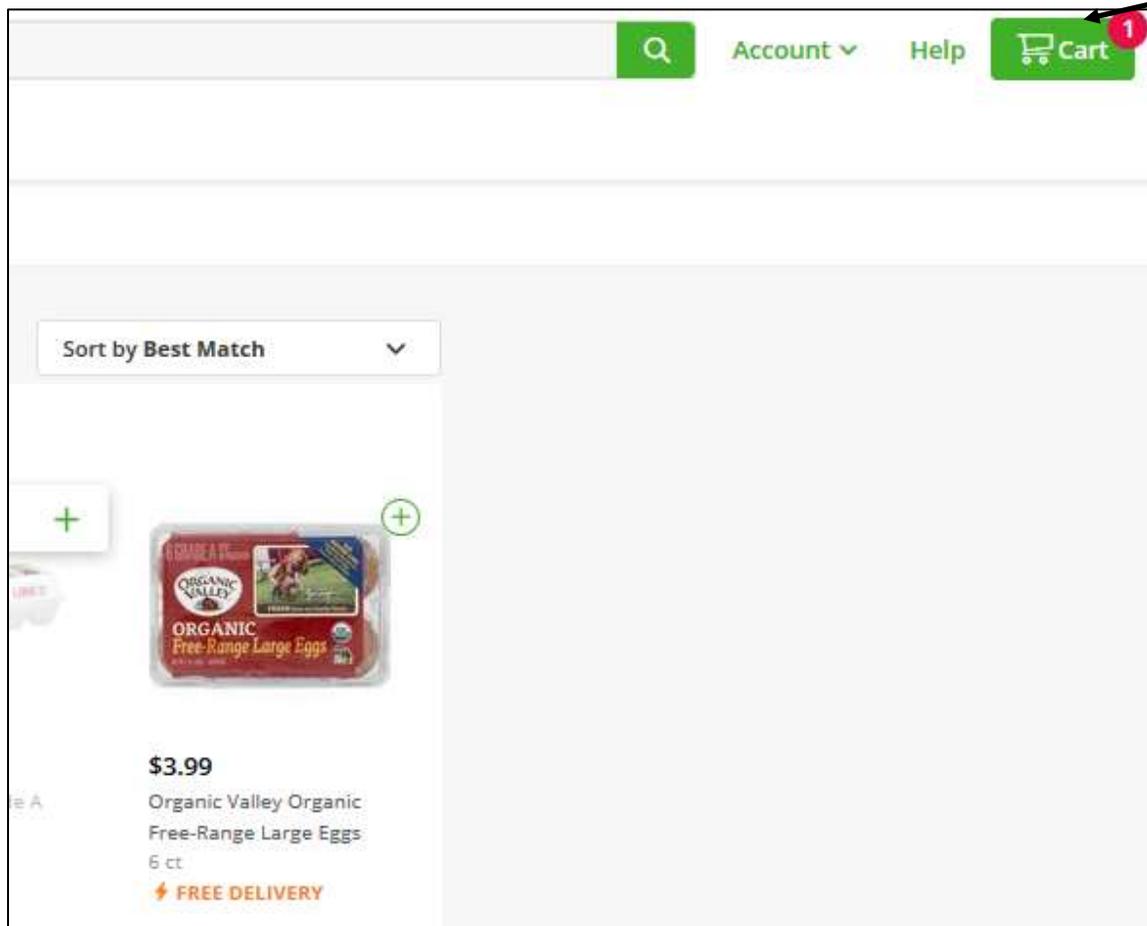




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Shopping (continued)

When you shop in a physical store, you place each item you select into a shopping cart or basket. The same process happens online. You can always access your cart in the upper right corner of your screen. A small number is added to the Cart **icon** (picture), showing the number of items you have selected for purchase. To view the item(s) in your cart, **click** (tap) on *Cart*.





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Shopping (continued)

Click (tap) *Close* to return to the main shopping screen where you can continue to add additional items to your cart. Some websites will ask if you want to *Continue Shopping* or *Check Out* instead of *Close*. Note that some stores have a minimum order, which you may need to reach before you can check out.

My Carts Personal Cart Shopping in 10024 **X Close**

 **Morton Williams Supermarket** \$3.99
Next delivery: Within 2 hours

Please add **\$31.01** in items. Due to high demand, orders must be at least \$35.

 **Eggland's Best Grade A Eggs Extra Large** 1 \$3.99
12 ct

 Preferences  Remove



Connect Through Tech

Shopping (continued)

If some of the items you requested are low in stock, you may be asked to select an alternative product when placing the order, or Instacart will select a replacement for you. If possible, it is better that you select a replacement so you get the items you want.

What happens if an item is out of stock?

- **You can choose ahead of time.**
You can choose a specific replacement or tell us not to replace the item at all.
- **We'll pick a good replacement.**
By default we'll pick the most popular replacement for an unavailable item.
- **We'll notify you.**
We'll send you a suggested replacement to review and make the change if we don't hear back.

[Got it](#)



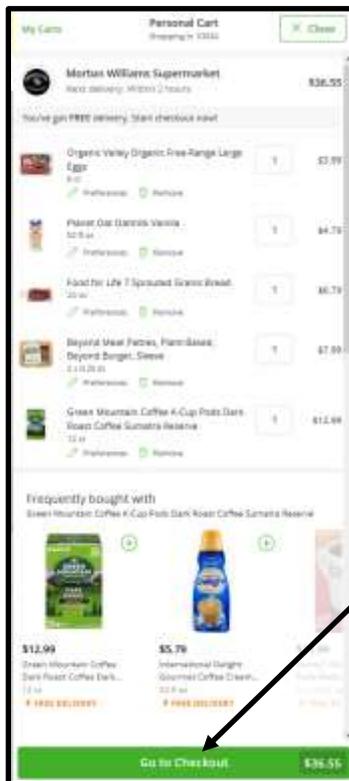
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Checking Out

Always remember to make sure all information is accurate as you proceed through the checkout process. In the example below, we added several additional items, so our cart now contains 5 products, as shown on the upper right of your screen. **Click** (tap) on *Cart* to review your selections.



Review the list to make sure that your shopping cart has everything you wanted. Be sure to review not just the item, but the quantity of each item. **Click** (tap) *Go to Checkout* to finalize your order.





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Checking Out (continued)

In any shopping website you shop at, you will need to enter your address and payment information. After you have set up your account on a website and have placed your first order, all subsequent orders will remember your information automatically at checkout.

As you proceed through the check out, whether you are entering contact, billing and delivery information or it is coming up automatically, check its accuracy. If this is your first order you will need to **enter** (type) your delivery address. then **click** (tap) Save:

Add delivery address

Address line 1

Address line 2 (optional)

Business name (optional)

Zip code: 10024 New York, NY

Instructions for delivery (optional)

Save



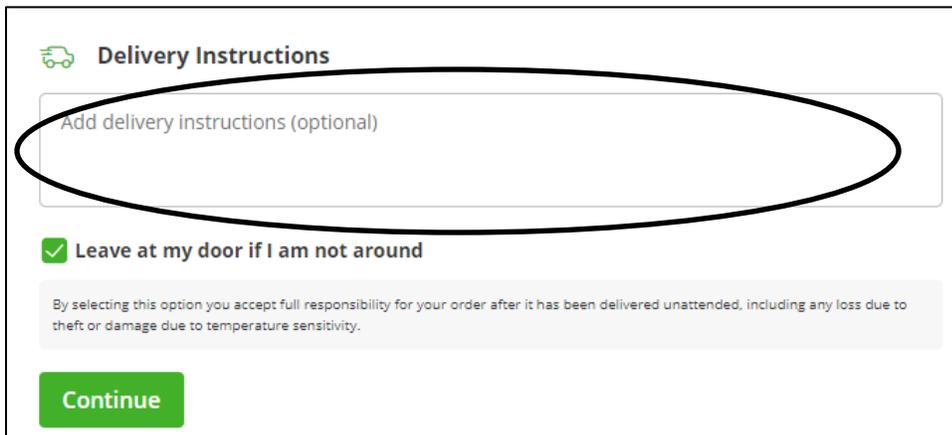
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Checking Out (continued)

On some websites, you may have the option of selecting your delivery time. When this is an option, available days and times will depend on the amount of demand by other customers, and the availability of shoppers to deliver your order. On Instacart, you can choose a time within a 2-hour window:



Enter (type) any specific delivery instructions (optional), including whether you need to be at home to accept delivery. You can write, “leave at front door” or “put in box on doorstep,” etc.





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Checking Out (continued)

Enter (type) your phone number and contact name, if you need to be contacted about your order. NOTE – For Instacart, if you do not have a mobile phone, you may enter a landline number instead. With a mobile number, you may receive a text about your order; with a landline number you would receive a phone call instead.

**Mobile number**

We use your number to text or call you about your order.

**Contact name**



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Checking Out (continued)

Finally, choose a payment method, either a debit or credit card only. **Click** (tap) *Continue* to submit your order.

Add a payment method

VISA Mastercard AMERICAN EXPRESS Discover and more

Card Number Expiration CVC

Billing address
171 West 85th Street

Continue

Always remember to make sure all information is accurate as you proceed through the checkout process. When you have an account with a shopping website, it will remember and display your account information to make it easier for you. Your credit or debit card will only display the last 4 digits.



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Extra Fees

Although shopping online is convenient, you may incur additional fees than when you shop in the stores yourself. These costs may vary depending on the store(s) you select. Delivery is frequently the only additional charge, and many websites offer free delivery for purchases over a particular dollar amount. For Instacart, additional costs can include:

- delivery fees - start at \$3.99. Will vary based on amount of your order, how fast you want your order delivered, and how many others are requesting deliveries at the same time as you. Note that there may be a minimum order required to request delivery.
- service fees – 5% of order (\$2 minimum).
- tips - as you would when someone is delivering a meal to you from a restaurant, you may add a tip for the person who shops for your groceries. The default tip is 5% of your total order, but you can change this to any amount.

If you choose pickup instead of delivery, you may pay less fees, but you will have to get your order at the store(s) you have selected.



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Canceling / Returning an Order

Cancellations

Whether or not you can cancel an order will depend on if the order is already in process. Some websites may charge a cancellation fee. If the order has shipped, you will need to return the order rather than cancel it. (see page 30 about returns.)

To make changes to or cancel your order, **click** (tap) on *Manage Order*.

Morton Williams Supermarket Summary [Add to order](#) [Reschedule Order](#)

Items to be shopped

 Starbucks Medium K-Cup Coffee Pods — Pike Place Roast for Keurig Brewers \$38.97
\$12.99 - 10 x 10 x 0.44 oz

If out of stock **Don't Replace** [Edit](#)
[Add Note](#)

Order Total

Items Subtotal	\$38.97
Tip	\$2.00
Service Fee	\$2.00
Total	\$42.97

Free Delivery!

Your card was temporarily authorized for \$50.00 to allow for changes from replacements or special requests. Your final charge will only include items you receive.

Delivery details
Jun 14 9:00am-11:00am
171 West 85th Street
New York NY

Leave at my door if I am not around
(917) 441-3712
Contact Preference:
No Preference

[Edit details](#)

[Manage Order](#)



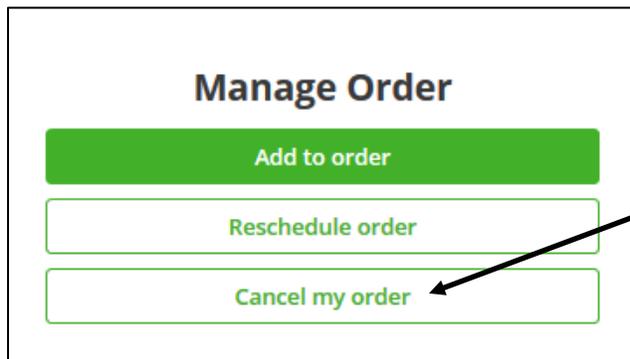
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Canceling / Returning an Order (continued)

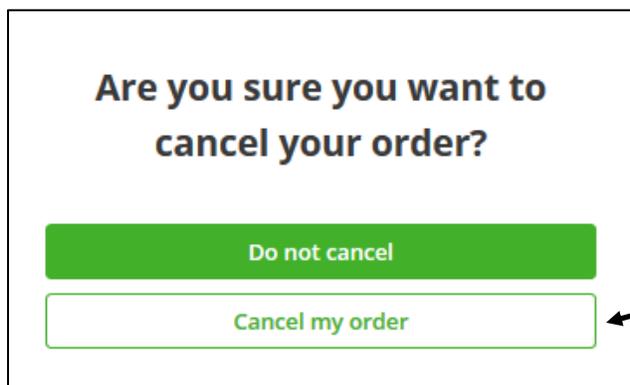
You will then be able to:

- add items to your order - **click** (tap) *Add to order* and follow process described on pages 13-17,
- reschedule when it is delivered (or available for pickup) - **click** (tap) *Reschedule order*, then review instructions on page 23 to select a new delivery date / time, or
- cancel your order entirely

In our example, we will **click** (tap) *Cancel my order*,



then **click** (tap) on *Cancel my order* to confirm request.





Connect Through Tech

Canceling / Returning an Order (continued)

Returns

Due to the coronavirus situation, Instacart is *not* currently allowing returns of items which have already been delivered or picked up from the store. This may be true of other companies at this time.

Always review the website's Return & Refund policies before you purchase. Each website will have their own policy affecting how long the return period is, the method of returning the item, time frame for receiving refund, etc. If you change your mind about any item in an order, you may be able to request a refund. You may also be able to pursue a credit for specific items which were not included in your order, or which were delivered damaged, spoiled or were otherwise not what you expected.



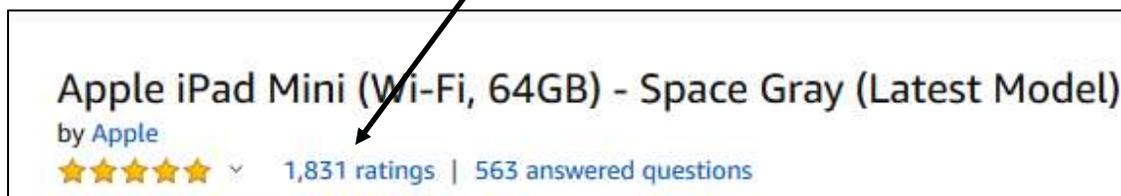
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Features Common to Shopping Websites

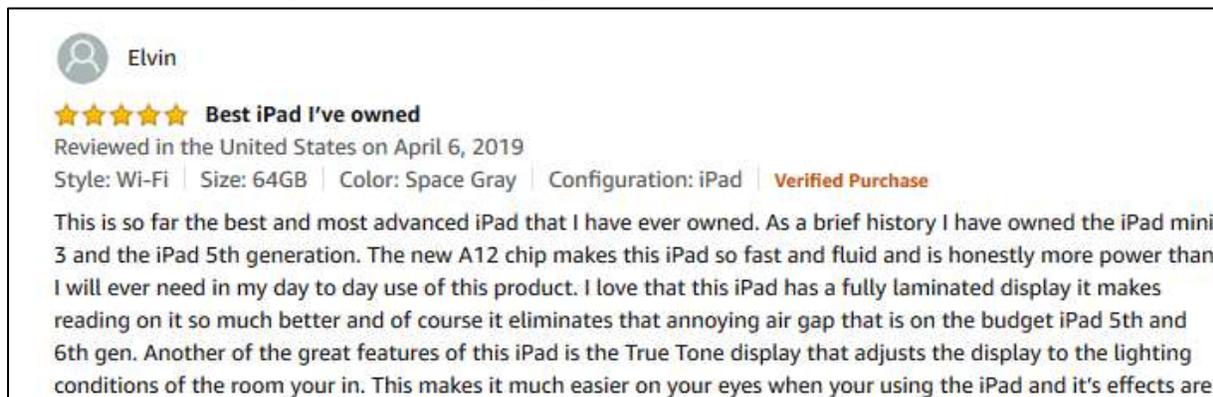
User Reviews

When shopping online, you may have the opportunity to read user reviews from others who have already purchased the product(s) you are considering. You may also see ratings, usually on a scale of 1 -5 stars, of how positive buyers' experiences with a product have been. Generally, it is best to consider reviews / ratings when many people have submitted them.

User reviews may not appear when shopping for groceries, but often are used when shopping for products, as on Amazon. In the example below, there have been 1,831 ratings of the Apple iPad device, with an overall rating of five stars.



By **clicking** (tapping) on *1,831 ratings*, you can read individual reviews of others who have purchased this product, as shown below.





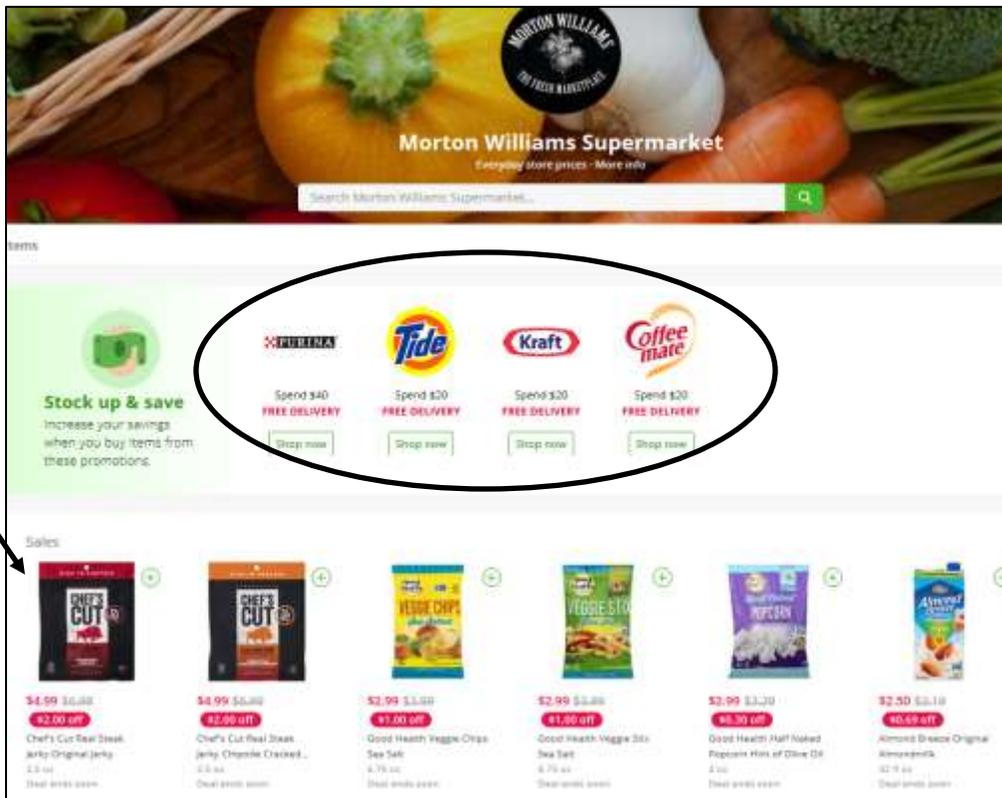
Connect Through Tech

Features Common to Shopping Websites (continued)

Coupons / Promotions

Some shopping websites may offer ways to receive discounts on your purchases through online coupons or other promotions. As you might find when in a physical store, some products may be offered at sale prices for temporary time periods. Depending on how flexible you are with the products you select and the stores you shop from, you may find it helpful to take advantage of any discounts that are available.

Instacart frequently highlights products which are eligible for *free delivery* and shows discounted items under *Sales*.





Connect Through Tech

Security & Privacy While Shopping Online

While it can be convenient to shop from home, it is important to take precautions, so others do not gain access to your personal information.

- Do not have anyone present when entering your credit/debit card information on a website. Credit/Debit card information should always remain private to reduce the risk of someone else using your information. When possible, use a credit card instead of a debit card. This will make it easier for you to dispute a charge if needed since money will not be immediately withdrawn from your account.
- Many companies invest in the security of their websites to protect customers' private information, like credit cards and home addresses. Only shop at secure websites, which on the top of your screen will show a closed padlock instead of an open lock and have an "s" added to the http part of the **url** (web address) as shown below:



- It is safest to shop while connected to the Internet at home, because your wi-fi at home is private, not public. This will protect your credit card and other personal information. You can check the network you are currently using by **clicking** (tapping) on the network icon, usually shown on the bottom right of your screen.



- Check the website address at top of your screen to make sure it is for the shopping website you intended to shop at, e.g. <https://www.instacart.com> or <https://www.amazon.com>.



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Security & Privacy While Shopping Online (continued)

Passwords are meant to prevent others from gaining access to your account. It is important to create secure passwords. Some general rules:

- The longer, the better
- Include special characters (like ! or # or @)
- Include a combination of lower case and upper-case letters
- Change passwords regularly; many websites will prompt you at predefined time intervals to select a new password
- Do not use the same password for multiple websites (if someone gained access to your password, they would then be able to access multiple websites)
- Consider using a password manager, which saves all your website passwords in a secure place. You will then only need to remember only one password, instead of many.



Connect Through Tech

DOROT hopes that you have found this guide useful and that it has made technology more accessible. You can return to this guide and the notes you added anytime you need a reminder.

We would love to hear from you. Please share your comments through technologyhelp@dorotusa.org.