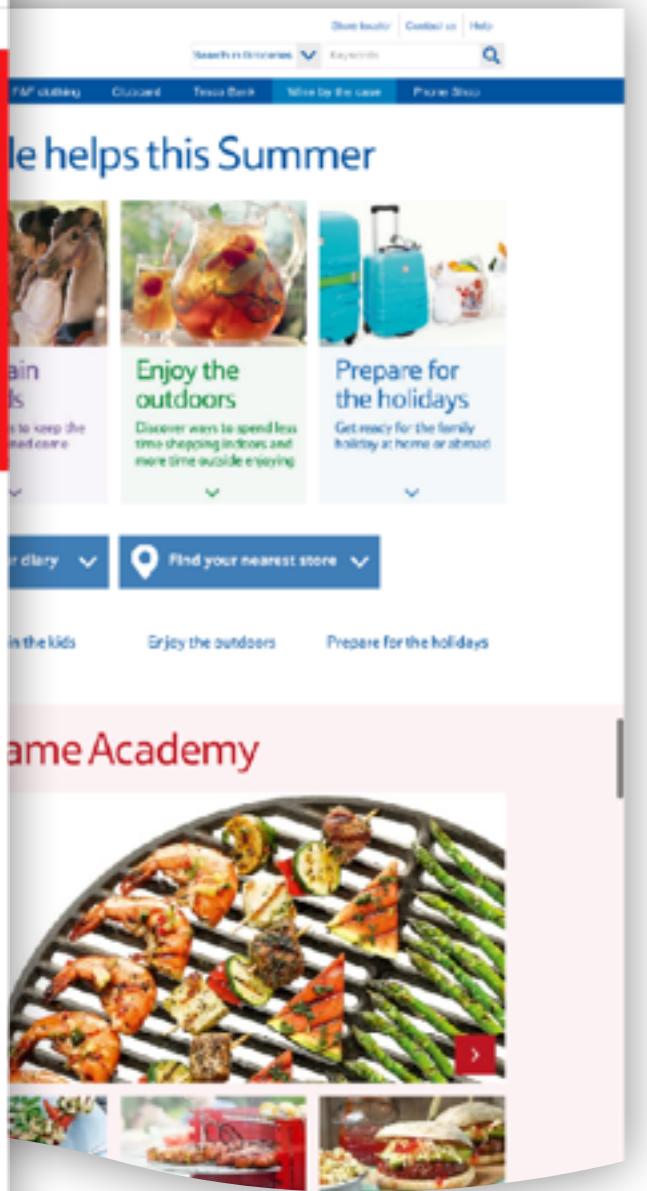
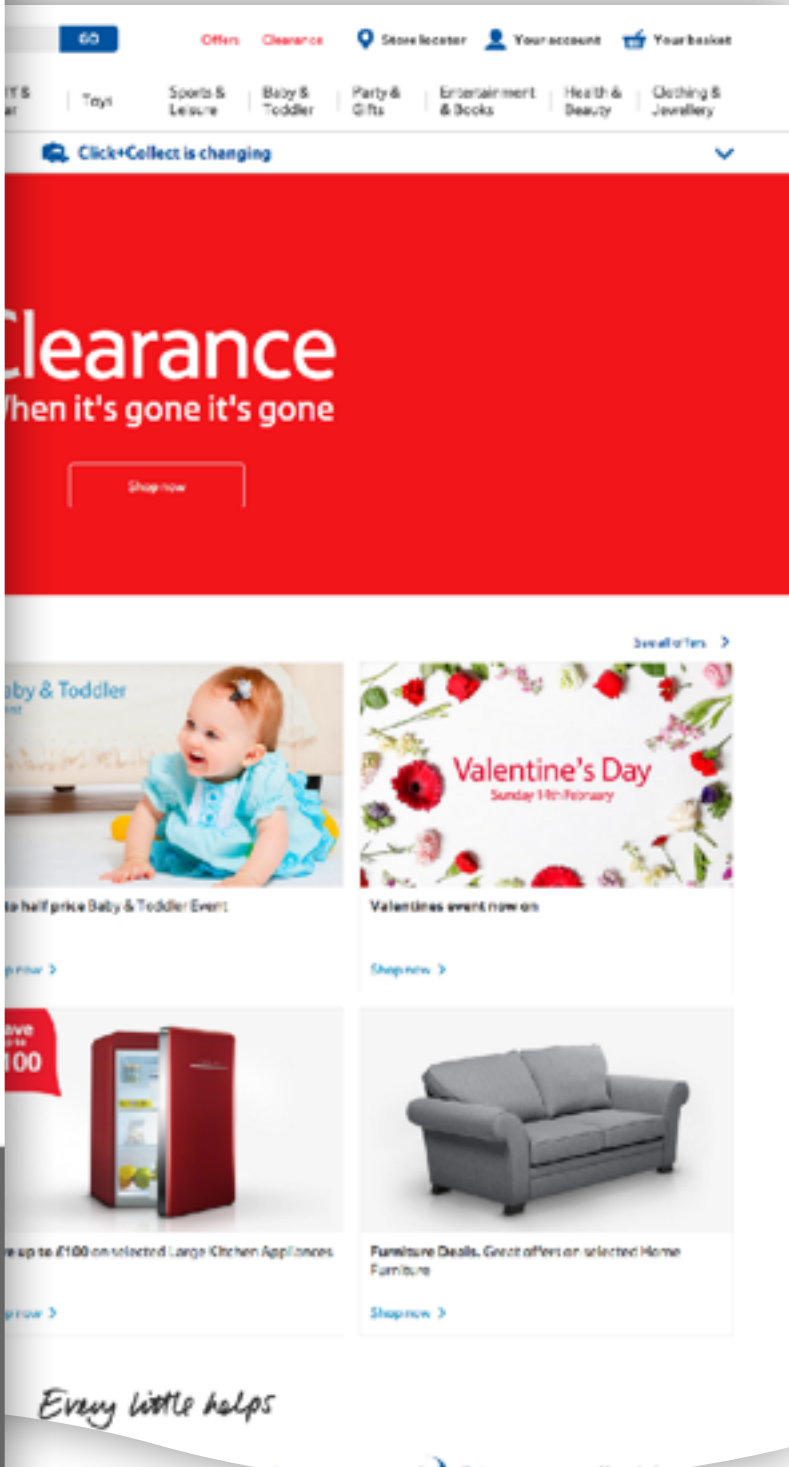
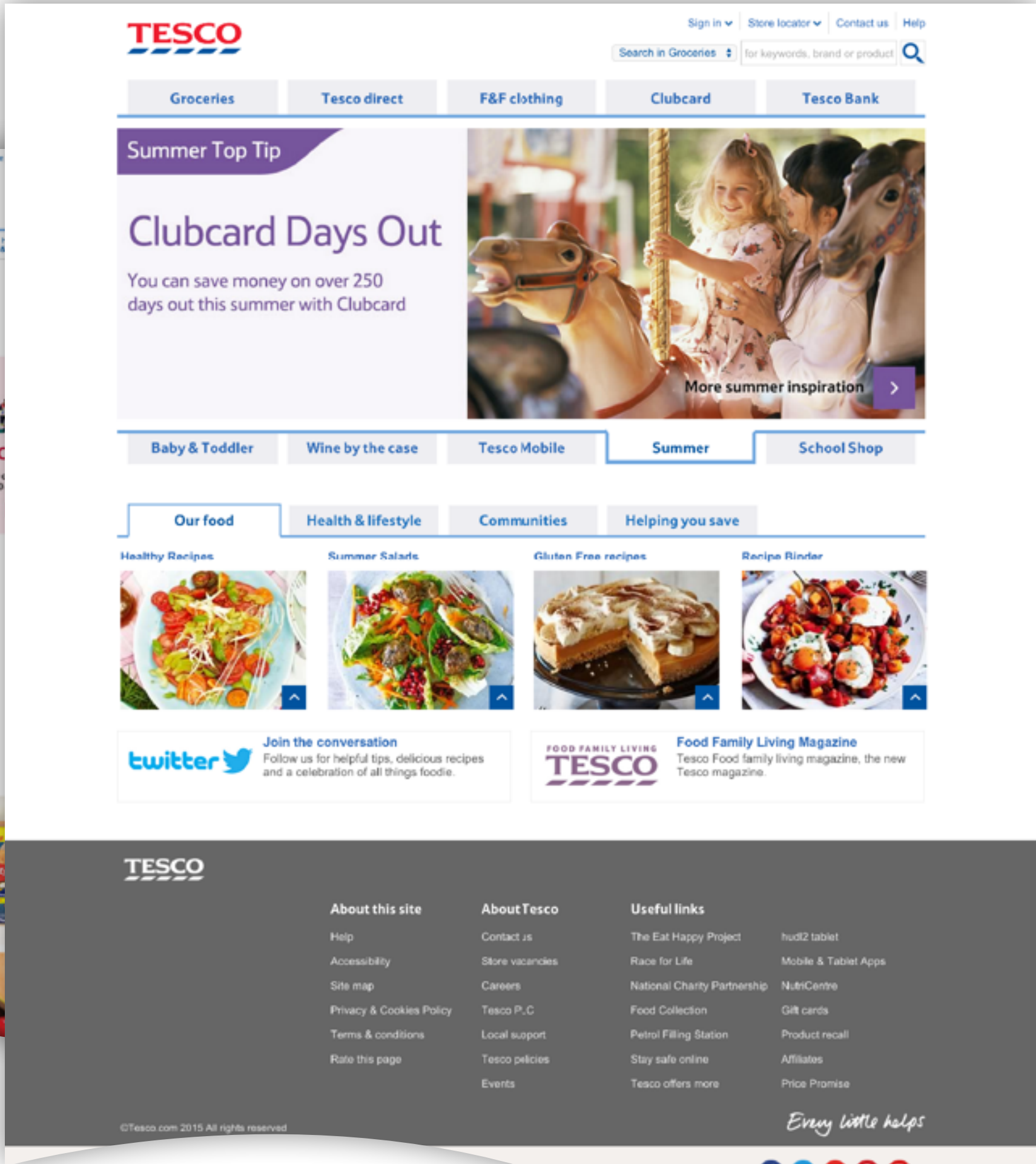
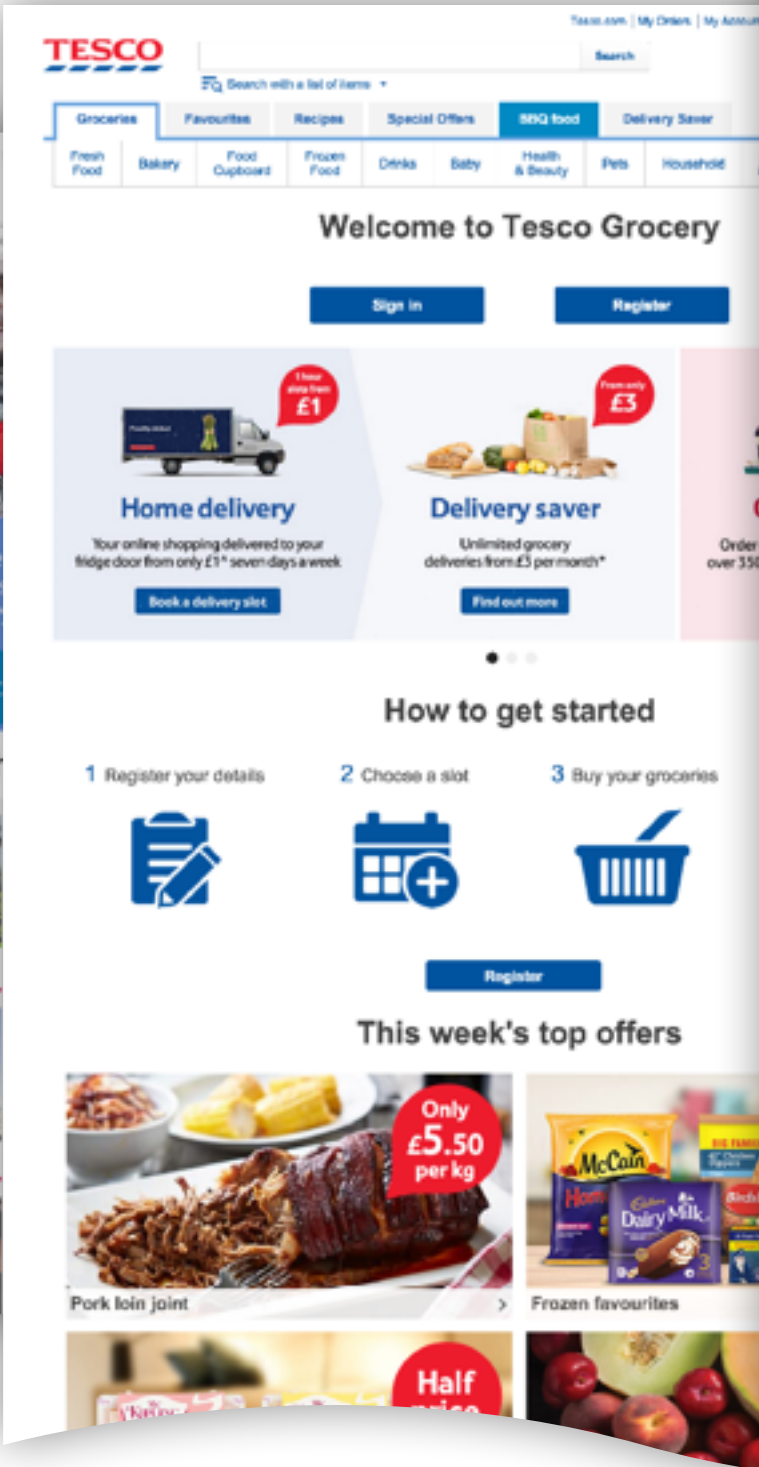
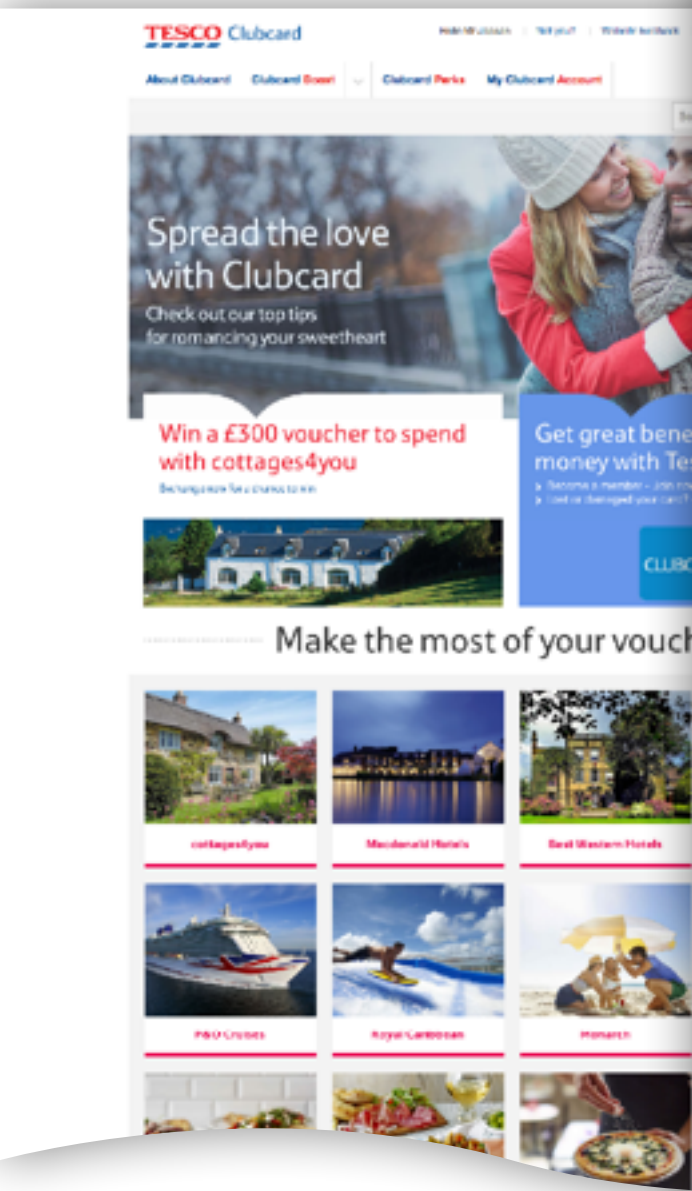




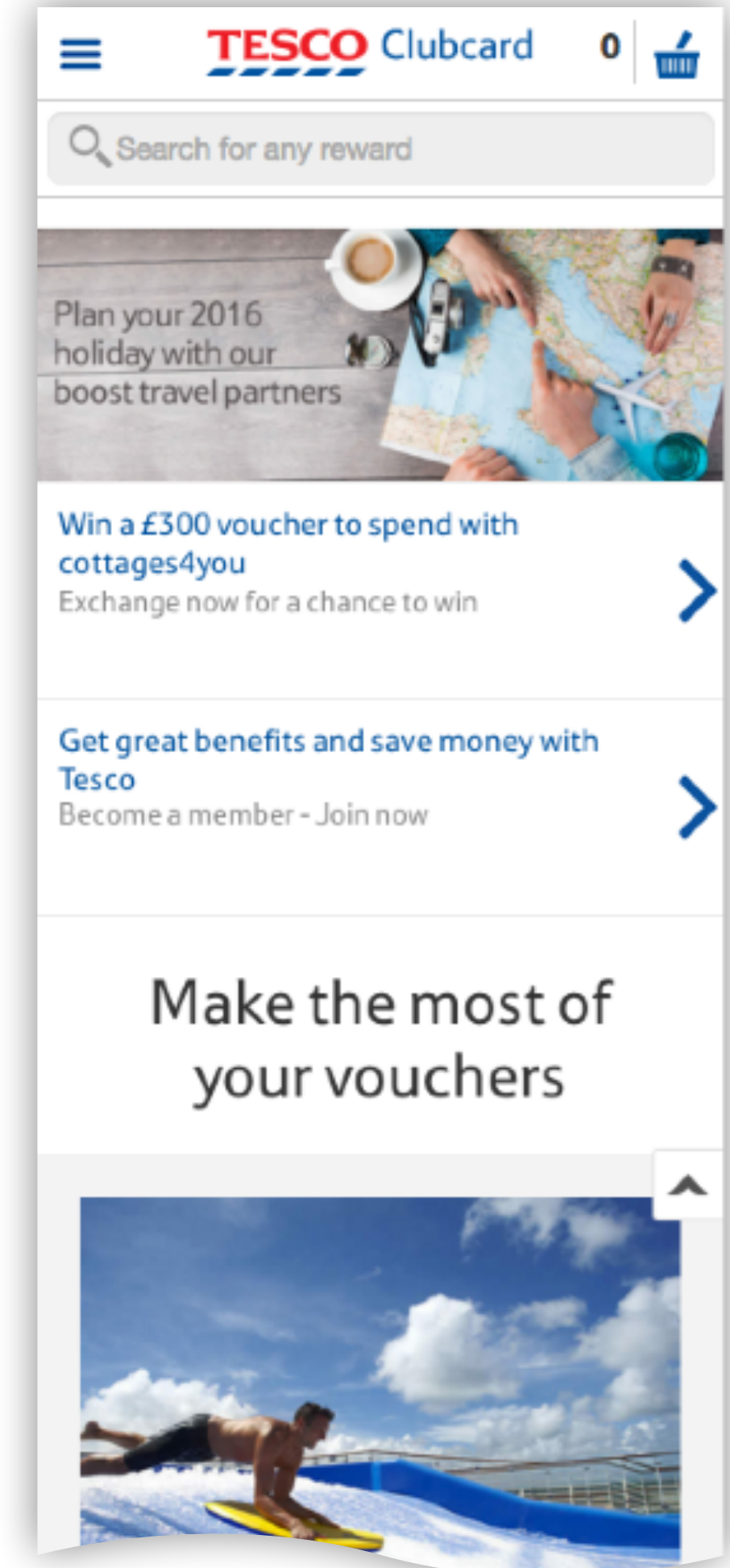
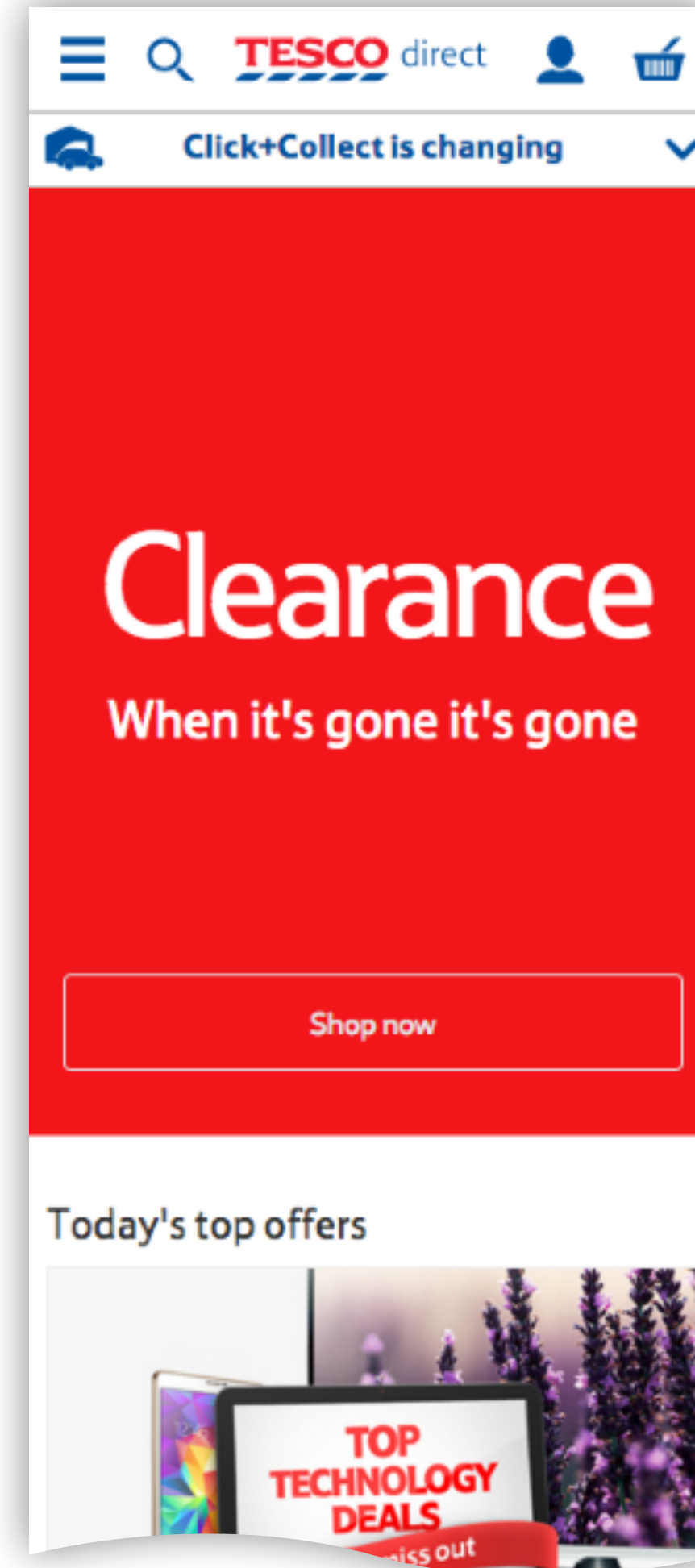
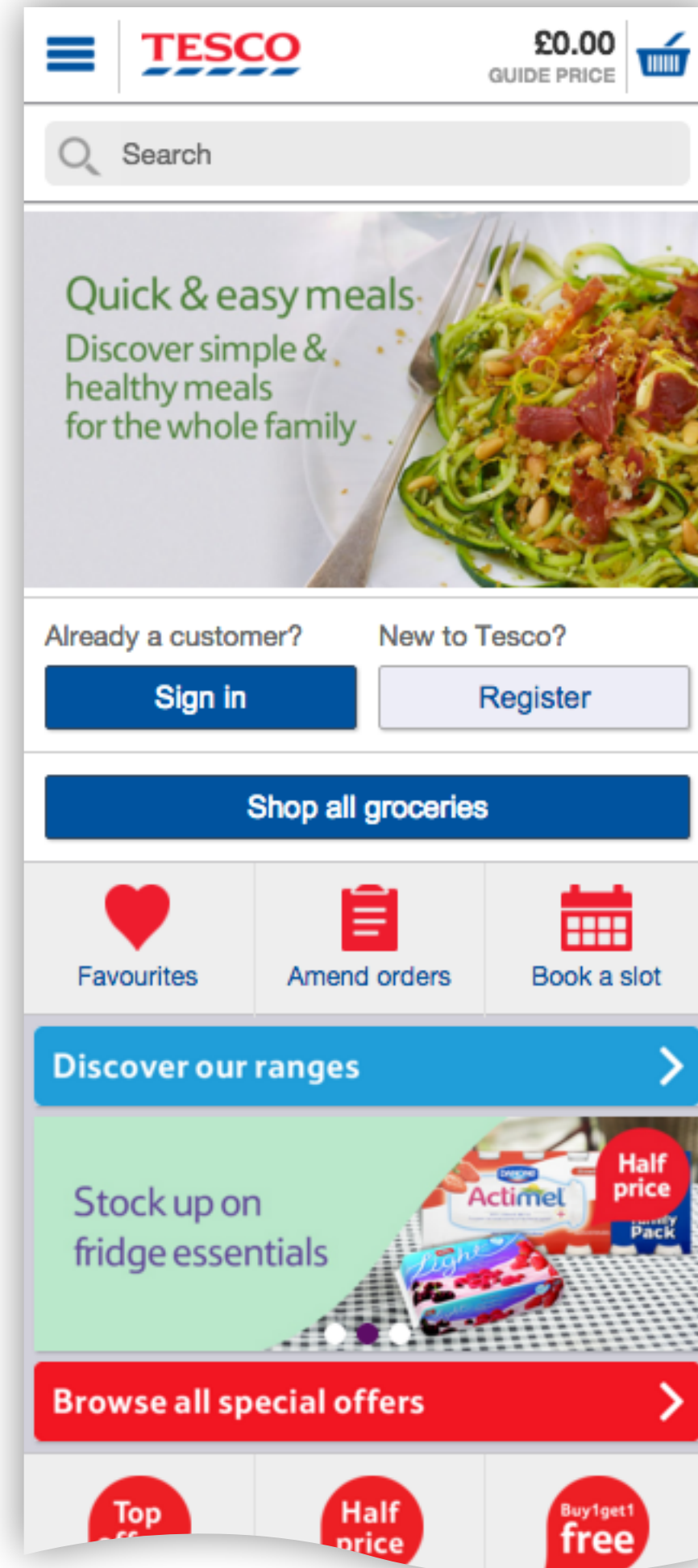
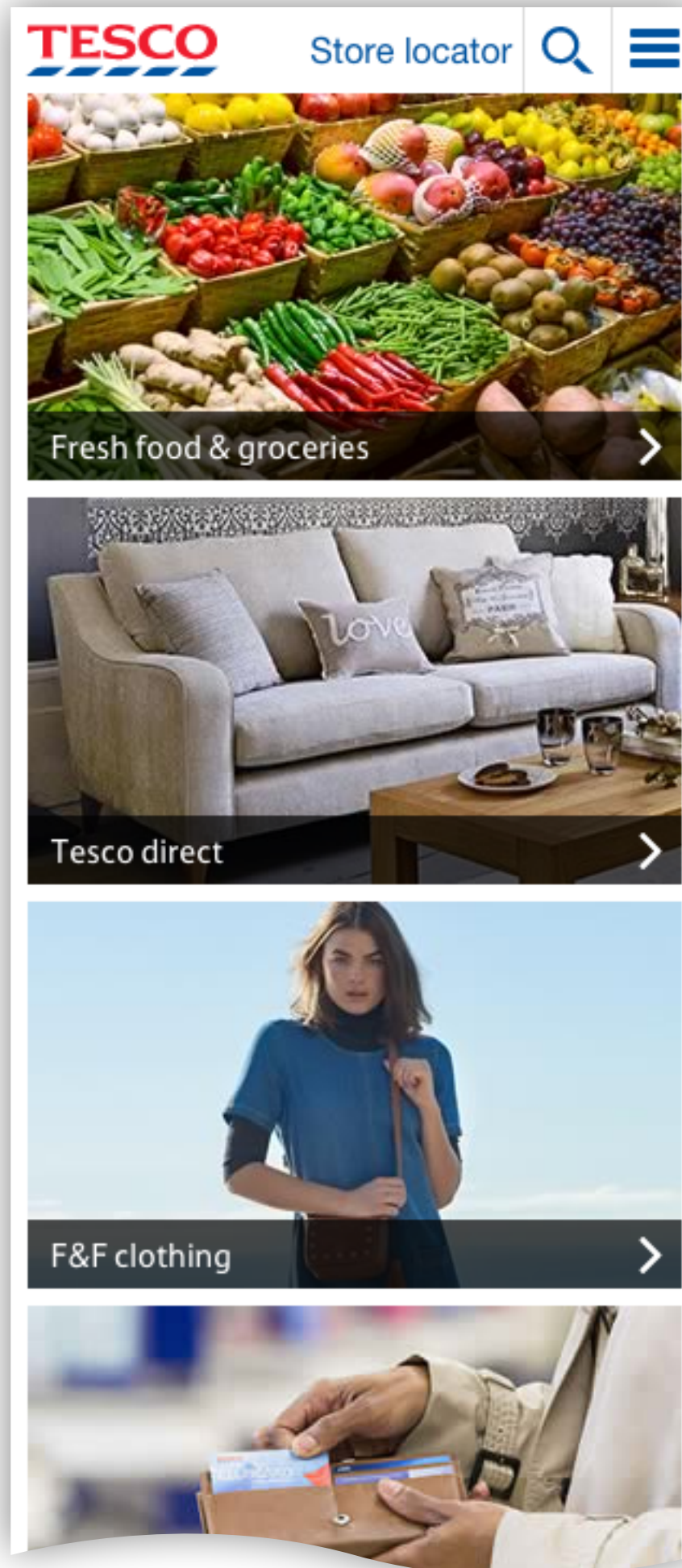
Digital Design Language

Tesco

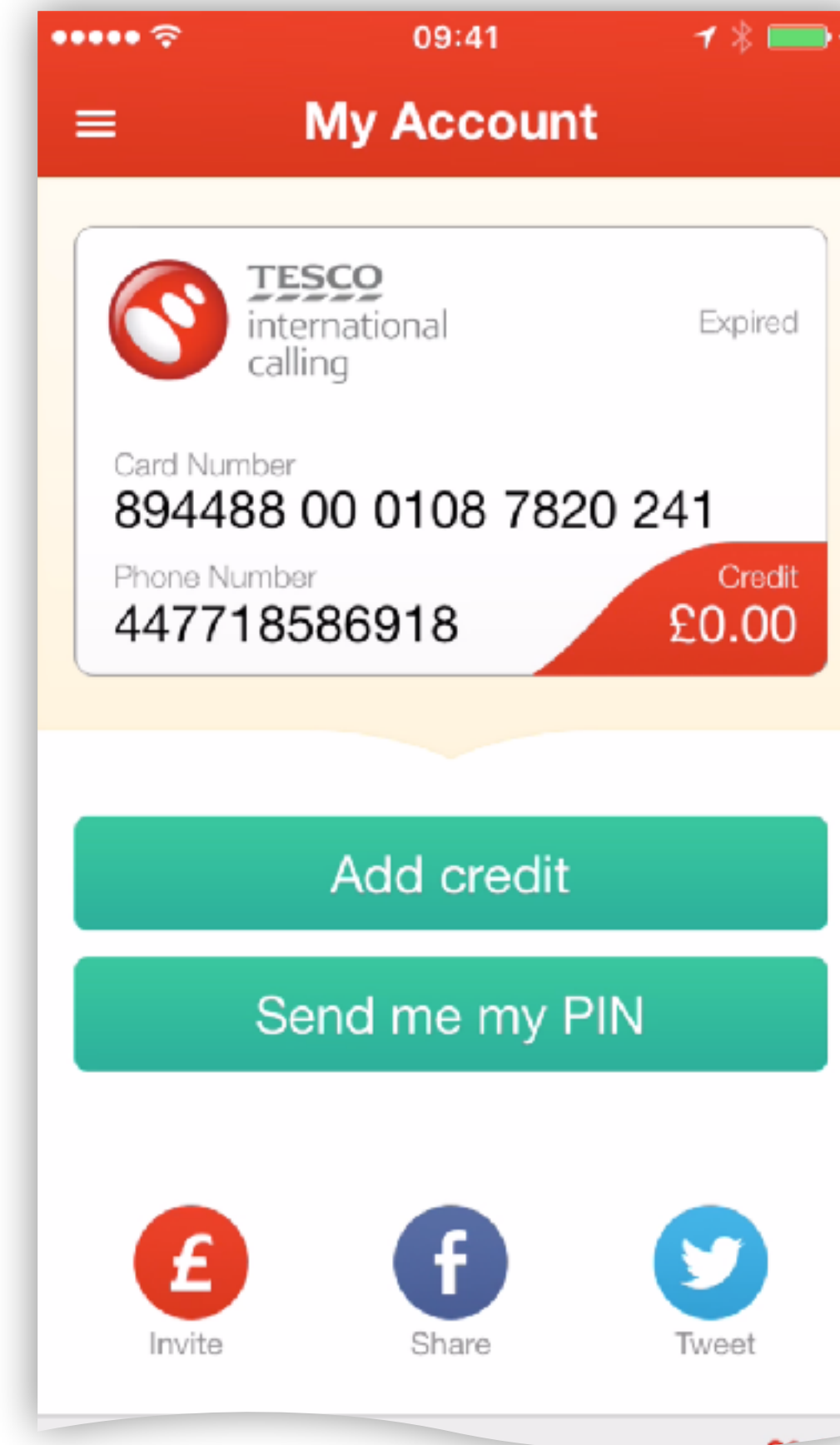
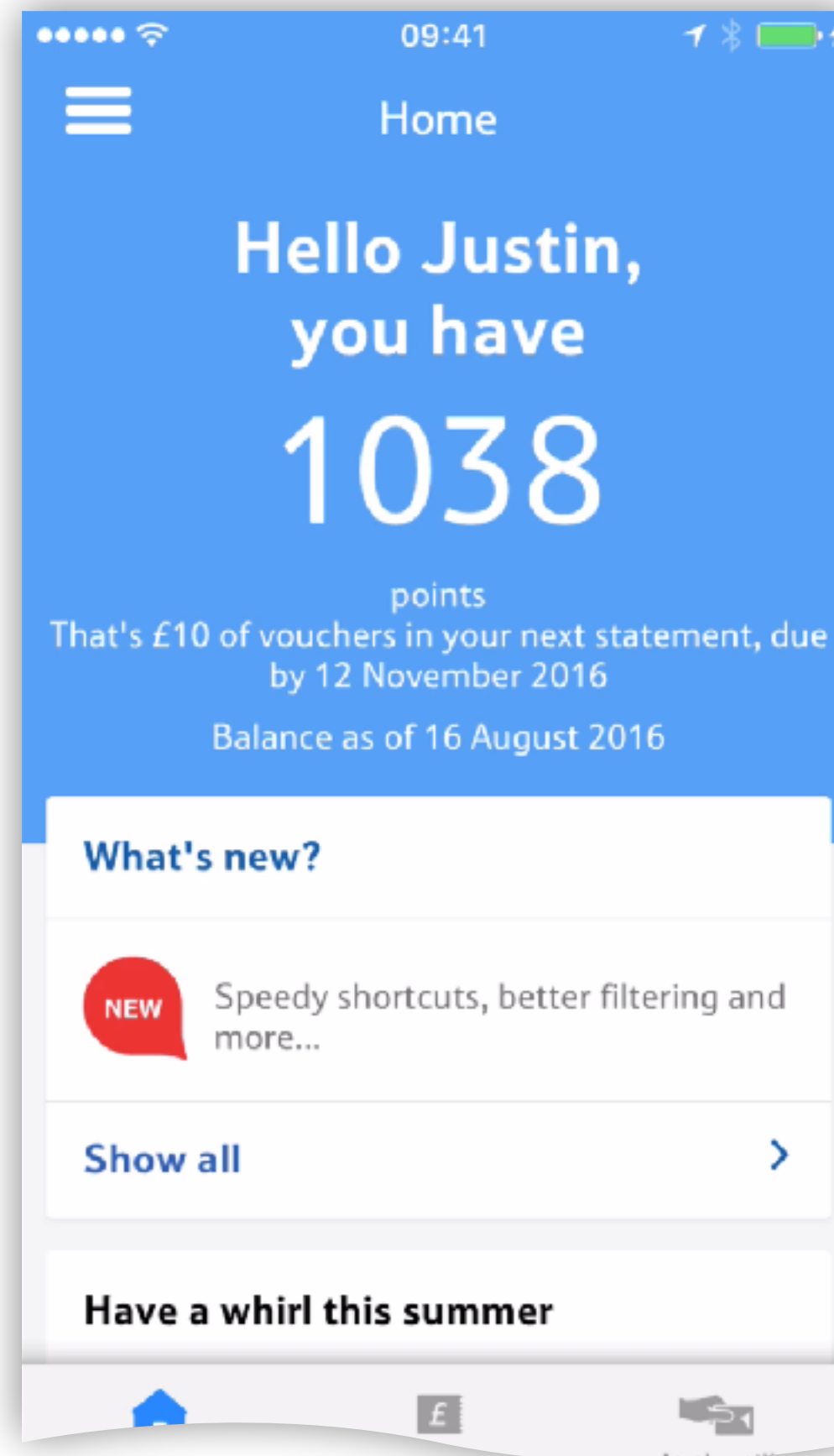
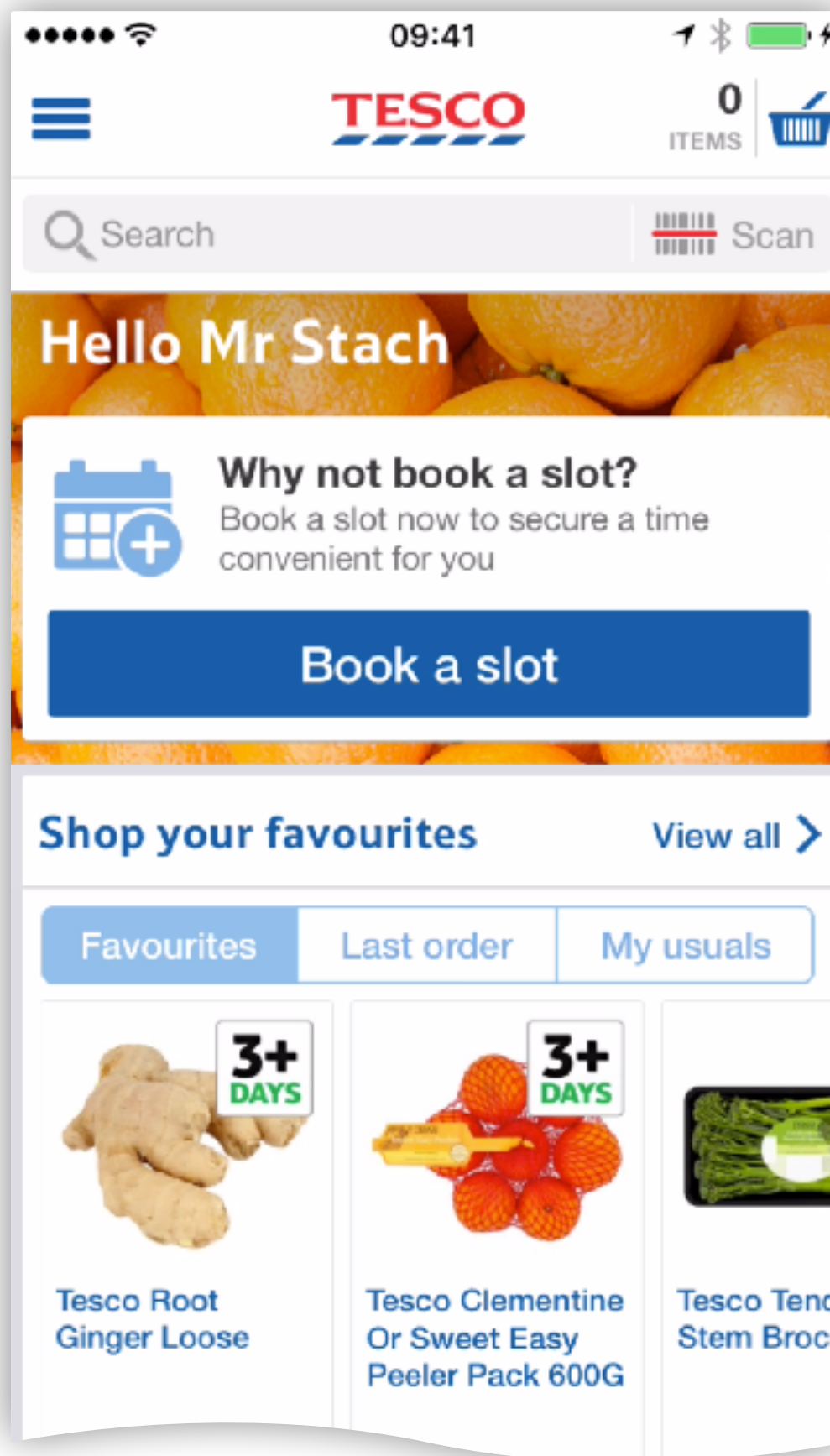
Digital Design Language



Desktop



Mobile



Apps

The problem

- Tesco does not present itself to customers as a unified brand in all digital channels
- Variations in style and format compromise the integrity of the brand
- No common own-able visual style,
- Teams working in silos creating multiple instances of the same element
- No single reference or version of the truth

The DDL

DDL

What is it?

- Our customers experience with our brand to be consistent and joined-up.
- The Digital Design Language (DDL) is a resource that defines how our brand's most common UI elements should be implemented.
- Creates commonality in the look, feel and behaviour of our digital properties and communications.
- The DDL is mobile first and designed for the way our customers use digital products and services.

DDL

How we work

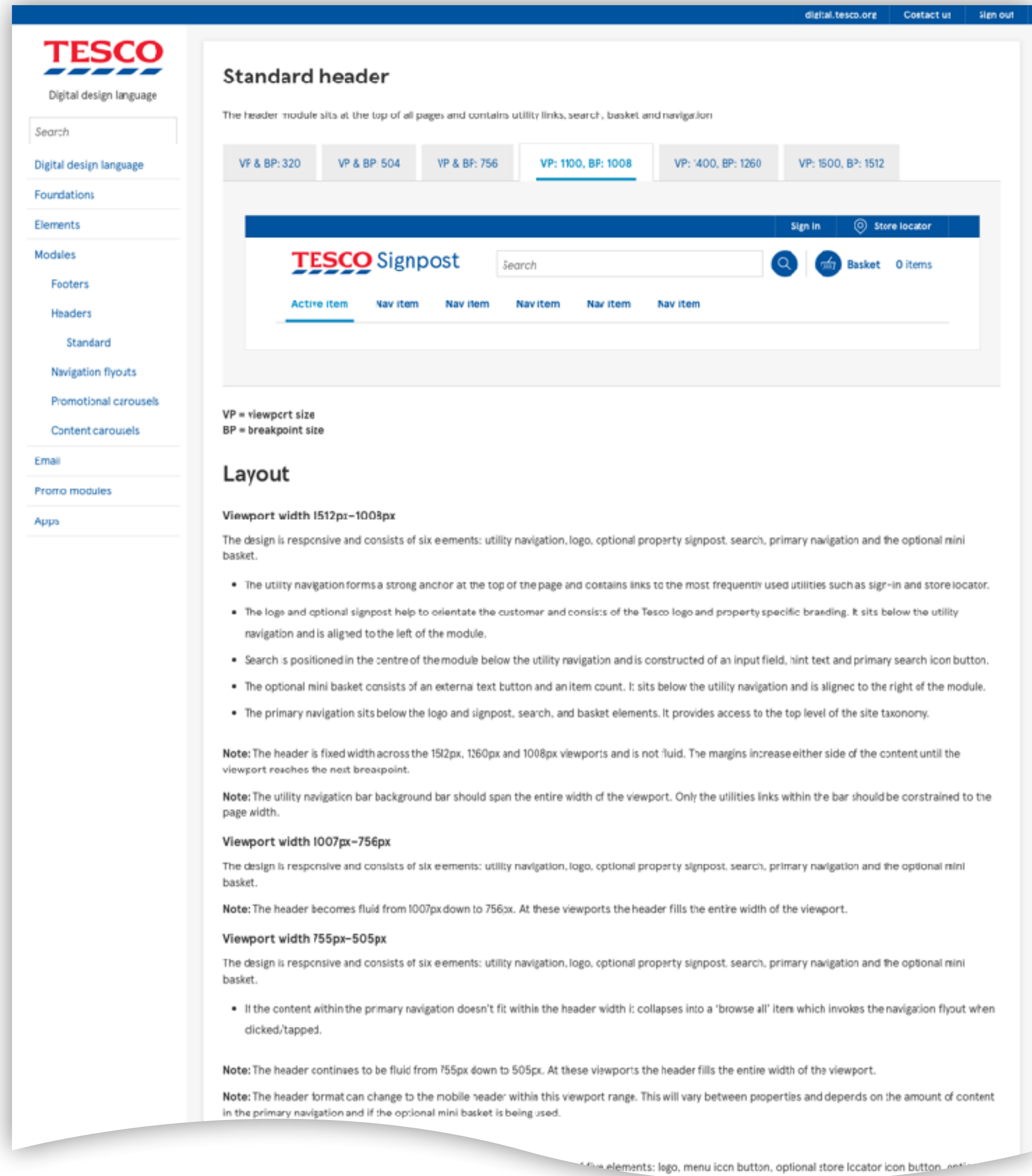
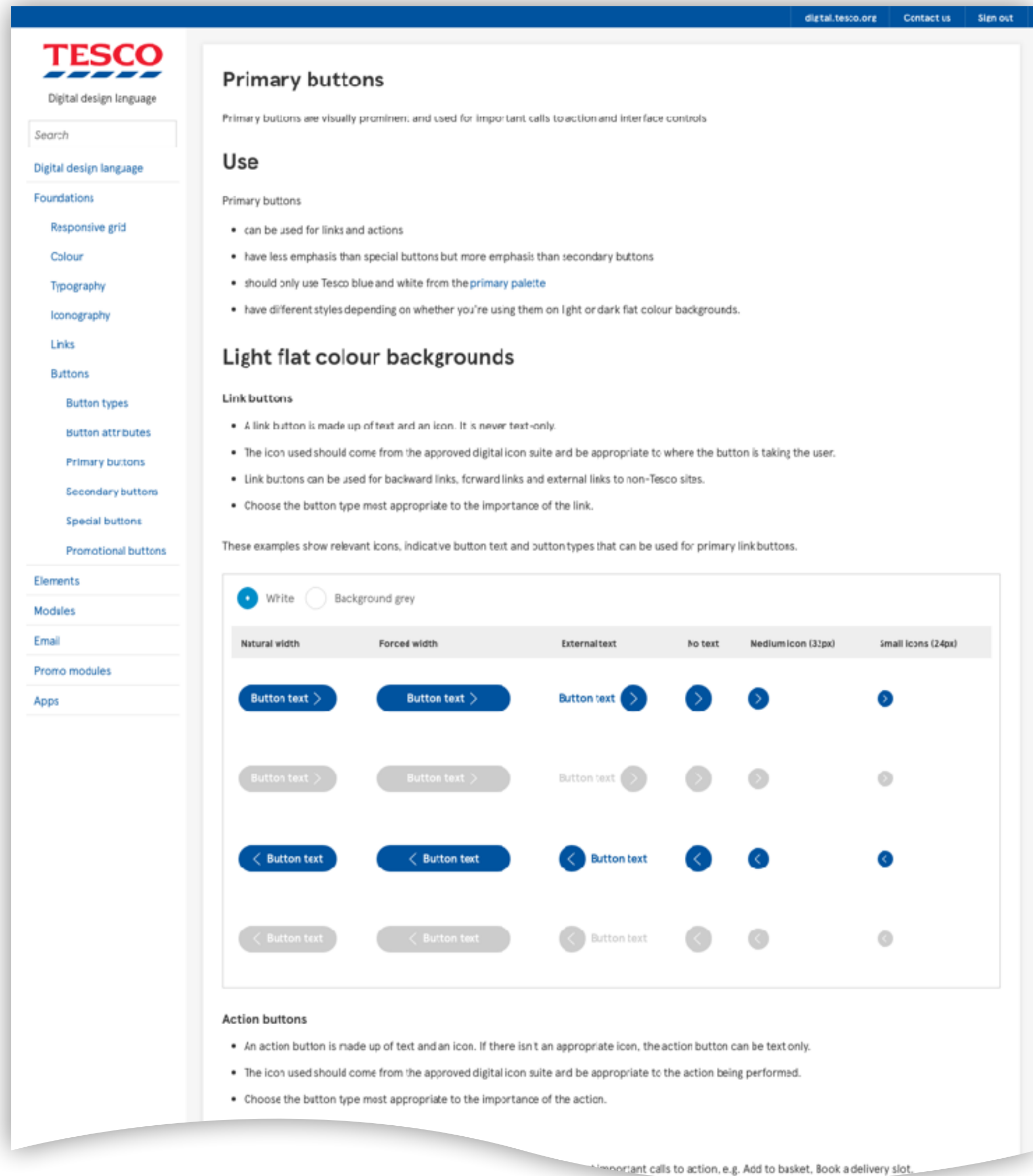
- Core team – 2 leads, PM, UI designer, UX designer, 2 Interface developers
- Blended UX / UI teams from across the business 2 days a week
- Subject matter experts for specific sprints
- Weekly design forum made up of UX/UI heads from across the business
- Monthly Open shares in Lever and WGC



Design forum



Open shares

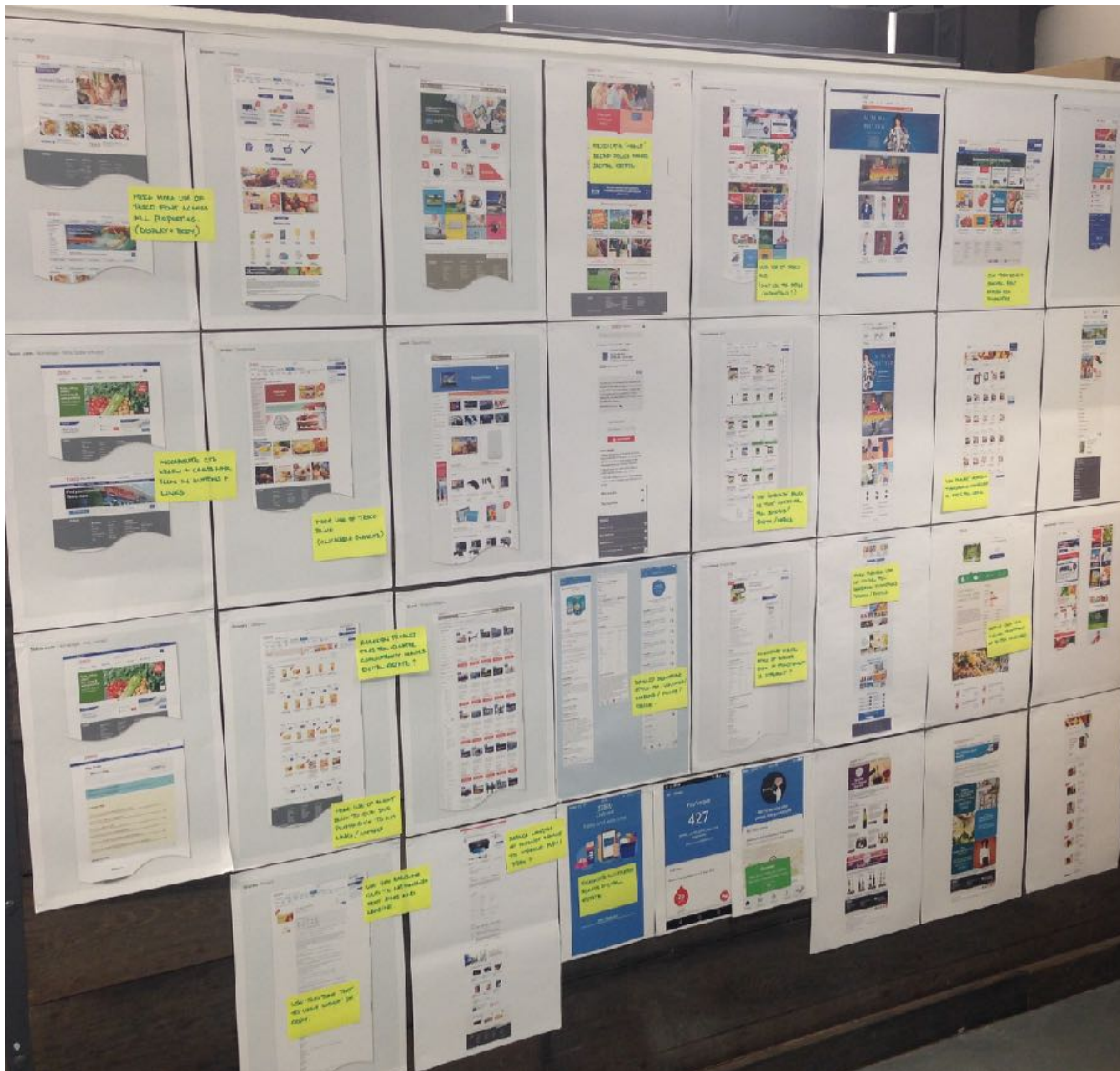


Week commencing	20 Feb	27 Feb	6 Mar	13 Mar	20 Mar	27 Mar	3 Apr	10 Apr	17 Apr	24 Apr	1 May	8 May
Design	Promos NBE <i>Ray / Tristan</i>								Toolkit header alignment <i>Ray</i>		Secondary colour palette <i>Ray</i>	
	NBE backlog updates <i>Dan</i>		Emails NBE <i>Dan</i>								Messaging framework <i>Dan</i>	
Documentation and development	Toolkit handover <i>Oliver / Tristan</i>				Promos NBE <i>Ray / Tristan</i>				Toolkit header alignment <i>Tristan</i>			
	NBE backlog updates <i>Oliver / Tristan</i>					Emails NBE <i>Dan</i>						

Week commencing	15 May	22 May	29 May	5 Jun	12 Jun	19 Jun	26 Jun	3 Jul	10 Jul	17 Jul	24 Jul	31 Jul
Design	Secondary colour palette <i>Ray</i>		Modular grid <i>Ray</i>								Arms-length screens <i>Ray</i>	
	Messaging framework <i>Dan</i>						UX principles <i>Dan / Ray</i>		Interaction principles <i>Dan / Ray</i>			
Documentation and development	Secondary colour palette <i>Ray / Tristan</i>		Messaging framework <i>Dan /Tristan</i>				Modular grid <i>Ray / Tristan</i>				UX principles <i>Dan /Tristan</i>	

Week commencing	7 Aug	14 Aug	21 Aug	28 Aug	4 Sep	11 Sep	18 Sep	25 Sep	2 Oct	9 Oct	16 Oct	23 Oct
Design	Arms-length screens (1st pass) <i>Ray</i>						Product tiles <i>Ray</i>				Stamps Ray	
			Information tables, part 1 <i>Dan</i>				Information tables, part 2 <i>Dan</i>					
Documentation and development	Interaction principles <i>Dan /Tristan</i>		Information tables, part 1 <i>Dan / Tristan</i>				Information tables, part 2 <i>Dan / Tristan</i>					
			Arms-length screens (1st pass) <i>Ray / Dev</i>						Product tiles <i>Ray / Dev</i>			

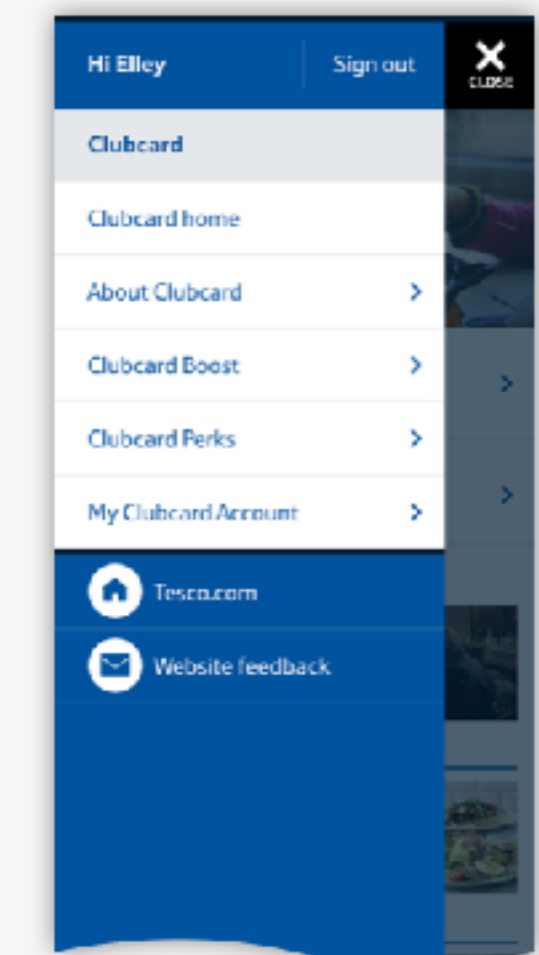
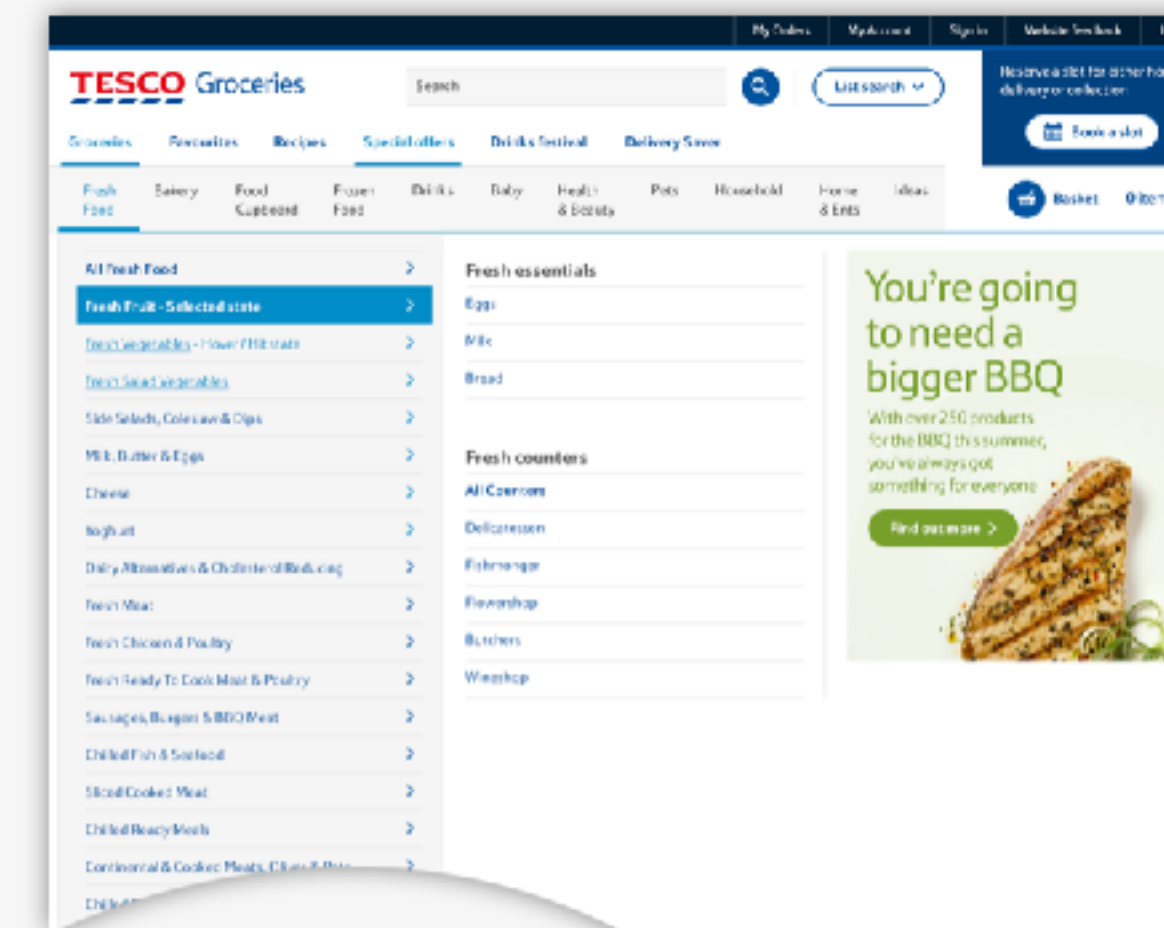
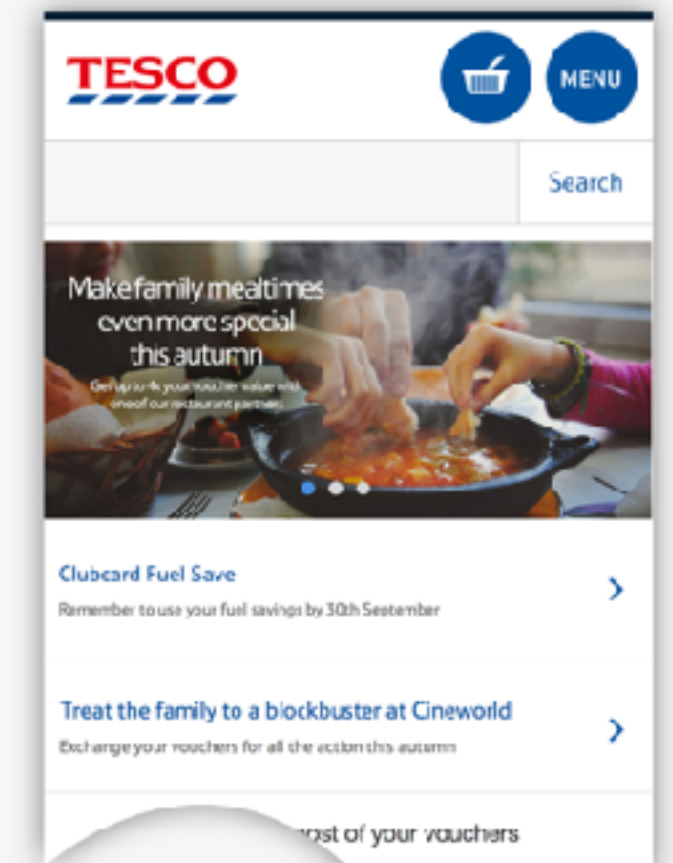
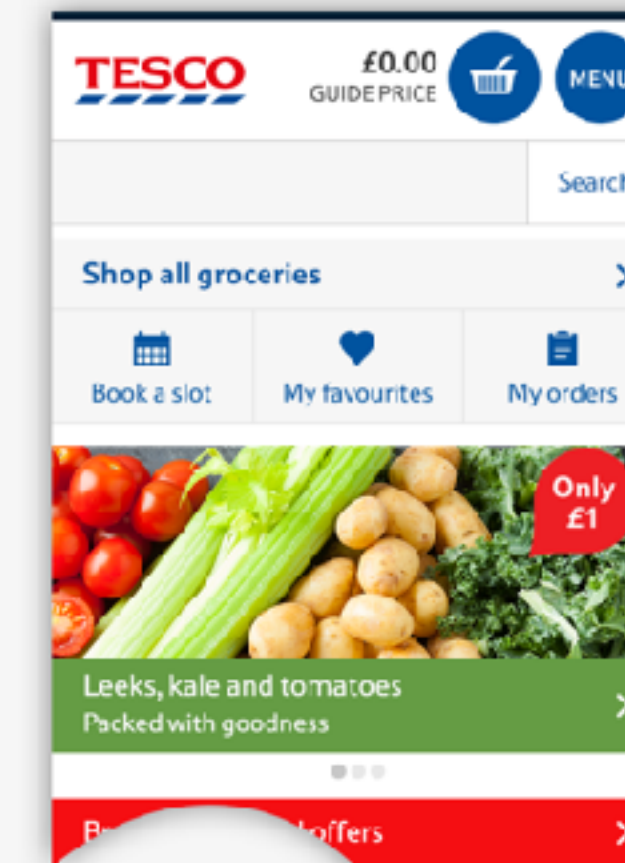
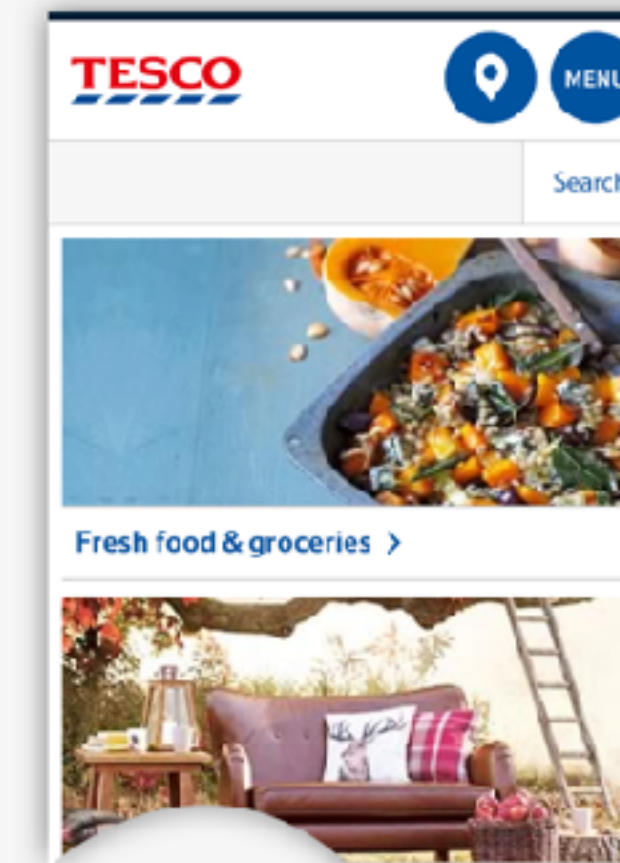
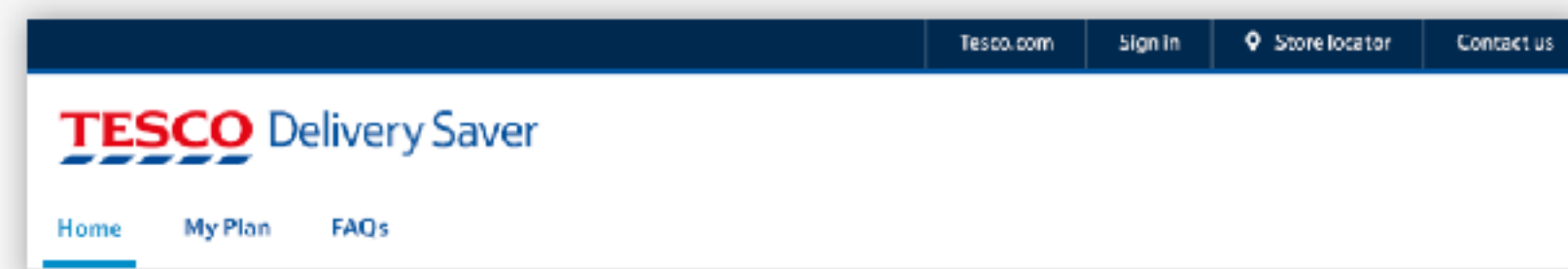
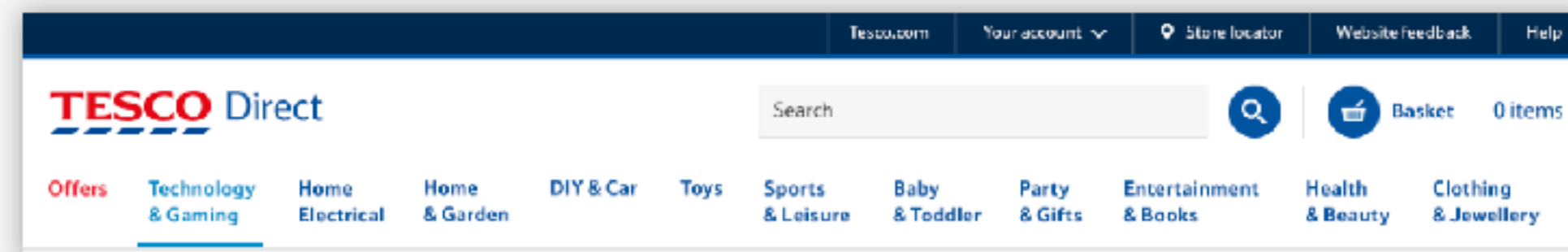
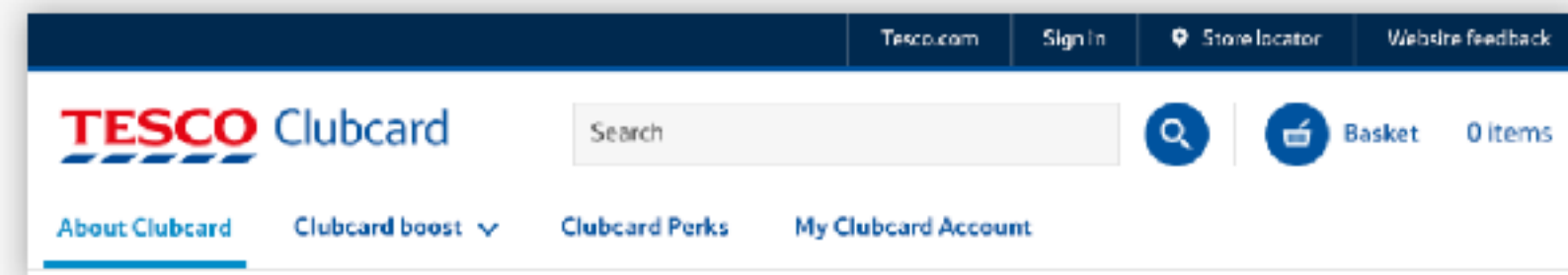
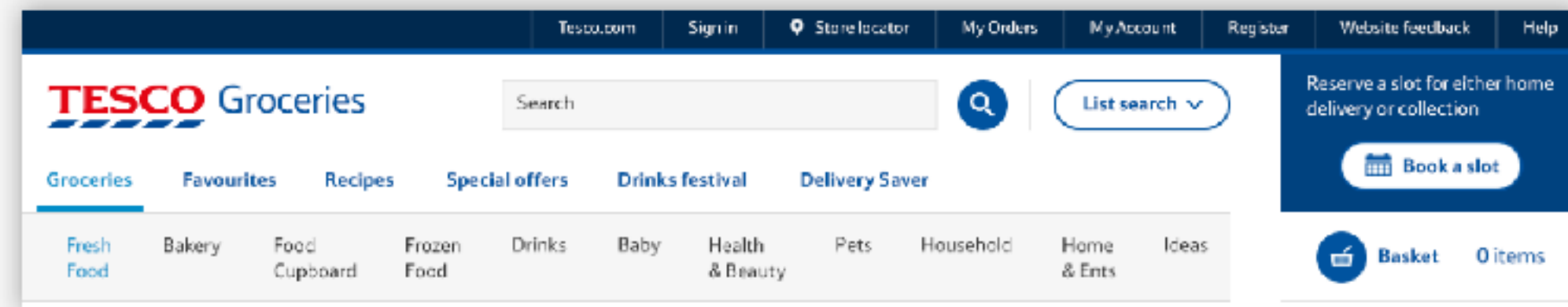
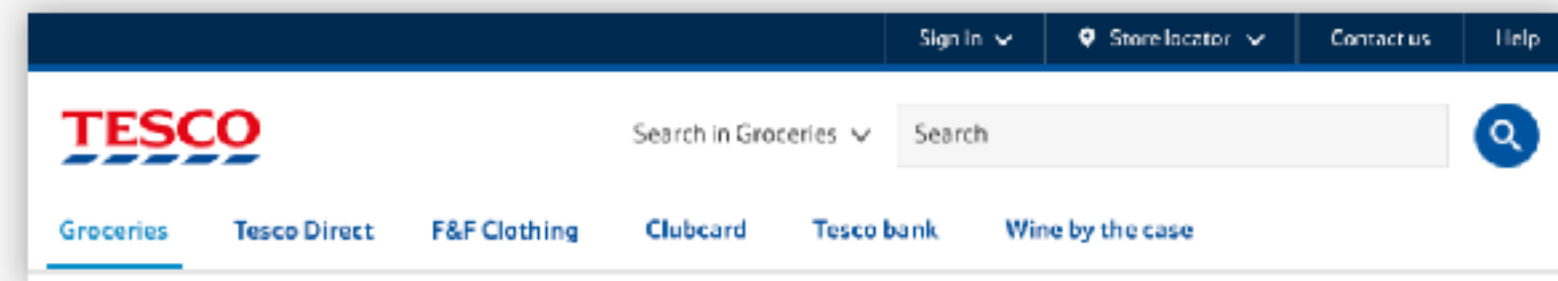
DDL – 2017 sprint plan



Best practice / competitor analysis / site analysis

The DDL

Release one



DDL - Header

Every little helps

Here to help

- 0800 323 4040
- 0330 123 4040
- Help & FAQs
- Contact us
- My grocery order

Our website

- General Ts&Cs
- Product Ts&Cs
- Privacy & cookies
- Site map
- Accessibility

Useful links

- Store locator
- My account
- Click & collect
- Buying guides
- Tesco photo
- Tesco compare
- Tesco opticians
- Greener living
- Careers
- Tesco partners

More from Tesco

- Groceries
- Direct
- Clubcard
- Tesco.com
- Tesco bank
- Tesco Mobile
- Wine by the case
- Deliver by tesco

[Mobile site >](#)

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Here to help

Our website

Useful links

More from Tesco

Desktop site >

Follow us:

Every little helps

© Tesco 2015 • All Rights Reserved

Here to help

0800 323 4040

0330 123 4040

Help & FAQs >

Contact us >

My grocery order >

Our website

General Ts&Cs >

Product Ts&Cs >

Privacy & cookies >

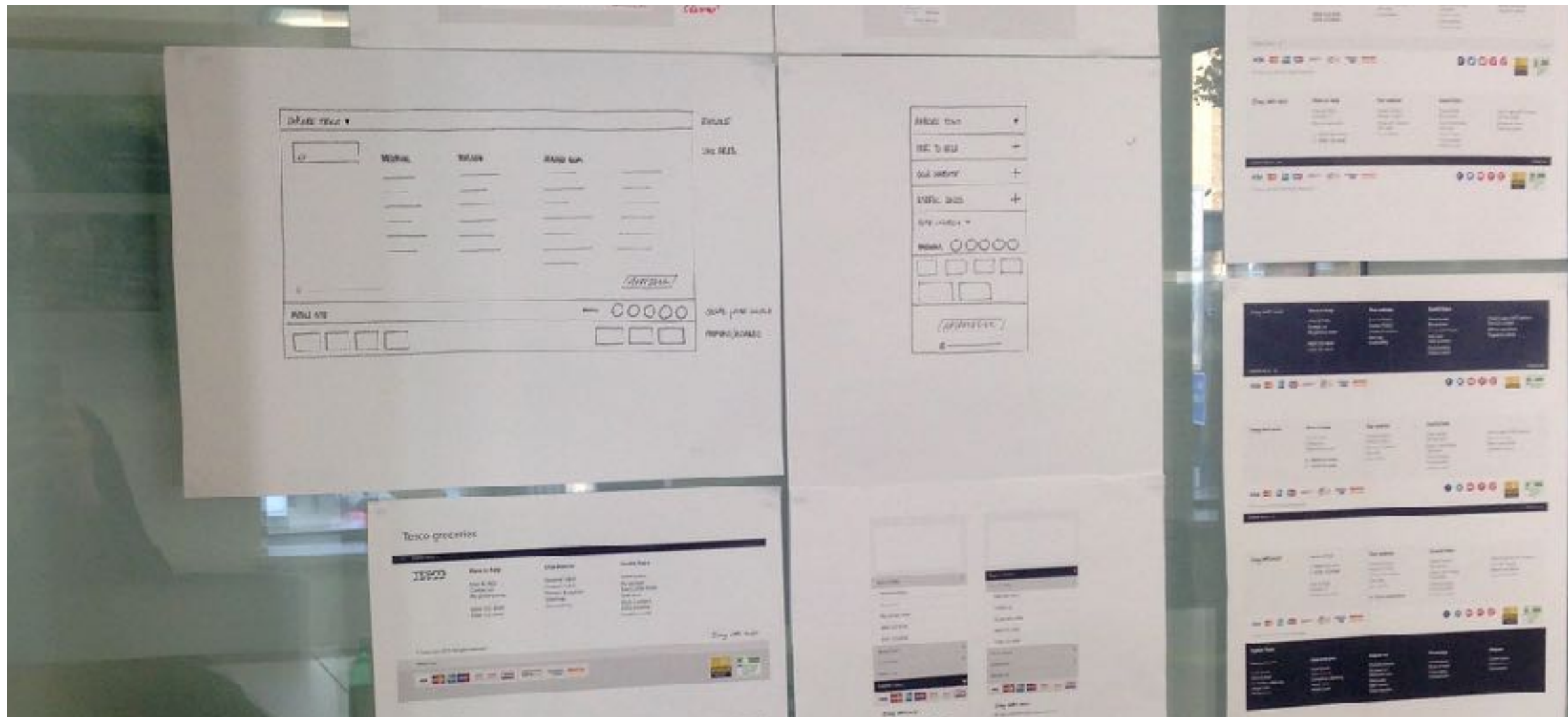
Site map >

Accessibility >

Useful links

Desktop site >

Follow us:





Heading - Tesco Bold - 32px / 36px
For use in headings and in combination with body text set at 28px / 32px

Tesco Organic Apples
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
&(\$£,!?)

Heading - Tesco Bold - 28px / 32px
For use in headings and in combination with body text set at 24px / 28px

Tesco Organic Apples
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
&(\$£,!?)

Heading - Tesco Bold - 24px / 28px
For use in subheadings and in combination with body text set at 20px / 24px

Tesco Organic Apples
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
&(\$£,!?)

Heading - Tesco Bold - 20px / 24px
For use in subheadings and in combination with body text set at 16px / 20px

Tesco Organic Apples
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
&(\$£,!?)

Heading - Tesco Bold - 18px / 22px
For use in subheadings and in combination with body text set at 14px / 18px

Tesco Organic Apples
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
&(\$£,!?)

Heading - Tesco Bold - 16px / 20px
For use in subheadings and in combination with body text set at 12px / 16px

Tesco Organic Apples
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
&(\$£,!?)

Tesco Finest 4 Beef Steak Burgers 454g

British or Scotch beef steak mince burgers, lightly seasoned. Made with meaty prime cuts of beef, sea salt and black pepper. Gluten free.

Product information

Ingredients (for British variant):
British Beef (94%), Dried Potato, Rice Flour, Water, Sea Salt, Dried Onion, Spices, Preservative (Sodium Metabisulphite), Sugar, Salt, Dextrose, Black Pepper.

Ingredients (for Scotch variant):
Scotch Beef PGI (94%), Dried Potato, Rice Flour, Water, Sea Salt, Dried Onion, Spices, Preservative (Sodium Metabisulphite), Sugar, Salt, Dextrose, Black Pepper.

Allergy information:
For allergens, see ingredients in bold.

Storage:
Keep refrigerated. Once opened, use immediately.

Produced in:
United Kingdom

Using beef from:
United Kingdom

Cooking instructions

Oven

Tesco Finest 4 Beef Steak Burgers 454g

British or Scotch beef steak mince burgers, lightly seasoned. Made with meaty prime cuts of beef, sea salt and black pepper. Gluten free.

Product information

Ingredients (for British variant):
British Beef (94%), Dried Potato, Rice Flour, Water, Sea Salt, Dried Onion, Spices, Preservative (Sodium Metabisulphite), sugar, Salt, Dextrose, Black Pepper.

Ingredients (for Scotch variant):
Scotch Beef PGI (94%), Dried Potato, Rice Flour, Water, Sea Salt, Dried Onion, Spices, Preservative (Sodium Metabisulphite), Sugar, Salt, Dextrose, Black Pepper.

Allergy information:
For allergens, see ingredients in bold.

Storage:
Keep refrigerated. Once opened, use immediately.

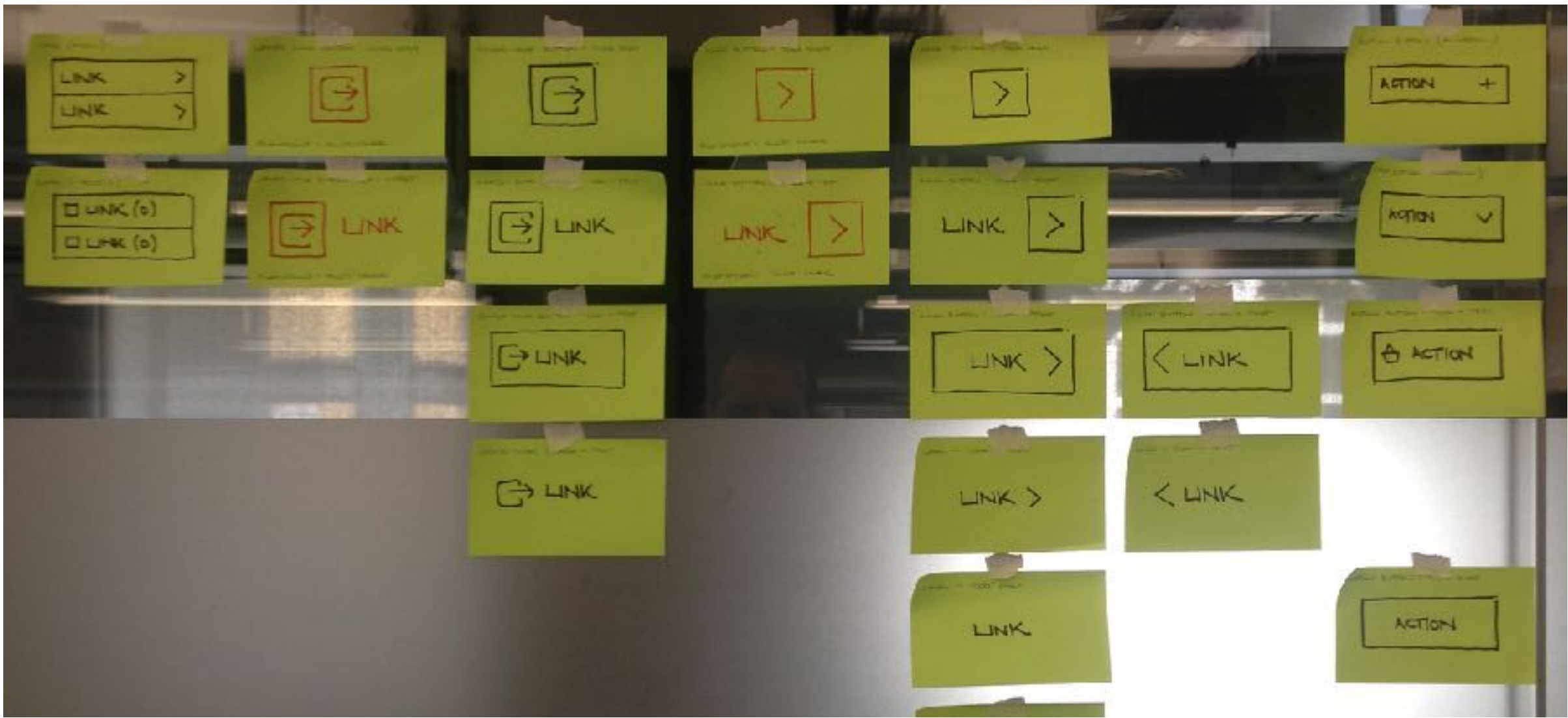
Produced in:
United Kingdom

Using beef from:
United Kingdom

Cooking instructions

Oven

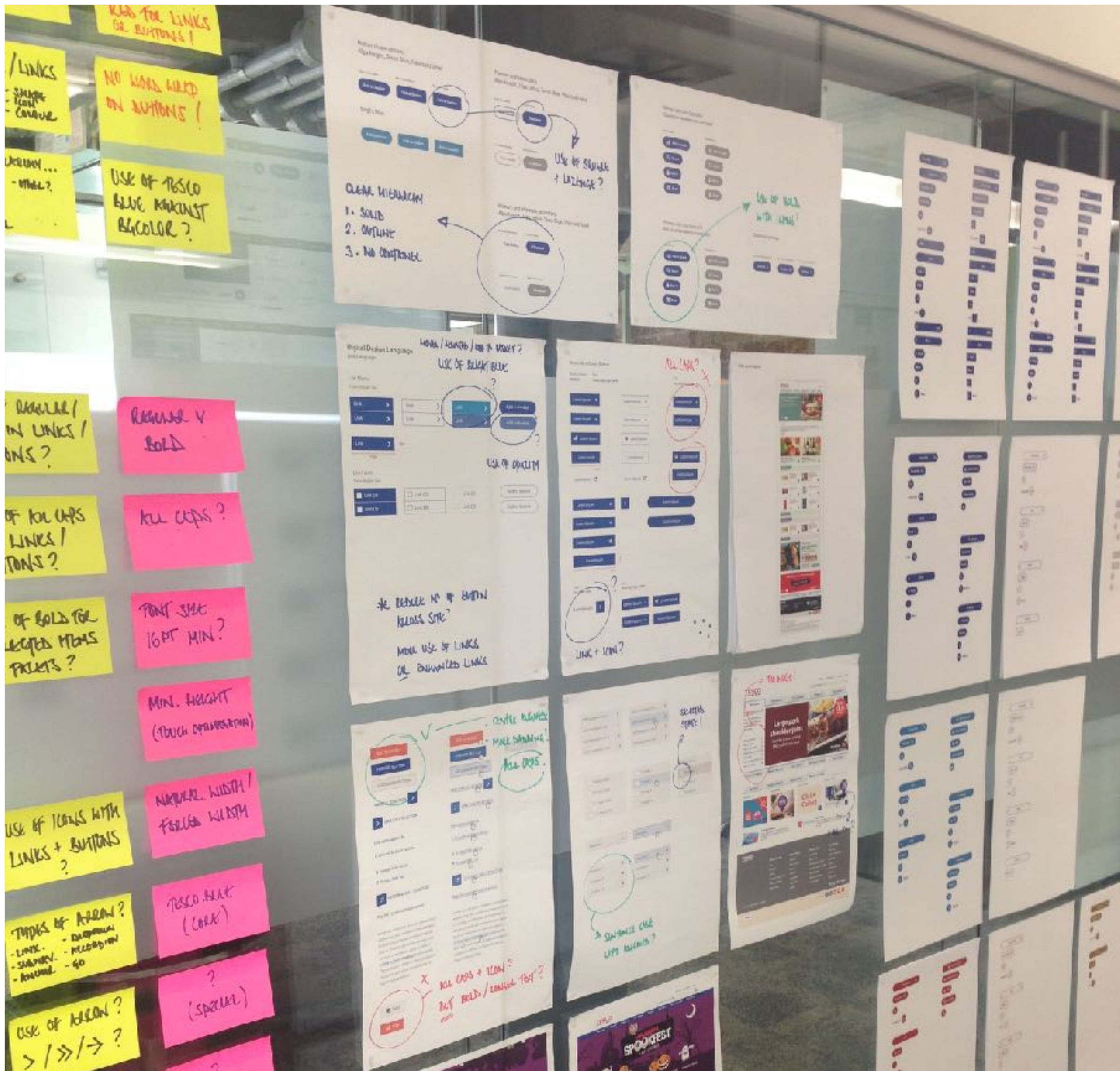
DDL - Type hierarchy



Navigation active (sub-level) >	Left hand navigation active	<input type="checkbox"/> Facet active
Navigation active	Left hand navigation inactive	<input type="checkbox"/> Facet inactive
Navigation inactive (sub-level) >	<u>Left hand navigation hover / hit</u>	<input type="checkbox"/> <u>Facet hover / hit</u>
Navigation inactive	Left hand navigation selected	<input checked="" type="checkbox"/> Facet selected
Navigation hover / hit (sub-level) >		
Navigation hover / hit		
Navigation selected (sub-level) >		
Navigation selected		

Breadcrumb active > Breadcrumb inactive > <u>Breadcrumb hover</u> > Breadcrumb selected	
< Back to active	Within a body of text an inline link active that features natural wording should <u>look like this</u> to provide standout without compromising legibility.
< Back to inactive	
< <u>Back to hover / hit</u>	Within a body of text an inline link hover / hit that features natural wording should <u>look like this</u> to provide standout without compromising legibility.
Enhanced link active >	
Enhanced link inactive >	
<u>Enhanced link hover / hit</u> >	Within a body of text an inline link active that features a web address should look like this www.tesco.com to provide standout and activate native features on touchscreen devices.
< Enhanced link active	
< Enhanced link inactive	Within a body of text an inline link hover / hit that features a web address should look like this www.tesco.com to provide standout and activate native features on touchscreen devices.
< <u>Enhanced link hover / hit</u>	
Link active	Within a body of text an inline link active that features a telephone number should look like this 0800 123 4567 to provide standout and activate native features on touchscreen devices.
Link inactive	
<u>Link hover / hit</u>	Within a body of text an inline link hover / hit that features a telephone number should look like this <u>0800 123 4567</u> to provide standout and activate native features on touchscreen devices.

DDL - Link language



Forced width



Natural width



Outside text



Icon only



Forced width



Natural width



Outside text



Icon only



Forced width



Natural width



Outside text



Icon only



Forced width



Natural width



Outside text



Icon only



DDL - Buttons

Showing items 2 - 100 of 571

Page: < 1 2 3 ... 4 > Show all

Sort by:

Featured

Top 10 FAQs

+

Clubcard - what's it all about?

+

My Clubcard Account

+

Clubcard Boost

+

Clubcard Perks

+

Christmas Savers

+

<

>

All Eating out

>

Restaurants

>

Agra Indian Restaurant

1

2

3

4

Sign in

Delivery & Payment

Review & Place Order

Order Confirmation

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Fresh Fruit >

Fresh Vegetables >

Fresh Salad Vegetables >

Side Salads, Colelaw & Dips >

Milk, Butter & Eggs >

Cheese >

Yoghurts >

Dairy Alternatives & Cholesterol Reducing >

Fresh Meat >

Fresh Chicken & Poultry >

Fresh Ready To Cook Meat & Poultry >

Sausages, Burgers & BBQ Meat >

Chilled Fish & Seafood >

Sliced Cooked Meat >

Chilled Ready Meals >

Continental & Cooked Meats, Olives & Pasta >

Chilled Desserts >

By department

Home

Navigation item >

Navigation item >

Navigation item >

Navigation item >

Navigation item >

Navigation item >

Navigation item >

Navigation item >

Navigation item >

Refine by: Clear all

Category

Cafes (1)

Pubs (8)

Restaurants (47)

View all

Region

England (27)

Northern Ireland (4)

Scotland (20)

Wales (19)

View all

Product status

Special offer

Refines: 237 results

Clear all

Apply

Order by

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Type+

Brand+

Colour+

New Arrivals+

Tesco.com Sign in Store locator Website feedback

TESCO Clubcard

Search

Basket 0 items

About Clubcard Clubcard boost Clubcard Perks My Clubcard Account

<

>

All Eating out

>

Restaurants

Eating Out

Refine by: Clear all

Showing items 2 - 100 of 571

Page: < 1 2 3 ... 6 > Show all

Sort by: Featured

Cafes (1)

Pubs (8)

Restaurants (47)

View all

Region

Agra Indian Restaurant

£10 worth of Clubcard Tokens

Location: Glasgow

£2.50 In Clubcard vouchers

ASK Italian

£10 worth of Clubcard Tokens

Location: Multiple Locations

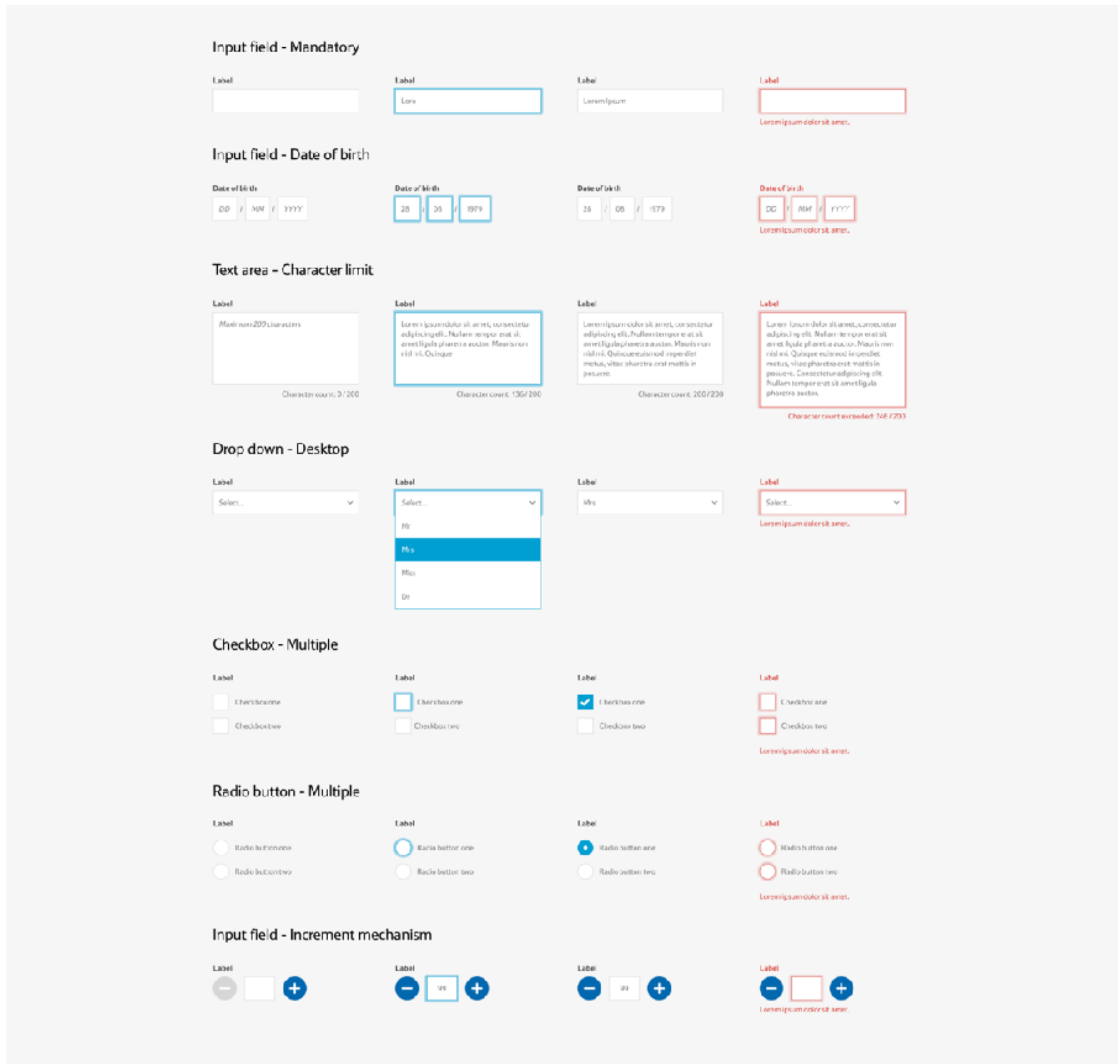
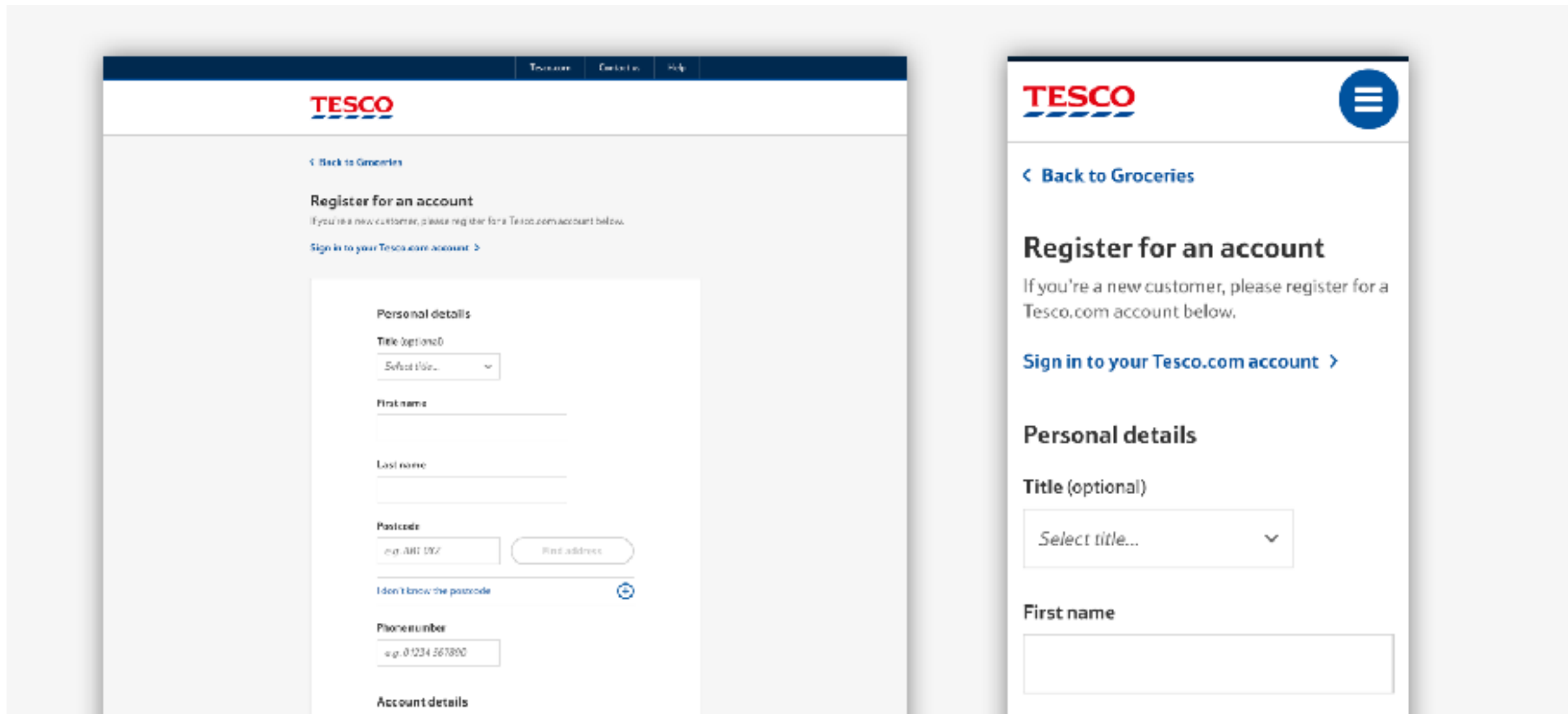
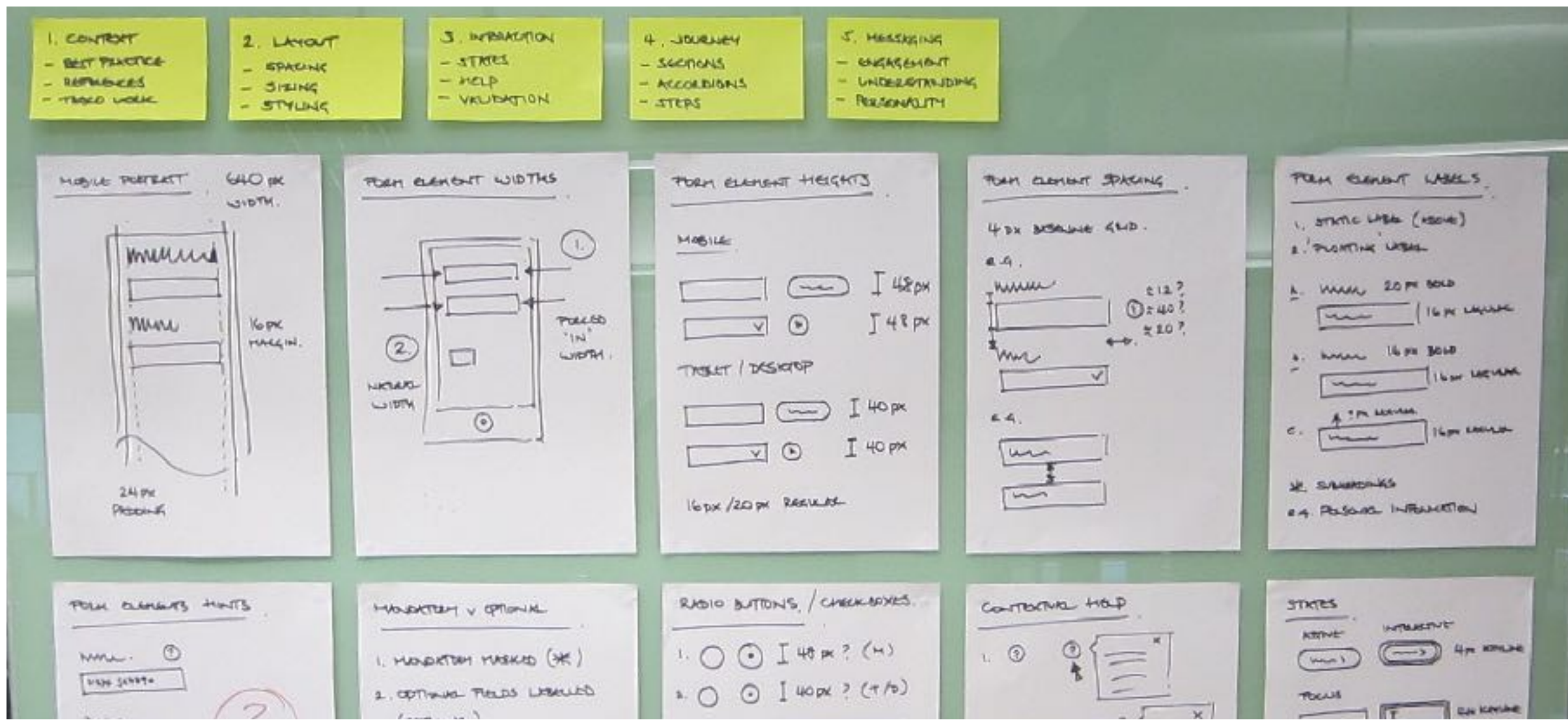
£2.50 In Clubcard vouchers

Auberge Brasserie

£10 worth of Clubcard Tokens

£2.50 In Clubcard vouchers

DDL - In-page navigation



JULIAN CHARLES
FURNITURE

Main Headline 32px
Body copy of 24px goes here and should probably stop at two lines.

[Shop now >](#)

Subject to availability. Delivery charges may apply.




New

fitbit

Main Headline 24px
Body copy of 16px goes here and should probably stop at two lines.

[Shop now >](#)

T&Cs apply



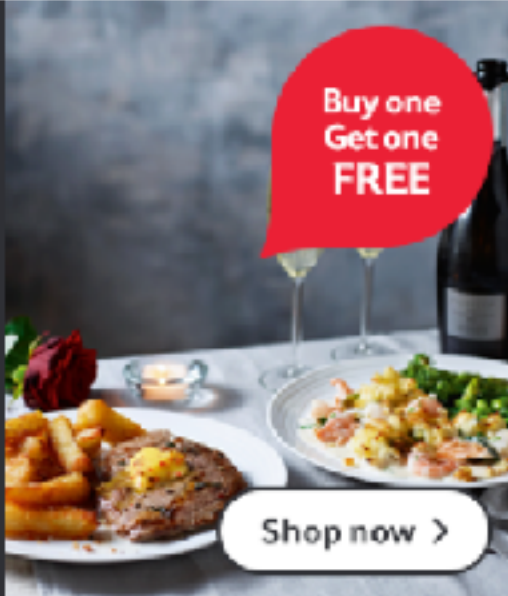
TESCO finest*

Main Headline 24px
Body copy of 16px goes here and should probably stop at two lines.

Subject to availability. Delivery charges may apply.

[Shop now >](#)


Buy one Get one FREE



dyson

Main Headline 32px
Body copy of 24px goes here and should probably stop at two lines.

[Shop now >](#)



New

Large Pings - 124px

Pings - New

£1 72pt

£22 52pt

£222 36pt

£22.22 36pt & 28pt

£139.99 28pt & 20pt

Buy one Get one FREE 20pt & 28pt

Better than half price 16pt & 28pt

I'm in Clubcard Boost 20pt

New 44pt

Small Pings - 104px

£1 52pt

£22 36pt

£222 28pt

£22.22 28pt & 20pt

£139.99 24pt & 20pt

Buy one Get one FREE 16pt & 20pt

Better than half price 12pt & 20pt

I'm in Clubcard Boost 16pt

New 36pt

fitbit

Main Headline 32px.
Body copy of 24px goes here and should probably stop at two lines.

[Shop now >](#)

New

fitbit

Main Headline 32px.
Body copy of 24px goes here and should probably stop at two lines.

[Shop now >](#)

New

fitbit

Main Headline 32px.
Body copy of 24px goes here and should probably stop at two lines.

[Shop now >](#)

New

fitbit

Main Headline 32px.
Body copy of 24px goes here and should probably stop at two lines.

[Shop now >](#)

New

TESCO finest*

Main Headline 32px on one line
Body copy of 24px goes here and should probably stop at two lines.

[Shop now >](#)

Only £20

TESCO finest*

Main Headline 32px on one line
Body copy of 24px goes here and should probably stop at two lines.

[Shop now >](#)

Only £20


TESCO finest*

Main Headline 32px on one line
Body copy of 24px goes here and should probably stop at two lines.

[Shop now >](#)

Only £20

DDL - Promotional modules



New

Main Headline 32px

Body copy of 24px goes here and stops at two lines.

Shop now >

Subject to availability. Delivery charges may apply.

<

1 / 3


>

||

Main Headline 32px

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Shop now >



<

2 / 3

>

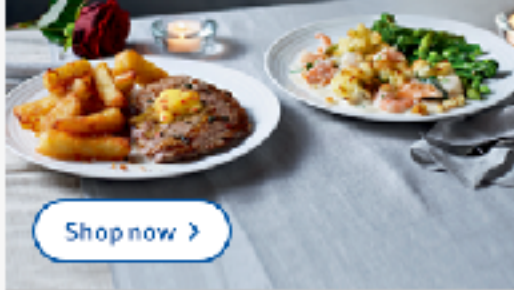
||

Buy one
Get one
FREE

Main Headline 32px

Body copy of 24px goes here and stops at two lines.

Shop now >




<

3 / 3

>

||




New

Main Headline 32px

Body copy of 24px goes here and should probably stop at two lines.

Shop now >

Subject to availability. Delivery charges may apply.



Promotional slot 1

Promotional slot 2

Promotional slot 3

<

1 / 3

>


||

Main Headline 32px

Body copy of 24px goes here and should probably stop at two lines.

Shop now >

Subject to availability. Delivery charges may apply.



Promotional slot 1

Promotional slot 2


Promotional slot 3

<

2 / 3

>

||




Buy one
Get one
FREE

Main Headline 32px

Body copy of 24px goes here and should probably stop at two lines.

Shop now >

Subject to availability. Delivery charges may apply.



Promotional slot 1

Promotional slot 2

Promotional slot 3

<

3 / 3

>

||

23%
TANIEJ

Lactate Mleko 2,0% 1 l

23% taniej. Stara cena 2,99, cena promocyjna 1,09

34,95 zł/kg 1,09 zł

38%
TANIEJ

Velvet Jumbo Ręcznik papierowy

38% taniej. Stara cena 5,99, cena promocyjna 1,09

69 50/kg 1,09 zł

34%
TANIEJ

Lenor Floral Płyn zmiękczający do płukania tkanin 1425 ml

34% taniej. Stara cena 2,99, cena promocyjna 0,92

34,95 zł/kg 0,92 zł

10%
TANIEJ

Tesco Cukier lubelski biały 1 kg

10% taniej. Stara cena 5,99, cena promocyjna 4,99

34,95 zł/kg 4,99 zł

<

1-4 / 24

>

38%
TANIEJ

Velvet Jumbo Ręcznik papierowy

38% taniej. Stara cena 3,99, cena promocyjna 1,09

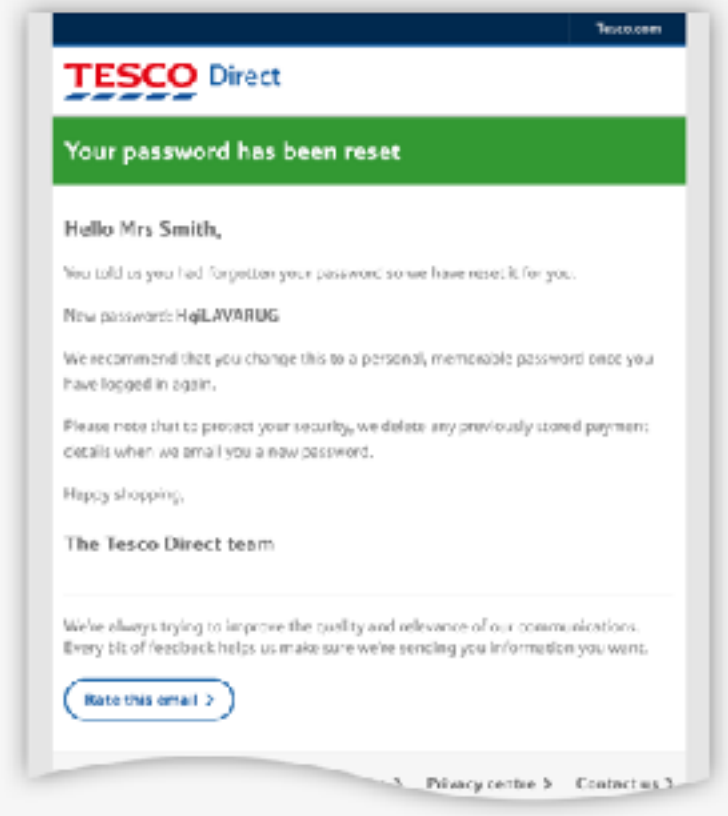
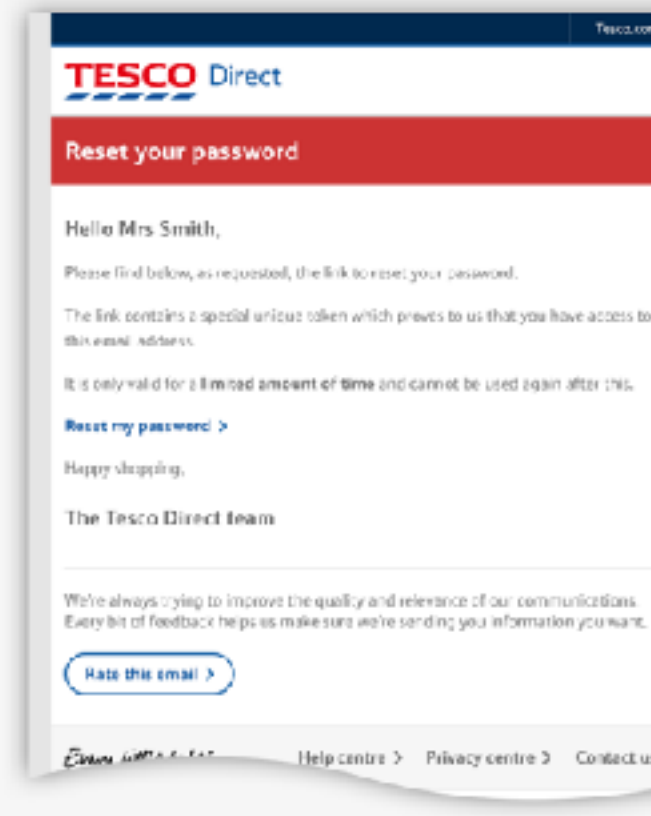
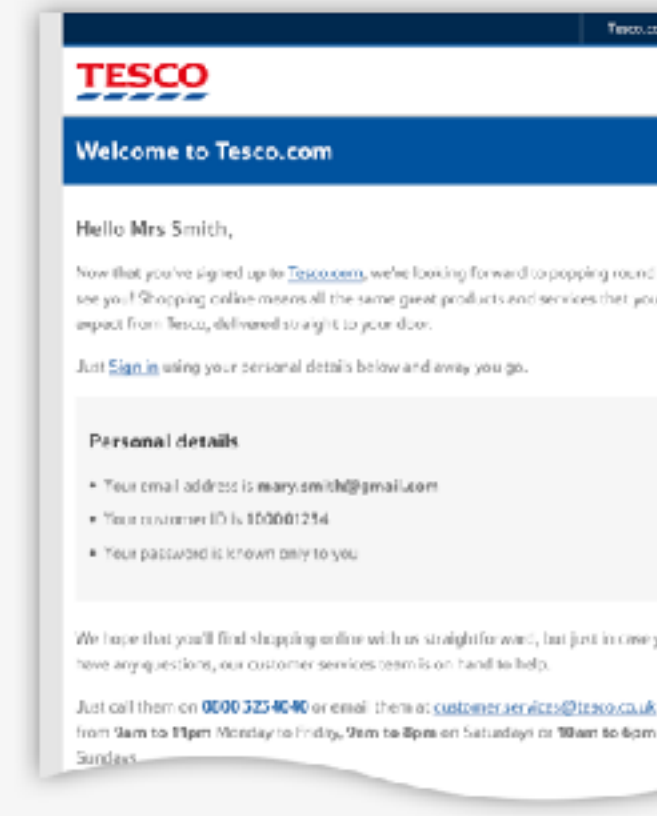
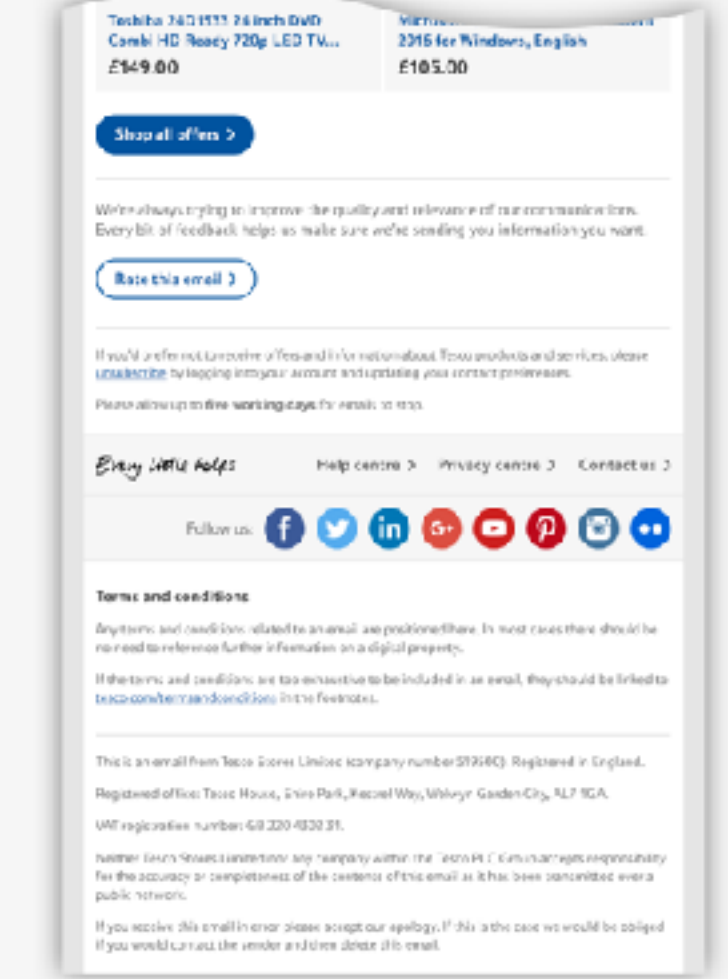
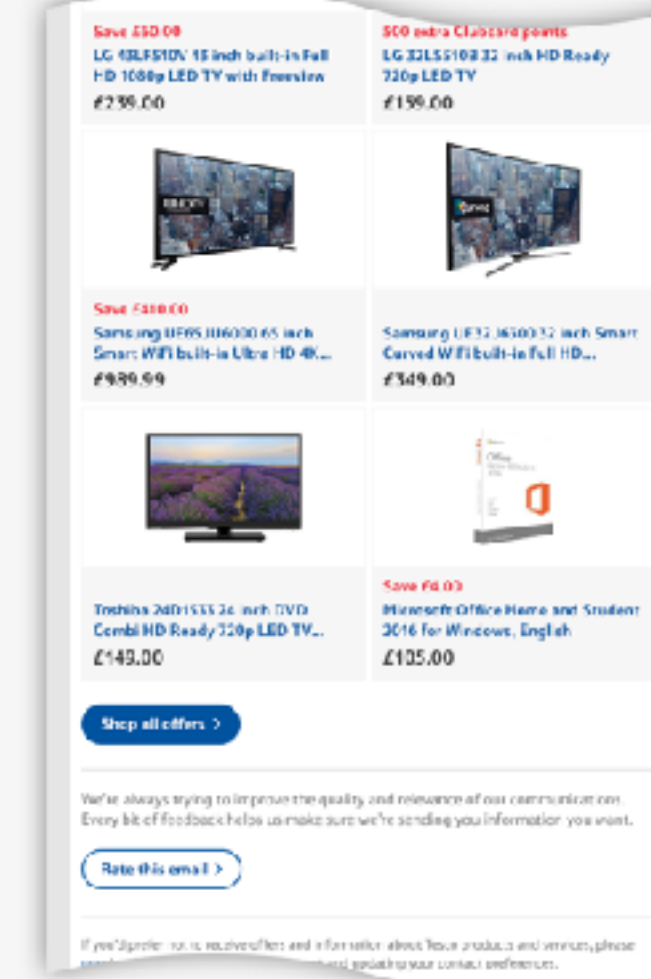
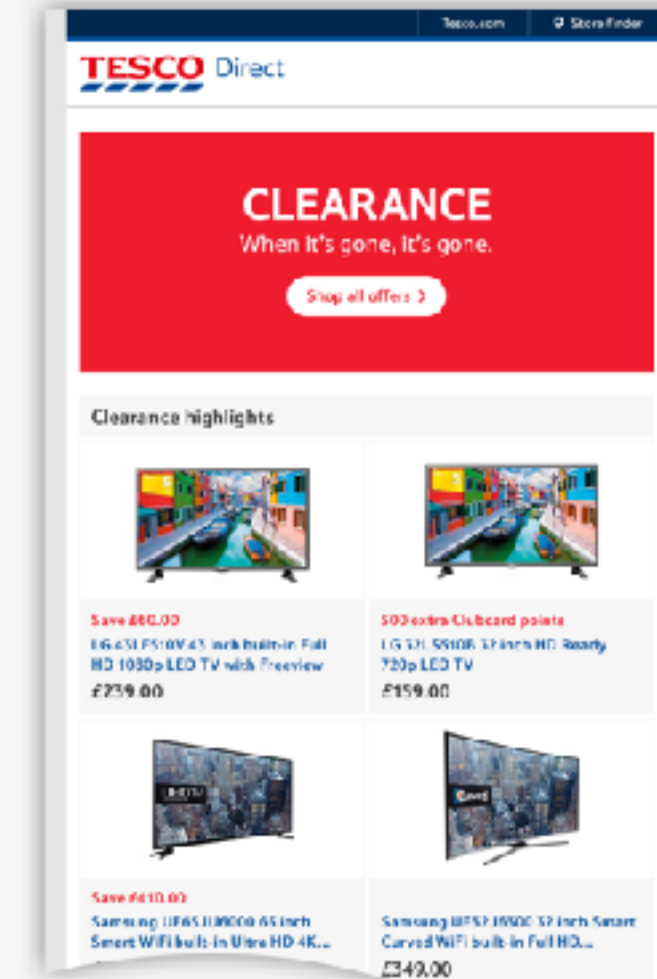
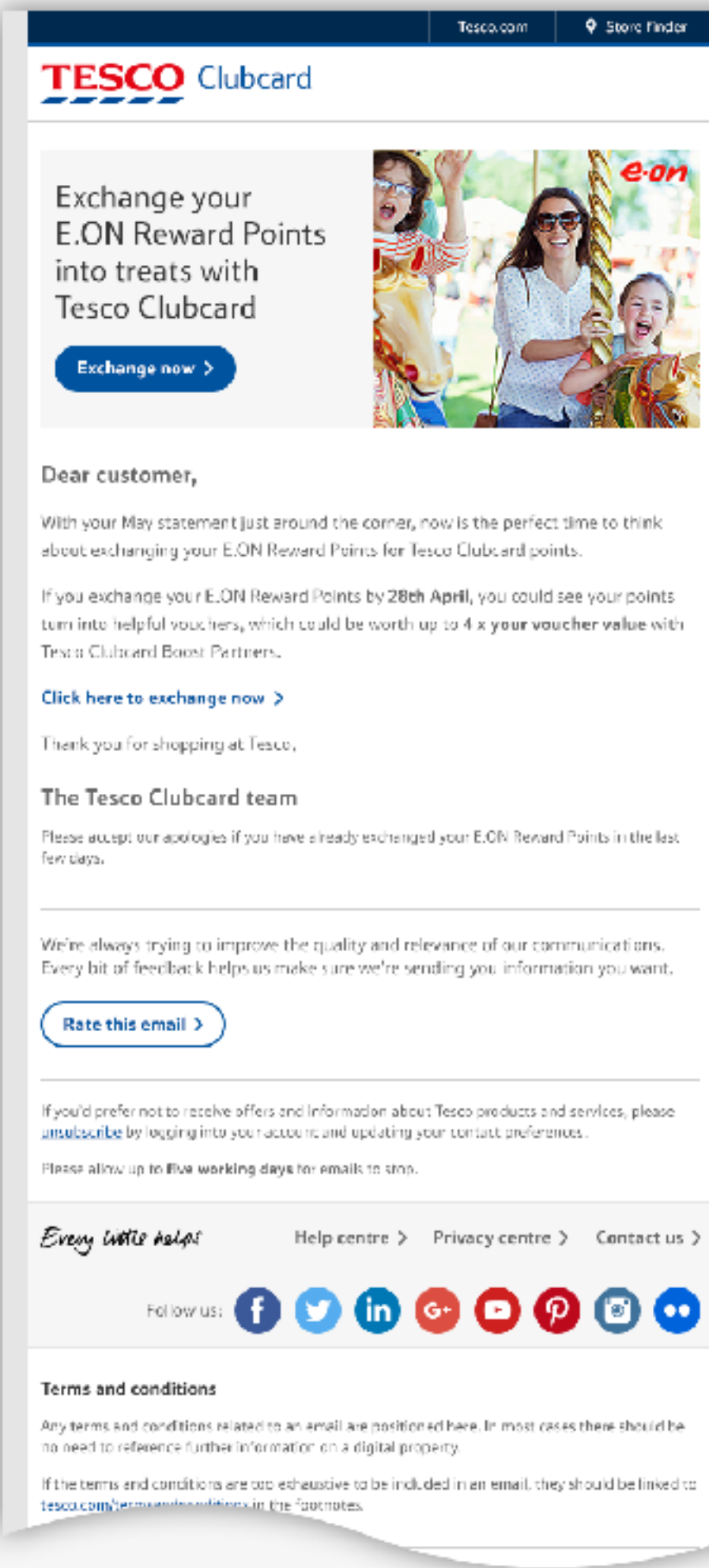
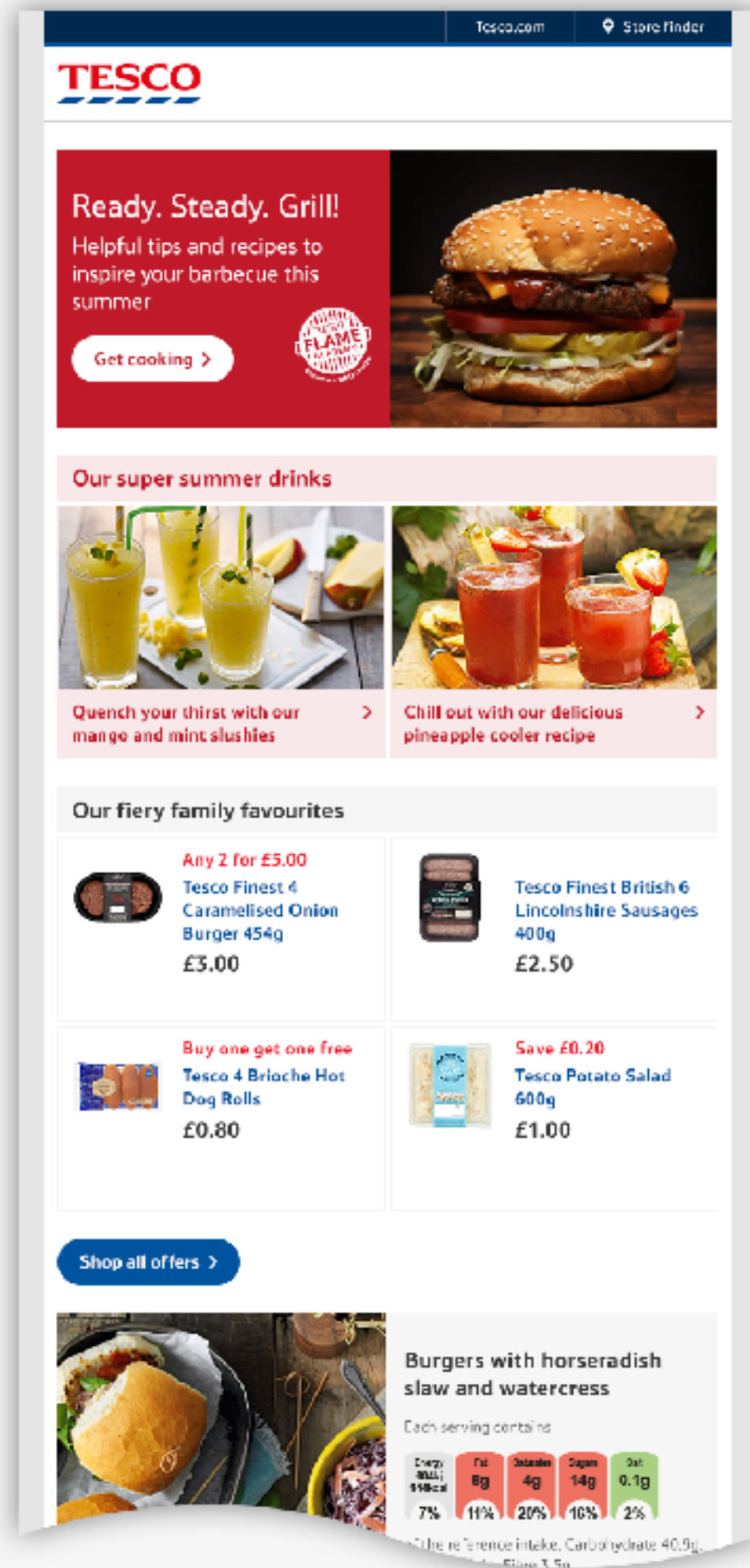
22,50/kg 1,09 zł

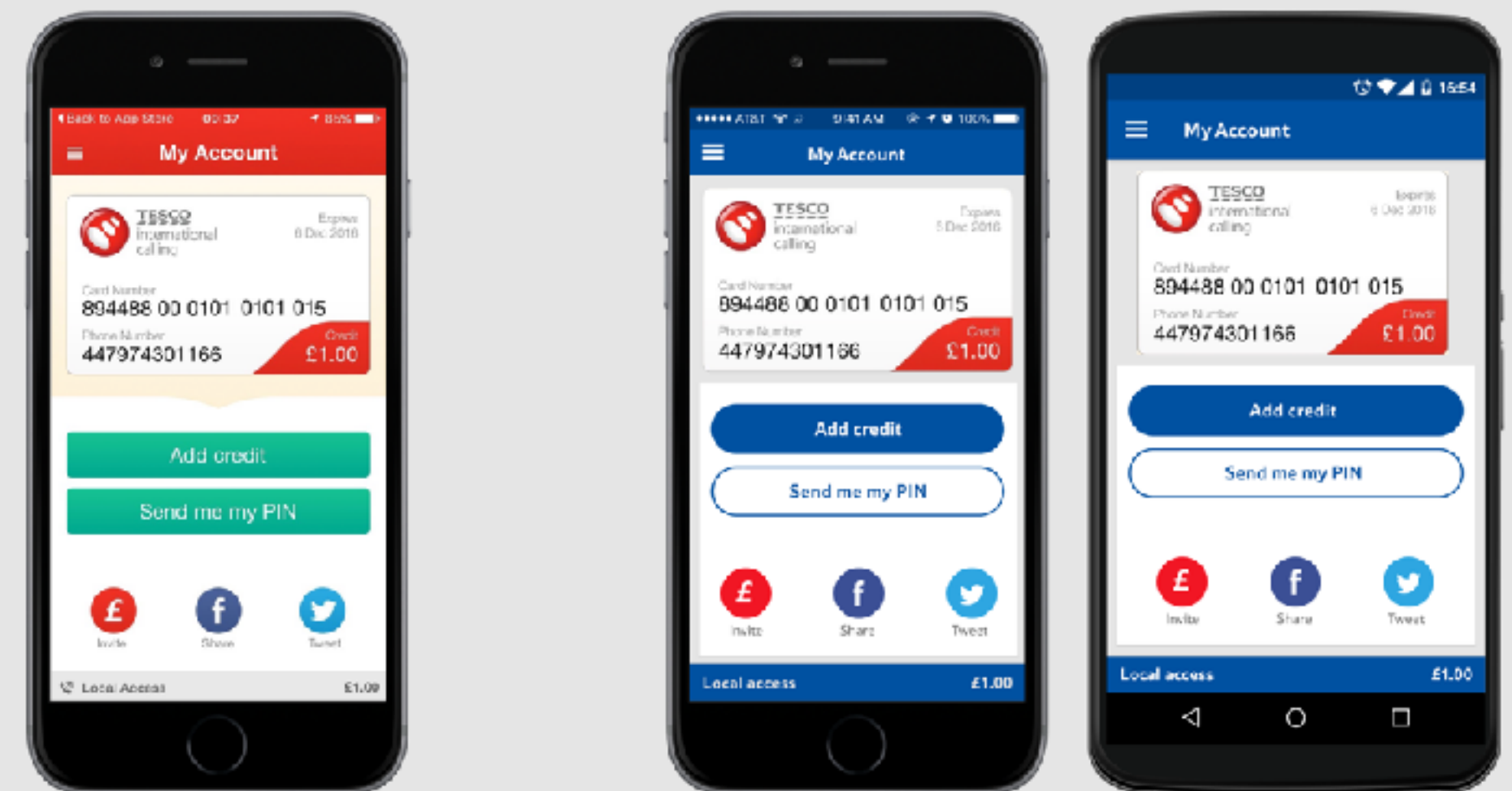
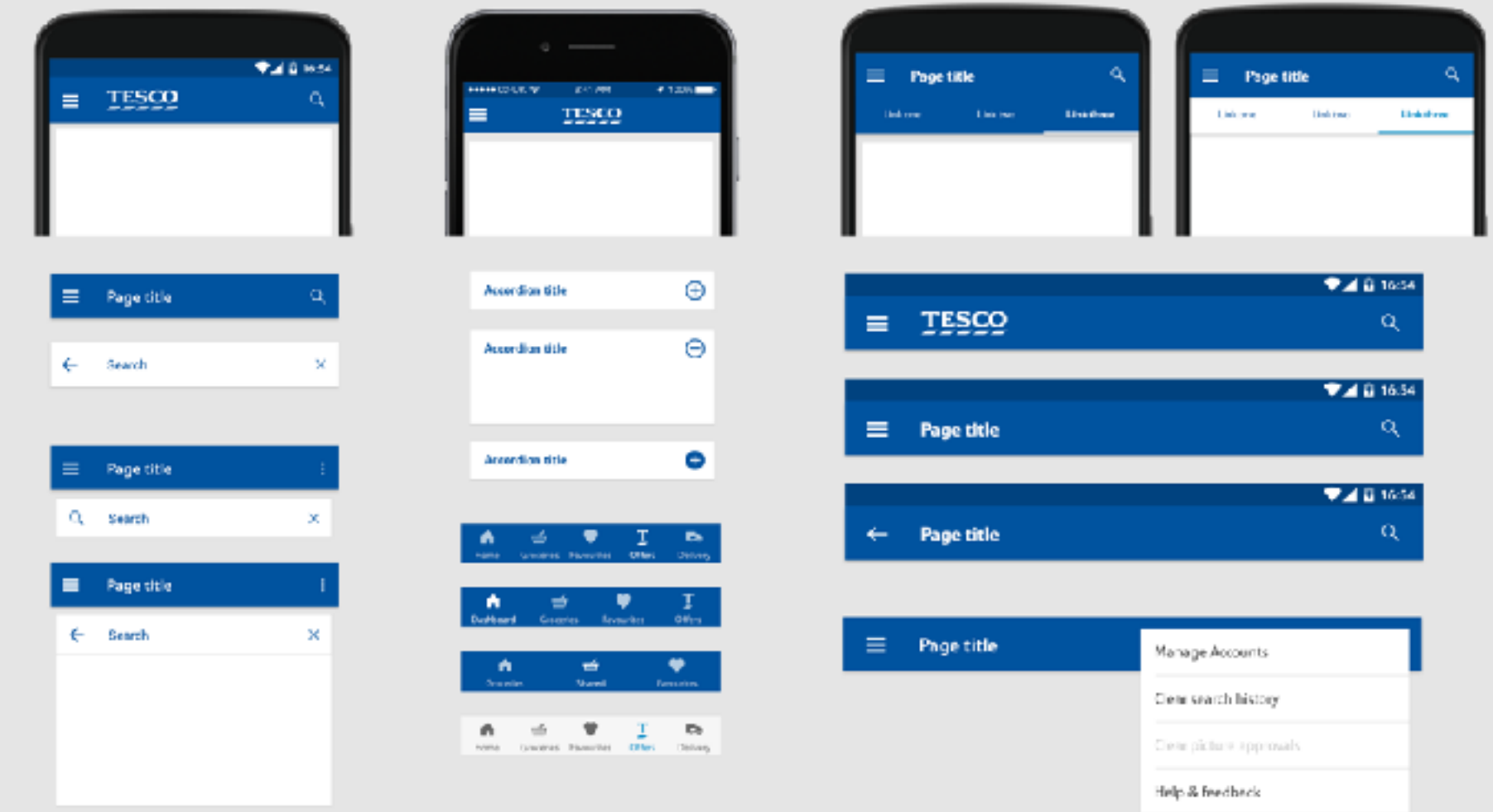
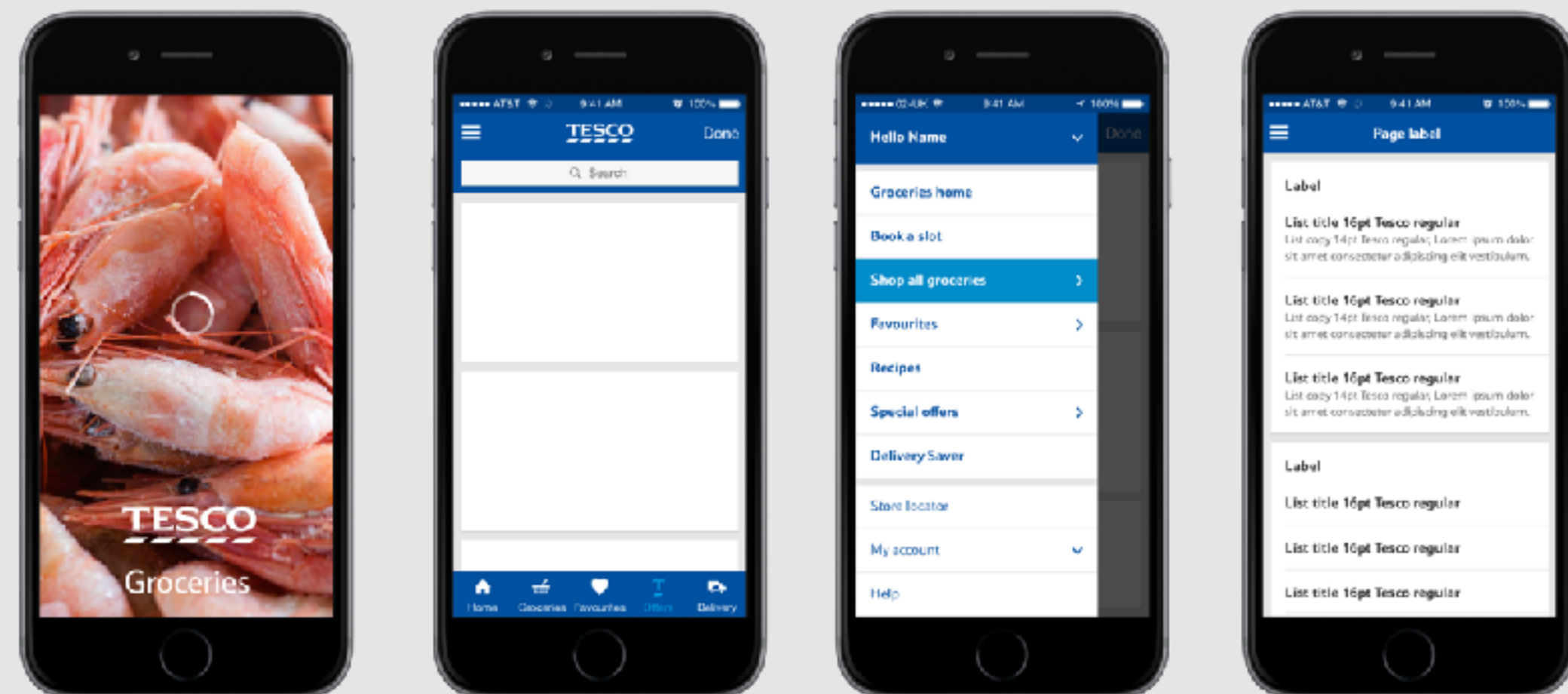
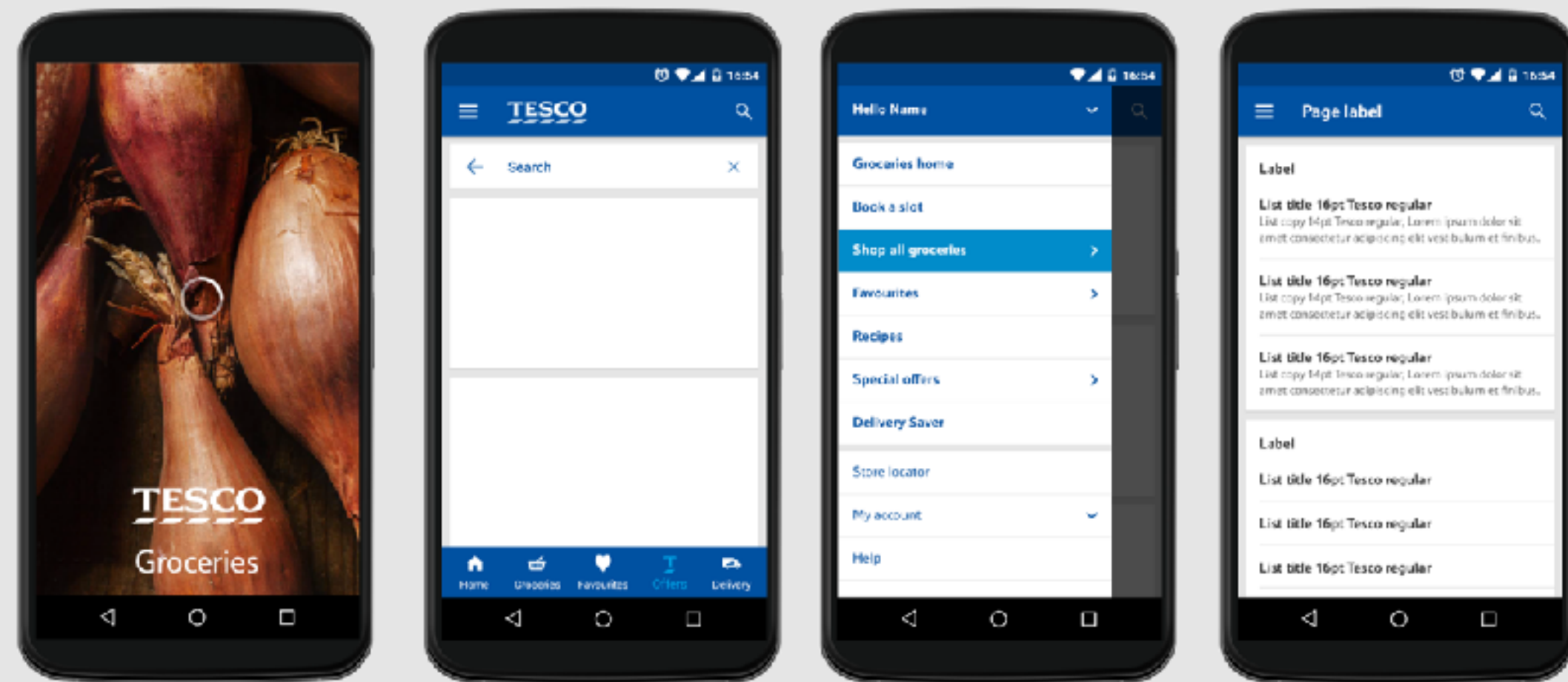
<

1-4 / 24

>

DDL - Carousels





DDL - Apps

New brand expression



Wolff Olins

Short form co...acing – Mobile

Heading (H1)

Standfirst (T1) that is presented as a single paragraph.

Heading (H2)

Standfirst (T1) that is presented as a single paragraph.

Heading (H1)

Body (T2) that is presented as a single paragraph.

Heading (H2)

Body (T2) that is presented as a single paragraph.

Heading (H3)

Body (T2) that is presented as a single paragraph.

Heading (H4)

Body (T2) that is presented as a single paragraph.

Heading (H5)

Body (T2) that is presented as a single paragraph.

Heading (H4)

Footnote (T3) that is presented as a single paragraph.

Heading (H5)

Footnote (T3) that is presented as a single paragraph.

Short form content – Text – Heading spacing – Desktop

Heading (H1)

Standfirst (T1) that is presented as a single paragraph.

Heading (H2)

Standfirst (T1) that is presented as a single paragraph.

Heading (H1)

Body (T2) that is presented as a single paragraph.

Heading (H2)

Body (T2) that is presented as a single paragraph.

Heading (H3)

Body (T2) that is presented as a single paragraph.

Heading (H4)

Body (T2) that is presented as a single paragraph.

Heading (H5)

Body (T2) that is presented as a single paragraph.

Heading (H4)

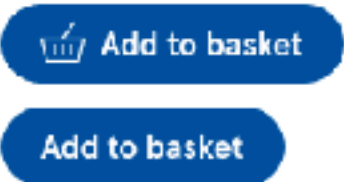
Footnote (T3) that is presented as a single paragraph.

Heading (H5)

Footnote (T3) that is presented as a single paragraph.

Button types

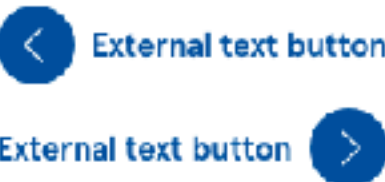
Natural width buttons



Forced width buttons

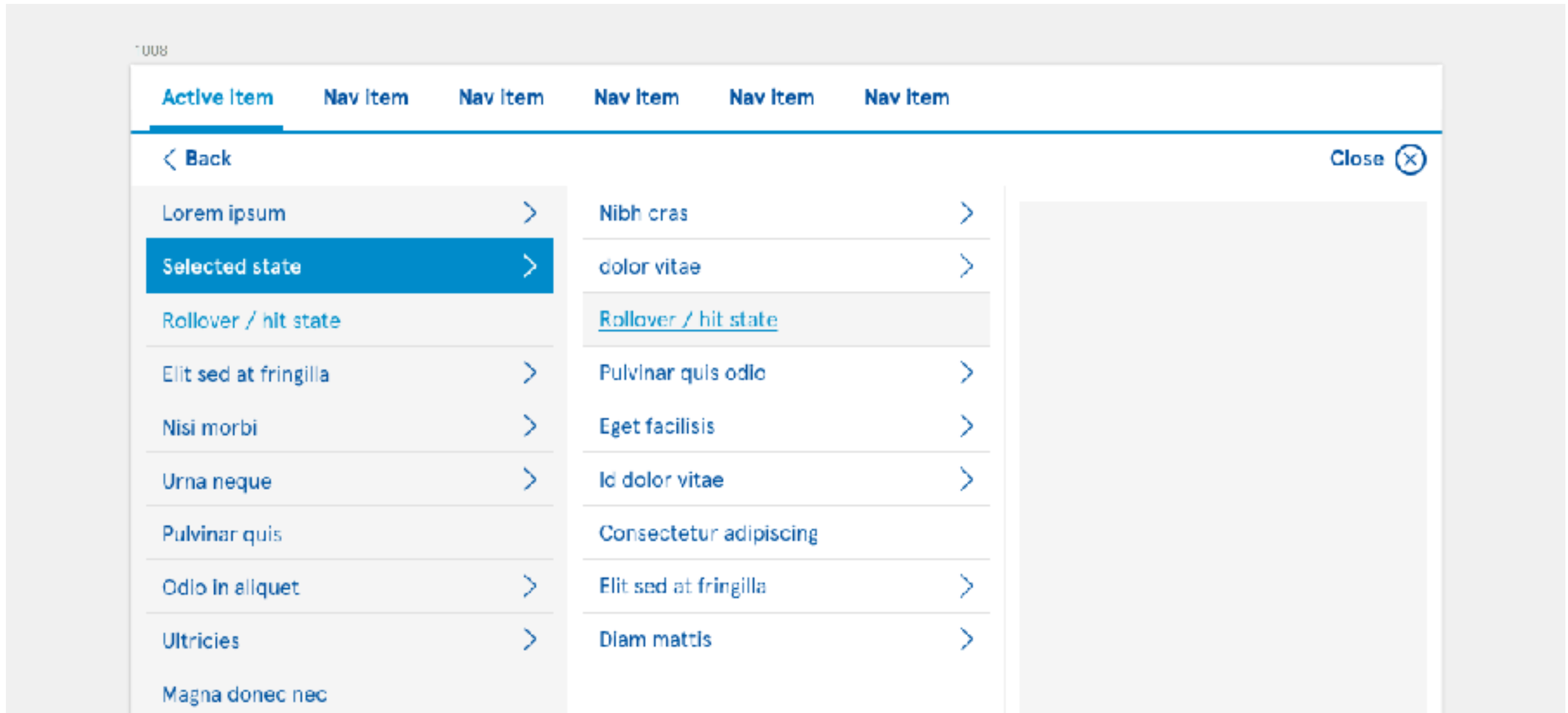
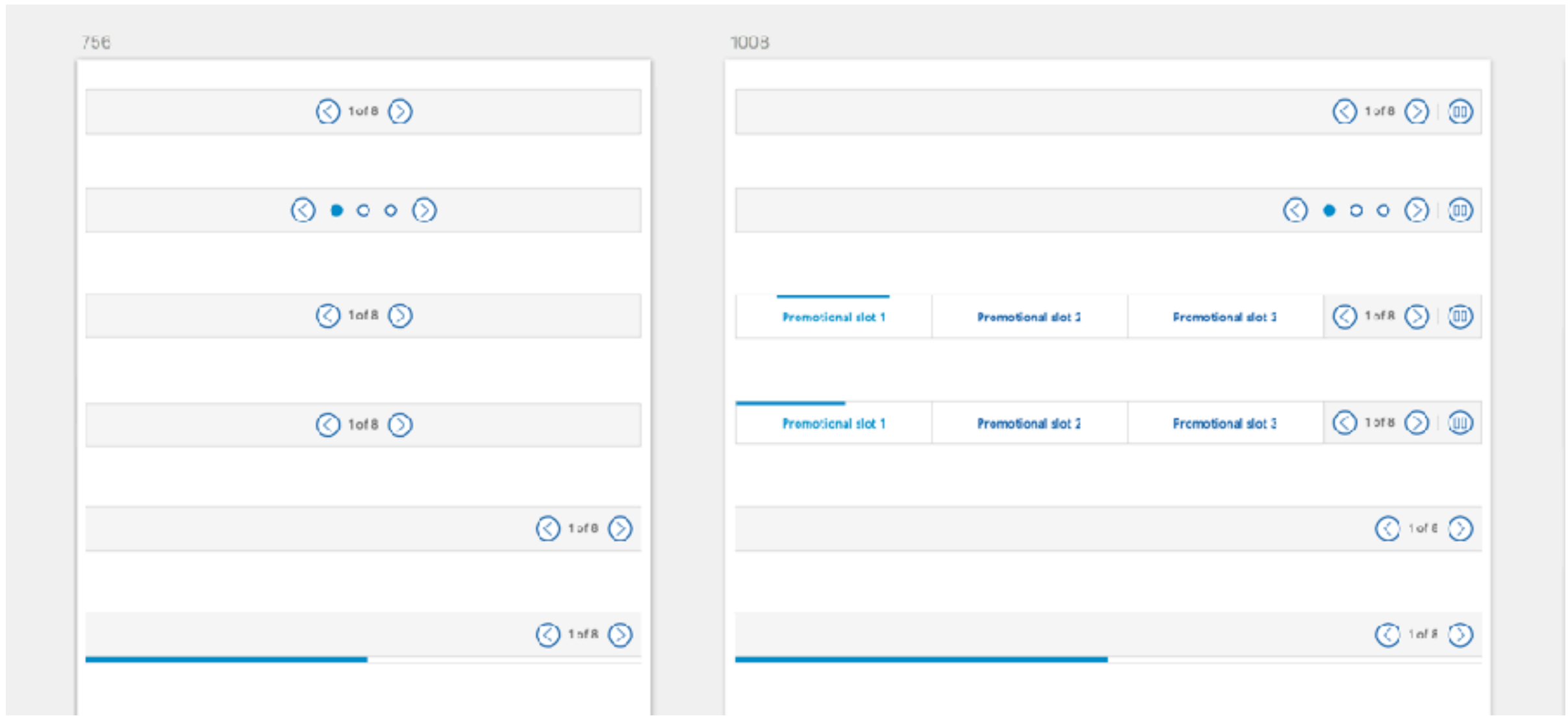
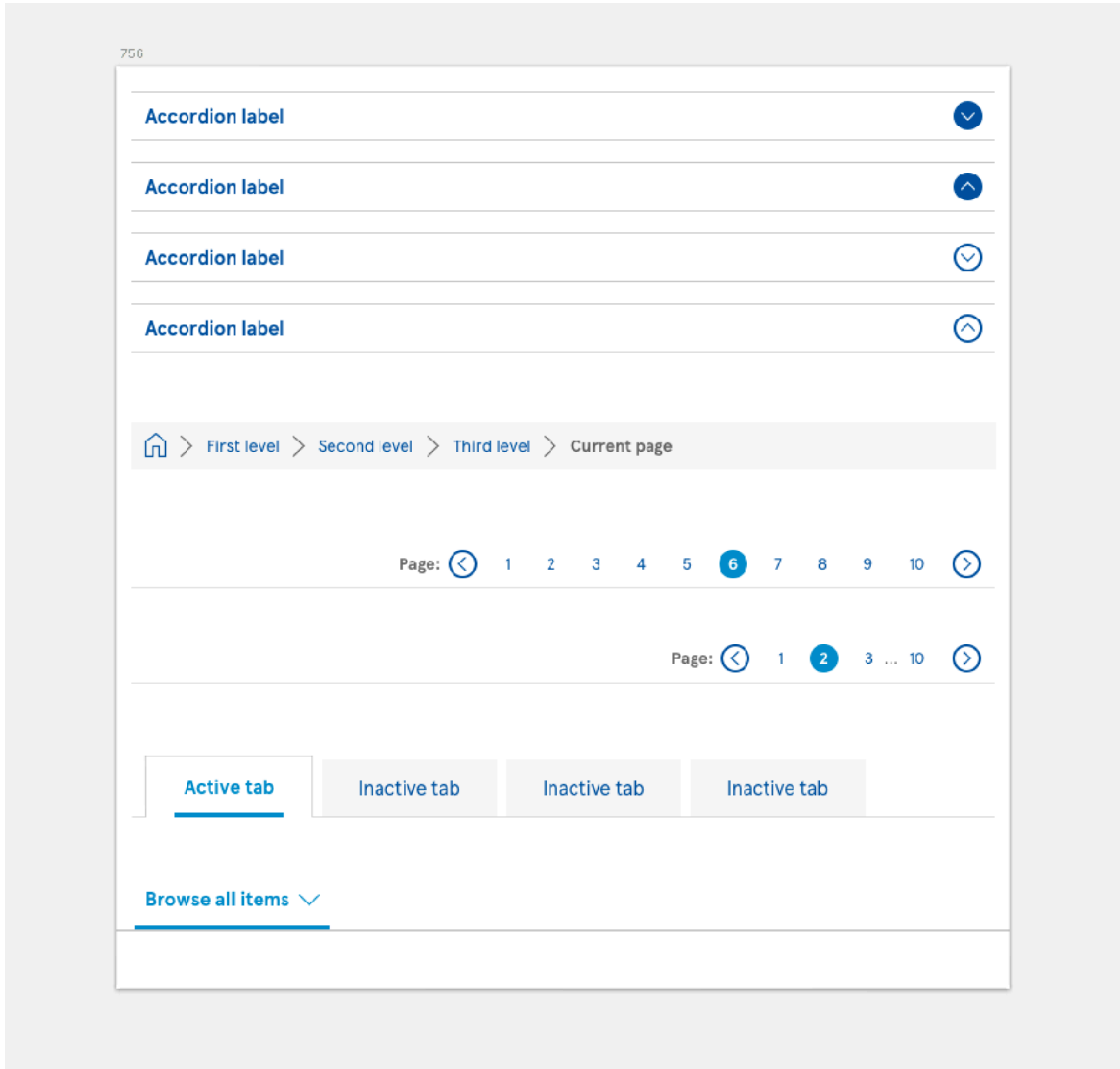


External text buttons

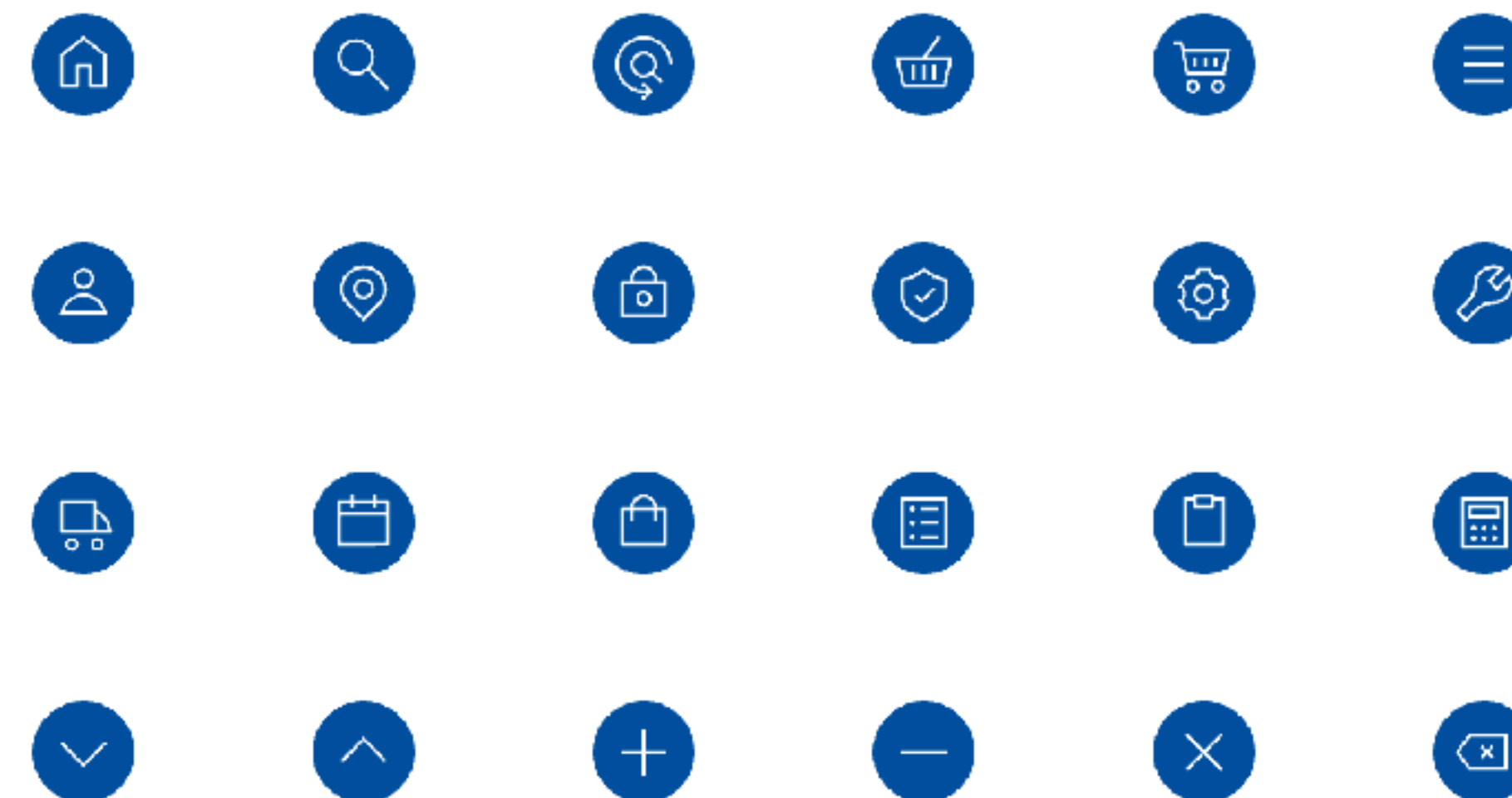
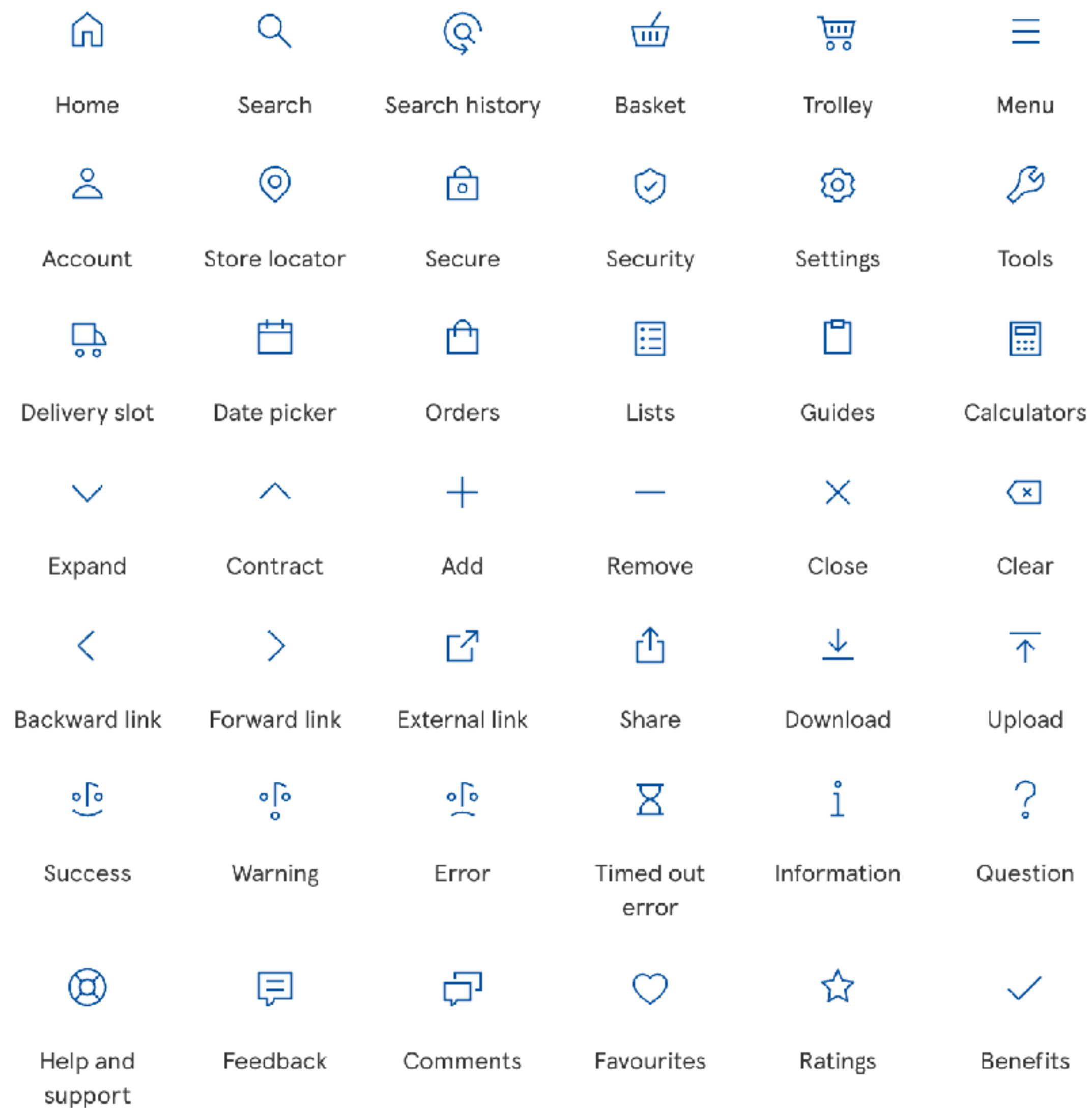


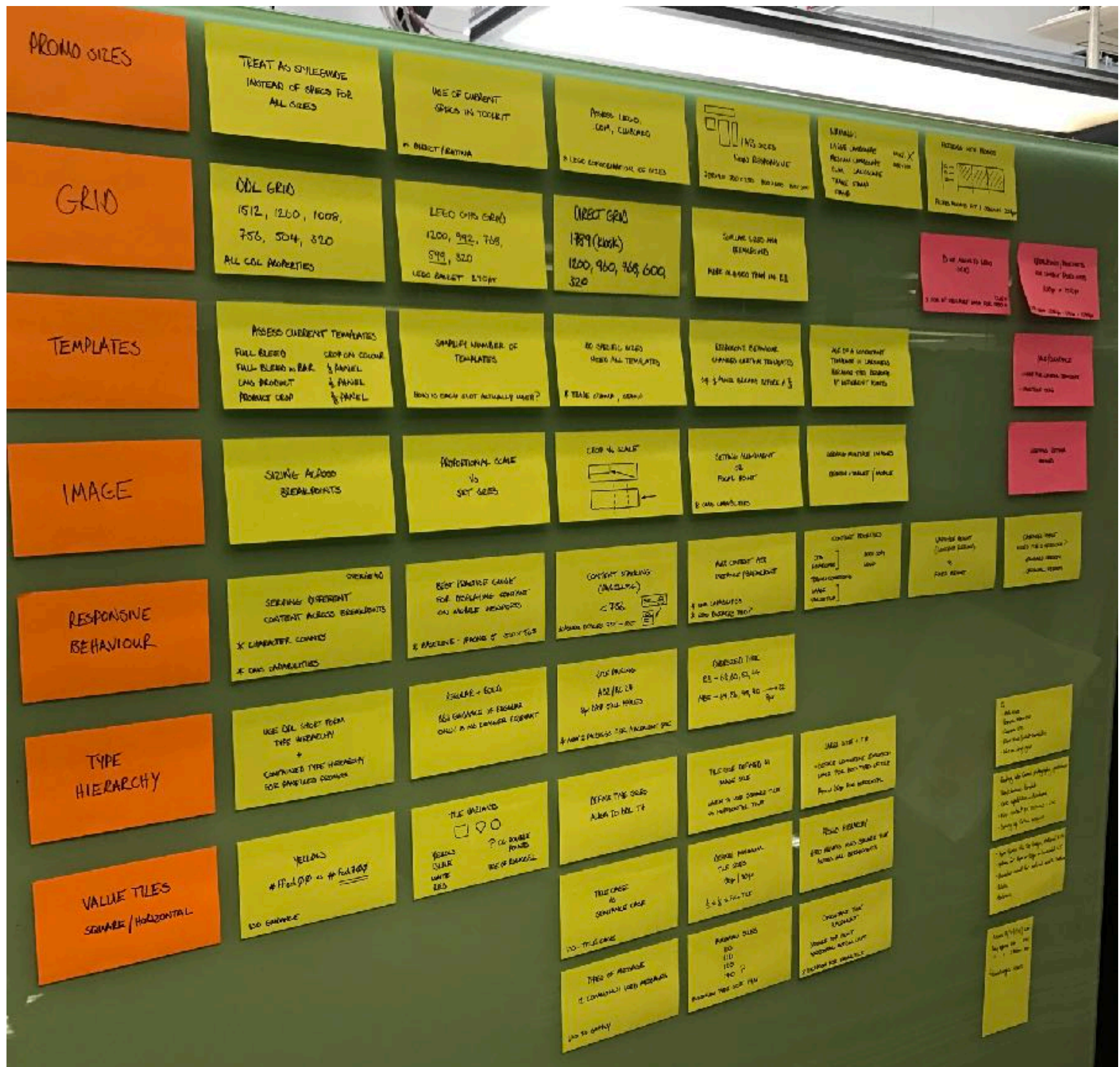
No text buttons





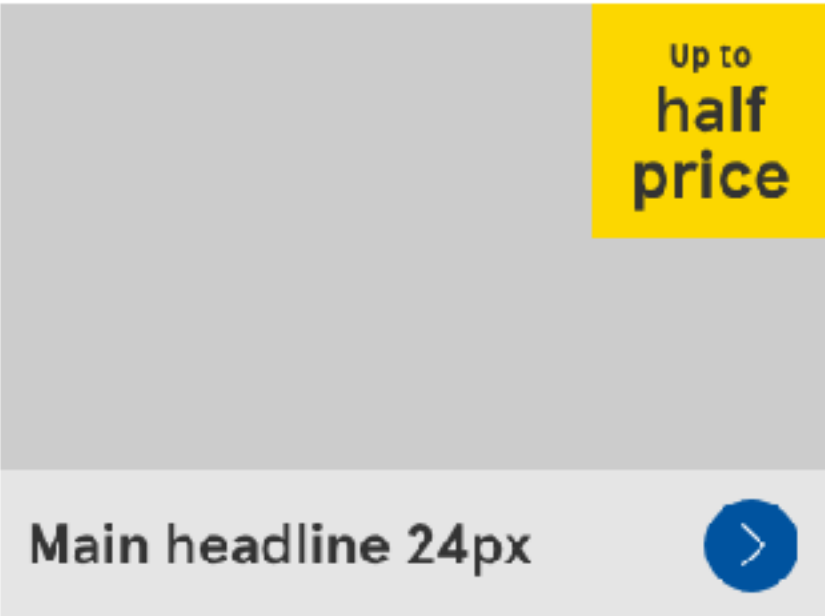
DDL – NBE elements



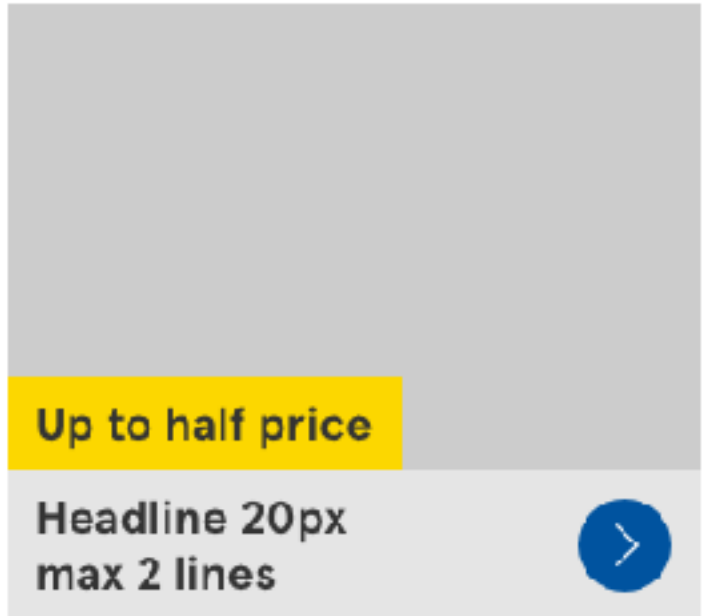


DDL - Promos part 2

Square value tile



Horizontal value tile



Large landscape - 1260px x 756px



Square value tile

110px



16px/16px • 32px/32px

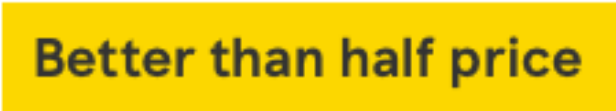
100px



14px/14px • 28px/28px

Horizontal value tile

40px



20px/20px

40px



16px/16px




DDL - Value tile and responsive images

TESCO
finest

Main Headline 32pt on one line
Body copy of 24pt goes here and should probably stop at two lines also.

Only **£20**

Shop now >



Main headline 32px
Body copy 24px and can flow across two lines but should be as punchy as possible

Natural width button >

Better than **half price**



fitbit

Main Headline 32pt.
Body copy of 24pt goes here and should probably stop at two lines.

Shop now >

T&Cs are 14pt on all banners and will be read by nobody ever.


New



Main headline 28px
Body copy 20px and can flow across two lines but should be punchy as possible

Natural width button >

Up to **half price**



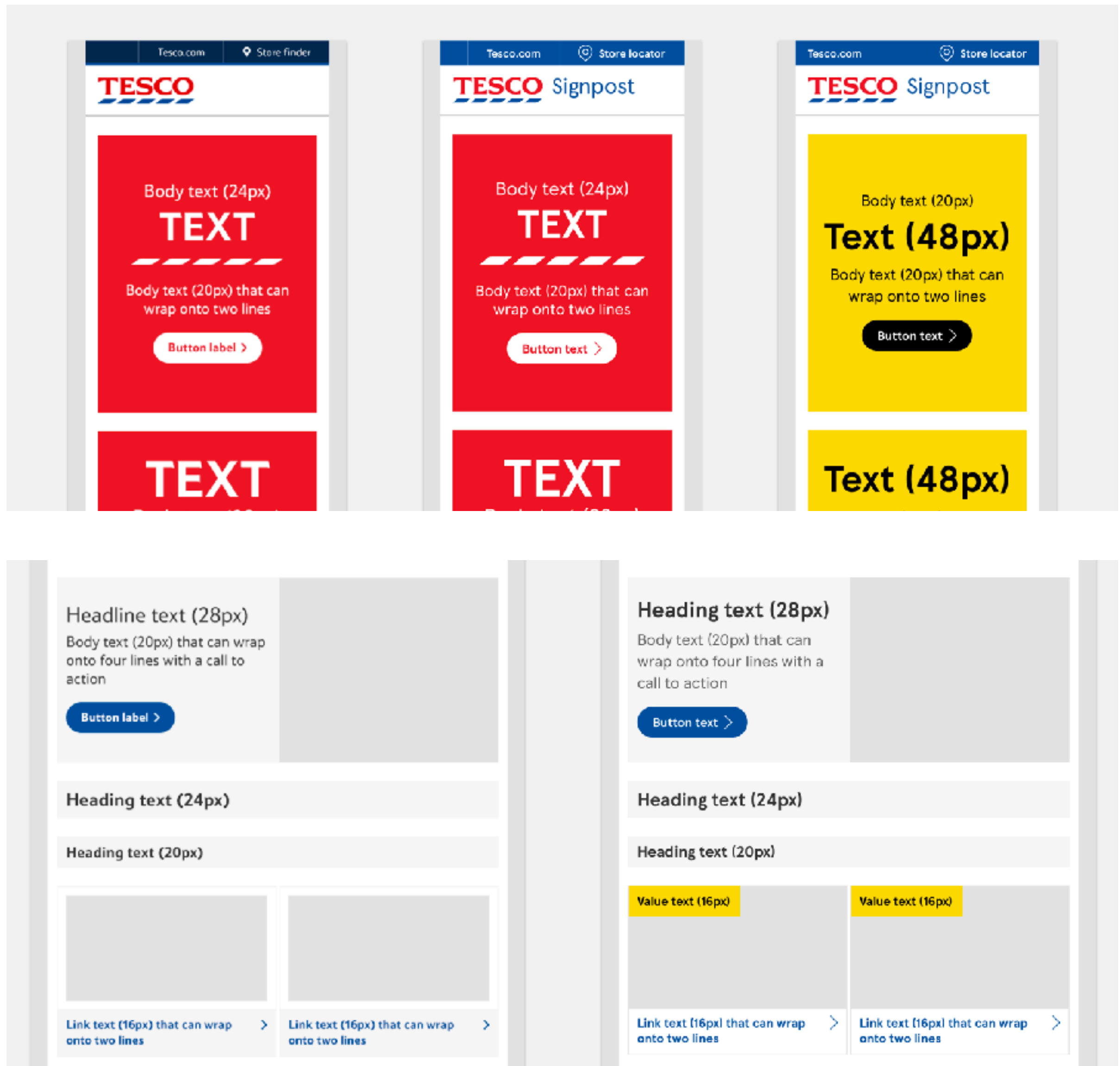
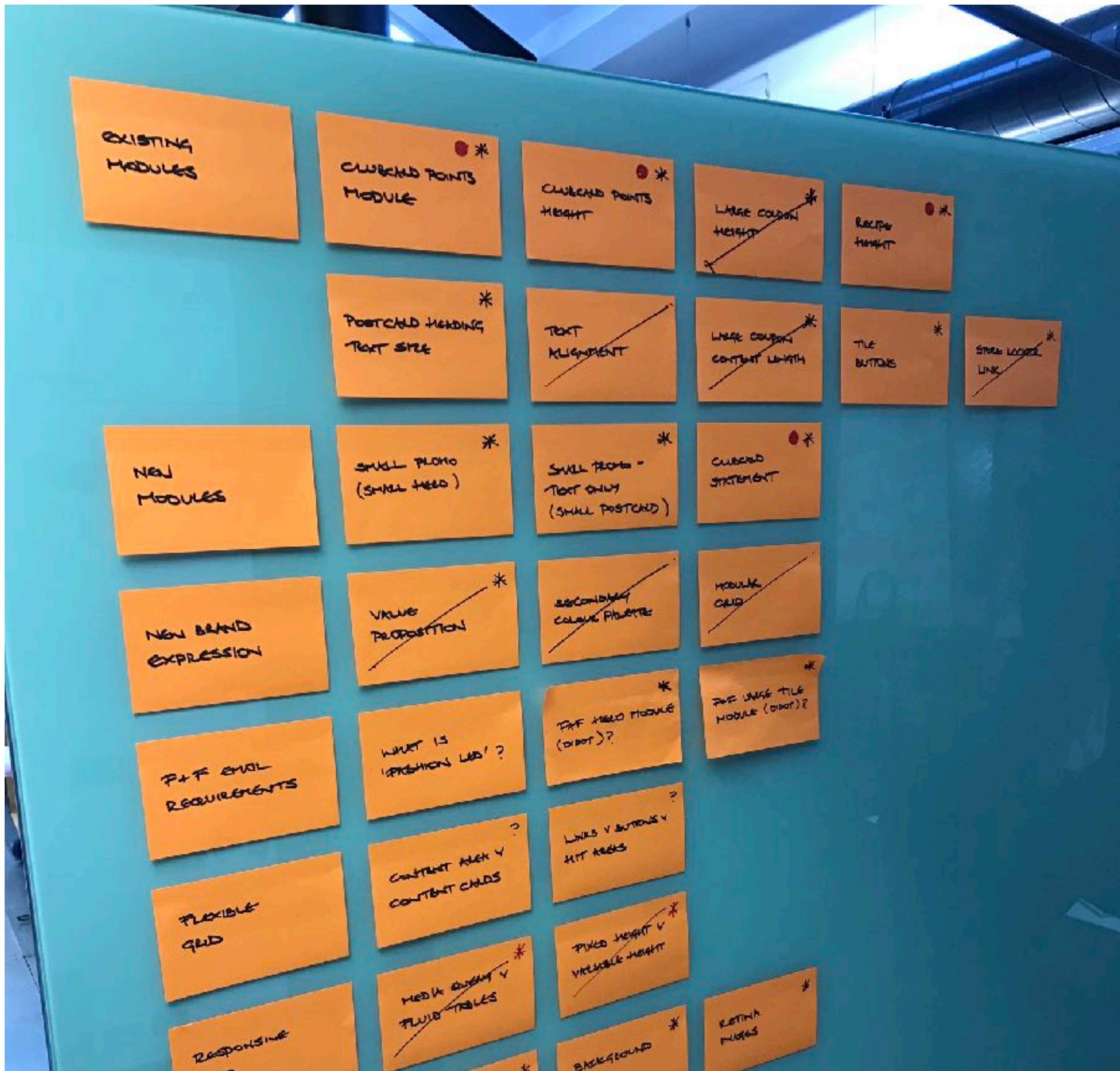
Main headline 28px
Body copy 20px and can flow across two lines but should be punchy as possible

Natural width button >

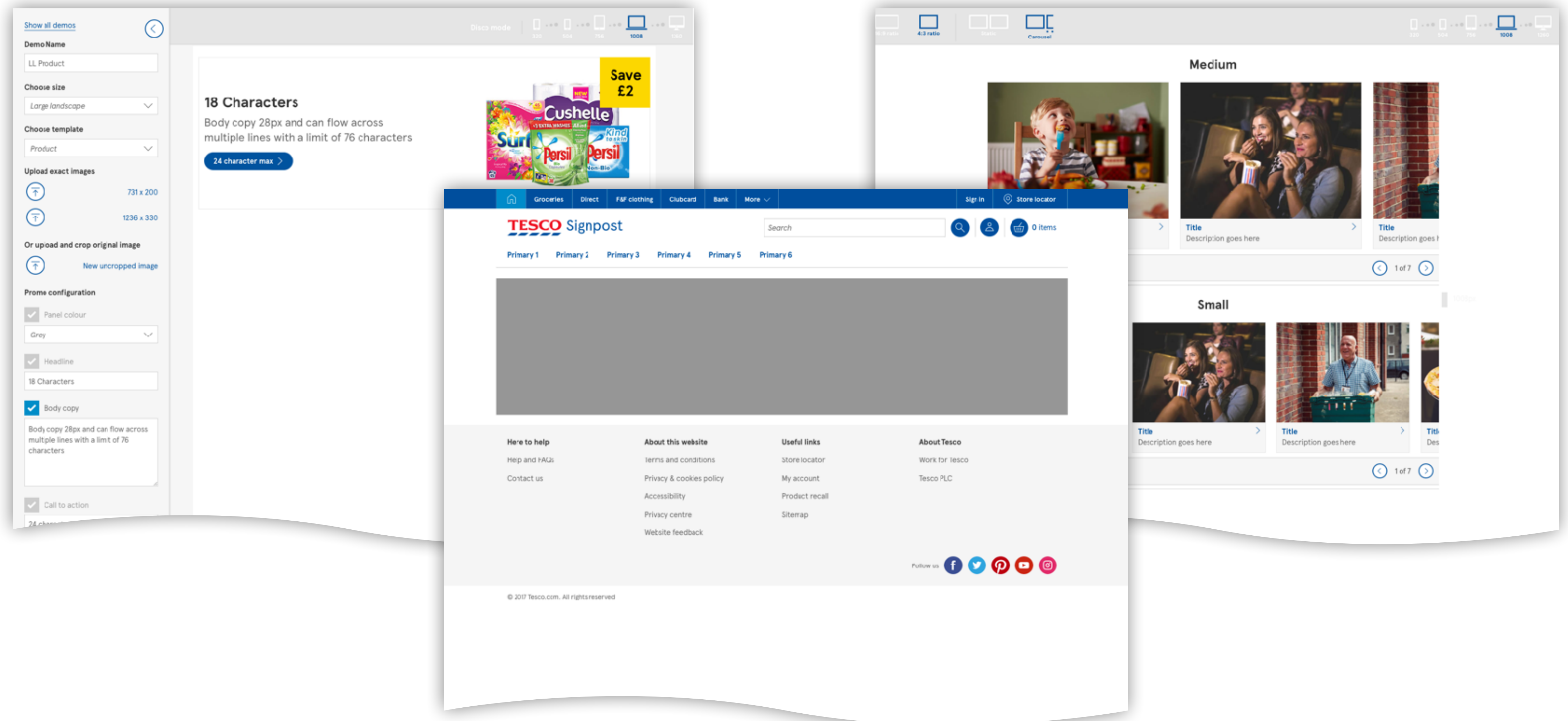
Up to **half price**



DDL – Promos before & after



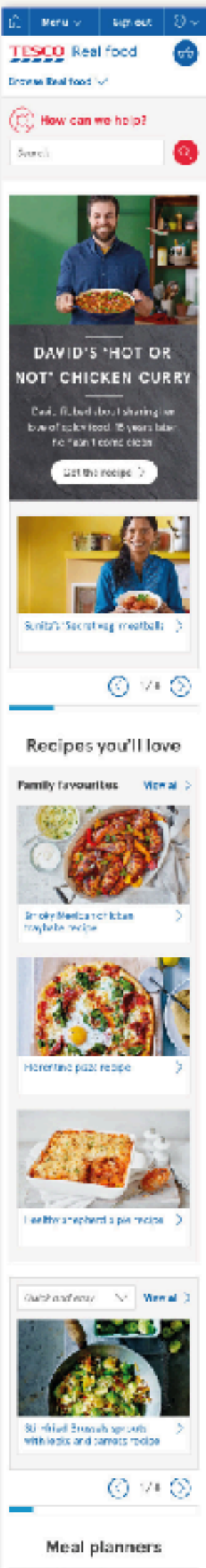
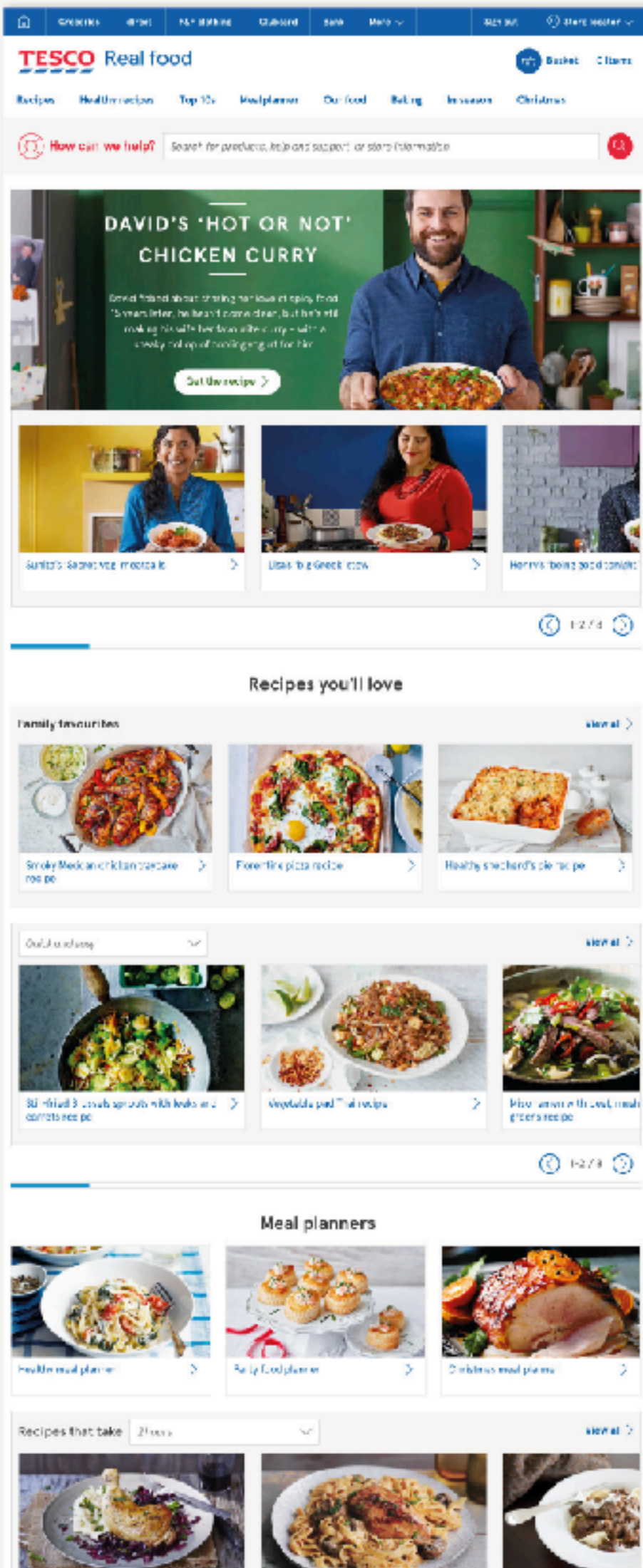
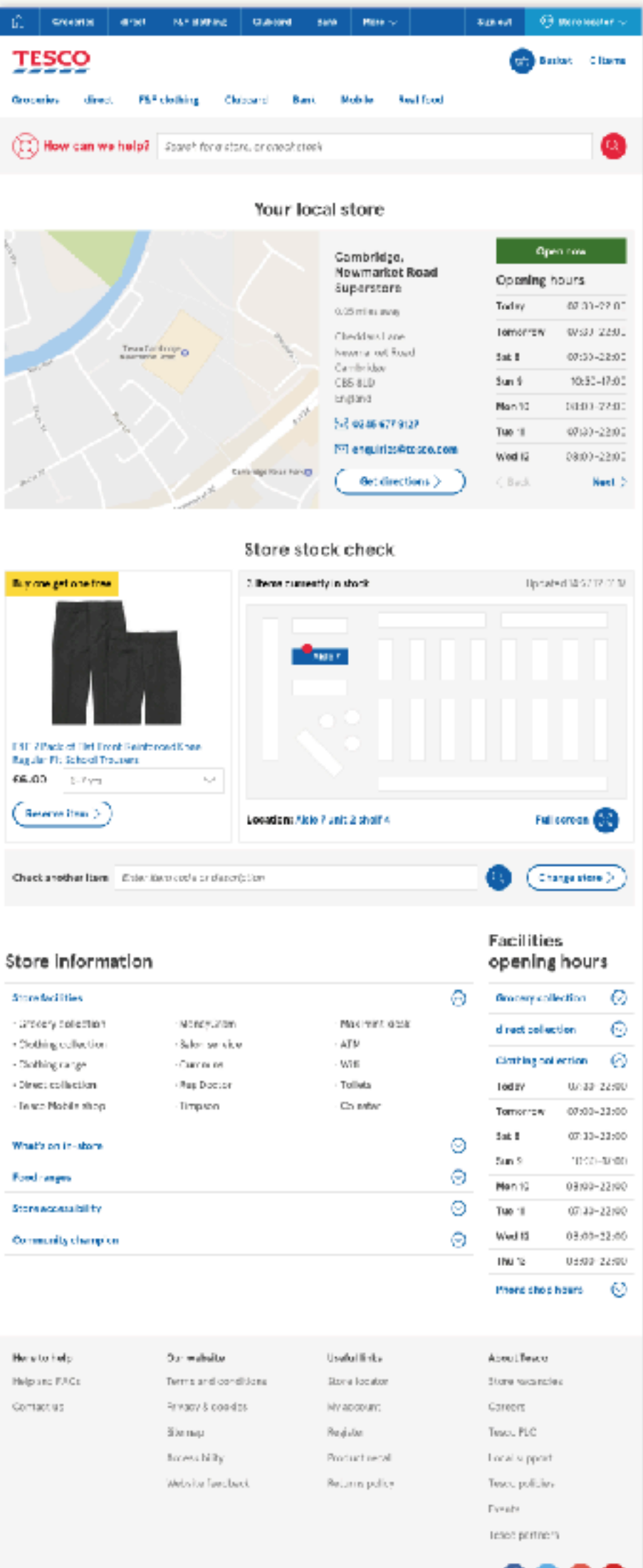
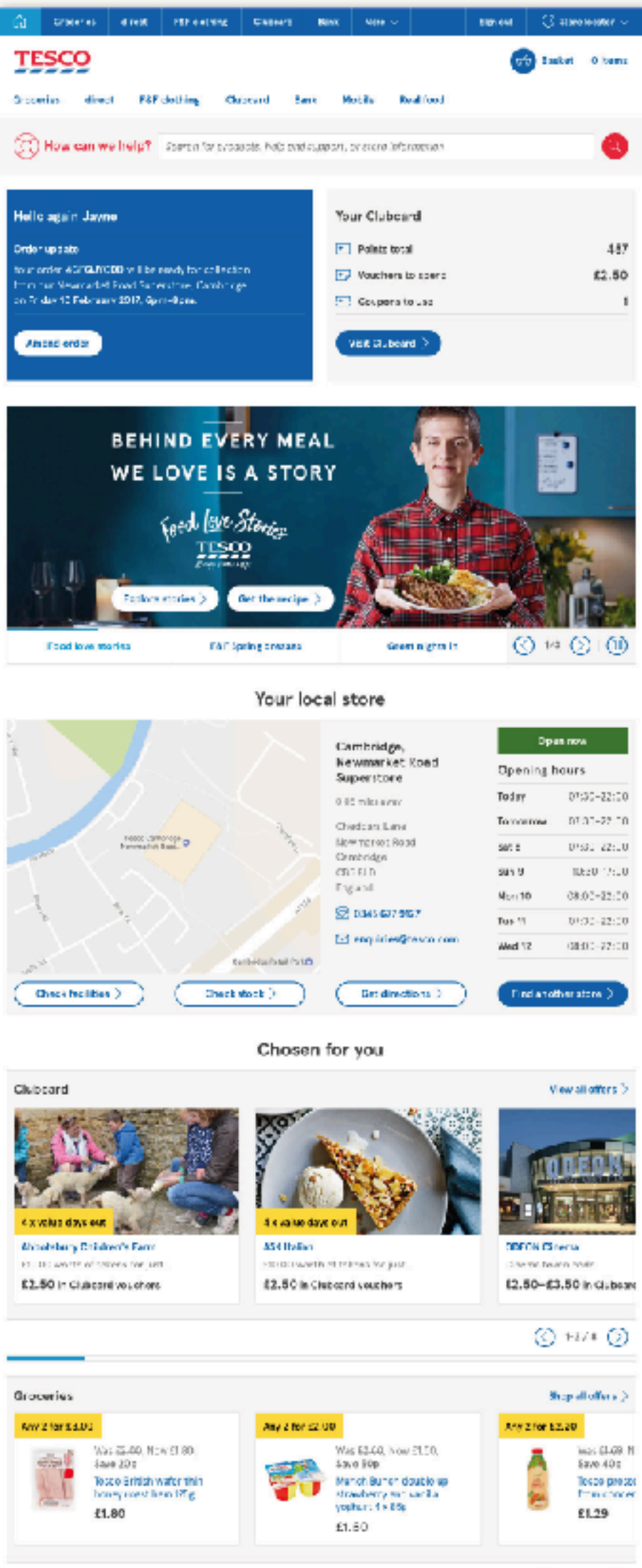
DDL - Emails part 2



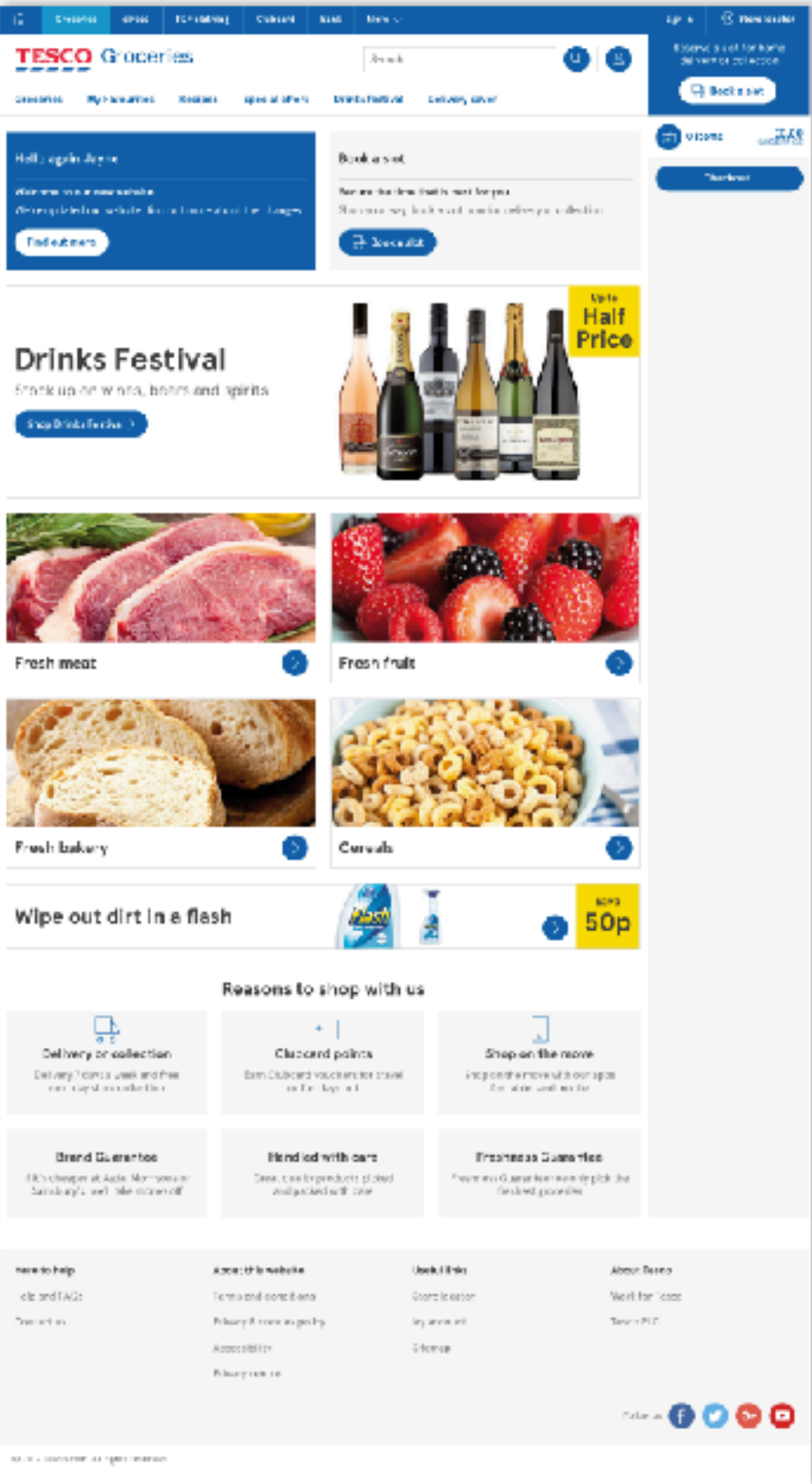
DDL – Tools

NBE & DDL

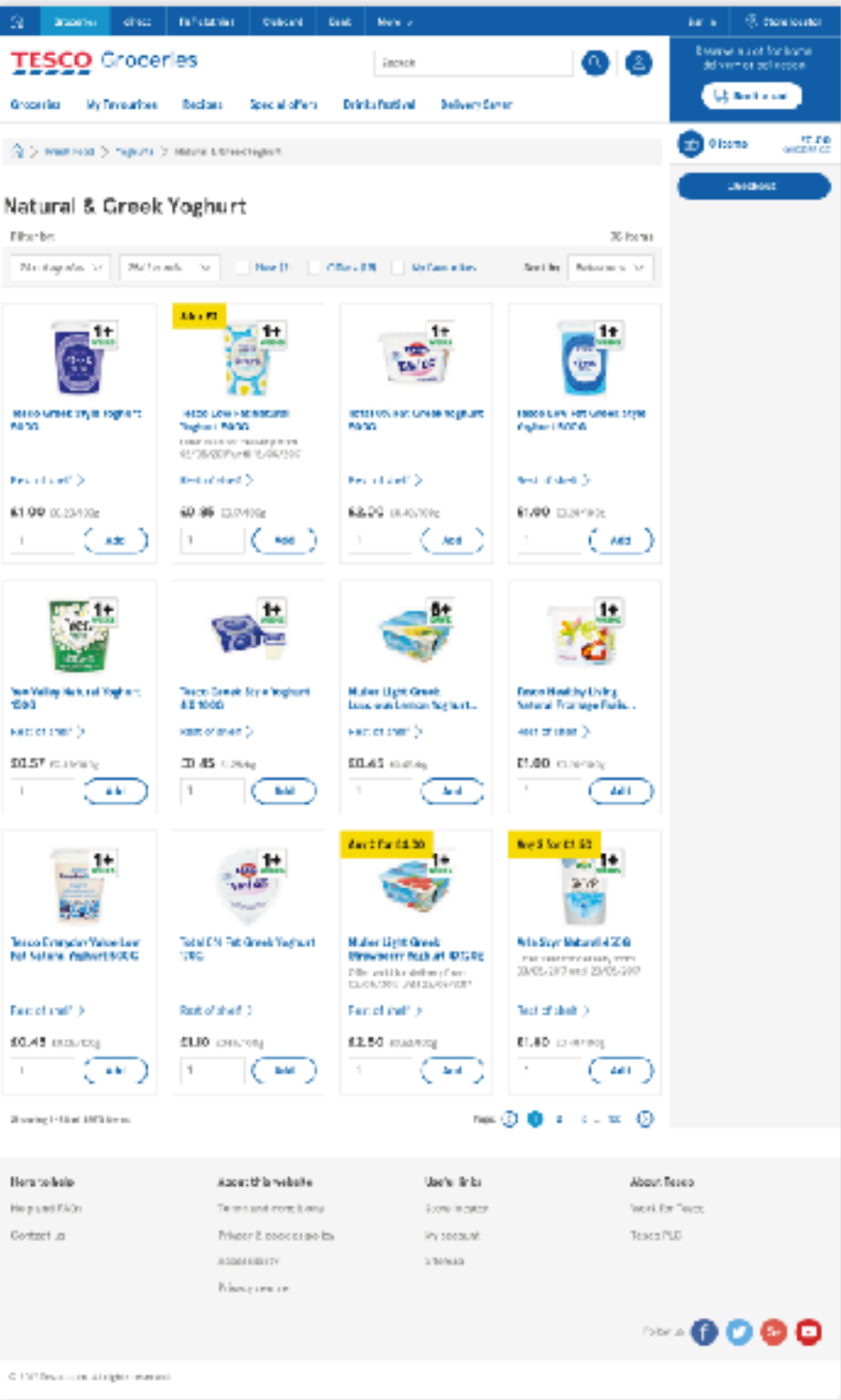
Success stories



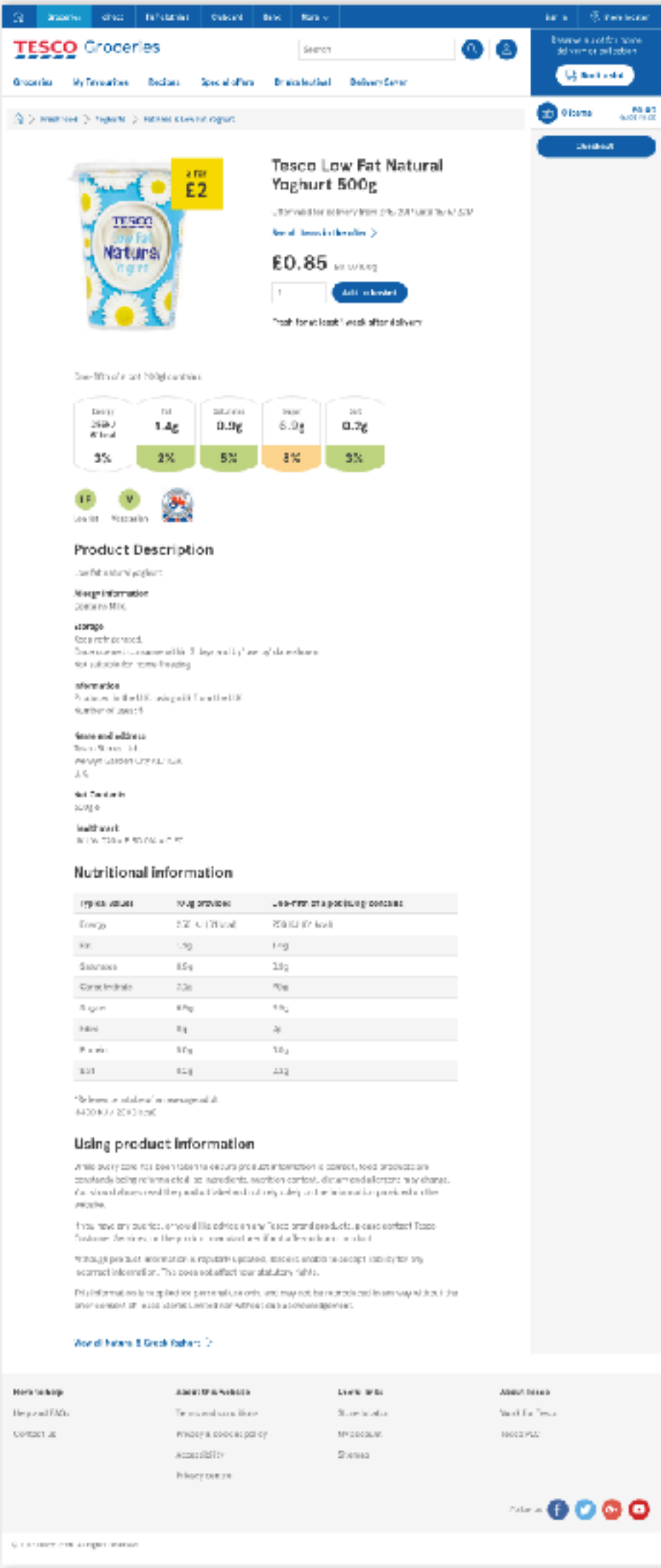
GHS Lego homepage

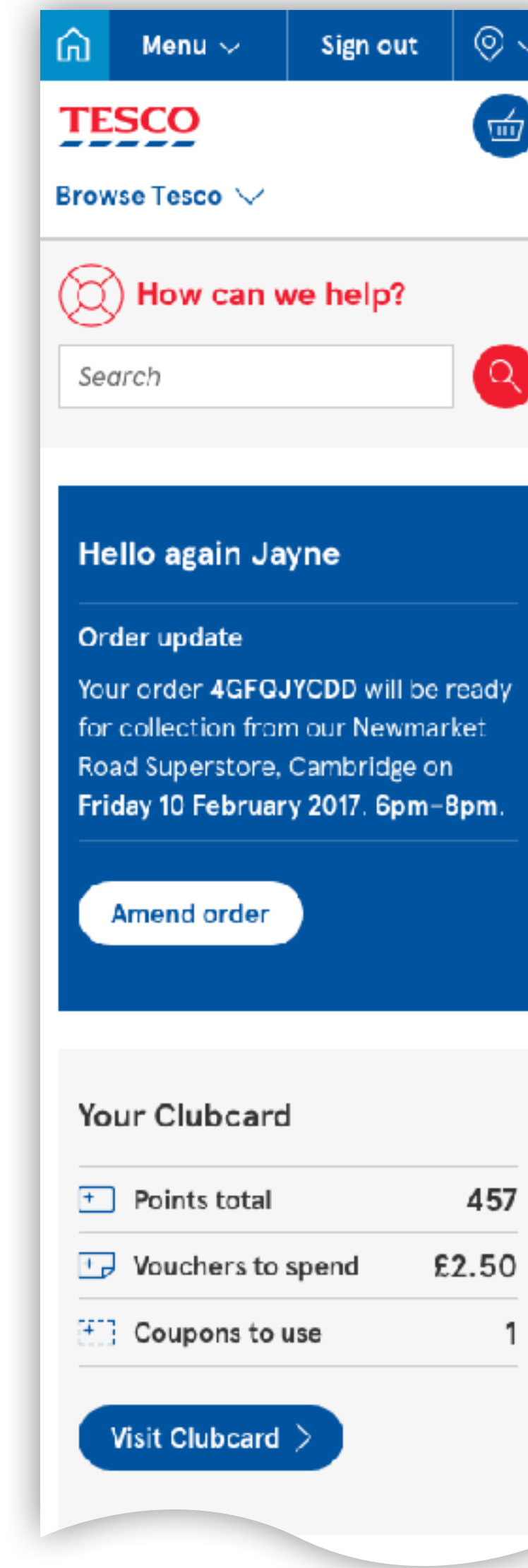
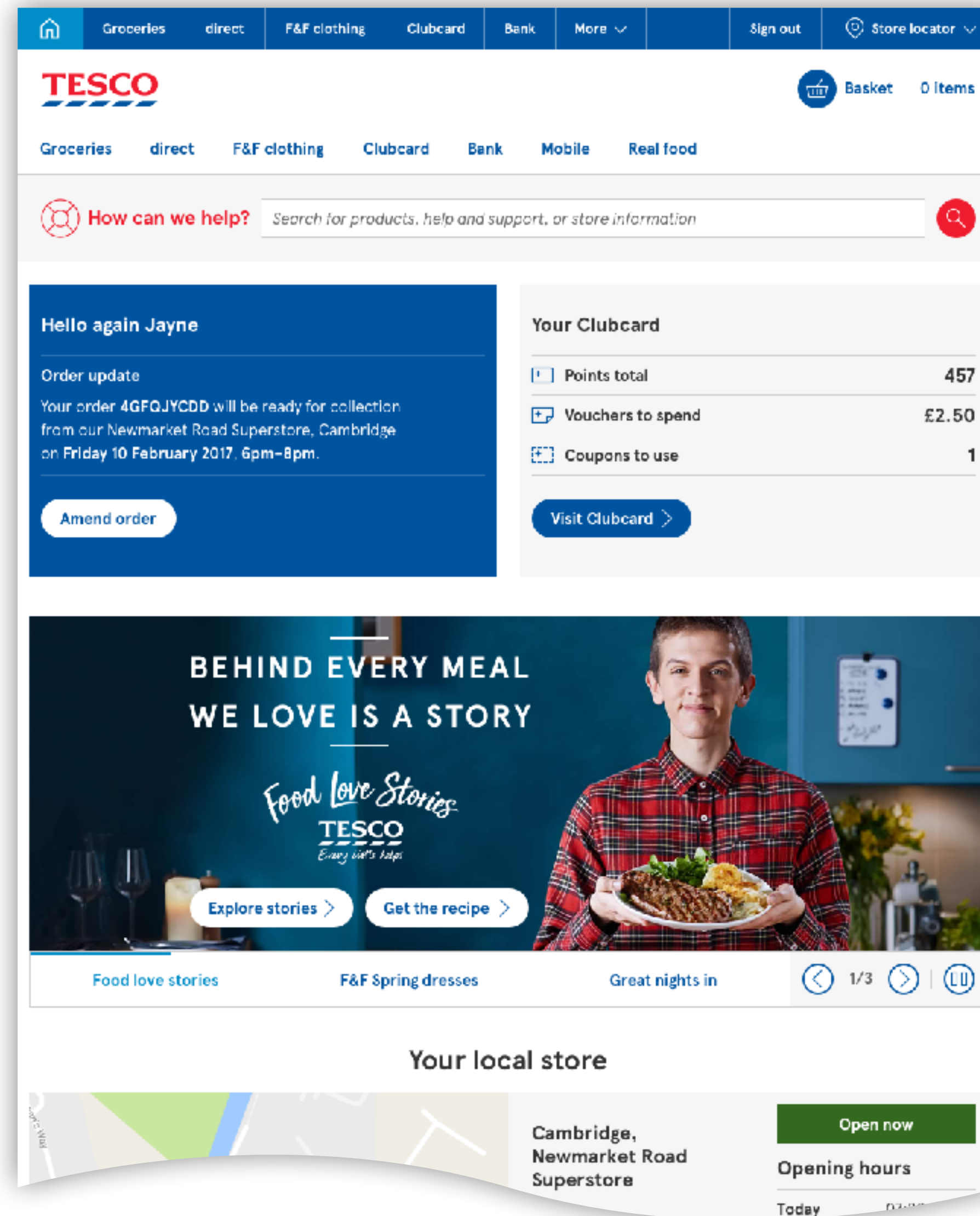


GHS Product listings page

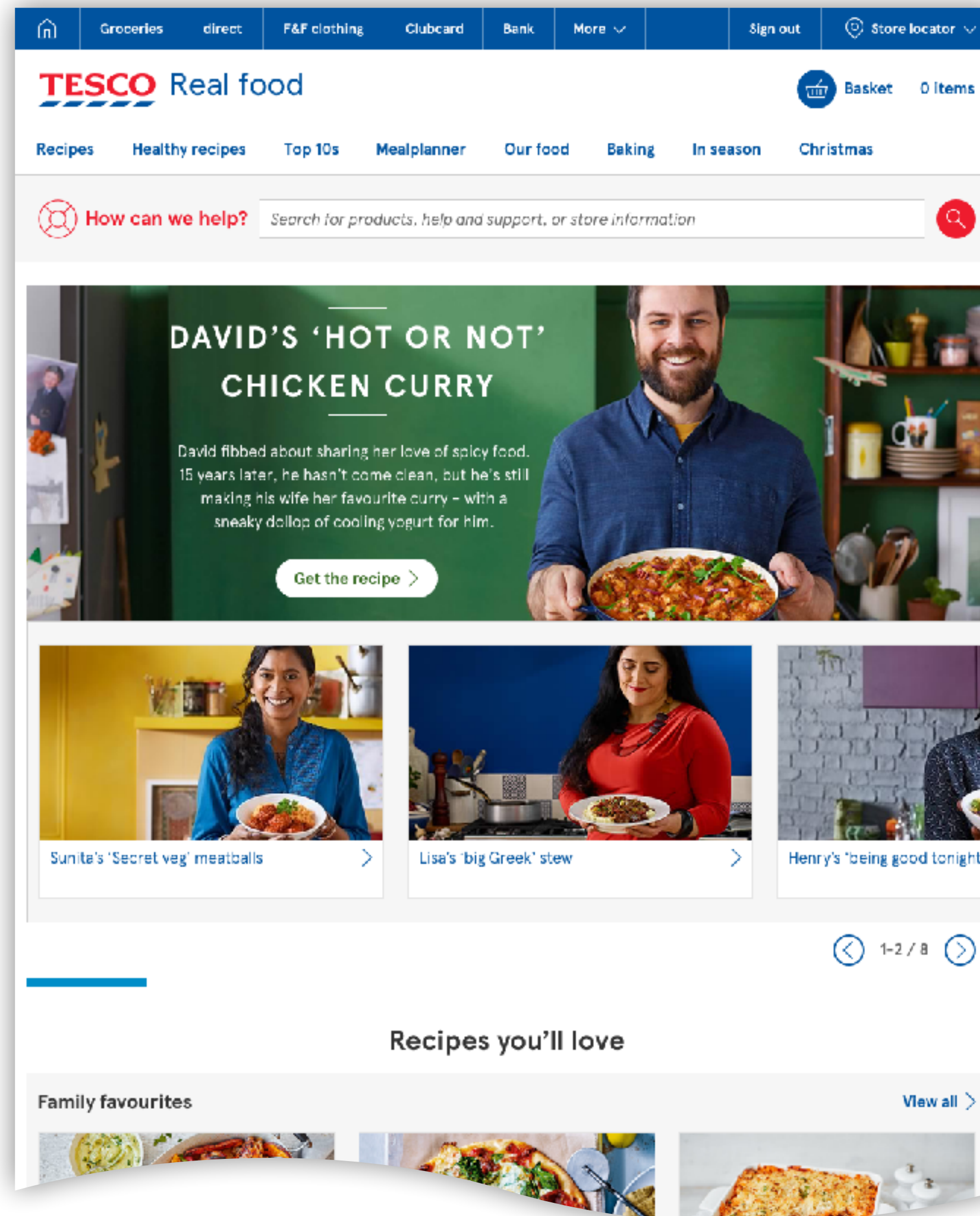


GHS Product details page

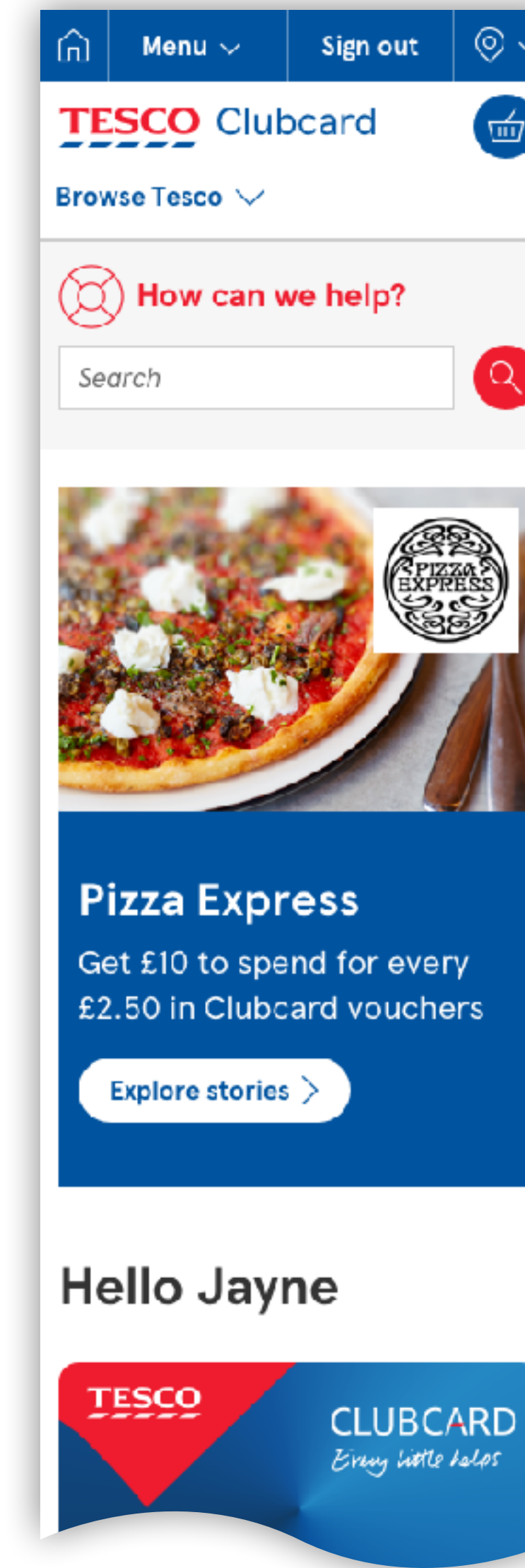
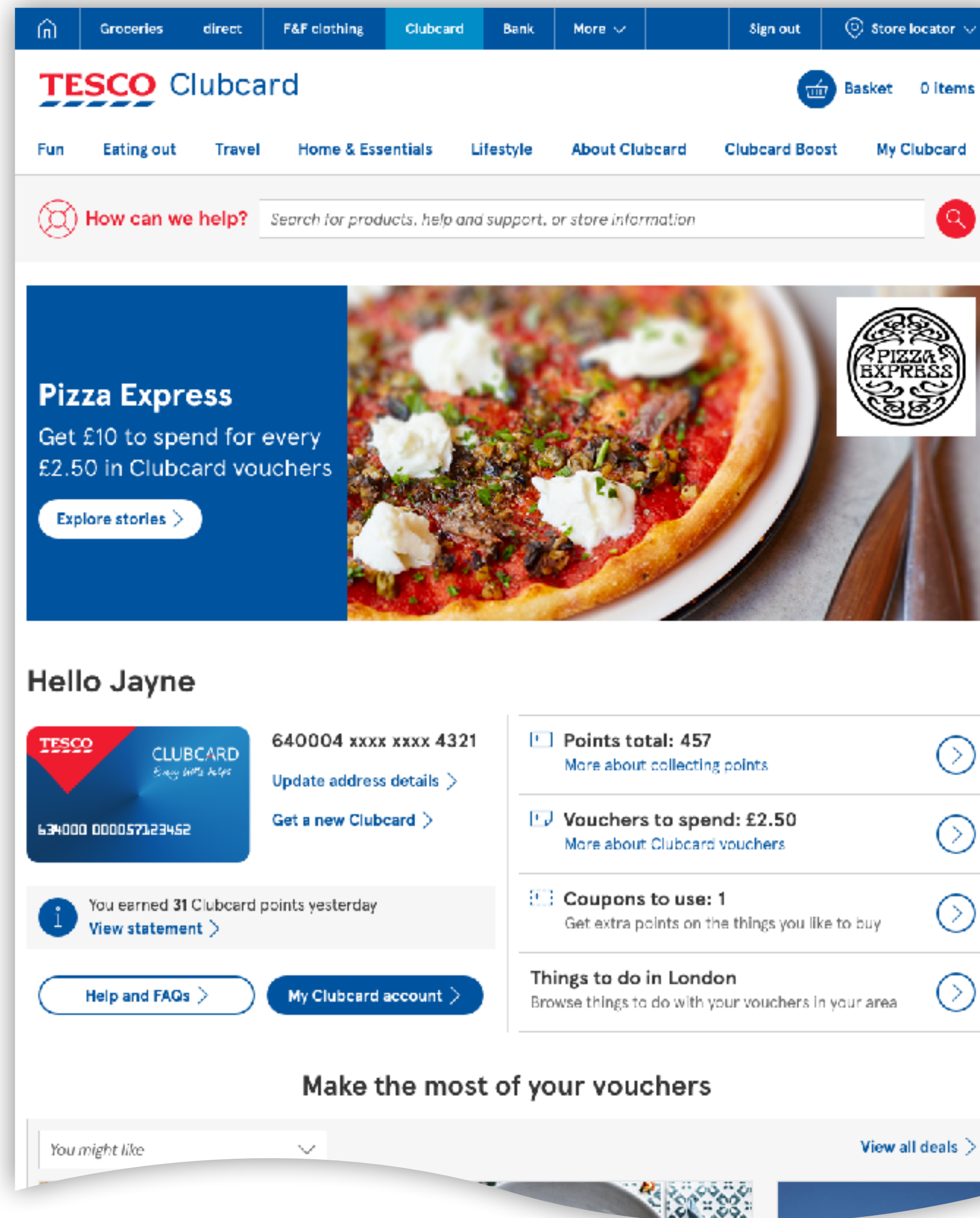




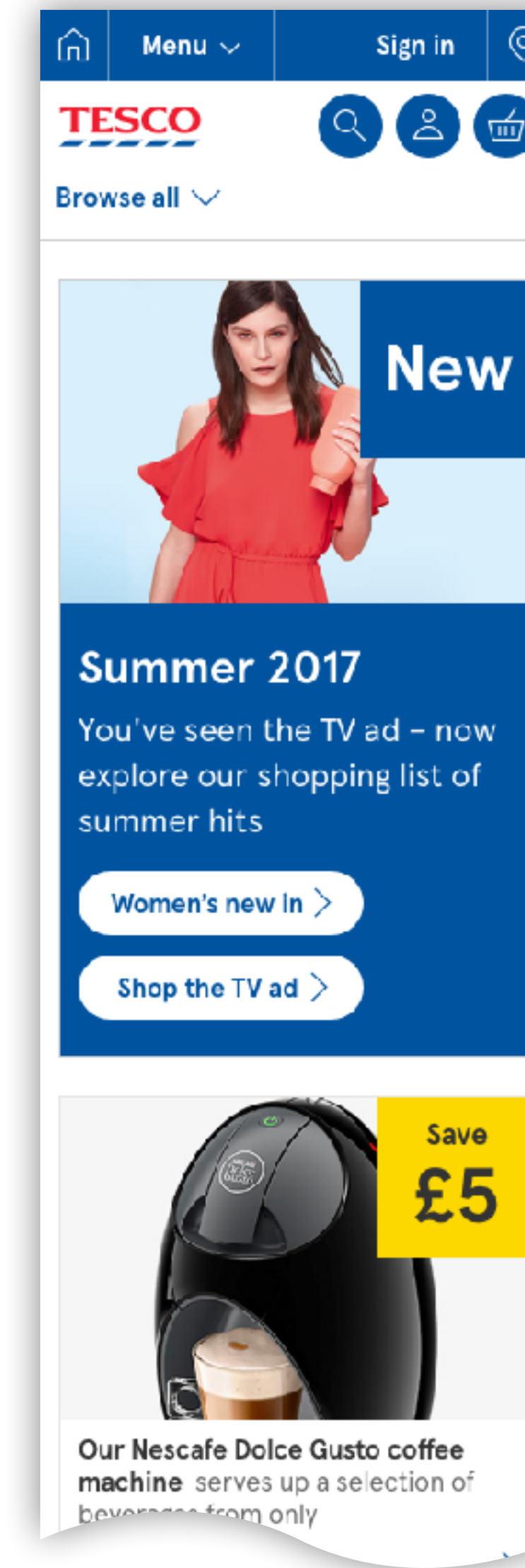
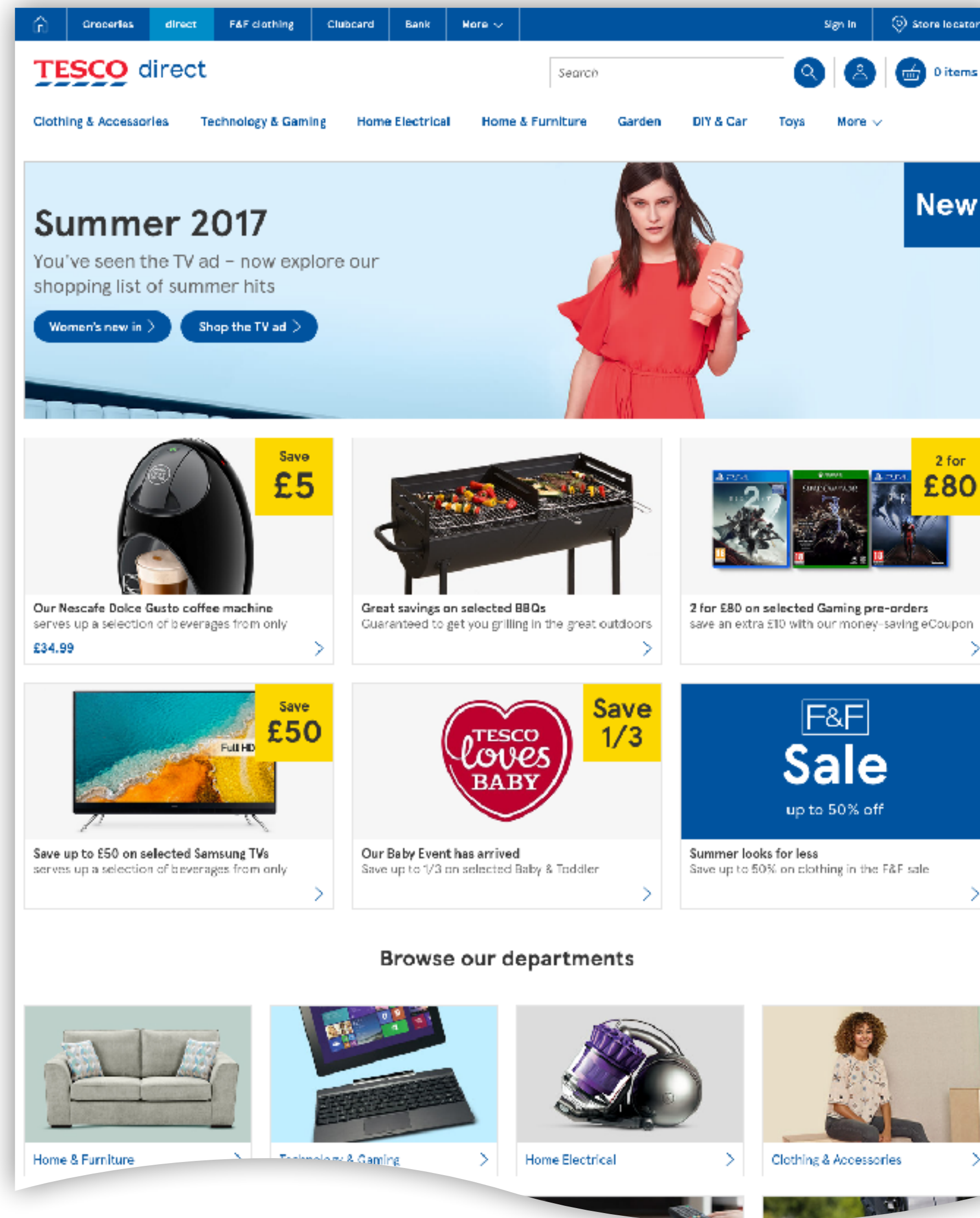
DDL – Tesco home page



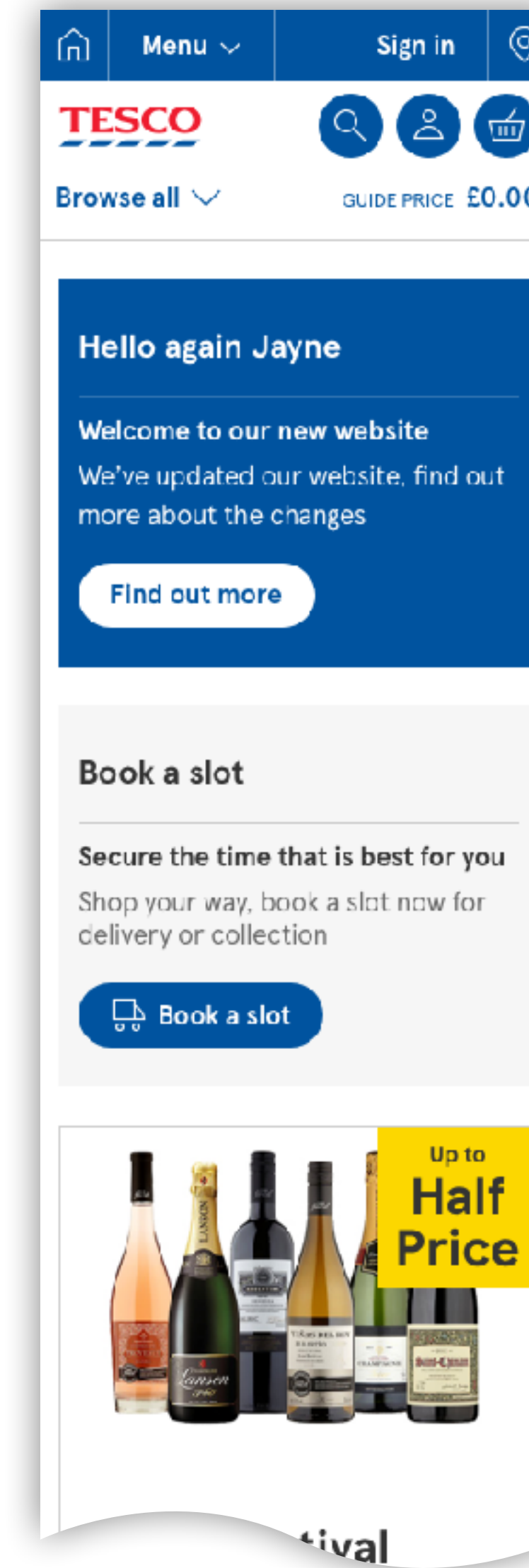
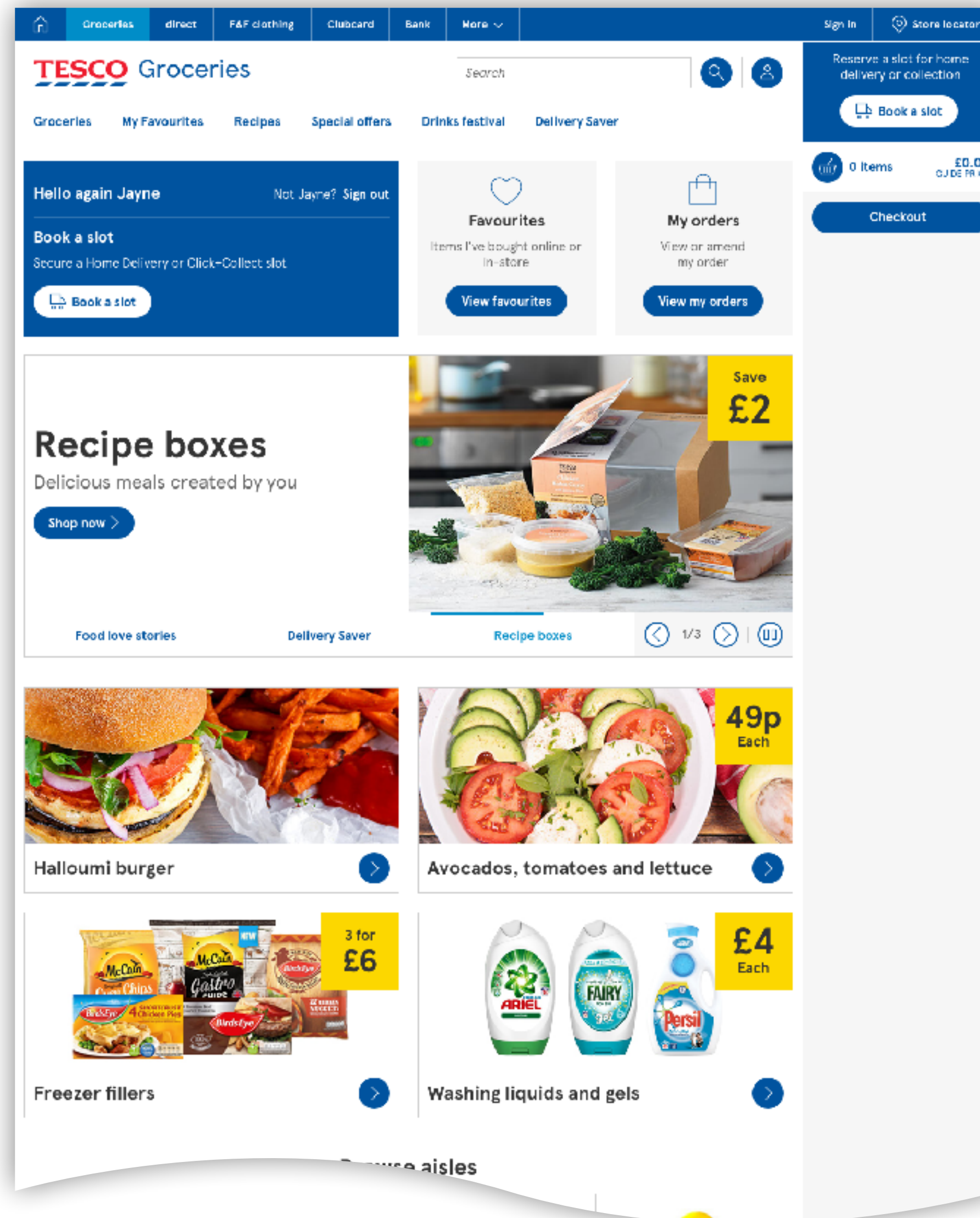
DDL – Real food



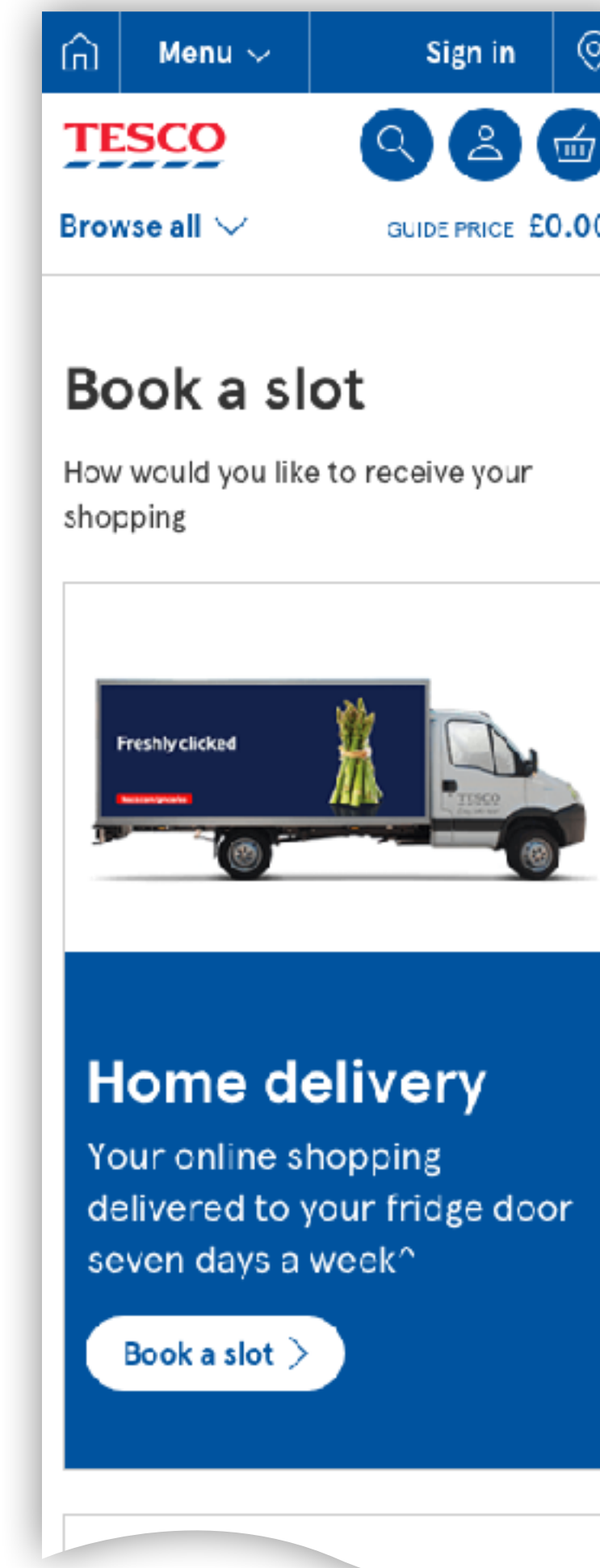
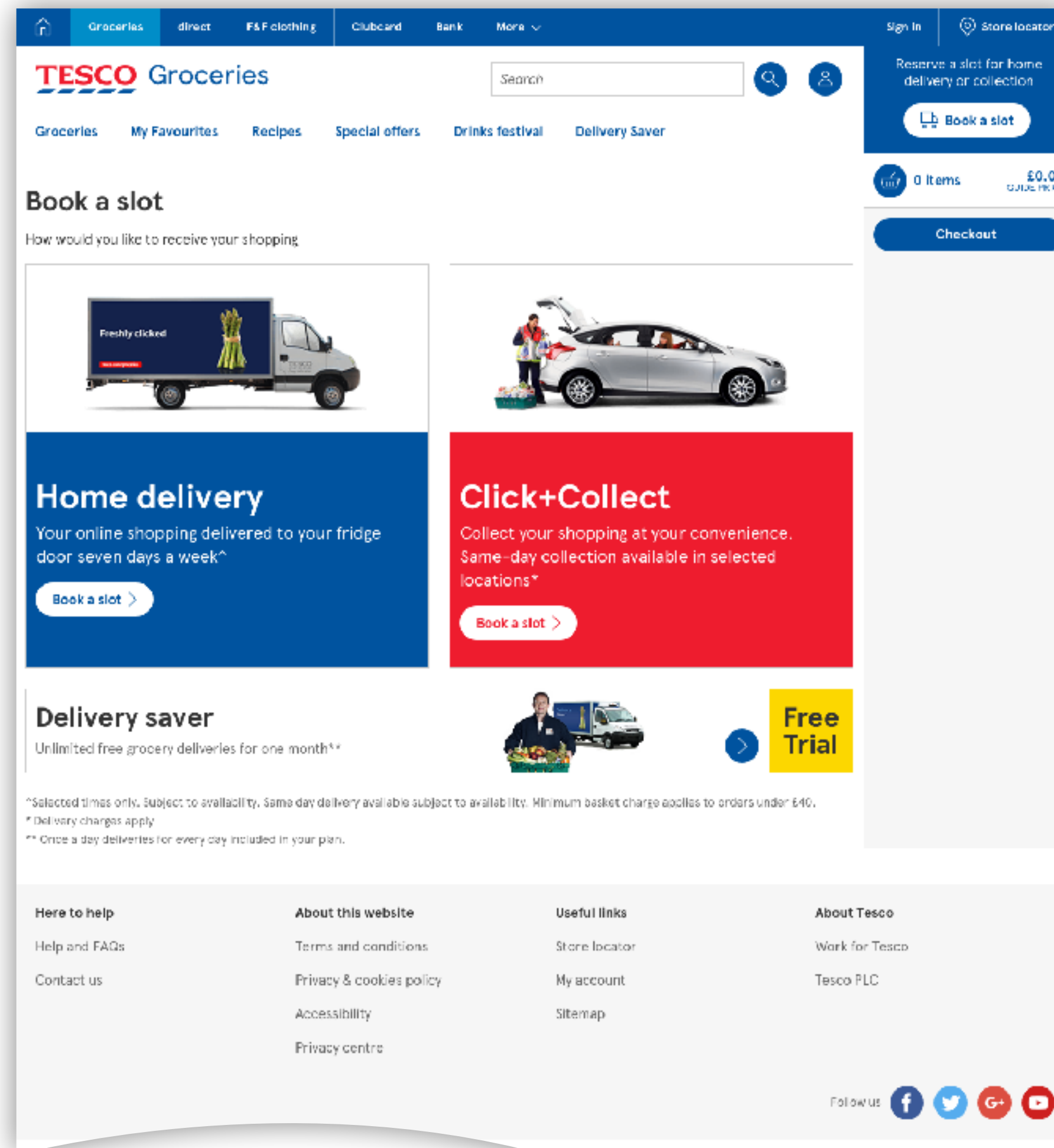
DDL – Clubcard



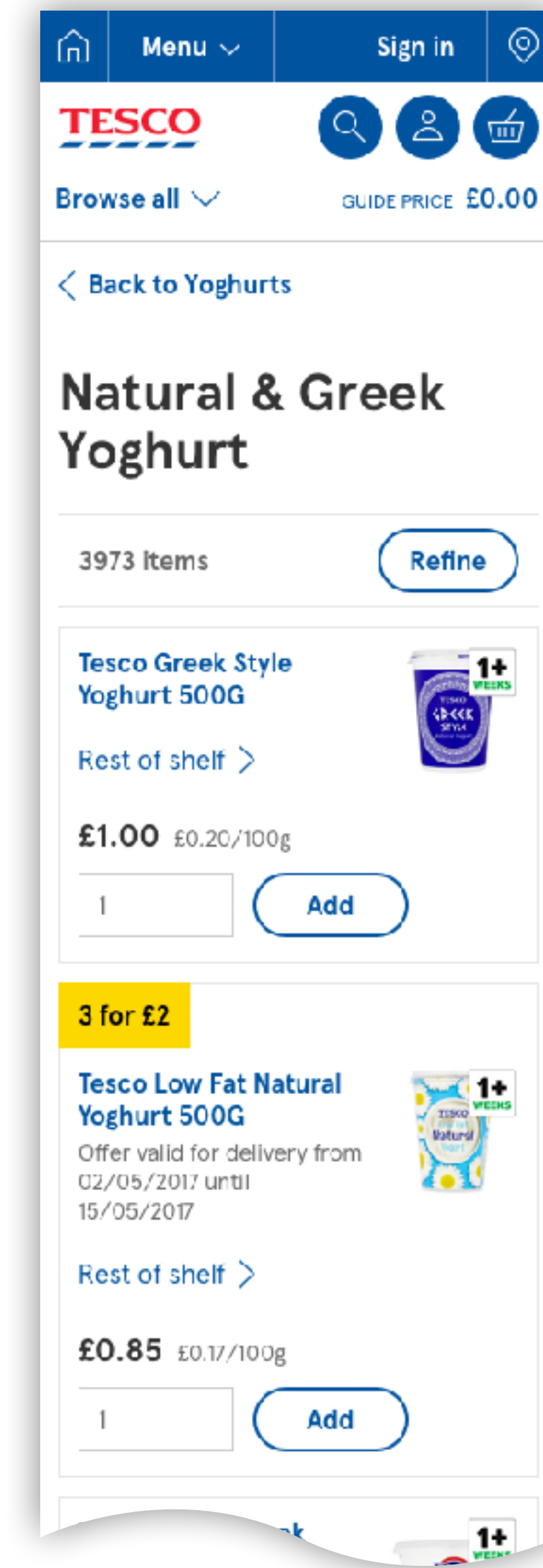
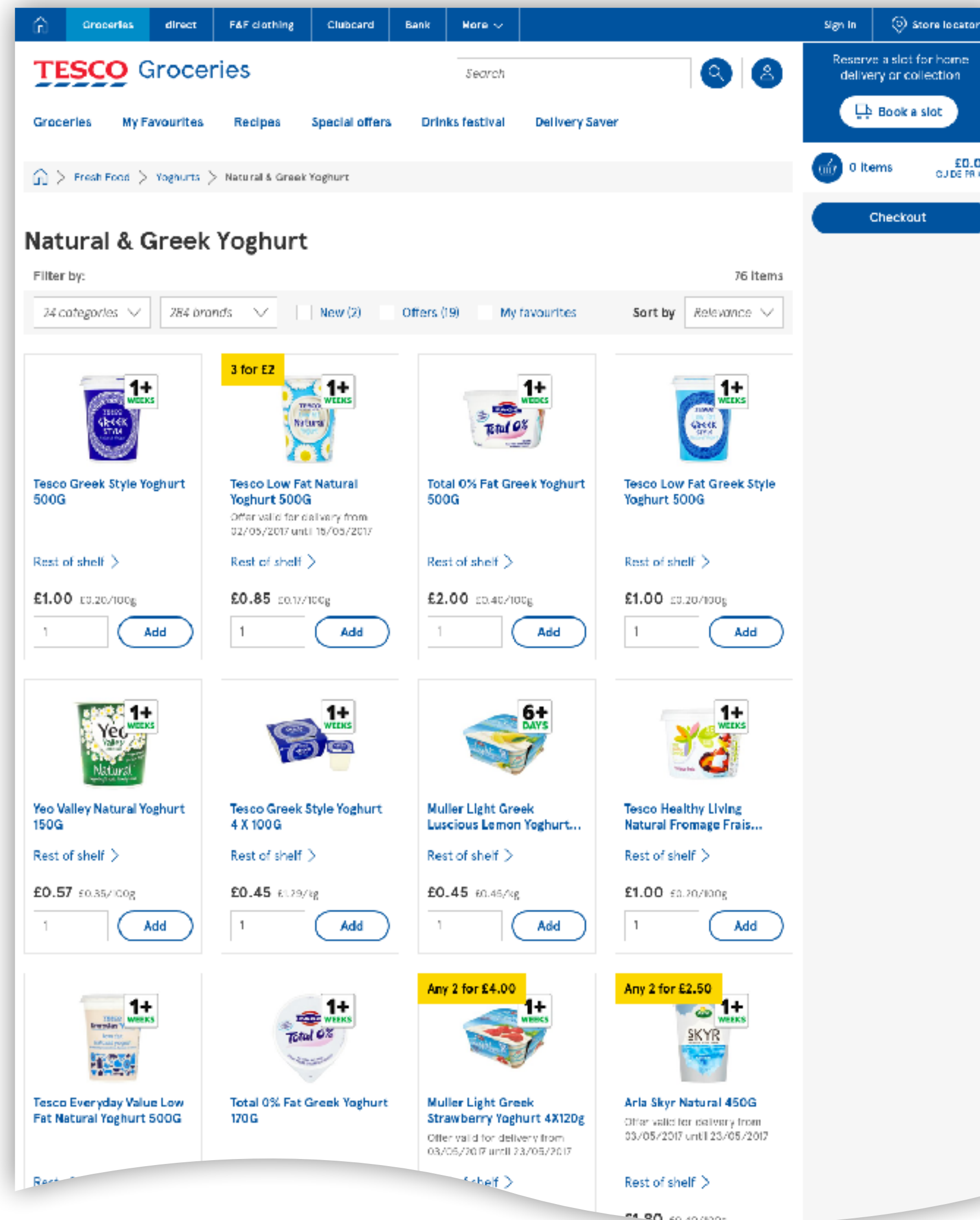
DDL – Direct



DDL – Groceries



DDL – Groceries



DDL – Groceries


[Groceries](#)
[direct](#)
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[Clubcard](#)
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[Home](#) > [Fresh food](#) > [Yoghurts](#) > [Fat Free & Low Fat Yoghurt](#)



3 for
£2

Tesco Low Fat Natural Yoghurt 500g

Offer valid for delivery from 2/5/2017 until 15/5/2017

[See all items in the offer](#)

£0.85 £0.17/100g

[Add to basket](#)


Fresh for at least 1 week after delivery

One-fifth of a pot (100g) contains

Energy 256kJ 61kcal	Fat 1.4g	Saturates 0.9g	Sugar 6.9g	Salt 0.2g
3%	2%	5%	8%	3%

LF
Low fat

V
Vegetarian



Product Description

Low fat natural yoghurt.

Allergy Information

Contains Milk.

Storage

Keep refrigerated.
Once opened consume within 3 days and by 'use by' date shown.
Not suitable for home freezing.

Information

Produced in the U.K. using milk from the U.K.
Number of uses: 5

Name and address

Tesco Stores Ltd.,
Welwyn Garden City AL7 1GA,
U.K.

Reserve a slot for home delivery or collection

[Book a slot](#)

0 items

£0.00
GUIDE PRICE

[Checkout](#)

[Menu](#)


[Sign in](#)

[TESCO](#)

[Browse all](#)

GUIDE PRICE £0.00

[Back to Fat Free & Low Fat Yoghurt](#)



3 for
£2

Tesco Low Fat Natural Yoghurt 500g

Offer valid for delivery from 2/5/2017 until 15/5/2017

[See all items in the offer](#)

£0.85 £0.17/100g

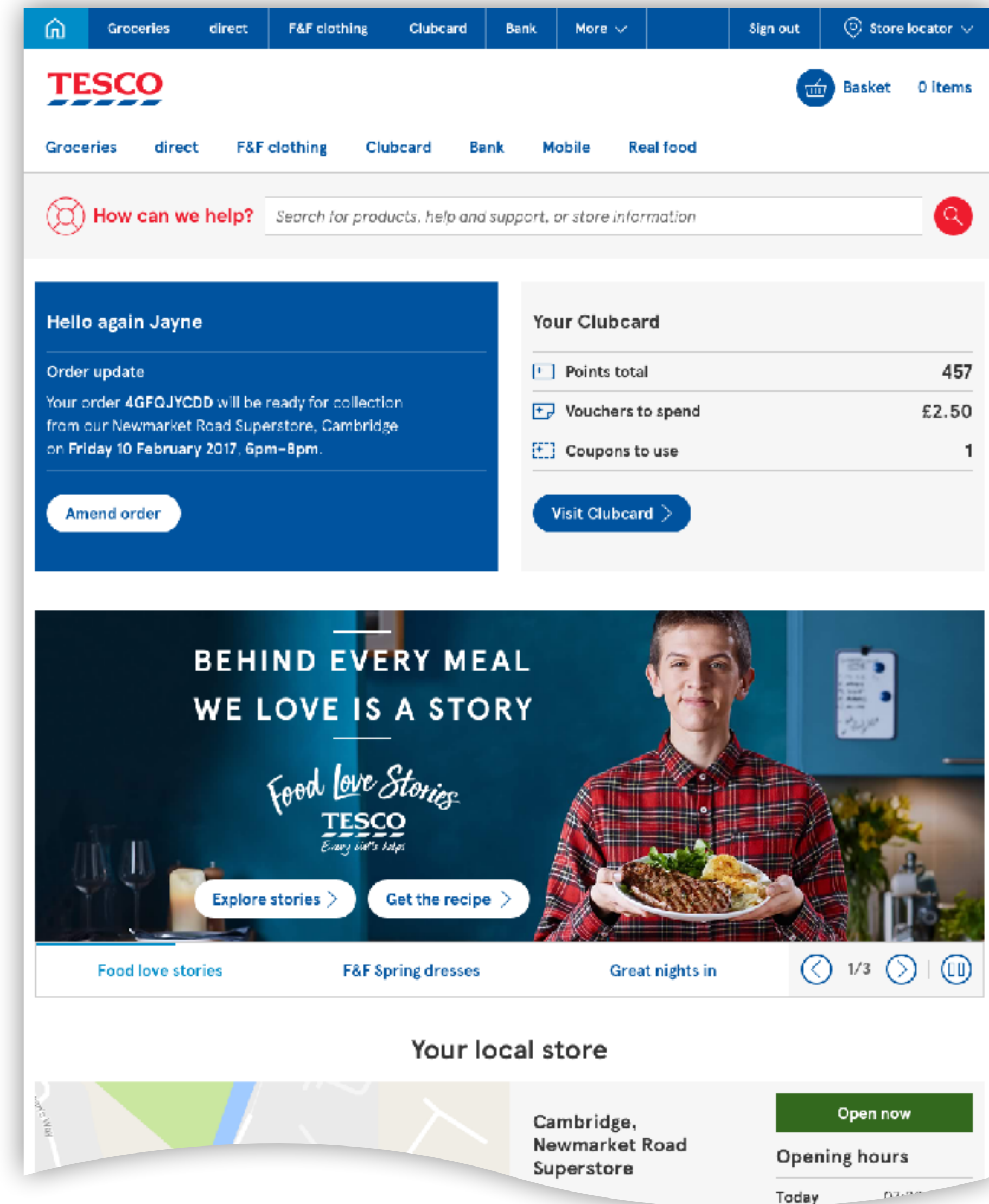
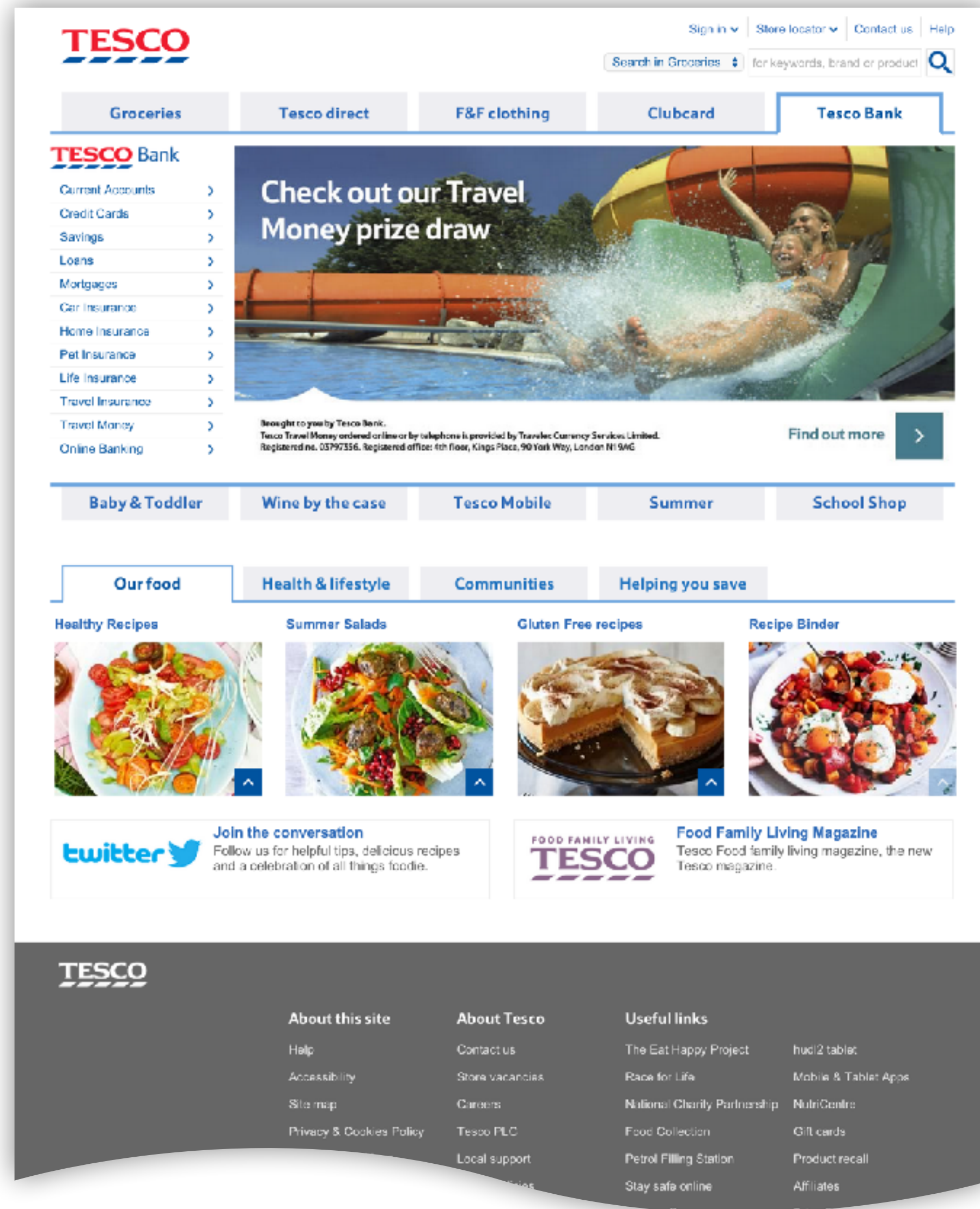
[Add to basket](#)

Fresh for at least 1 week after delivery

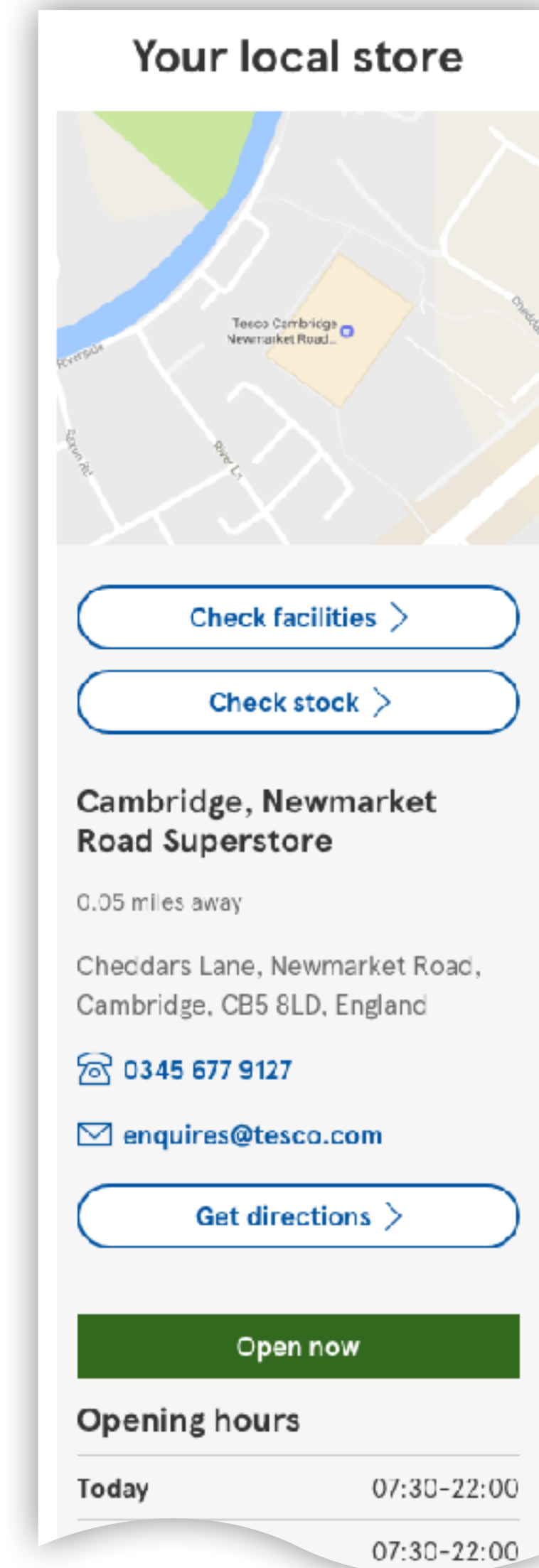
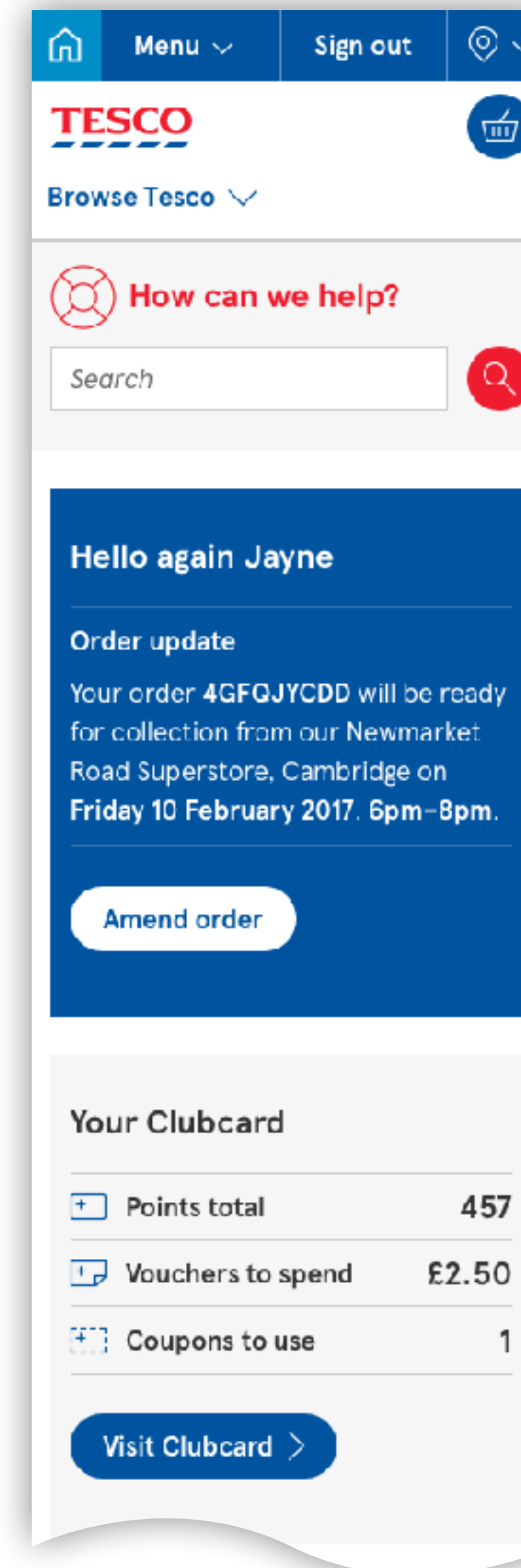
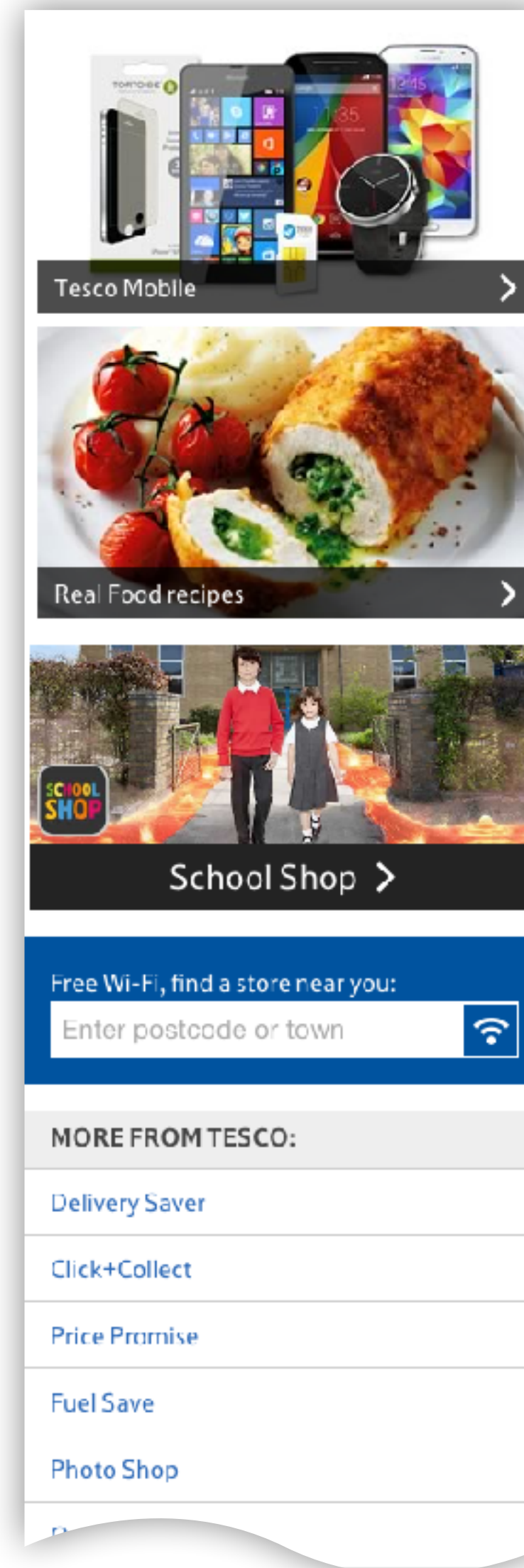
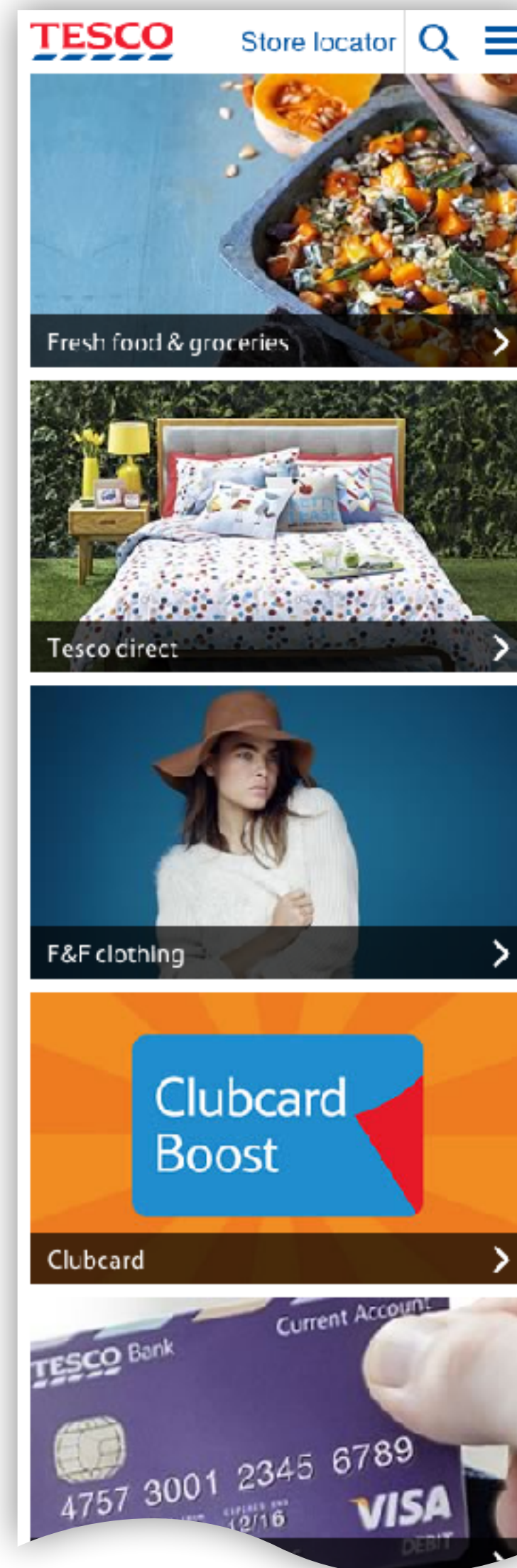
DDL – Groceries

NBE & DDL

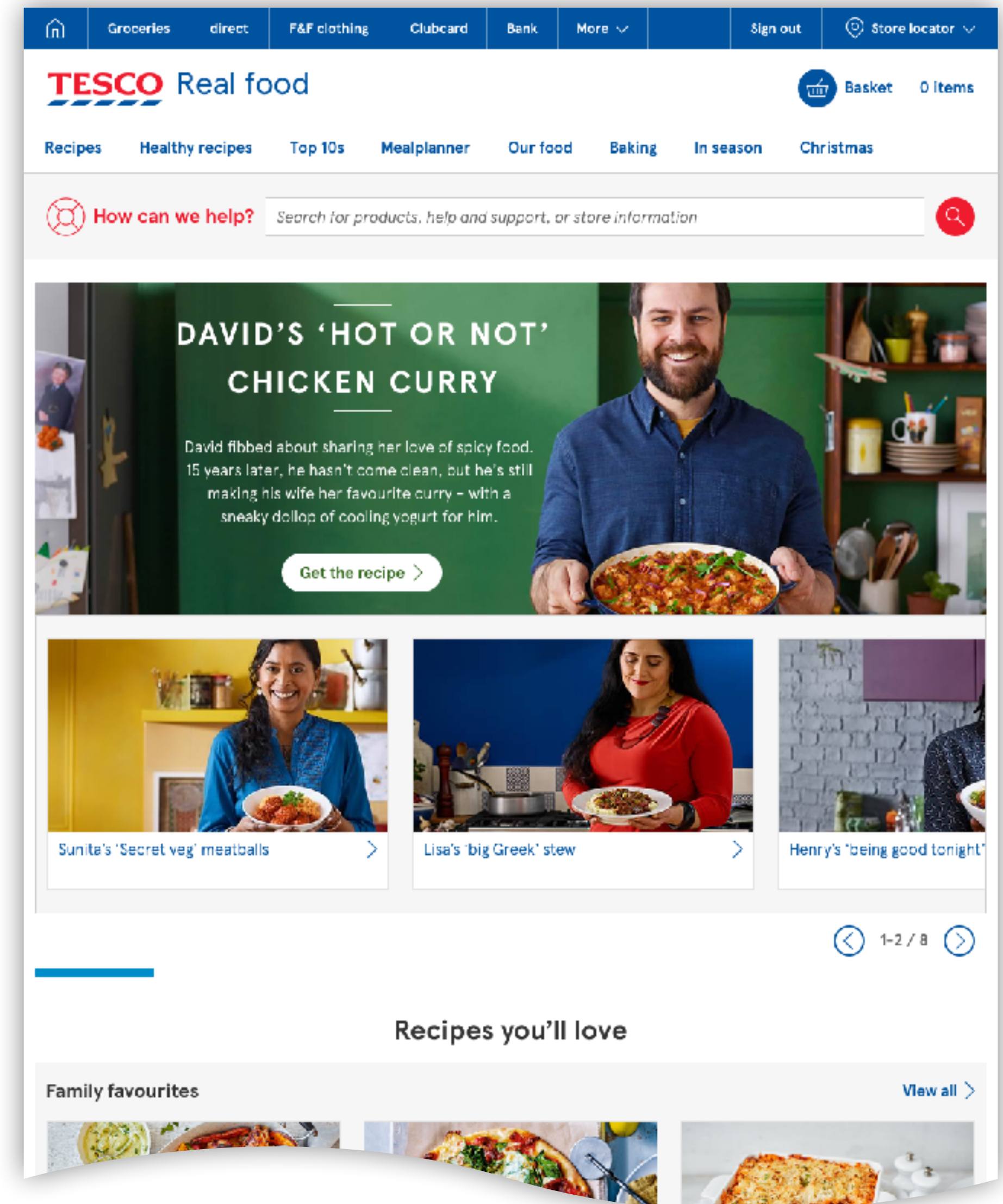
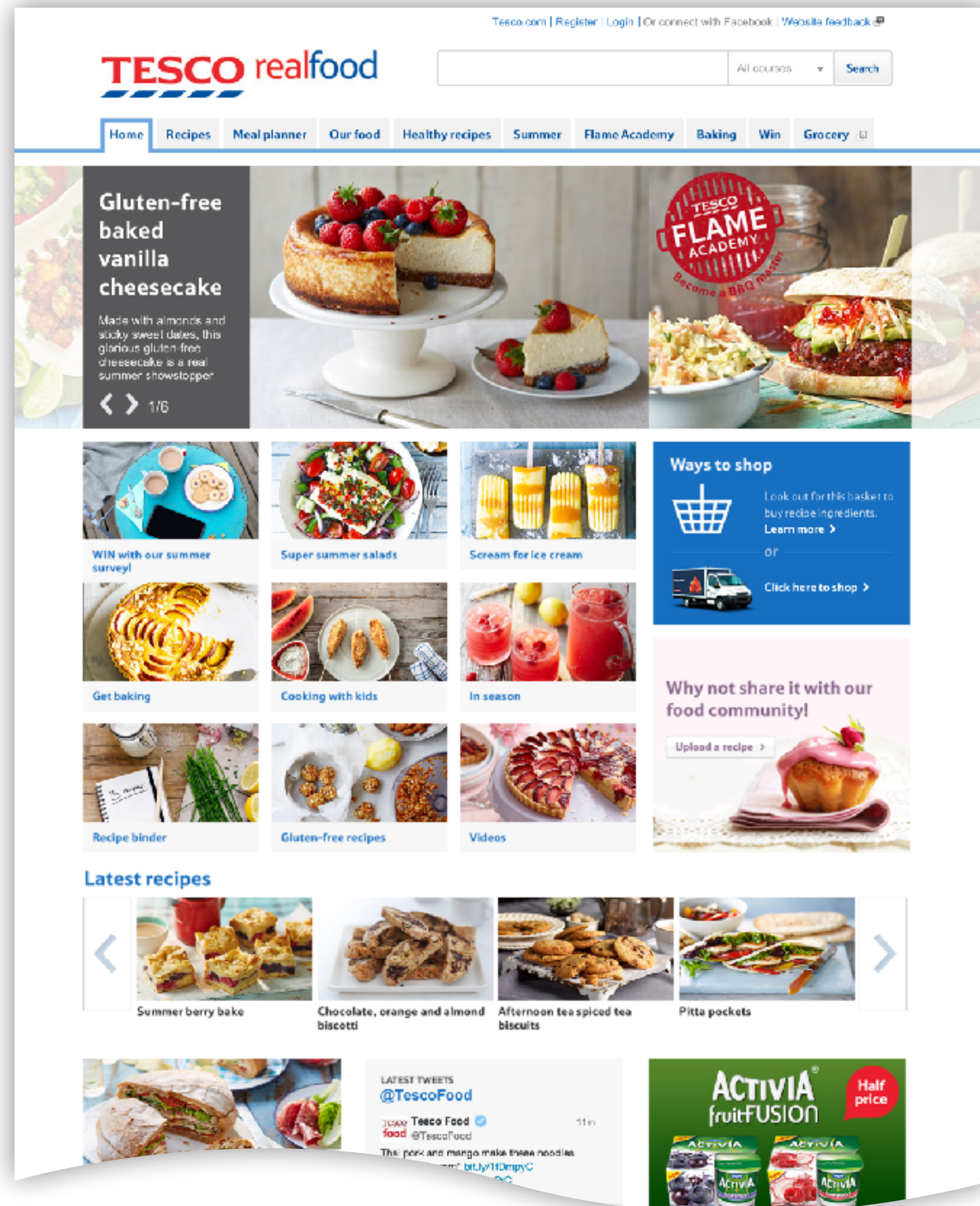
Before & after



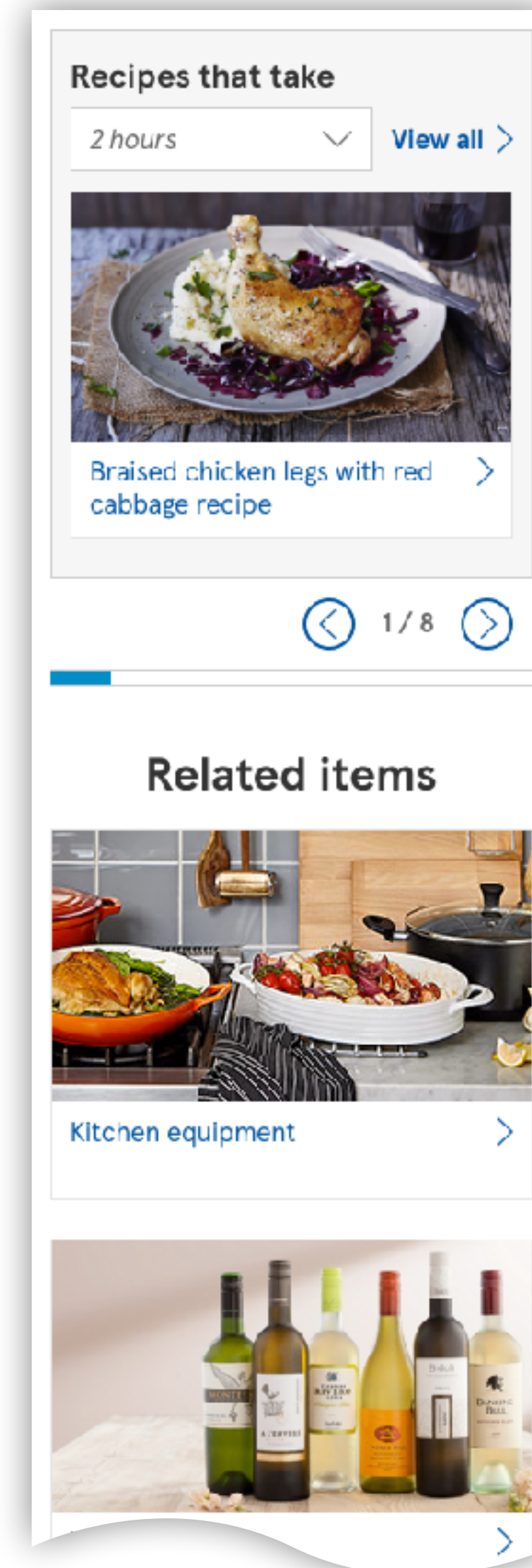
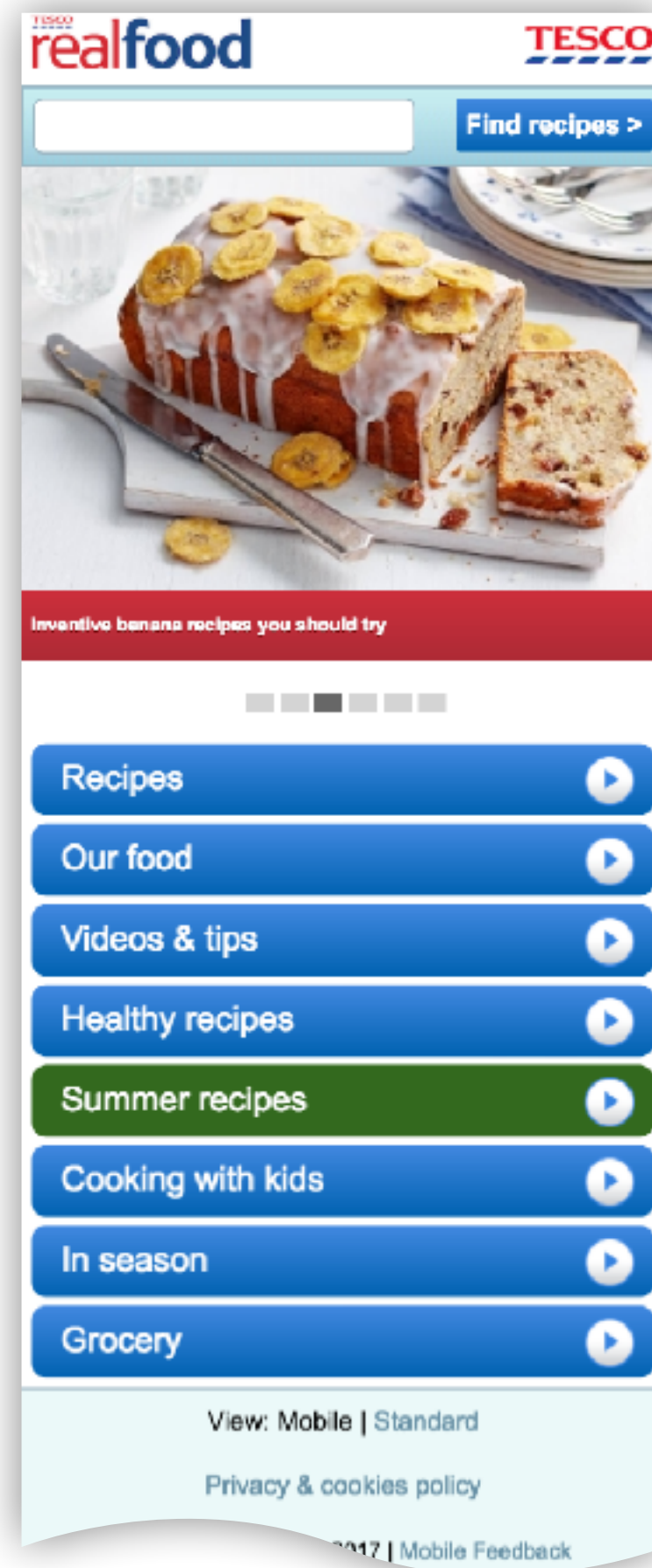
Tesco home page



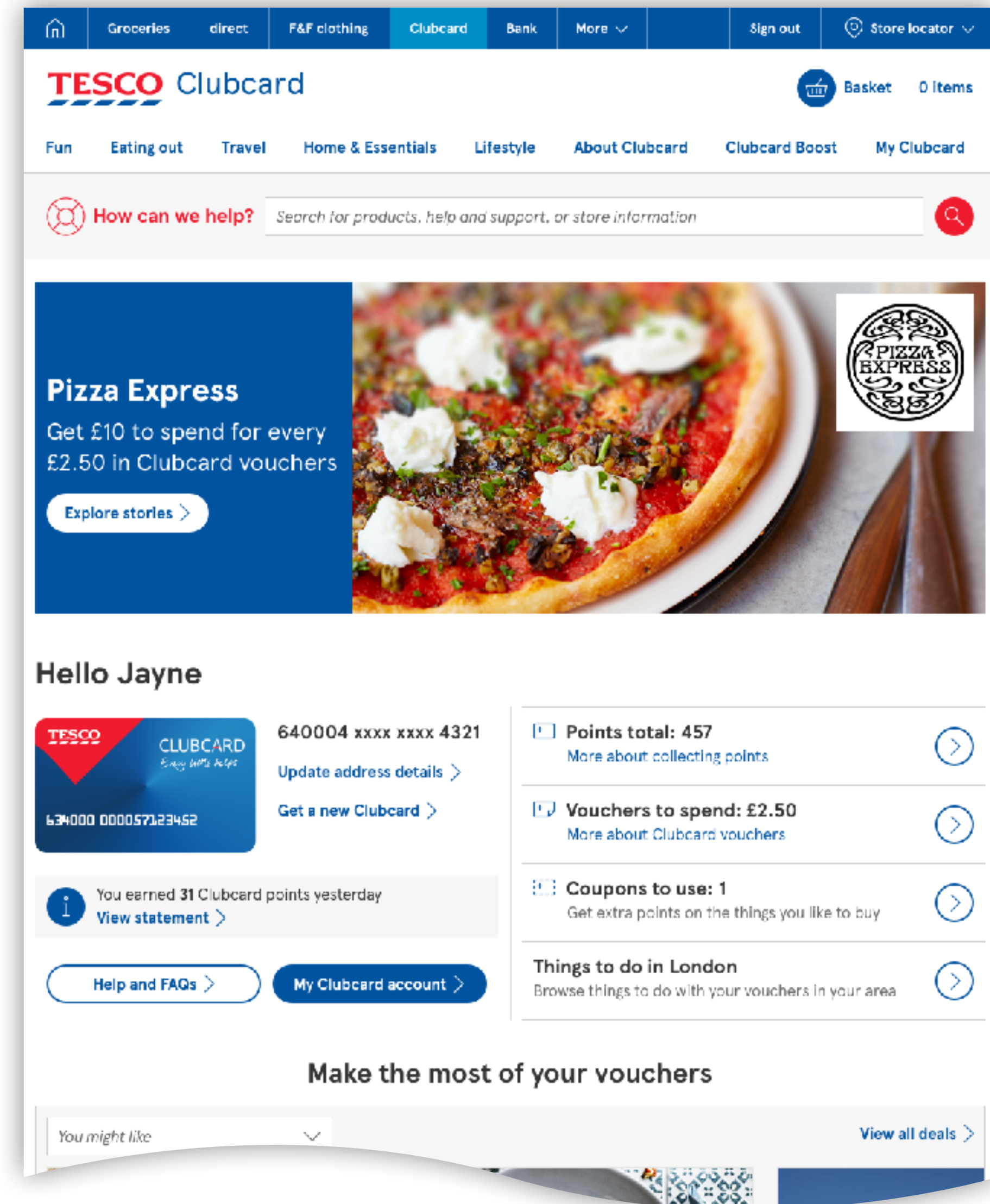
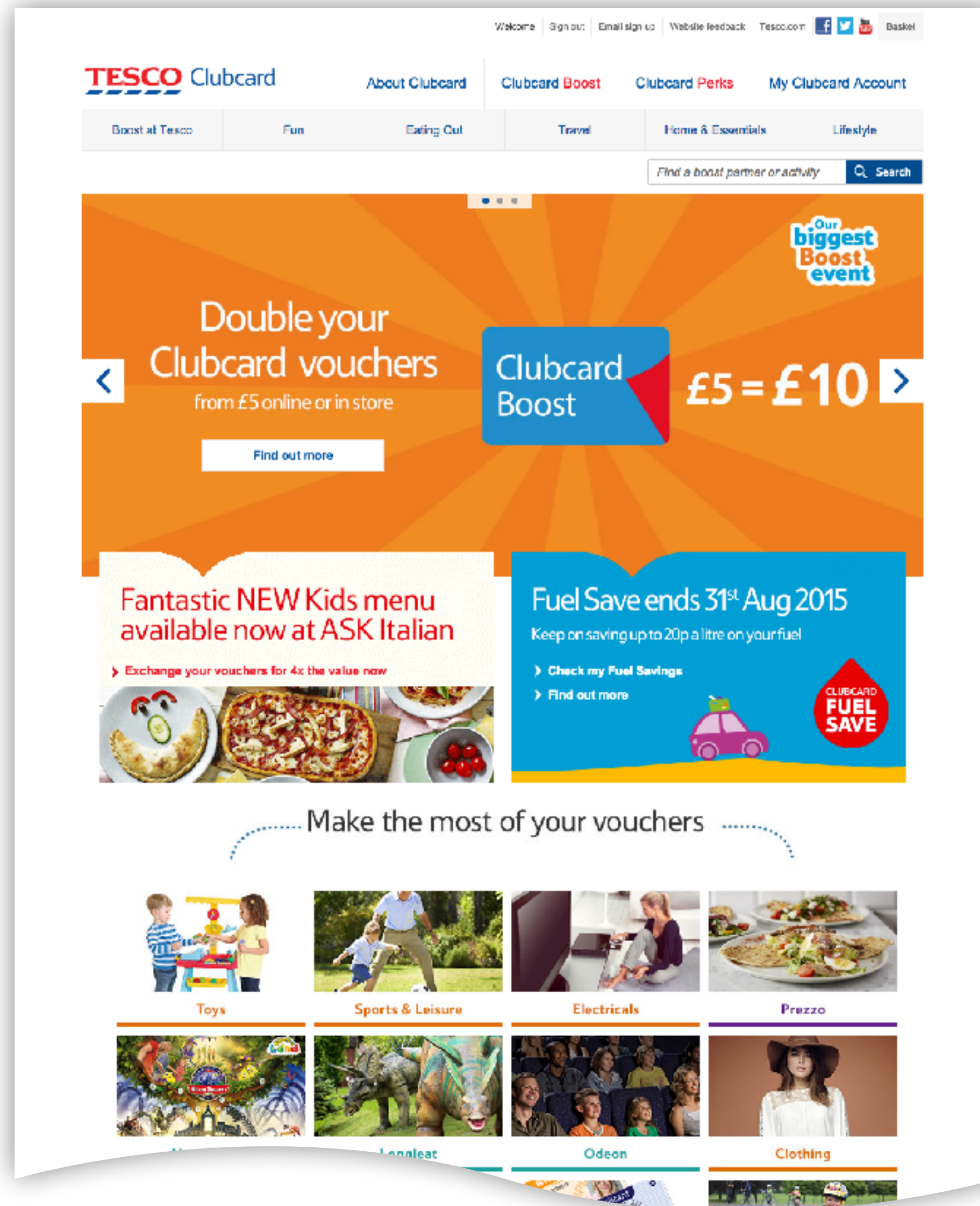
Tesco home page



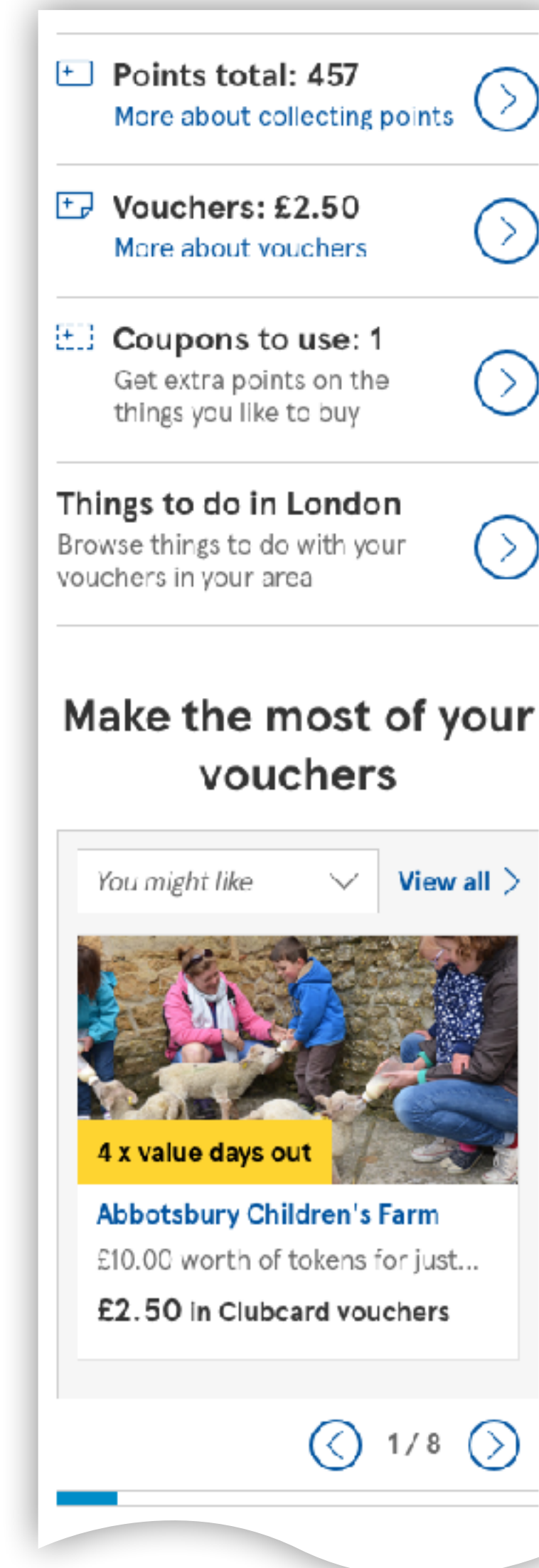
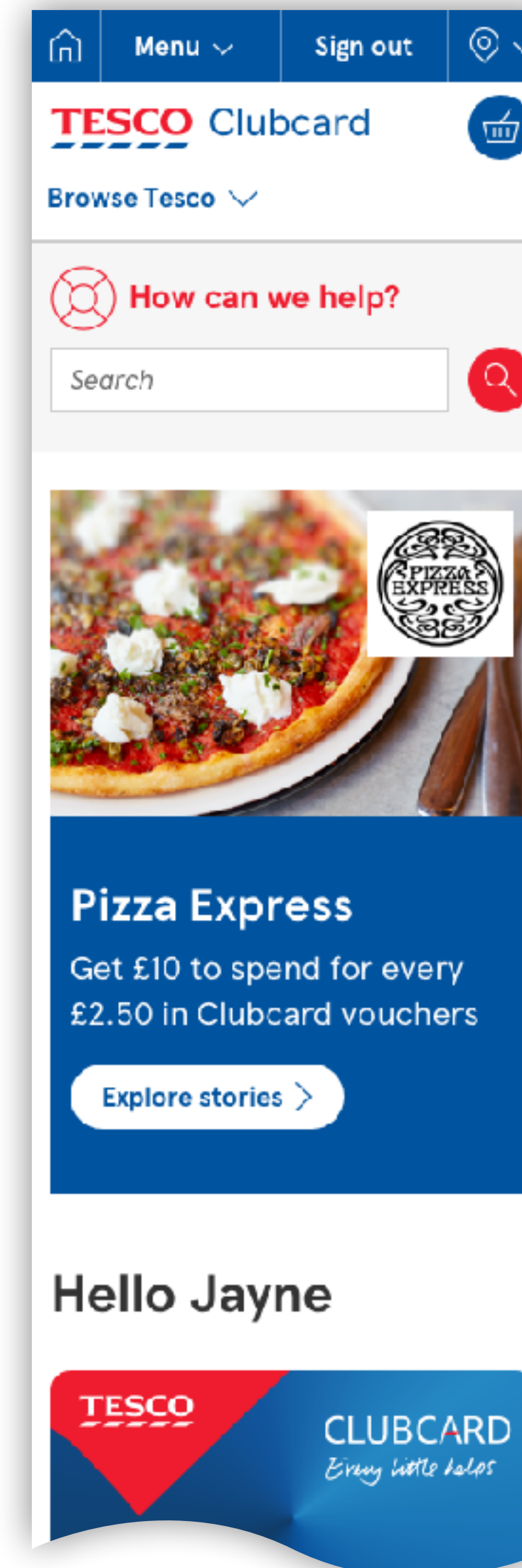
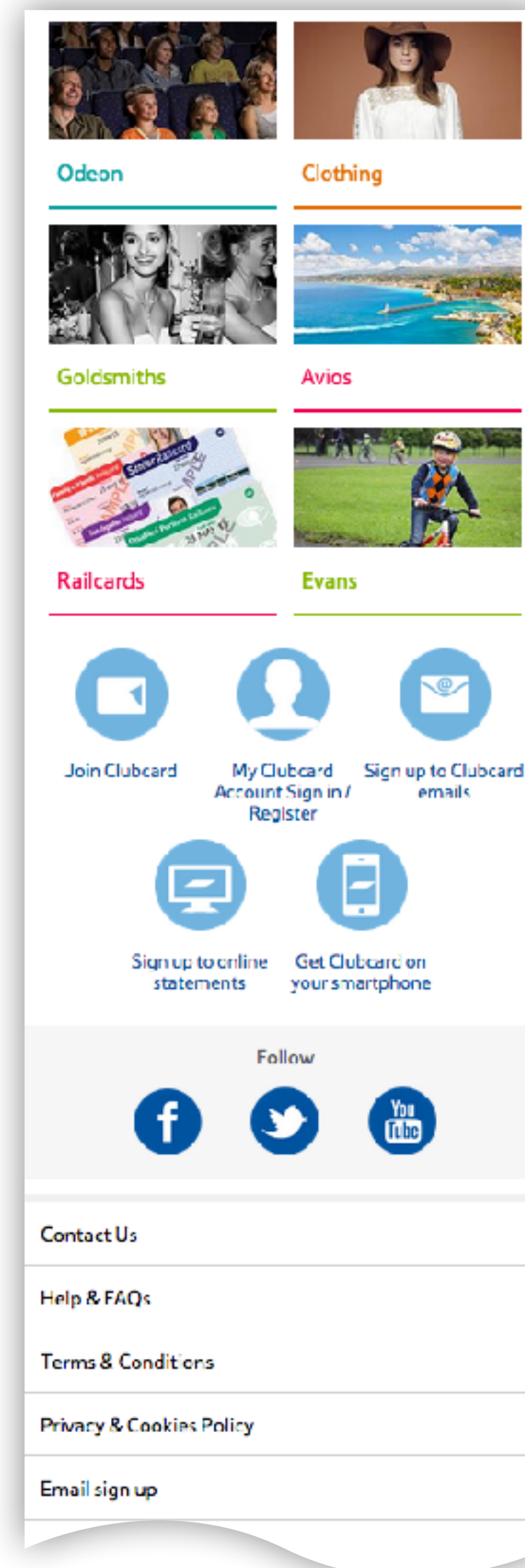
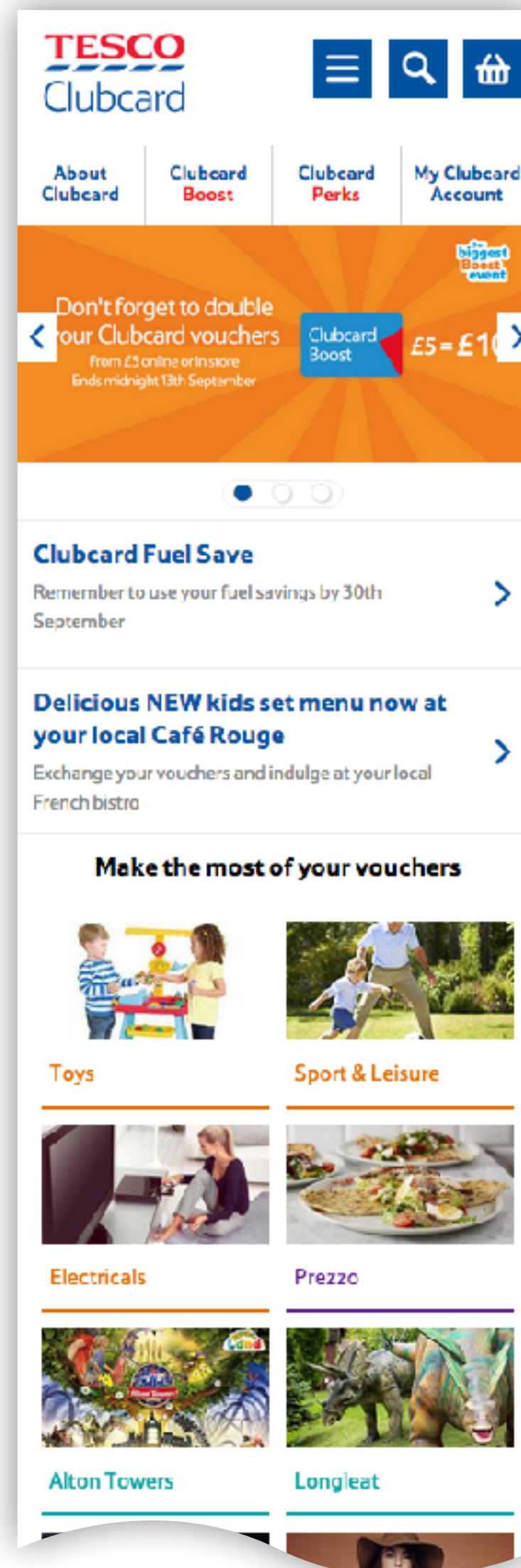
Real food



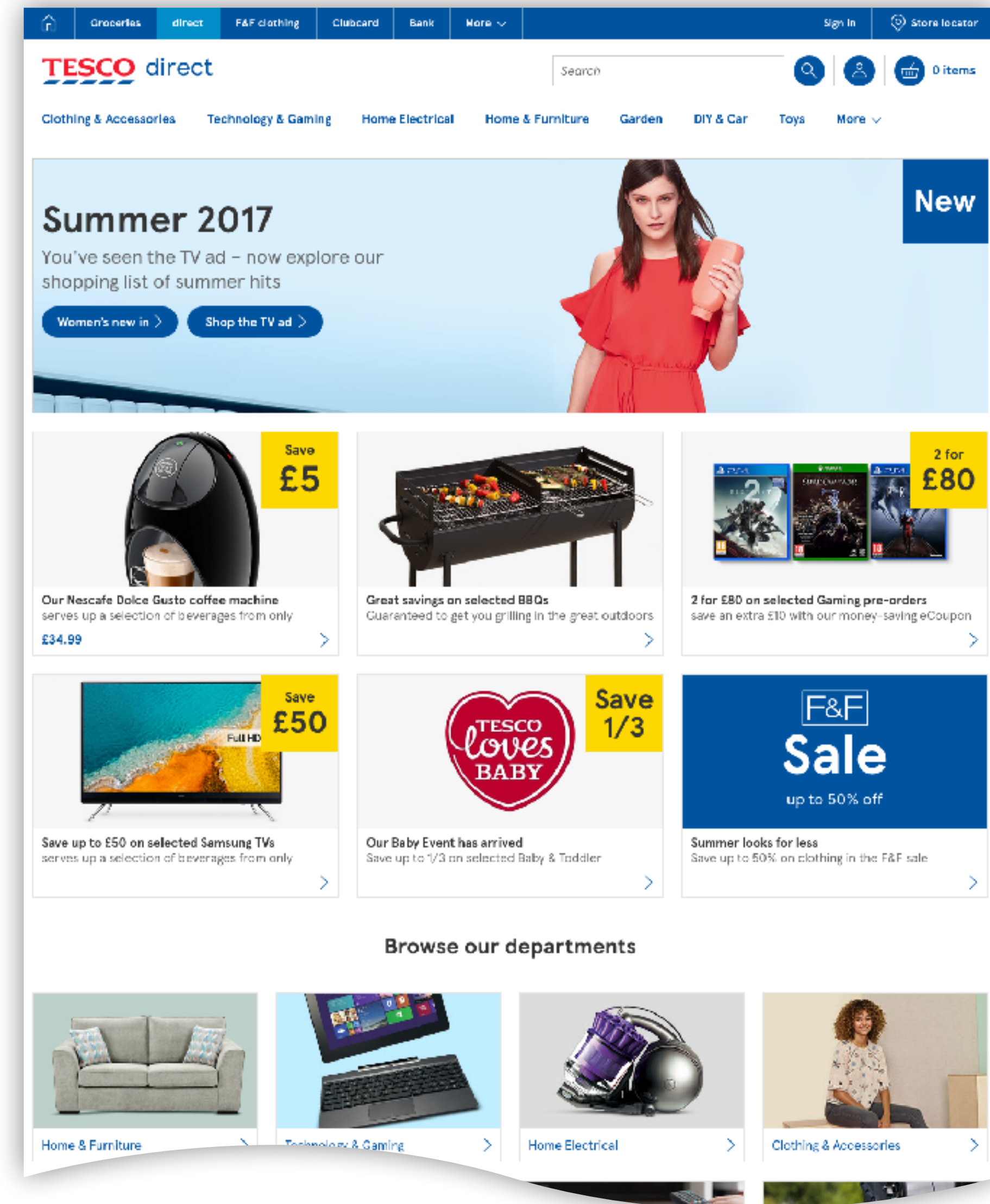
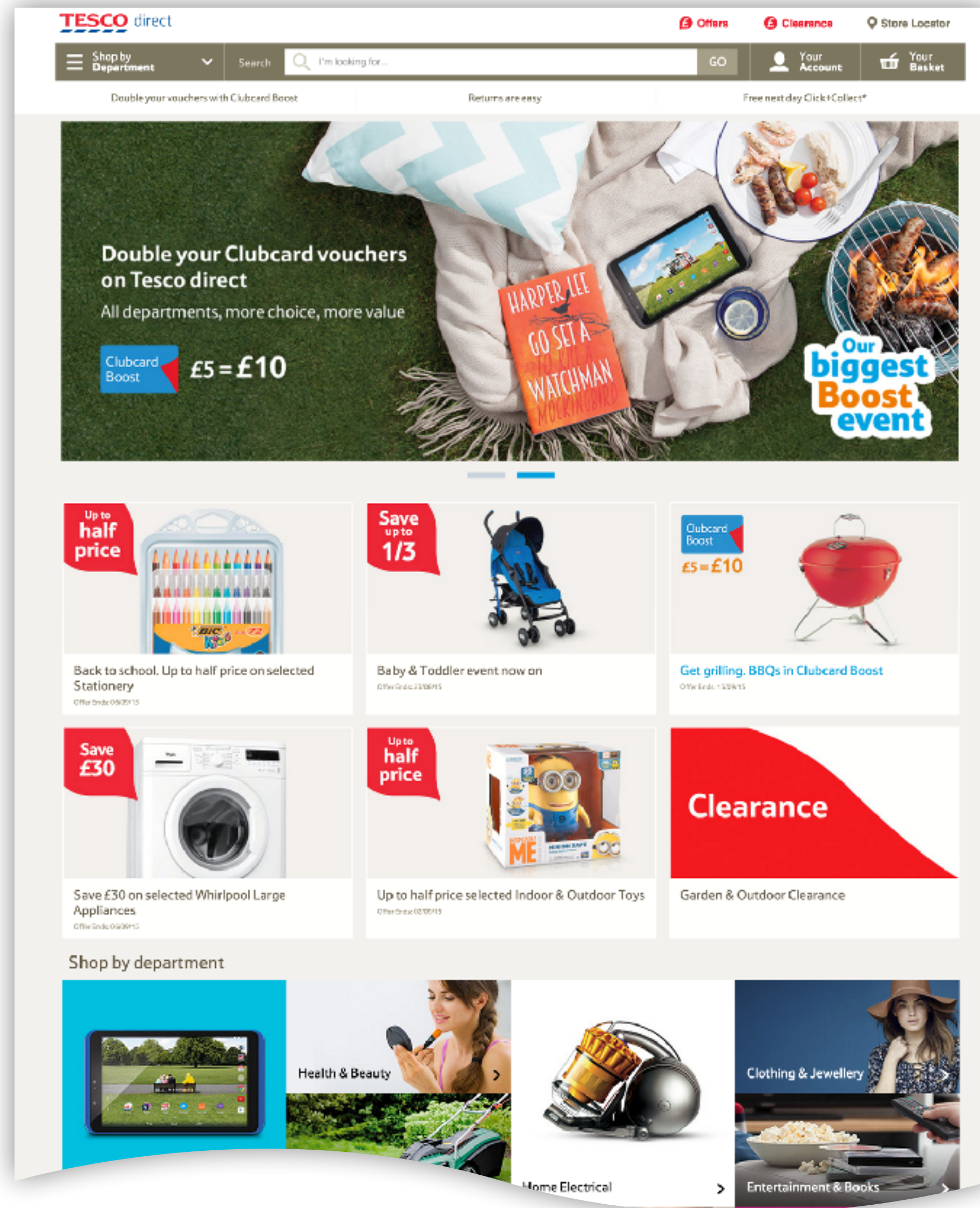
Real food



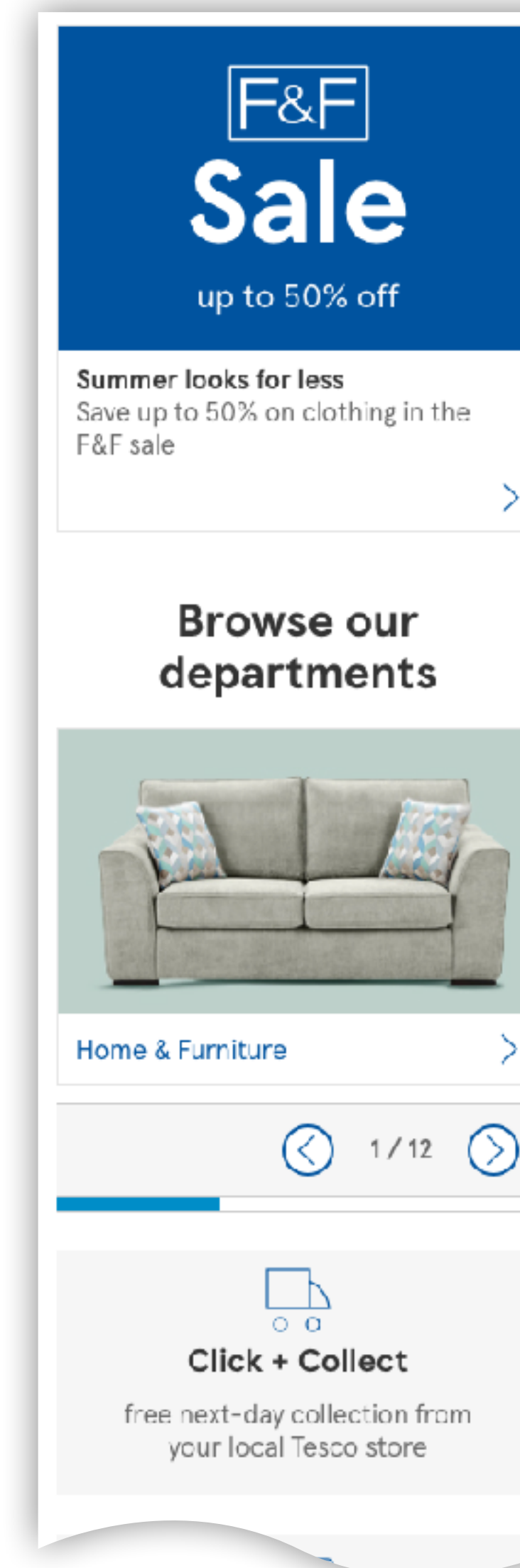
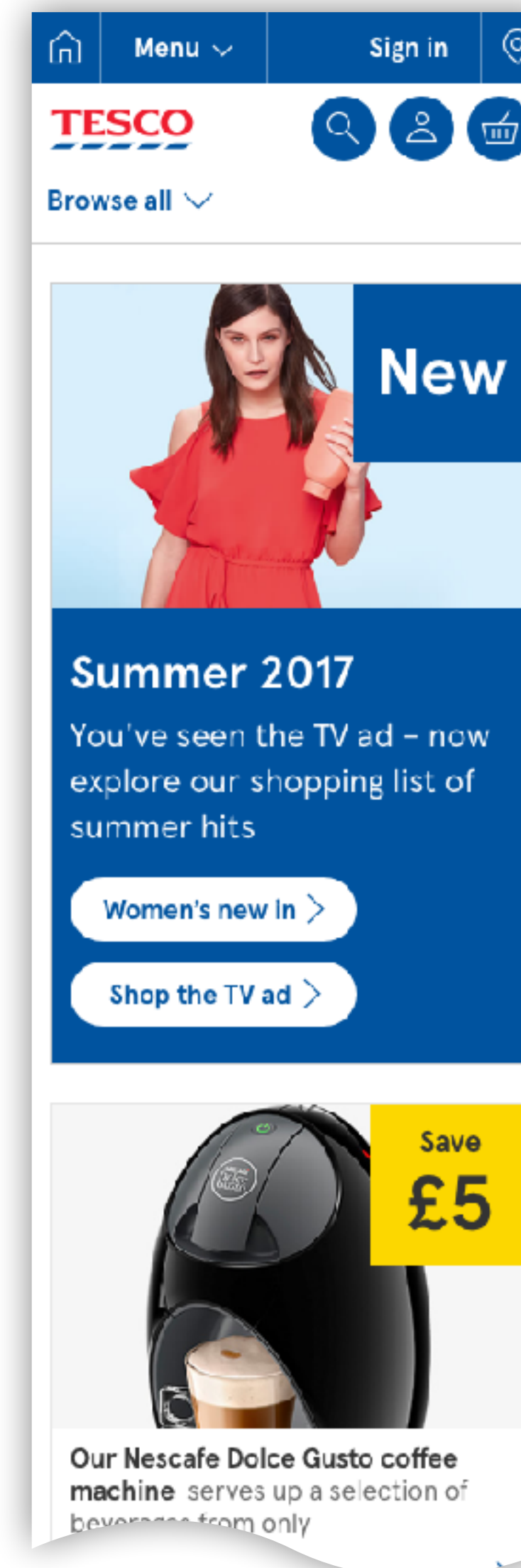
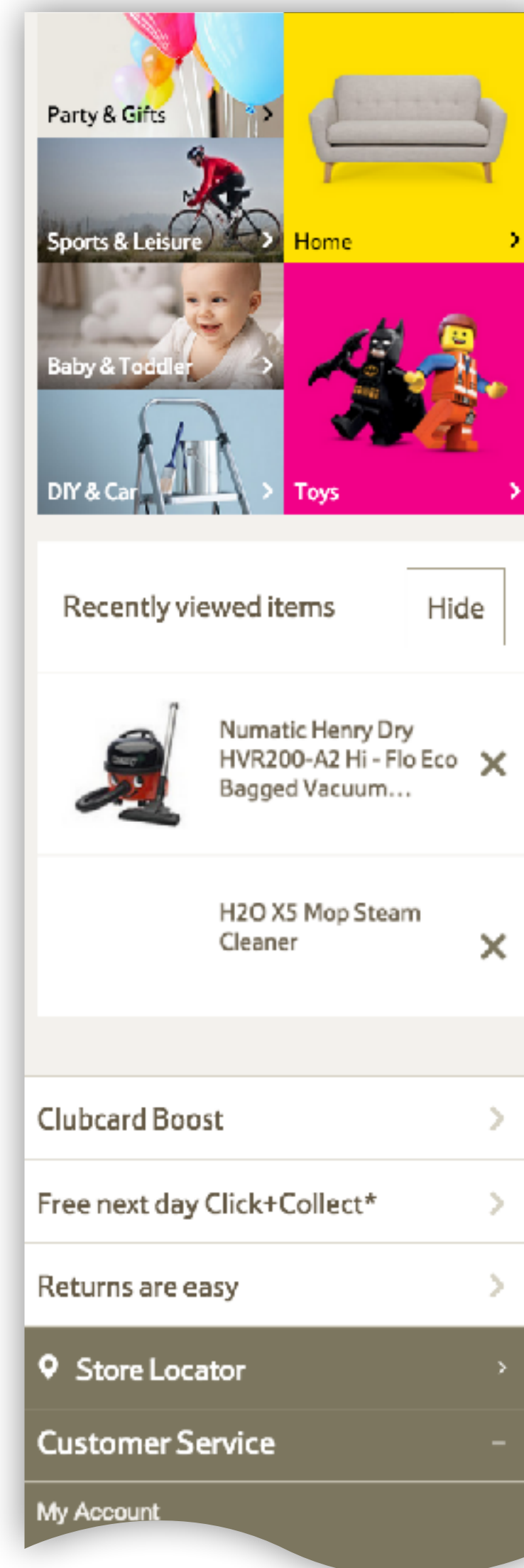
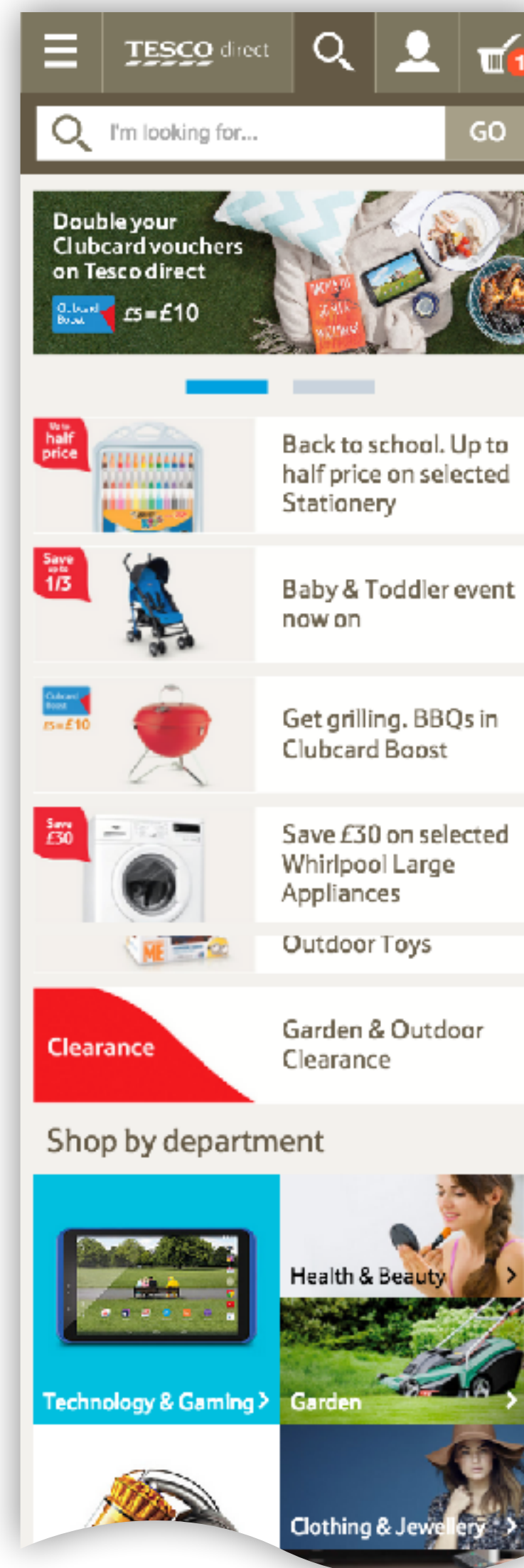
Tesco Clubcard



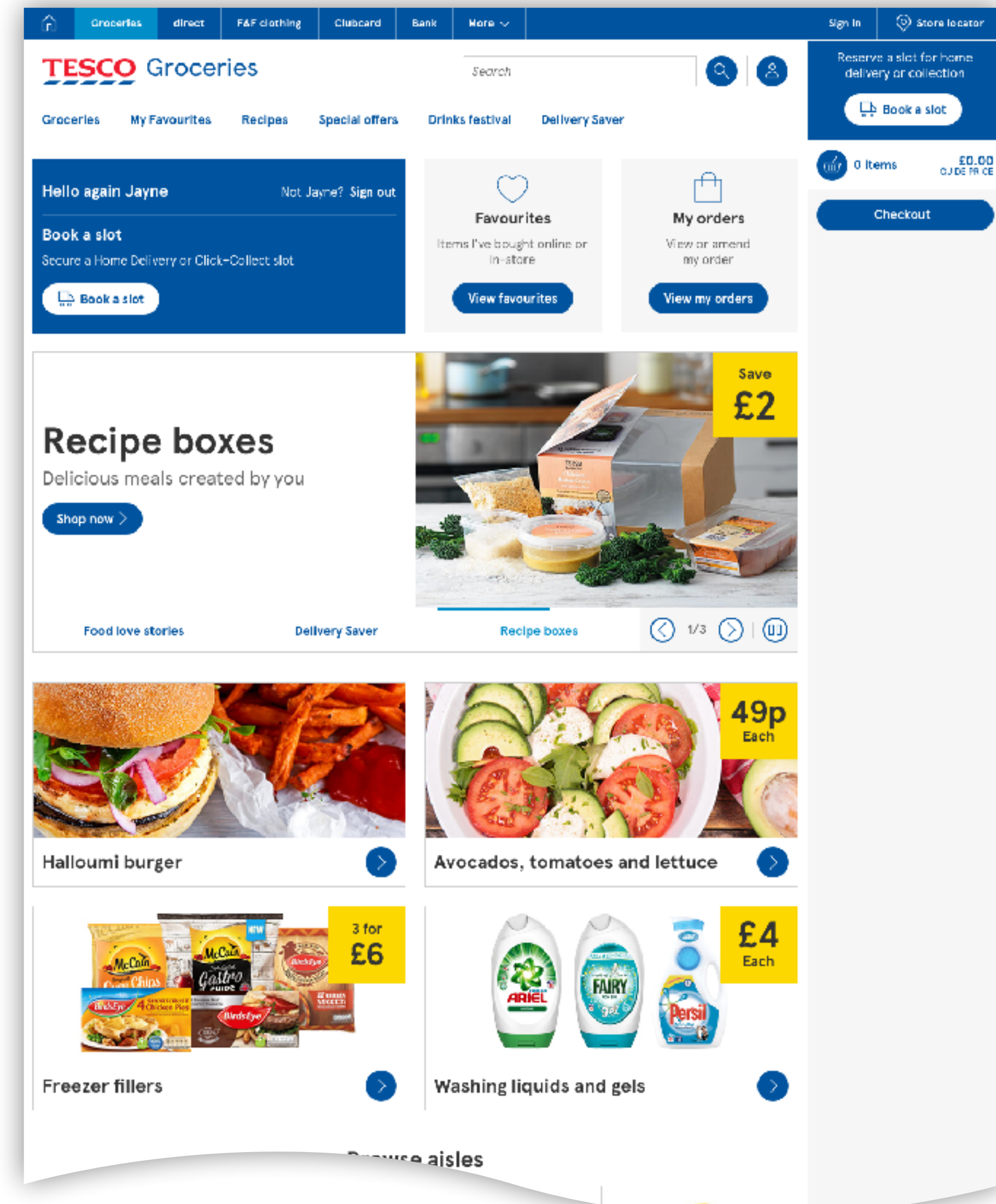
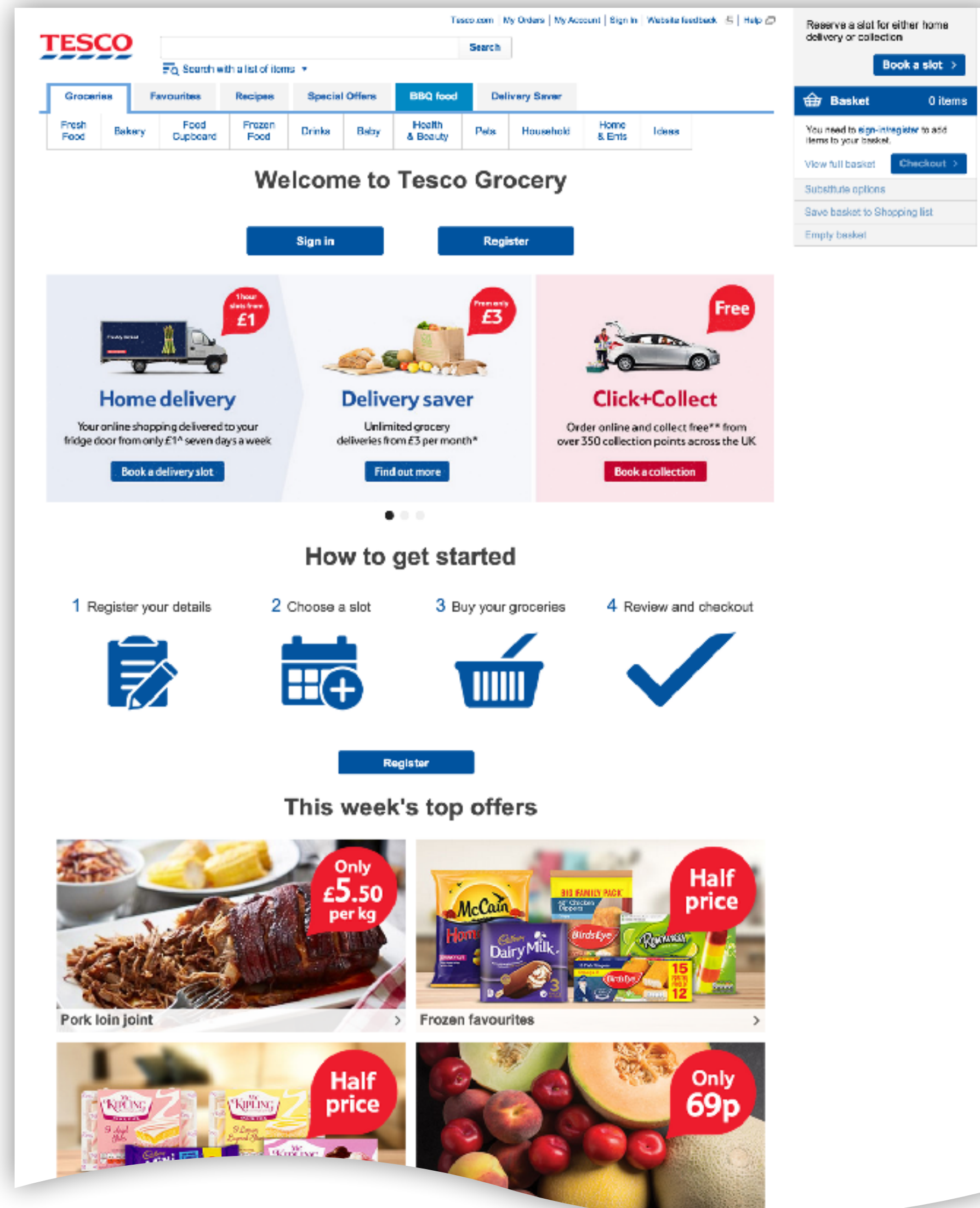
Tesco Clubcard



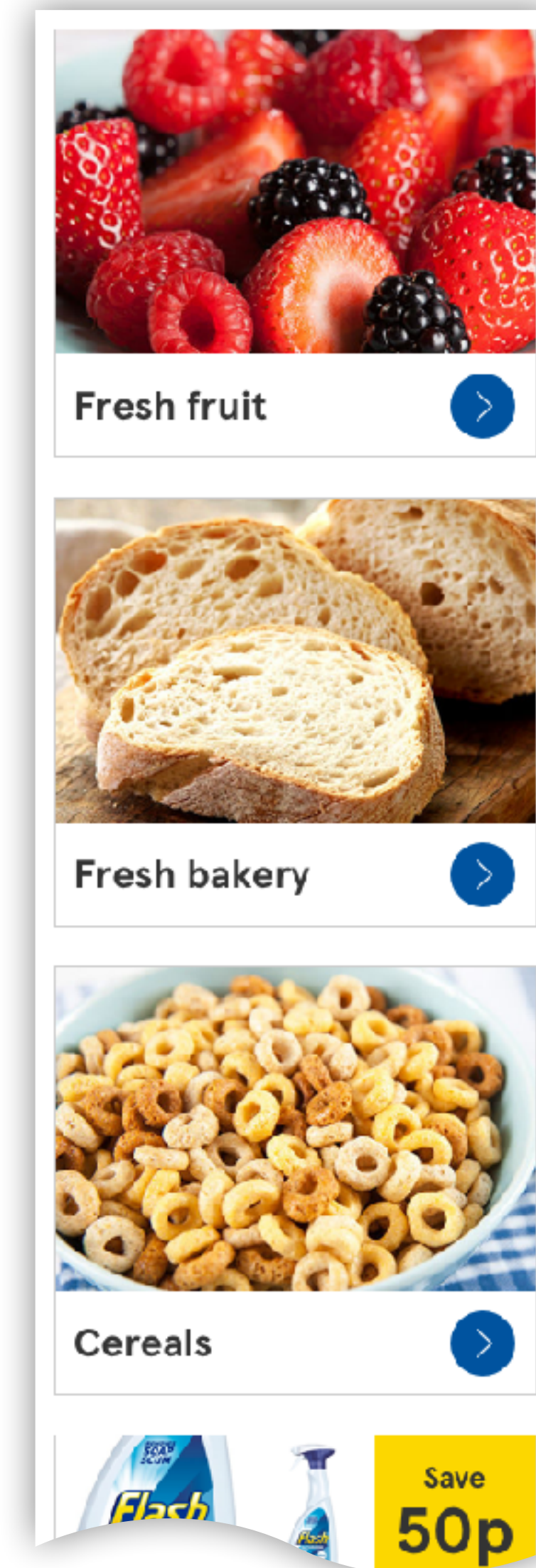
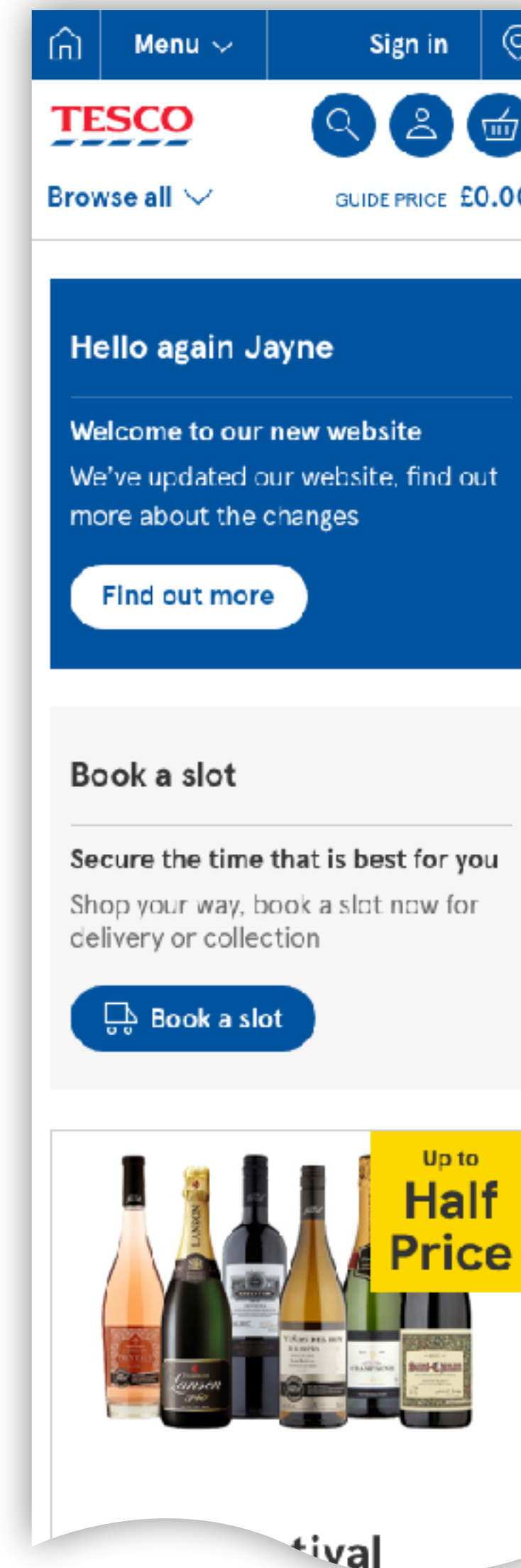
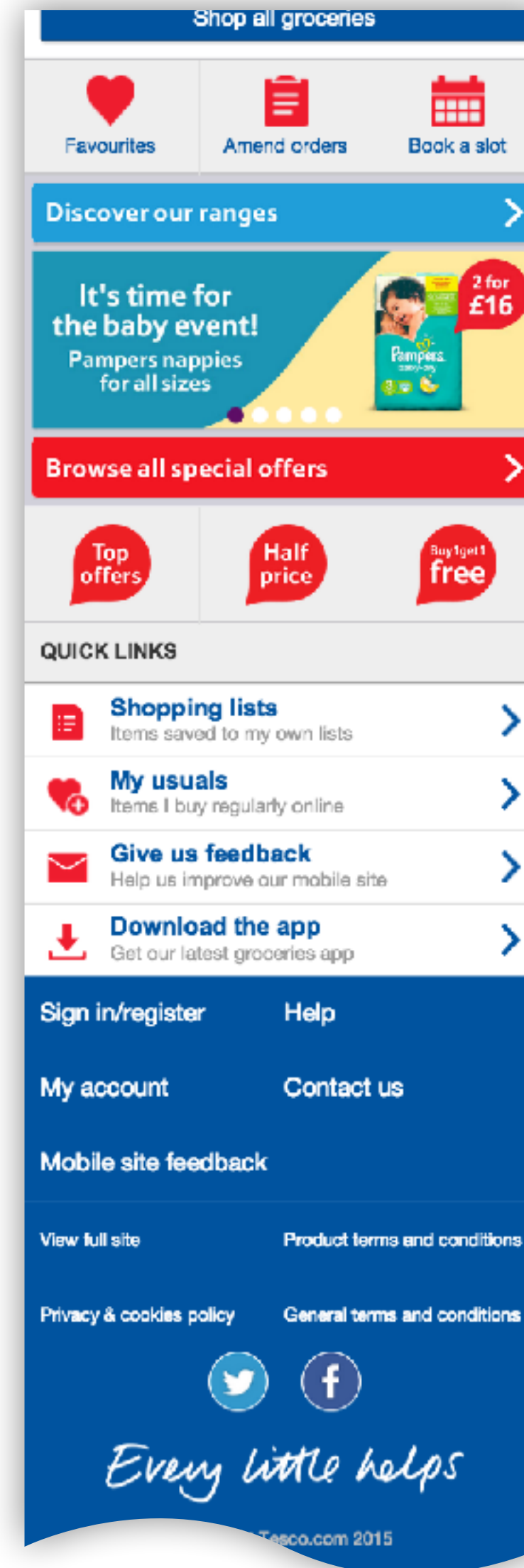
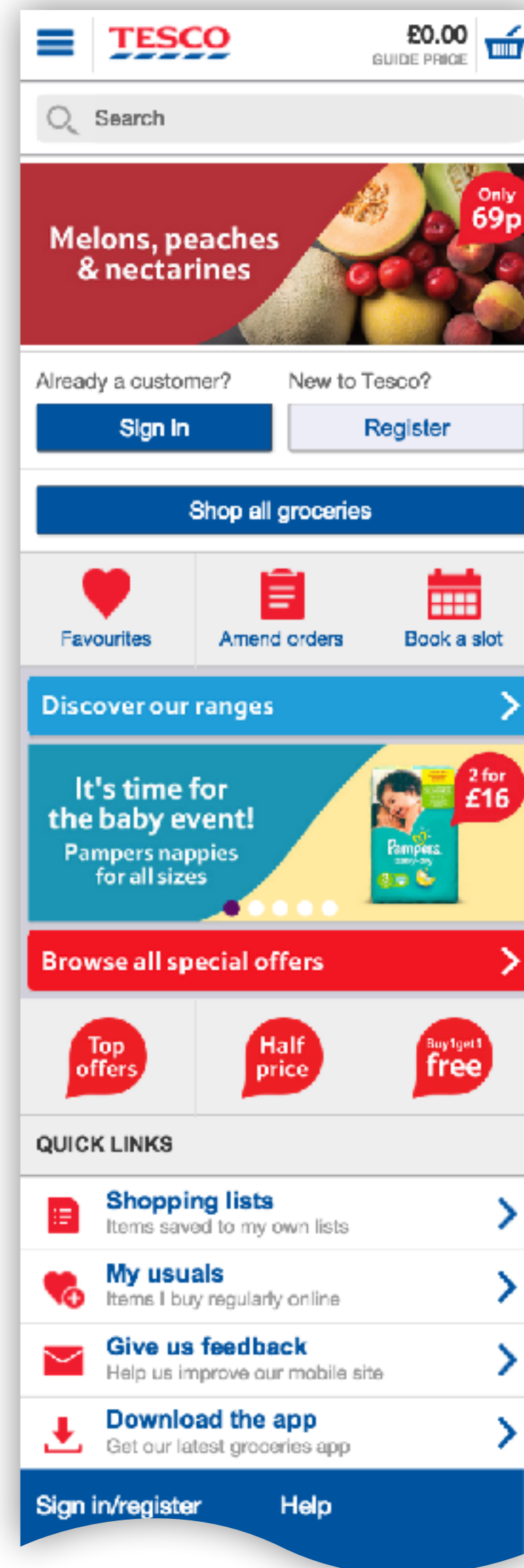
Tesco Direct



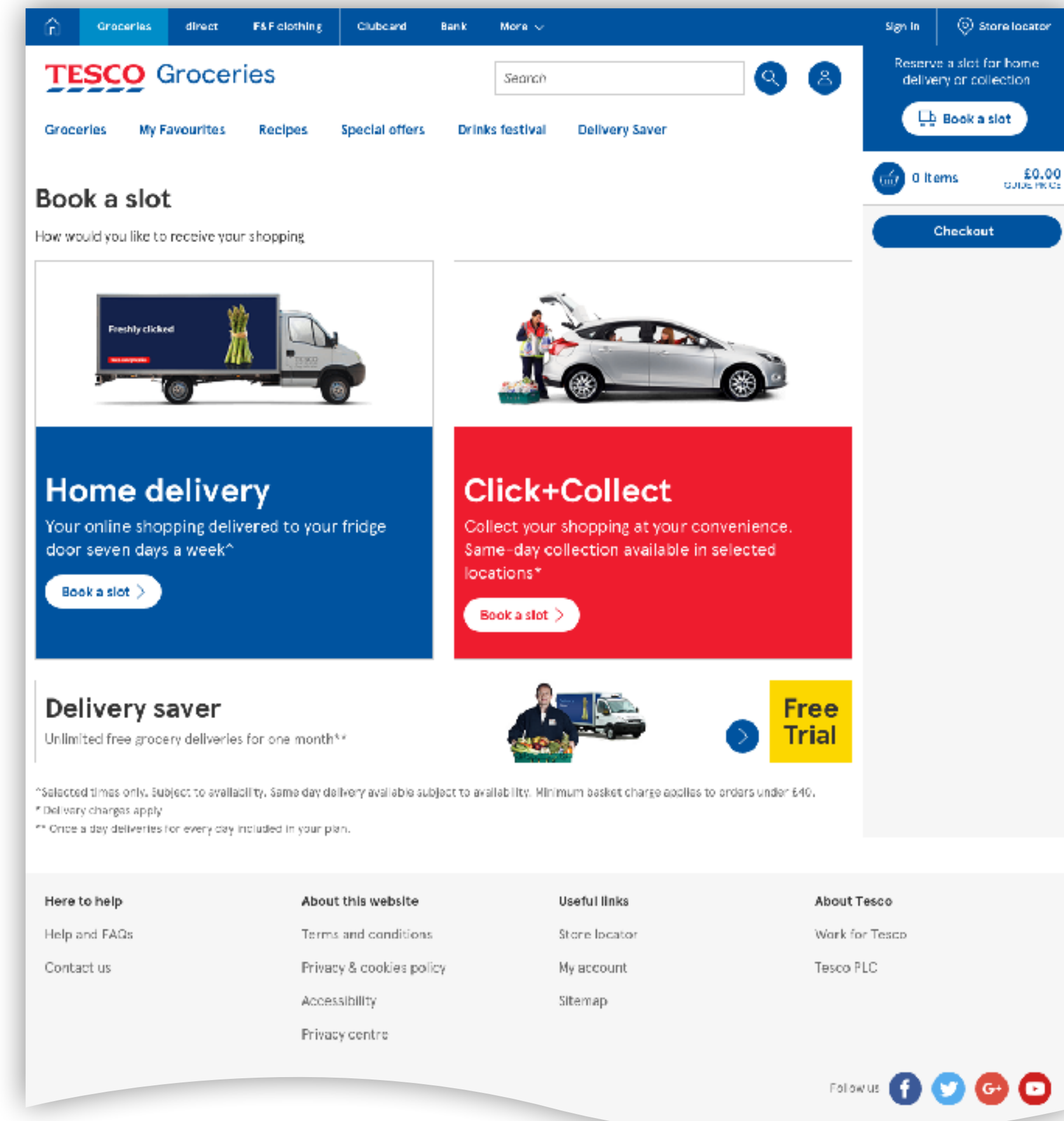
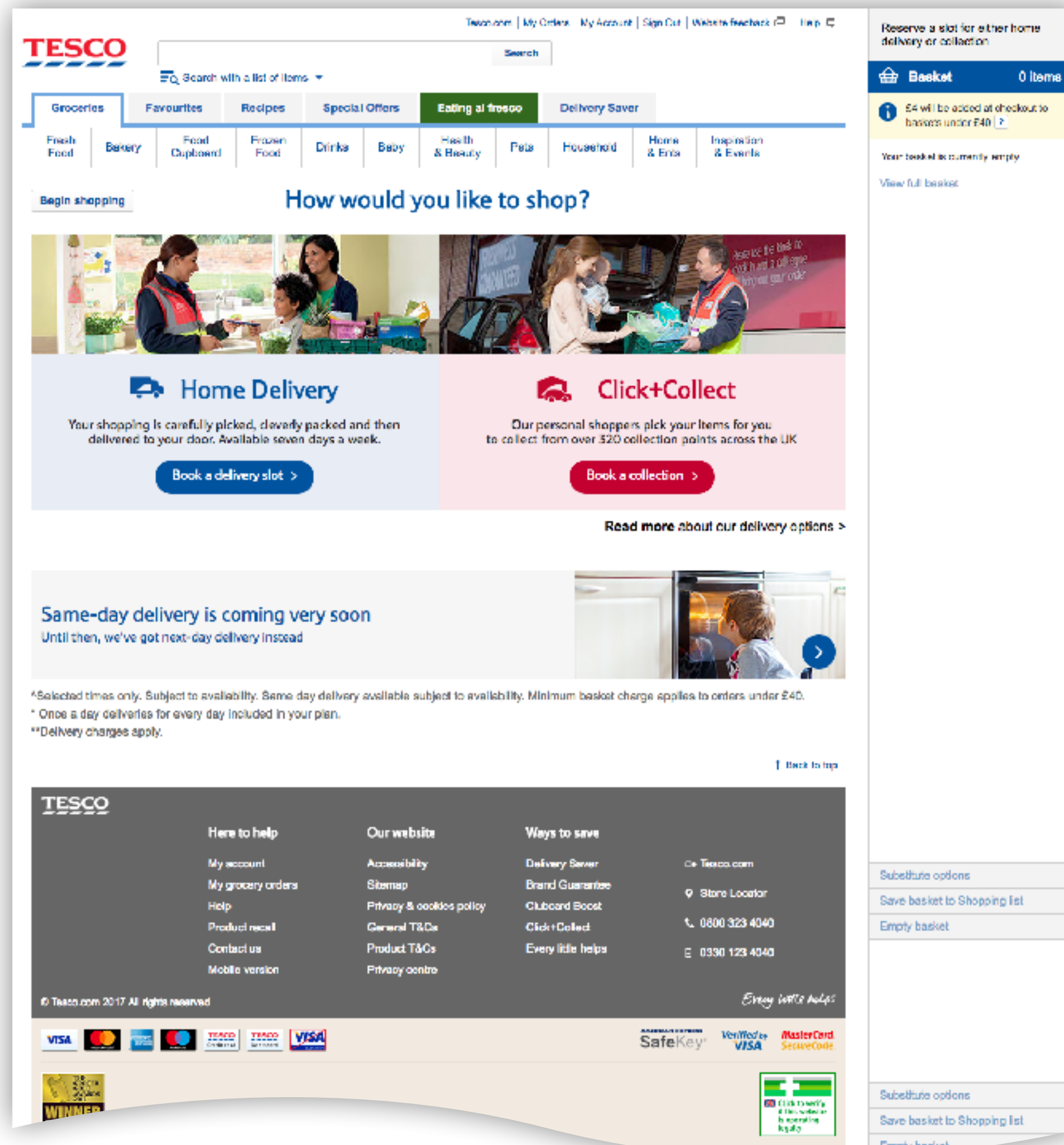
Tesco Direct



Tesco Groceries



Tesco Groceries



Book a slot

GUIDE PRICE £ 0.00

Book a slot

How would you like to receive your shopping?

Home delivery
Your online shopping delivered to your fridge door seven days a week^

Click+Collect
Collect your shopping at your convenience. Same-day collection available in selected locations*

Delivery Saver
Unlimited free grocery deliveries for one month**

FREE TRIAL

^Selected times only. Subject to availability. Same day delivery available subject to availability. Minimum basket charge applies to orders under £40.
* Delivery charges apply
** Once a day deliveries for every day included in your plan.

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Here to help

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Ways to save

Contact us

Every little helps

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GUIDE PRICE £0.00

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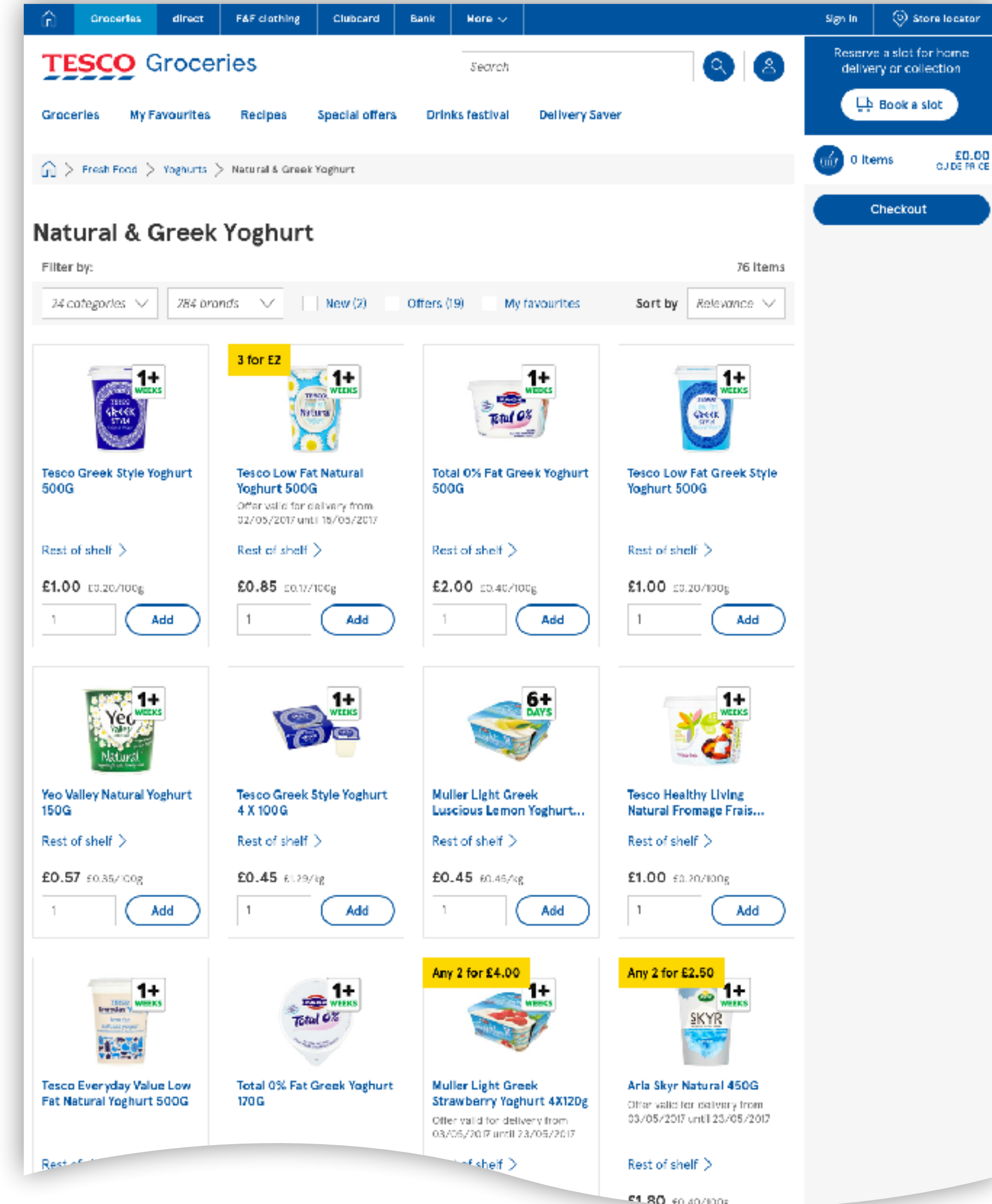
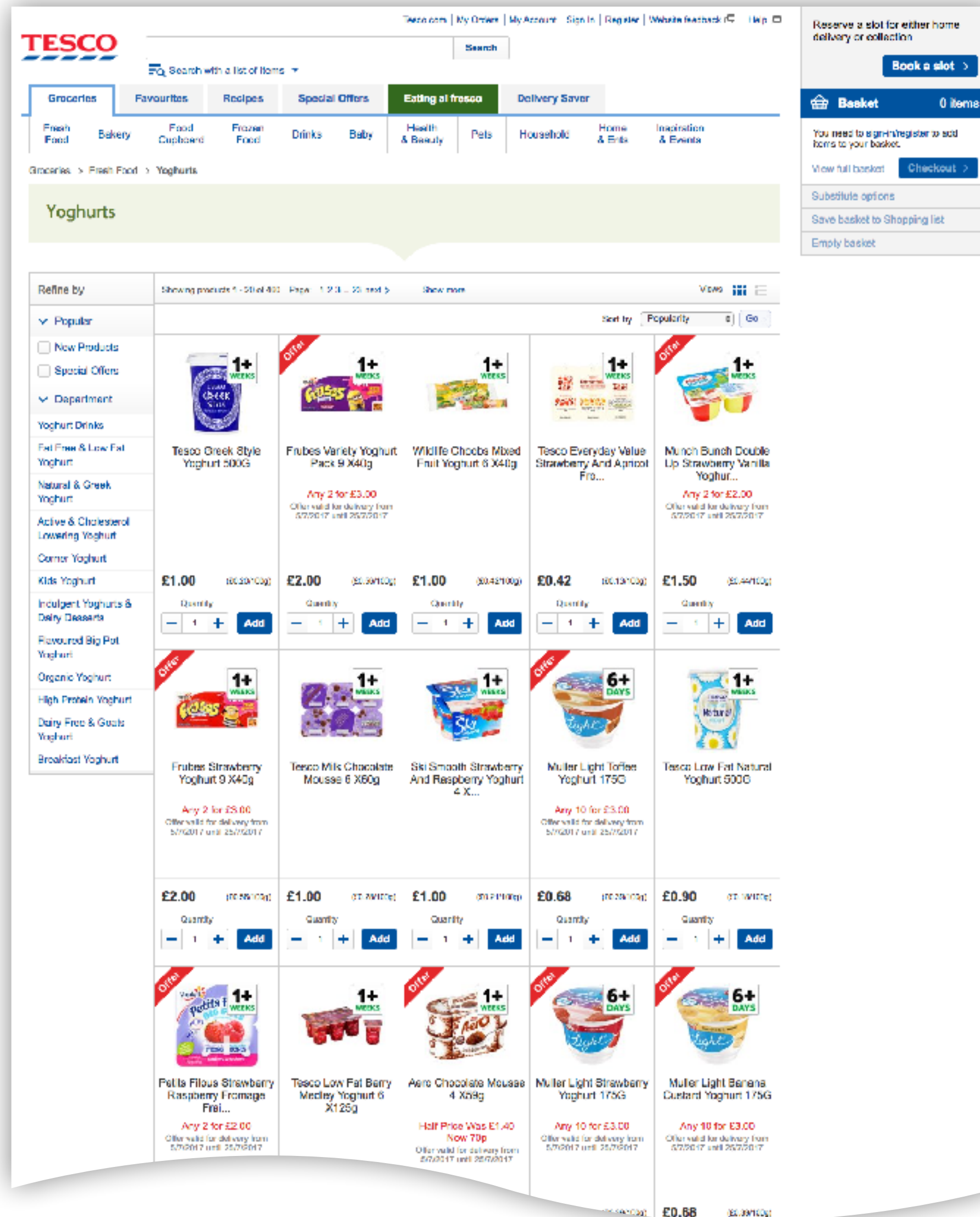
Free Trial

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Unlimited free grocery deliveries for one month**

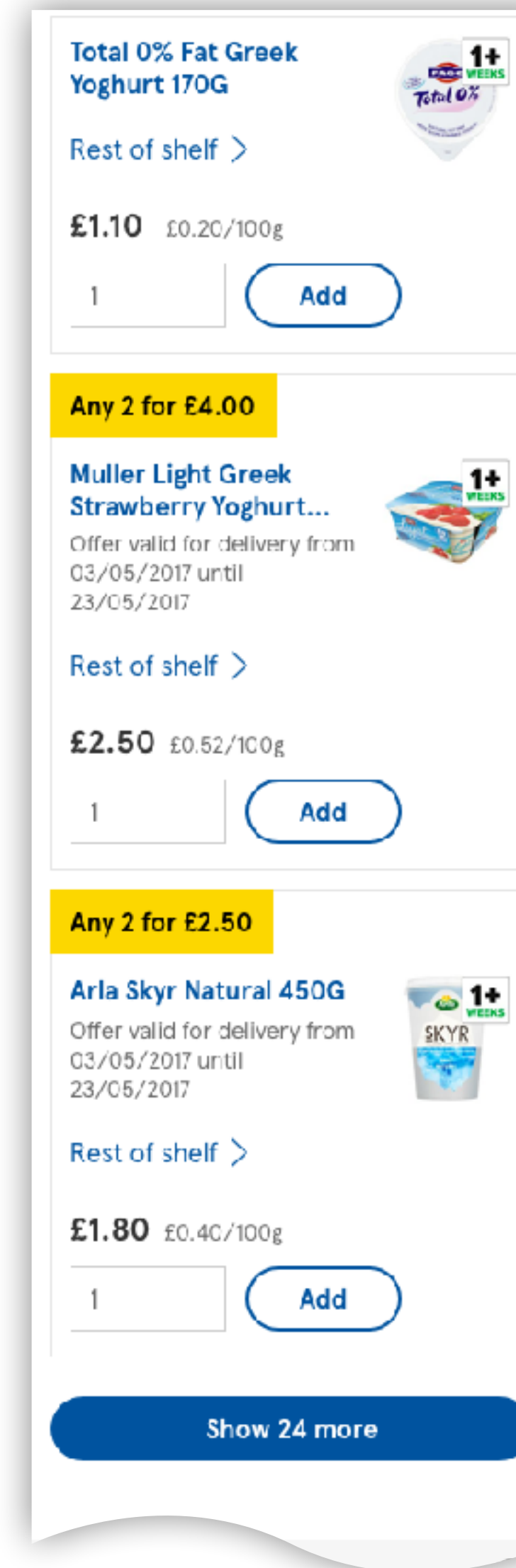
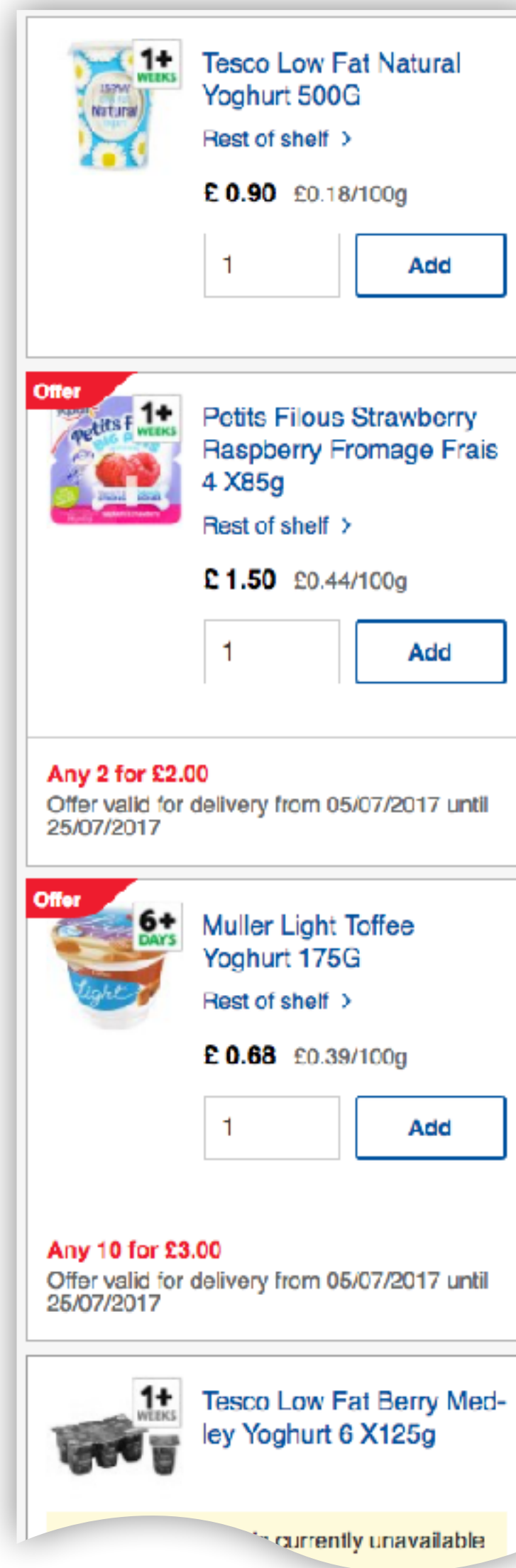
>

^Selected times only. Subject to availability. Same day delivery available subject to availability. Minimum basket charge applies to orders under £40.
* Delivery charges apply
** Once a day deliveries for every day included in your plan.

Book a slot



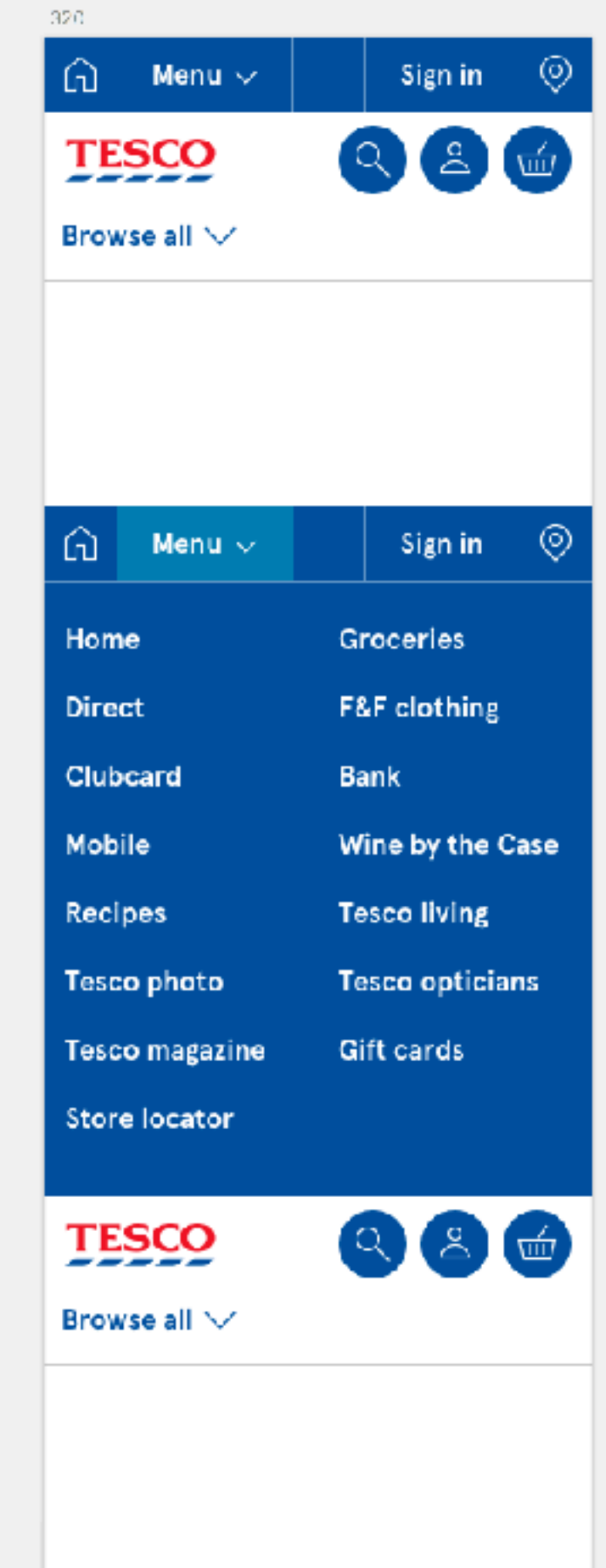
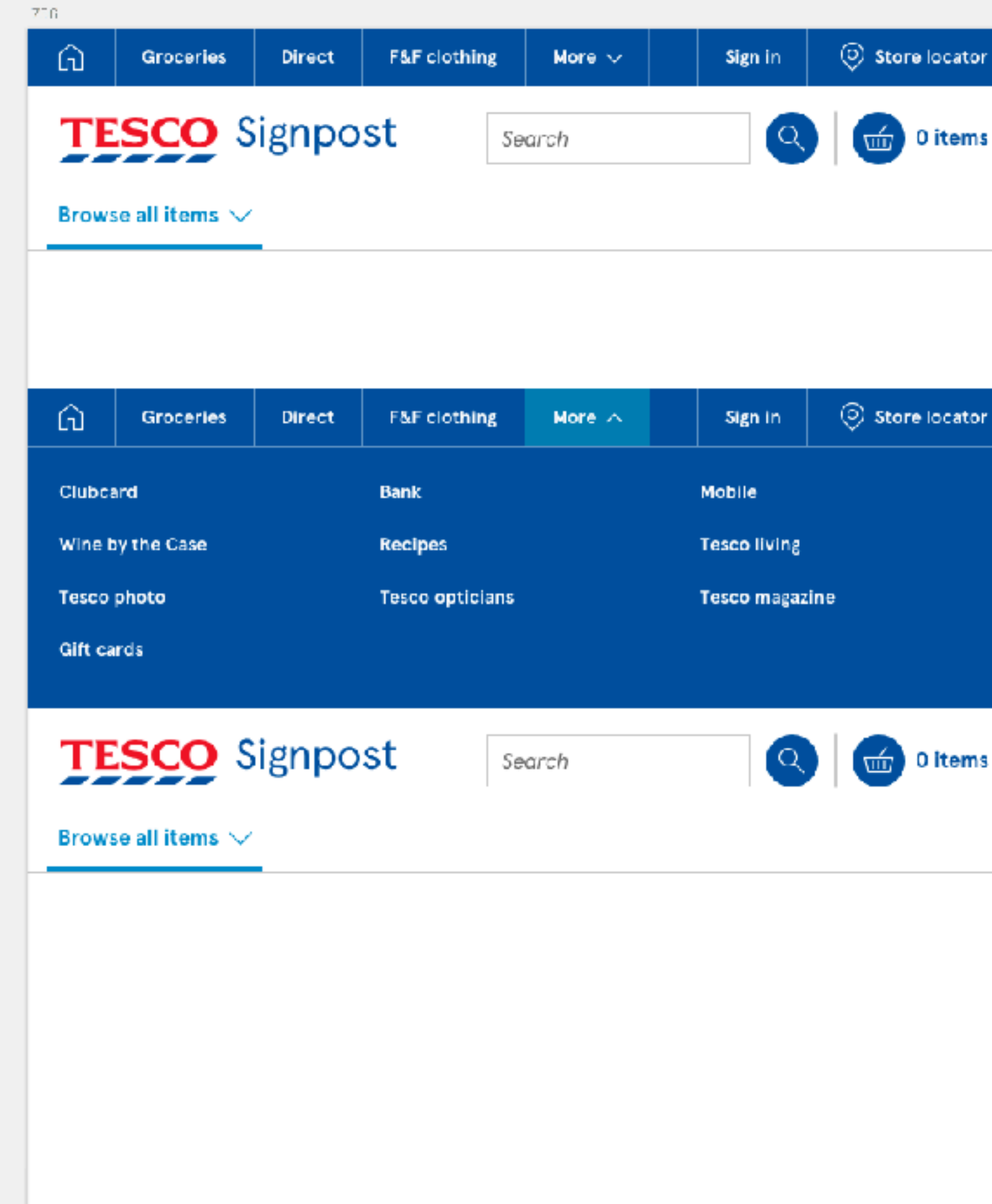
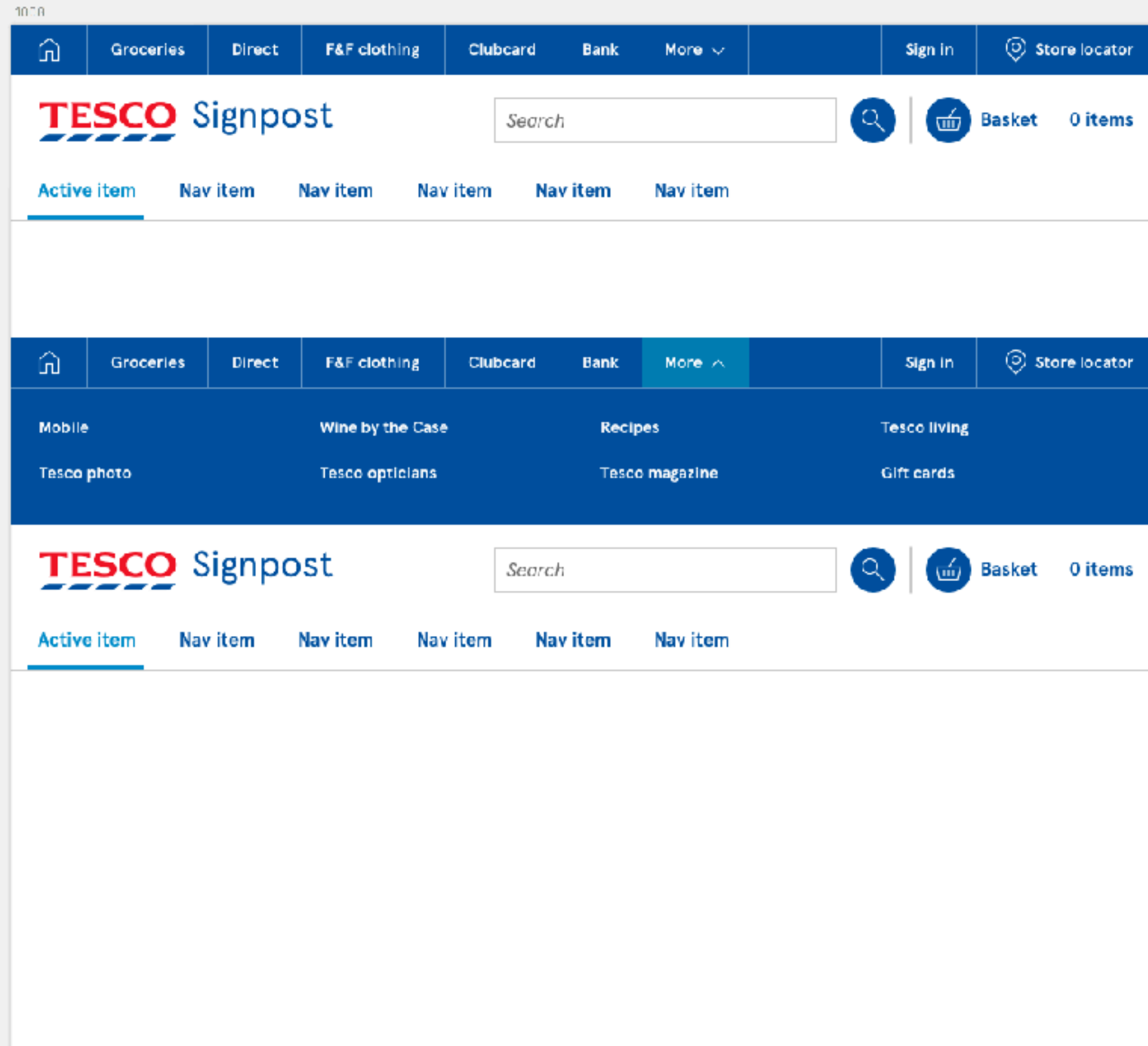
Groceries PLP



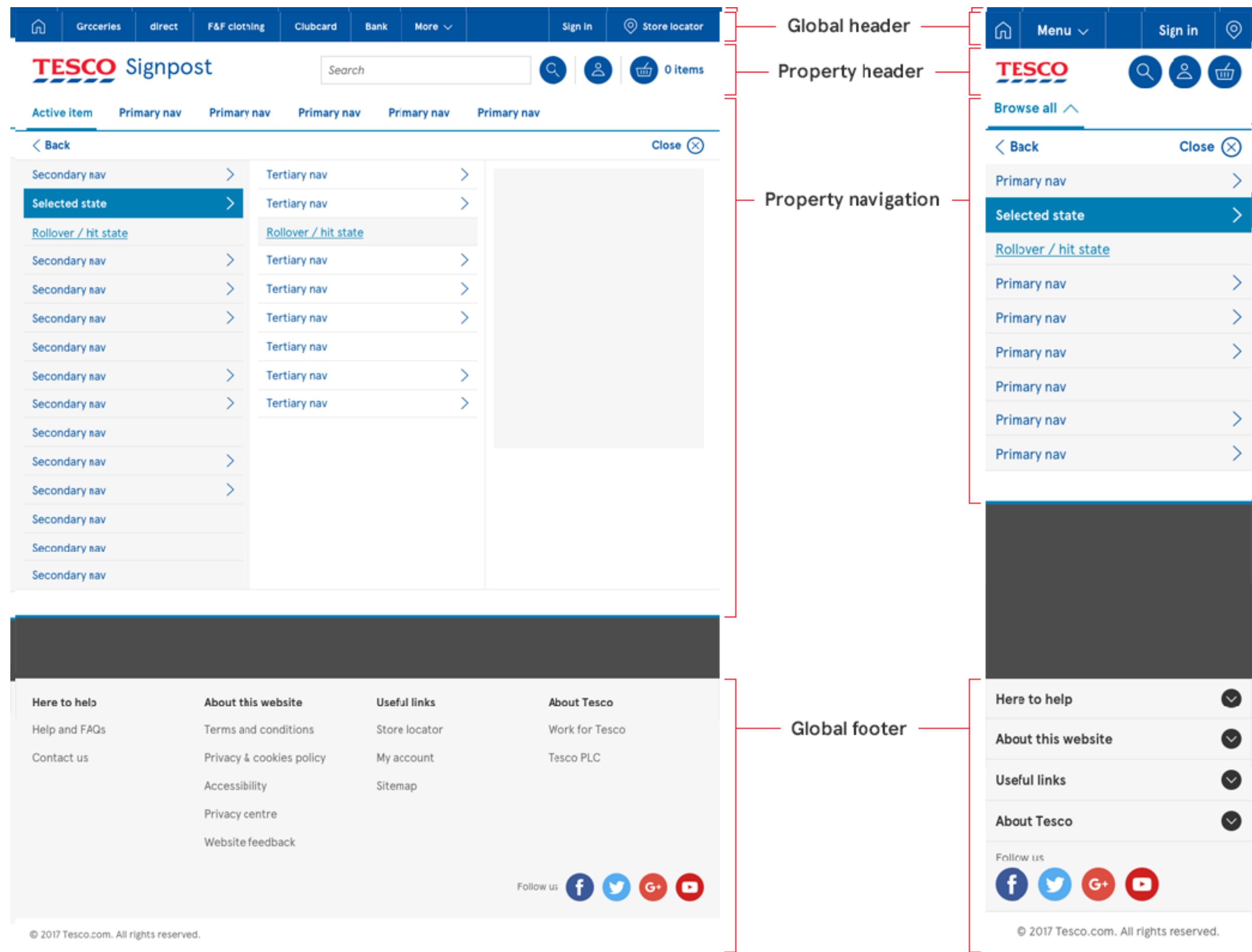


DDL

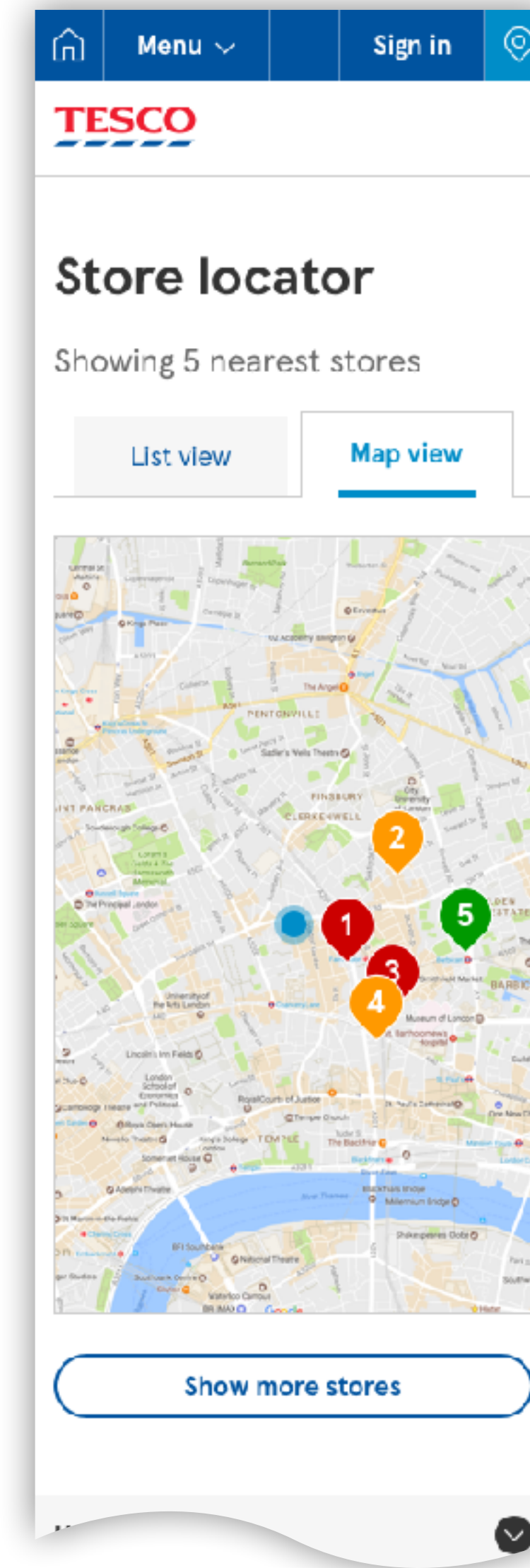
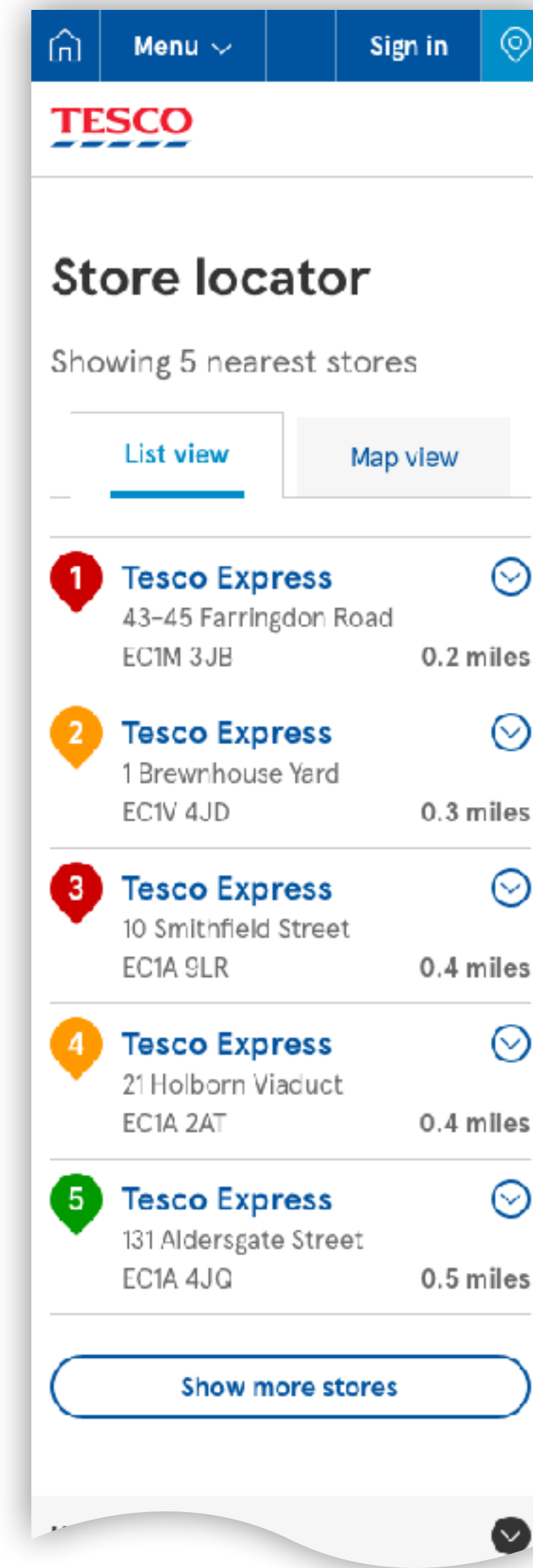
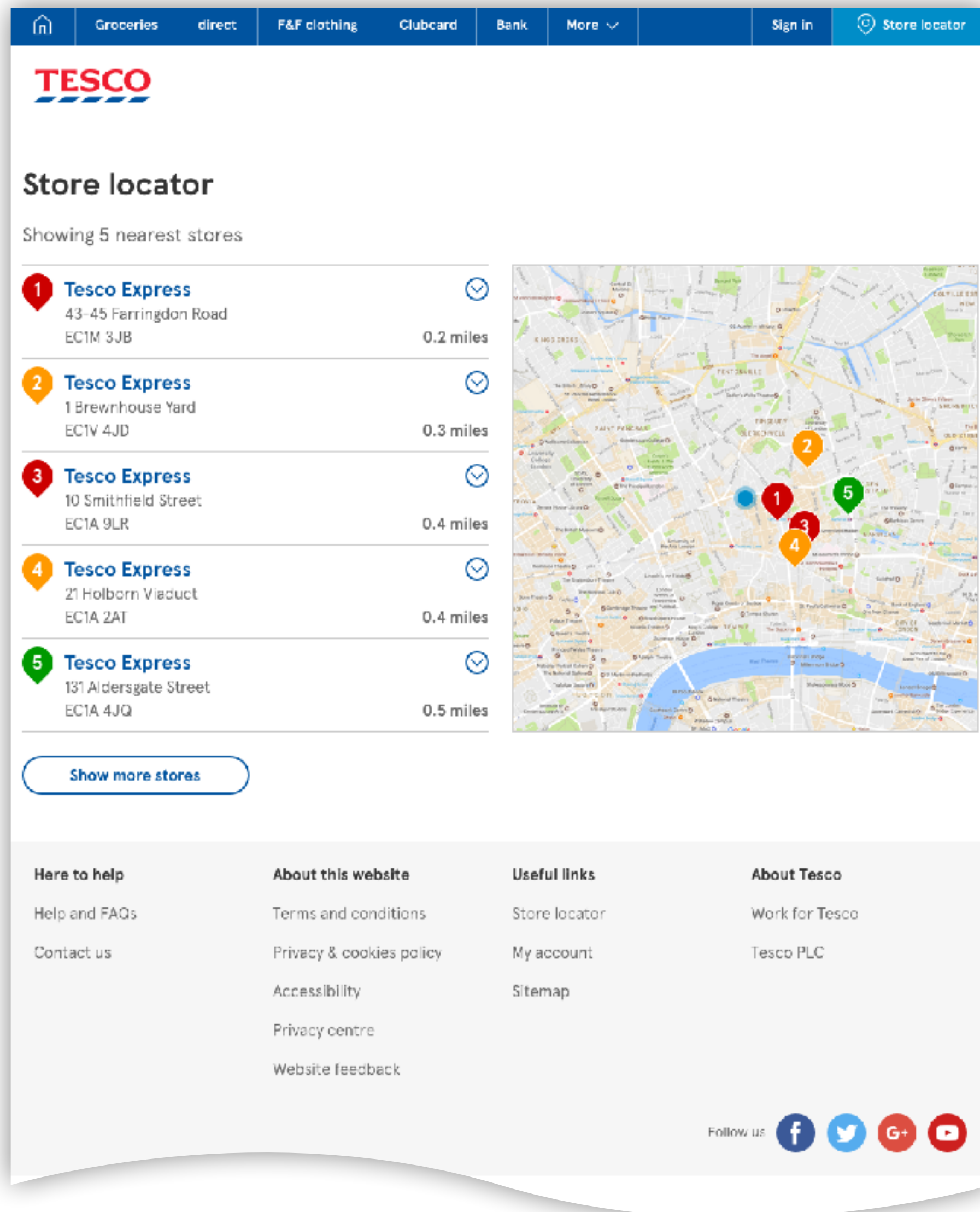
Design support



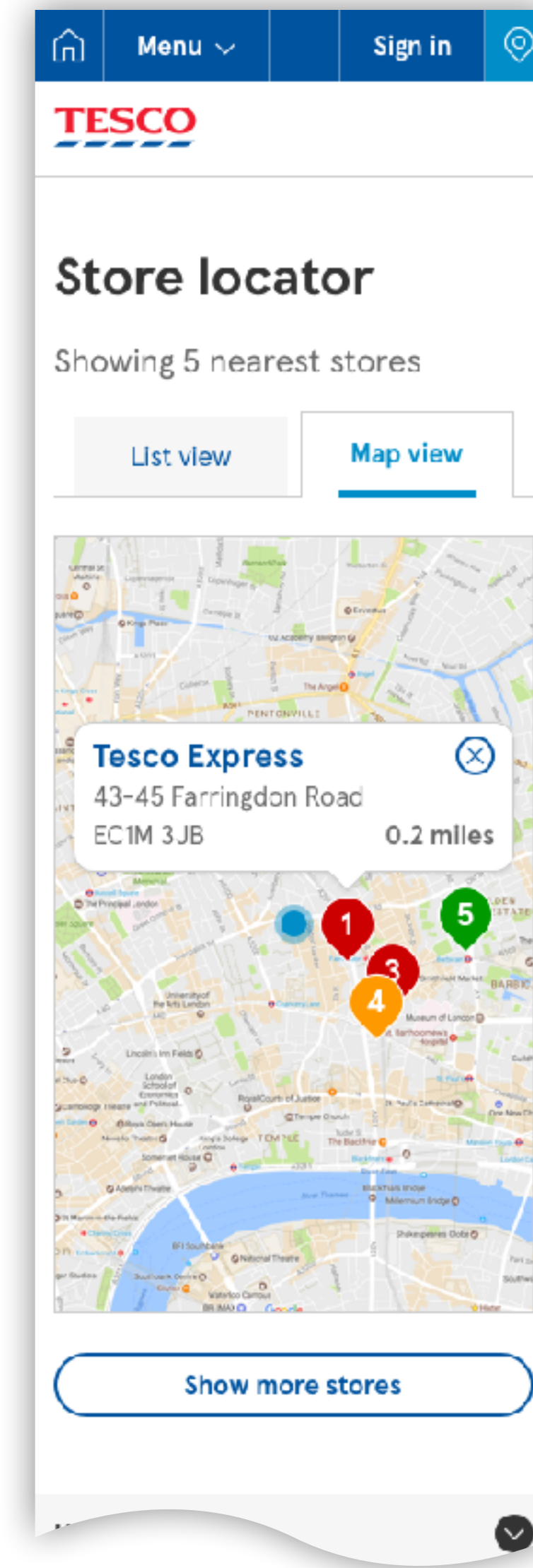
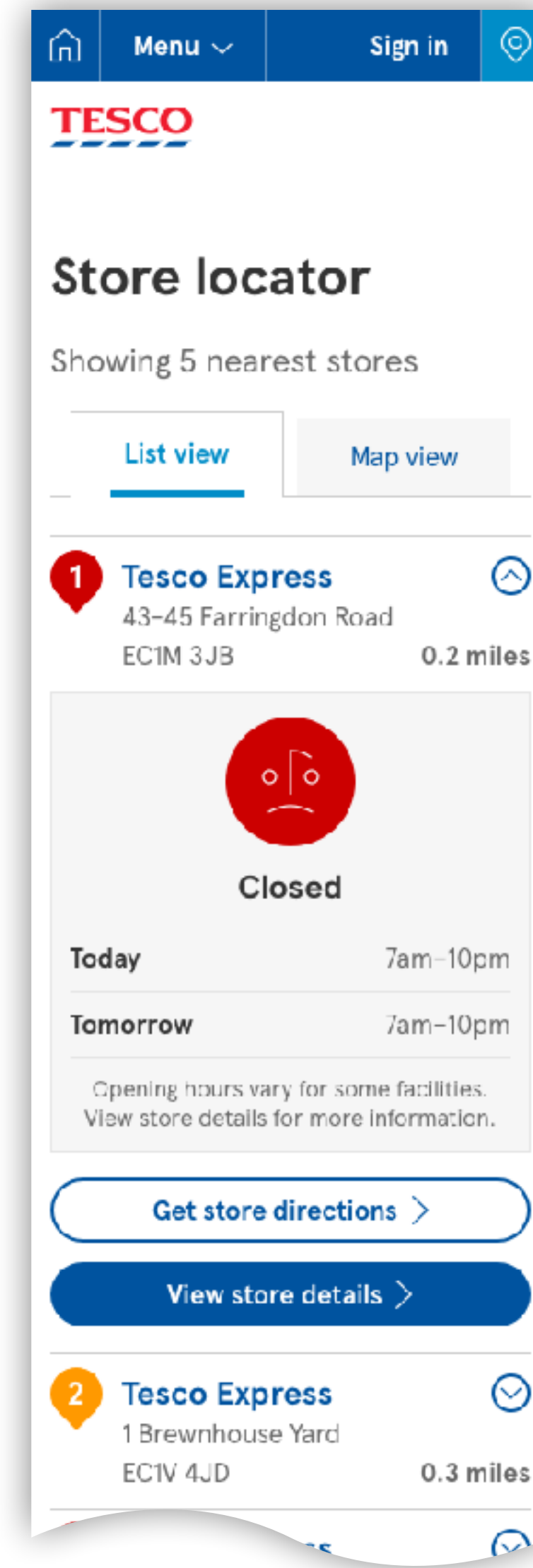
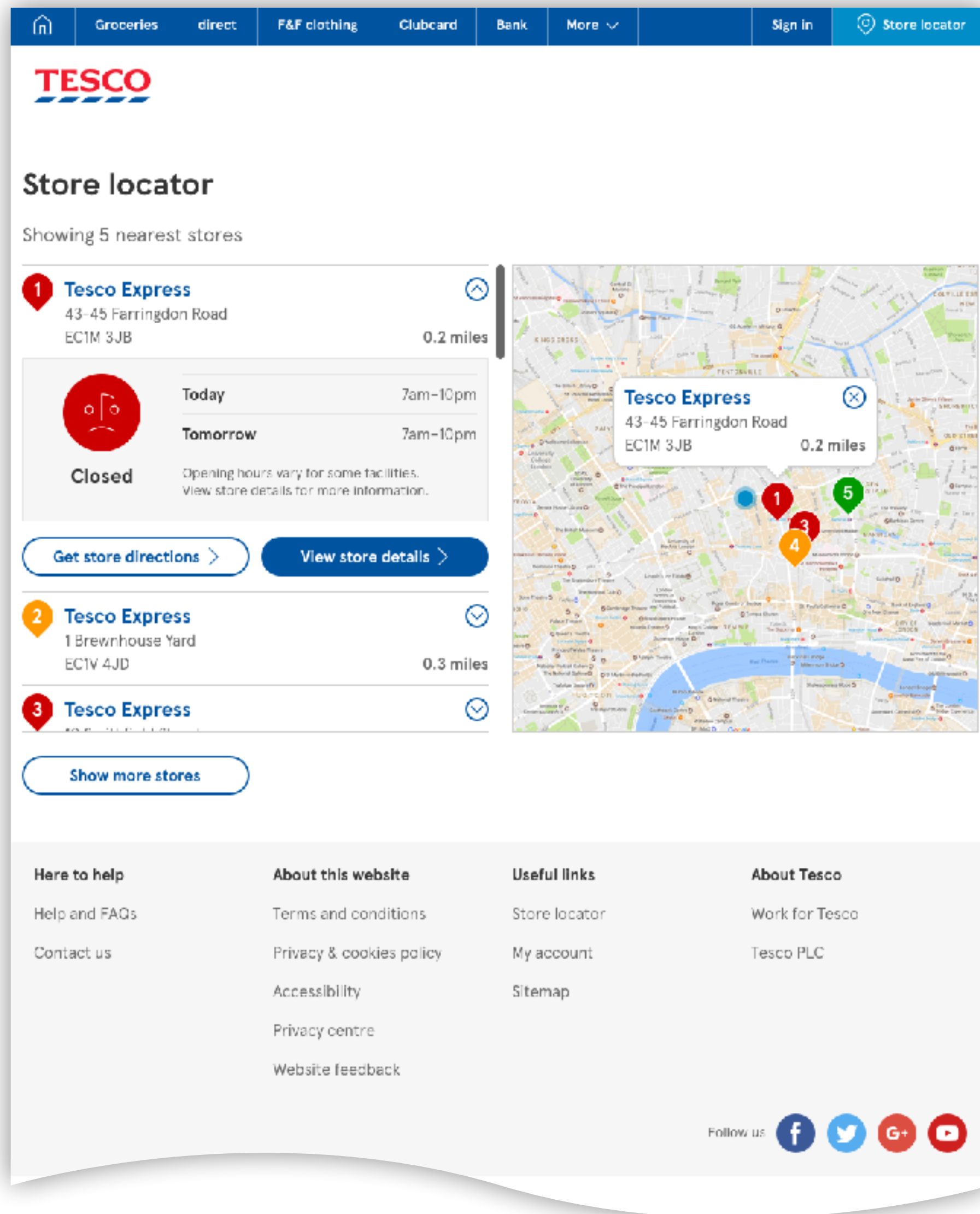
DDL – Global header



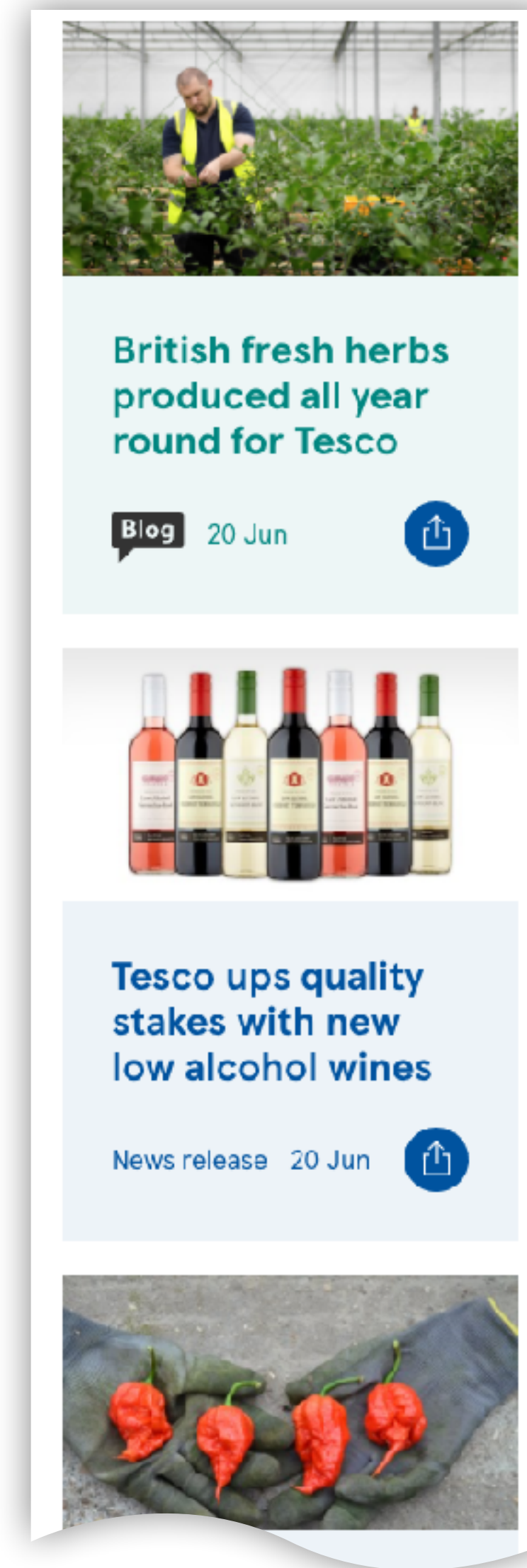
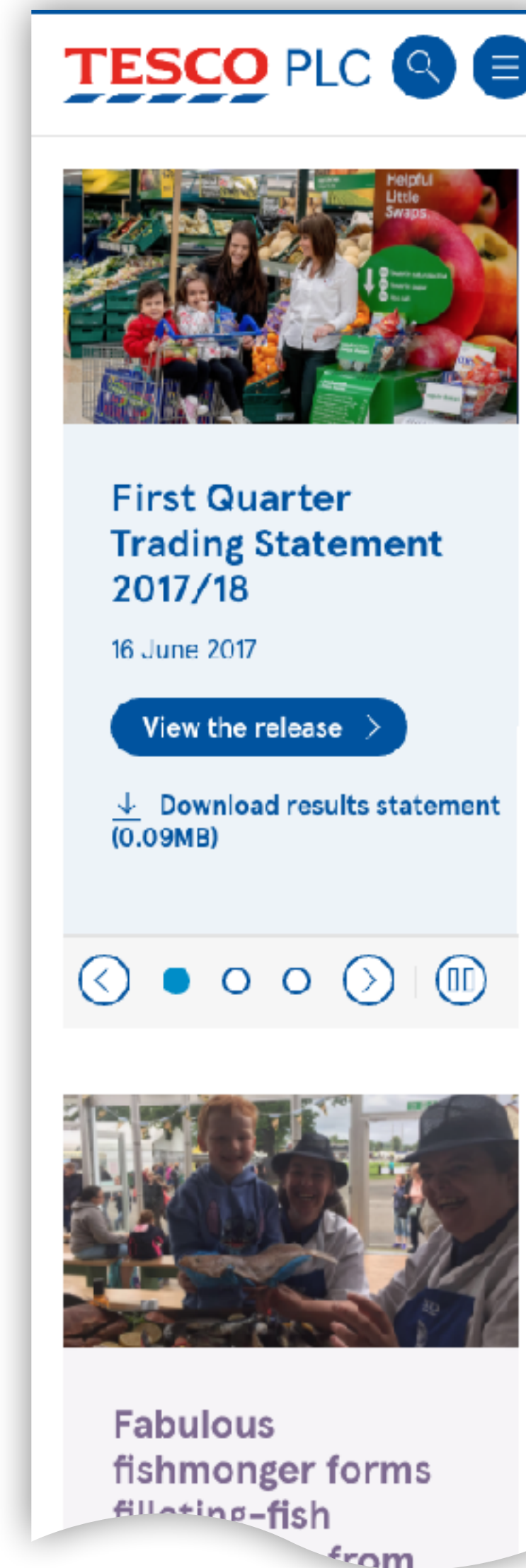
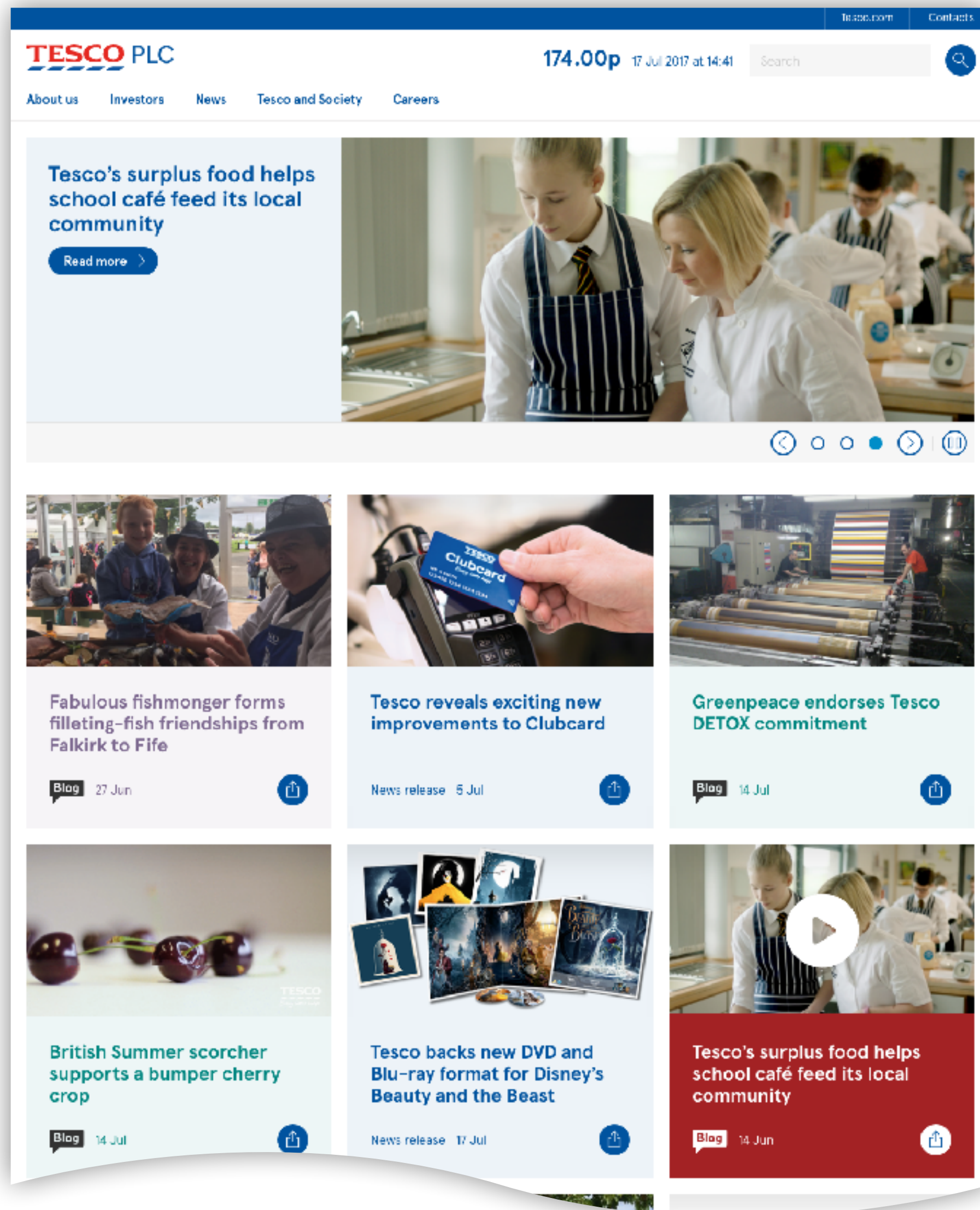
DDL – Global navigation



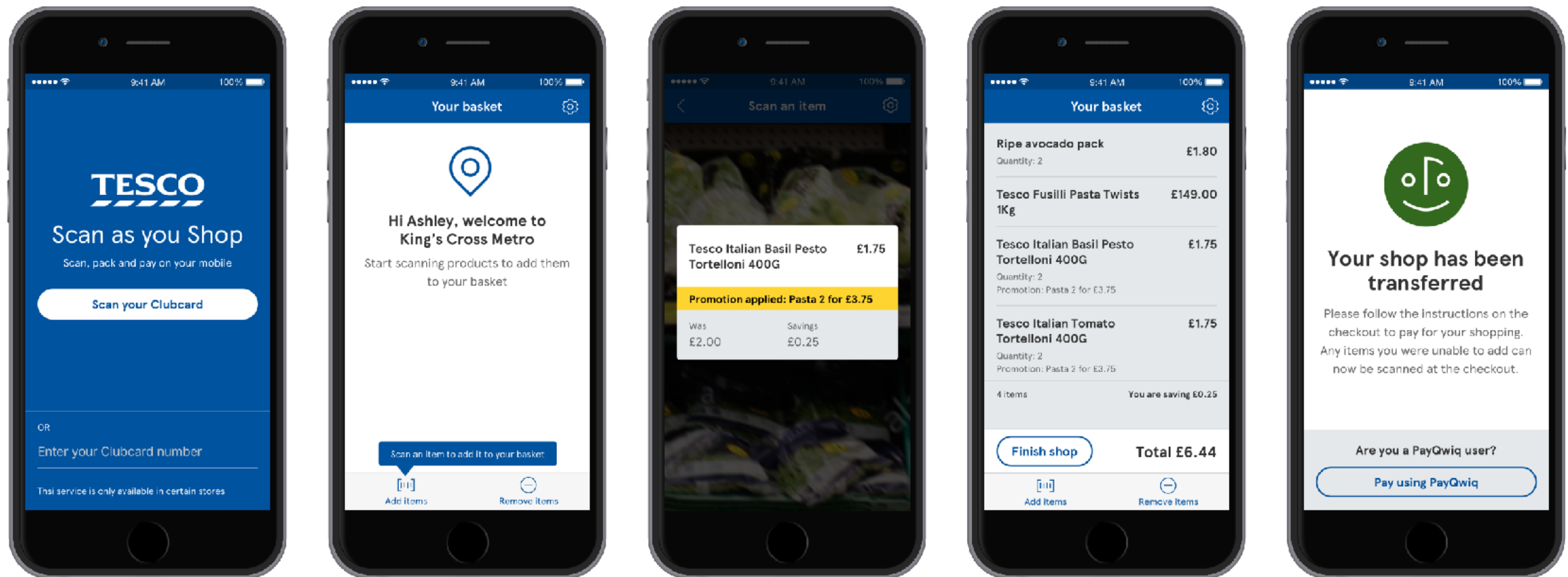
Store locator



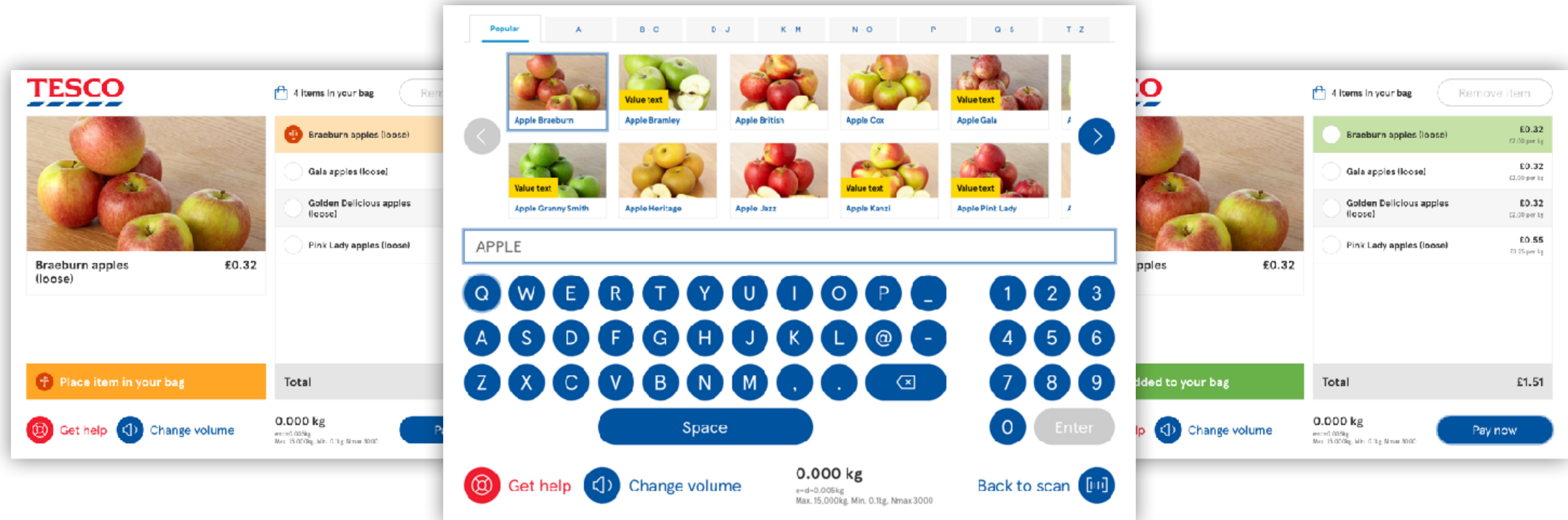
Store locator



Tesco PLC



Scan as you shop



Self checkout



In-store



In-store

