UX RESEARCH FINDINGS

Executive Summary

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Introduction

As part of Humber College User Experience Design program graduating class of 2018, we collaborated with Grocery Gateway to help them improve their online grocery shopping experience and reach their target sale goal by 2020.
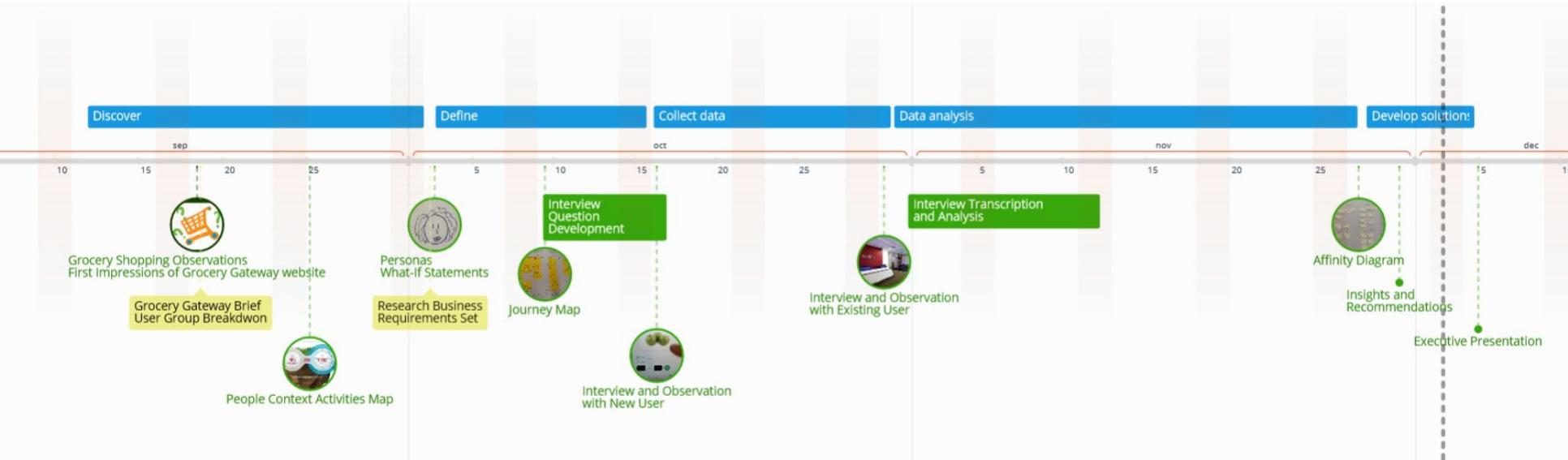
As a team of 5 students, we primarily focused on researching the Empty Nesters as our target group. During two semi-structured in-person interviews, we closely observed an existing and a potential future Grocery Gateway client as they tried to place, modify and cancel an order using Grocery Gateway application on their smartphones. This observation helped us develop a greater empathy with Grocery Gateway clients by observing their pain points and identifying areas of improvement as they navigated through the app and completed the assigned tasks.

"Online Channel Holds 20% of Market by 2025"

Food Marketing Institute report

Timeline

Discover

Define

Collect data

Data analysis

Develop solutions

sep

10 15 20 25

oct

5 10 15 20 25

nov

5 10 15 20 25

dec

5

Grocery Shopping Observations
First Impressions of Grocery Gateway website

Grocery Gateway Brief
User Group Breakdwon

People Context Activities Map

Personas
What-If Statements

Research Business
Requirements Set

Interview
Question
Development

Journey Map

Interview and Observation
with New User

Interview and Observation
with Existing User

Interview Transcription
and Analysis

Affinity Diagram

Insights and
Recommendations

Executive Presentation

Methods and Activities

Early Observations of grocery shopping

Allowed our research team to empathize with grocery shop users.

Personas

Created a user representative of Grocery Gateway in order to increase empathy towards our users.

Formal User Interview

Conducting a semi-structured interview, allowed us to meet our research goals.

Found users' attitudes, motivations and beliefs towards mobile phone grocery shopping.

A limitation is analyzing this with only a qualitative sample size of two users.

When we aggregate all class data together, we will get a clearer picture of the study's findings.

User scenarios of mobile tasks

Usability test for interface design, interaction, navigation and ease of use.

Tested interface learnability with new users and efficiency with existing users.

Affinity Diagramming

Visualization of common patterns and themes observed.

Value Proposition Canvas

Mapped out convergence of user goals with business goals.

People	Context	Activity
- Empty Nesters 50 and over - Mobility related physical problems, cognitive problems and/or health conditions - Declines in new learning abilities and performance on cognitive tasks - Prefer home cooked meals - Maintain healthy diet. - Developing new skills or interests - Some may try to keep up with modern technology and social media - Develop or improve relationships - Busy lifestyles - Traditional media	- Chain grocery stores in their area - Health food stores - Restaurants and cafes - Places that carry quality and fresh products - Accessible places with good number of parking spots - Smartphones - Desktop	- Looking at deals: Checking for new sales or weekly specials - Making grocery shopping list before going to store - Checking prices of things. - Planning meals - Visiting social-media sites for coupon codes - Downloading coupons /check deals

Persona

Age: 53
Gender: Female
Job Title: Housewife/Member of board
Location: Weston, Toronto
Skill Level: Computer Literacy, Communication skills

Sharon

Quotes
"I spend at least two and half hours a day on food prep and cooking because we all want to eat really healthy."
"The fonts are really tiny"
"I'm an audible customer'

Goals
1. Have a healthy work-life balance.
2. Eating healthy / fresh food and staying physically active.
3. Taking care of / staying in touch with loved ones.

Motivations
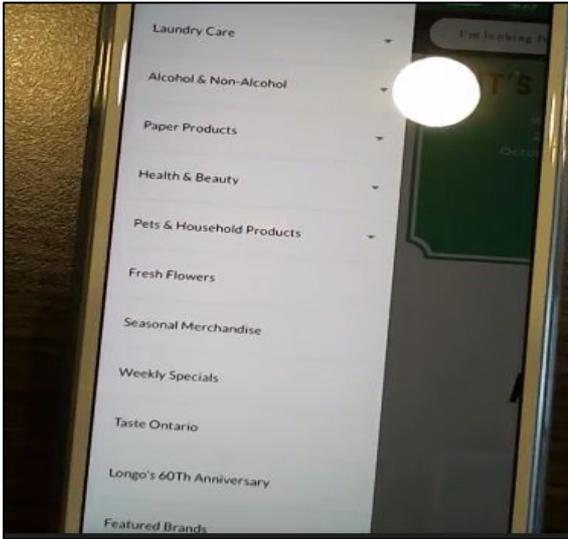- Learning new skills
- Maintain a good health condition

Behaviours
- Does the grocery shopping at Loblaws
- Taking lessons, volunteering, cooking, repairs, hiking, driving
- Keeping herself updated with the latest news.

Pain-points
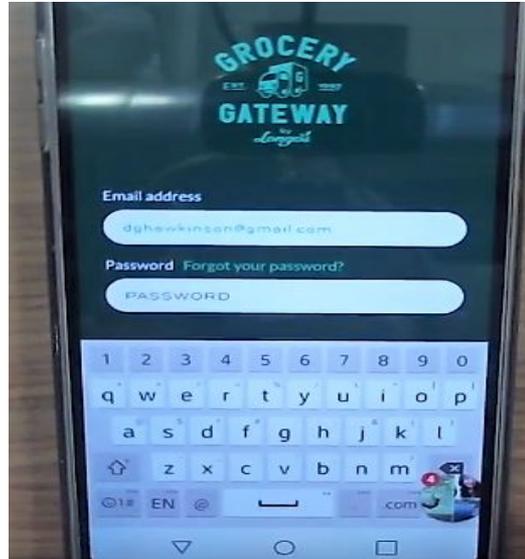- Suffering from low vision
- Forgetfulness
- Desire to limit the time spent on her smart device(s)

Participant's Quotes

"It's easy to see black than green"

"The main menu itself is too long for you to be searching on"

"First of all I want to tell you this is too small font"

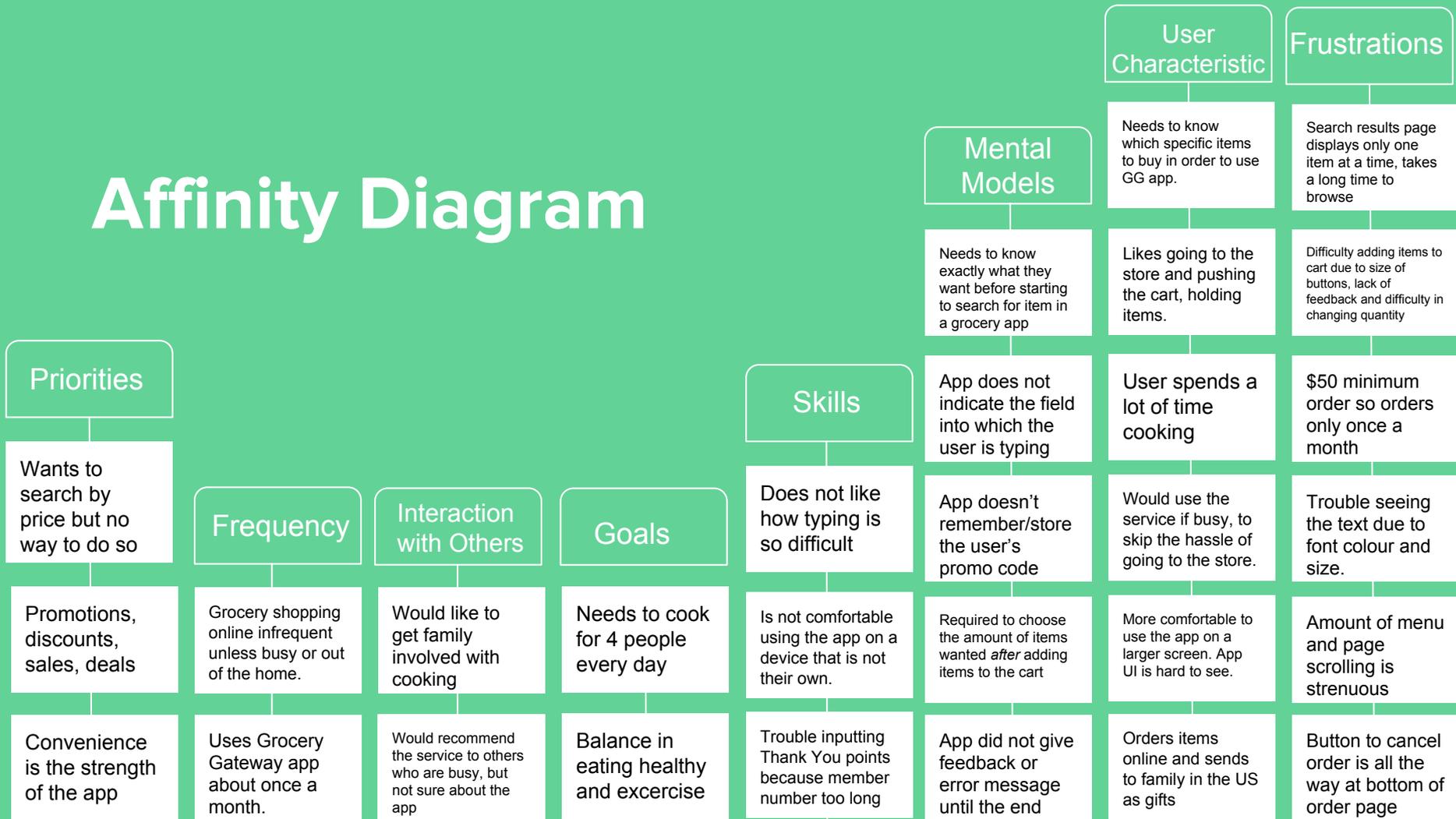"I am just looking for the place where it says 'Add it to your Cart'"
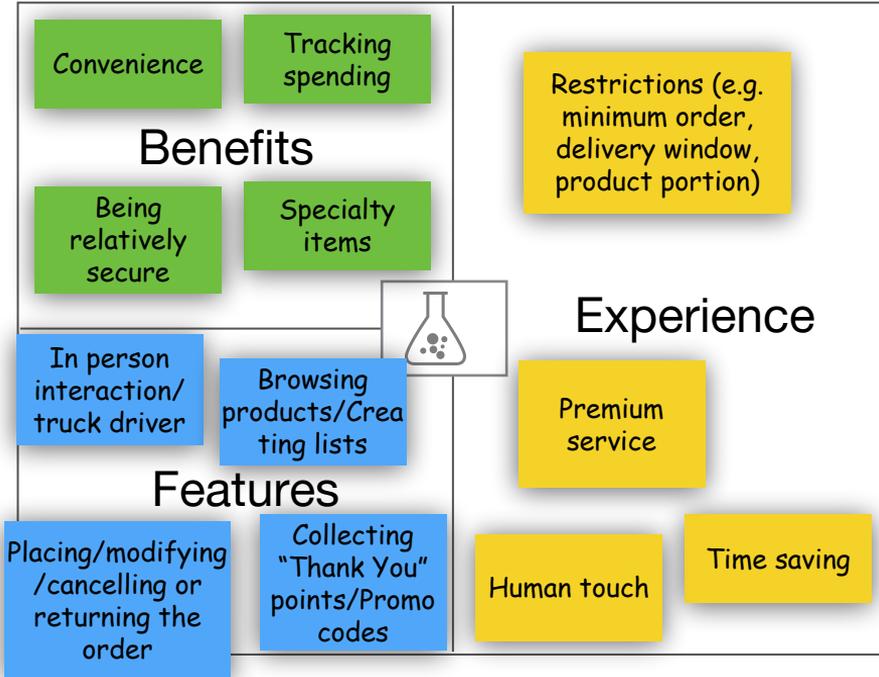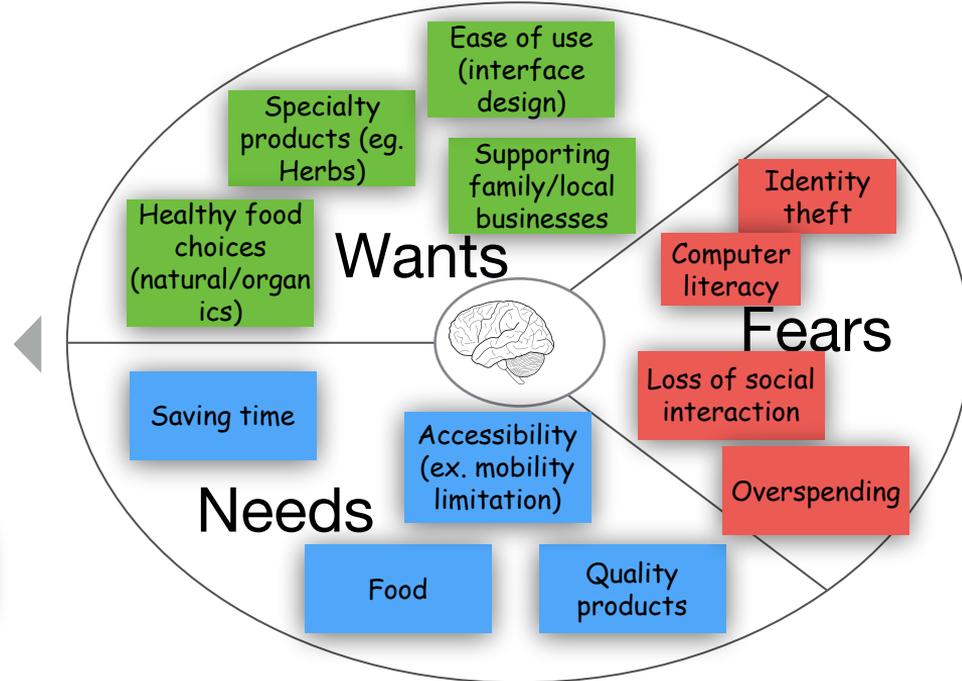
Video Clip

22:50 - 24:00

Affinity Diagram

Priorities

Wants to search by price but no way to do so

Promotions, discounts, sales, deals

Convenience is the strength of the app

Frequency

Grocery shopping online infrequent unless busy or out of the home.

Uses Grocery Gateway app about once a month.

Interaction with Others

Would like to get family involved with cooking

Would recommend the service to others who are busy, but not sure about the app

Goals

Needs to cook for 4 people every day

Balance in eating healthy and excercise

Skills

Does not like how typing is so difficult

Is not comfortable using the app on a device that is not their own.

Trouble inputting Thank You points because member number too long

Mental Models

Needs to know exactly what they want before starting to search for item in a grocery app

App does not indicate the field into which the user is typing

App doesn't remember/store the user's promo code

Required to choose the amount of items wanted *after* adding items to the cart

App did not give feedback or error message until the end

User Characteristic

Needs to know which specific items to buy in order to use GG app.

Likes going to the store and pushing the cart, holding items.

User spends a lot of time cooking

Would use the service if busy, to skip the hassle of going to the store.

More comfortable to use the app on a larger screen. App UI is hard to see.

Orders items online and sends to family in the US as gifts

Frustrations

Search results page displays only one item at a time, takes a long time to browse

Difficulty adding items to cart due to size of buttons, lack of feedback and difficulty in changing quantity

$50 minimum order so orders only once a month

Trouble seeing the text due to font colour and size.

Amount of menu and page scrolling is strenuous

Button to cancel order is all the way at bottom of order page

Value Proposition Canvas

Product

Benefits

Convenience

Tracking spending

Being relatively secure

Specialty items

Features

In person interaction/ truck driver

Browsing products/Creating lists

Placing/modifying /cancelling or returning the order

Collecting "Thank You" points/Promo codes

Experience

Restrictions (e.g. minimum order, delivery window, product portion)

Premium service

Human touch

Time saving

Company: Grocery Gateway

Product: Online grocery delivery

Ideal customer:

Customer

Wants

Ease of use (interface design)

Specialty products (eg. Herbs)

Supporting family/local businesses

Healthy food choices (natural/organics)

Needs

Saving time

Accessibility (ex. mobility limitation)

Food

Quality products

Fears

Identity theft

Computer literacy

Loss of social interaction

Overspending

Substitutes

Physical grocery Store

Liquor store

Food/farmers market

Insights from Usability Test

1) **Lack of product information** - Users like to see a vast amount of details about the items before deciding what to purchase. Hence, this is a motivation to shop at physical grocery stores since they can see the items.

2) **Help users recognize, diagnose and recover the errors** - In the case there was no internet connection, the notification needs to be more visible to the user. Otherwise, the user might oversee it and encounter problems with logging-in.

3) **Interface design**- Especially for main functions: Small fonts, low contrast, and lack of graphic and audio feedback. This affects accessibility of the app.

4) **Mobile friendliness** - Interface and functionality is not optimized for mobile devices.

5) **Flexibility and efficiency of use -** Frustrating because the app is hard to navigate, the user interface of the app does not follow standard app conventions and it is not intuitive to use. For example, "adding items to cart" and "back button" don't work like other similar apps.

Insights from Usability Test

6) **Error preventions** - There is lack of feedback for each task completed.

7) **Wasting time** - Due to excessive swiping and clicking

8) **Promotions -** Can change a potential customer into a loyal one.

9) **Premium price for premium service** - The same items are more expensive at Grocery Gateway than at other grocery stores. Additionally there is the minimum $50 order and the delivery fee each time an order is placed. However, people would be willing to pay this for premium convenience and service.

10) **Convenient service -** Great service for people with busy lifestyles. However, a convenient user experience would lead the user the app as well.

Recommendations

1) **Use standards and conventions of other e-commerce mobile apps.**

2) **Feedback** - Add audio and visual feedback so that users know when they have accomplished a task.

3) **Improve search filter and sorting options** - user currently cannot customize search page results. Helps prevent time and effort needed to scroll through irrelevant results.

4) **Implement a multi-tier navigation menu** - Instead of the user having to scroll all the way down to access items on the menu, the menu should have more subcategories.
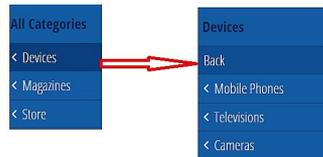
Next Steps

Comprehensive Data Analysis

Aggregate data from all users interviewed. Analyze for patterns and commonalities among users.

Customer Journey Map

Graphically map out the steps Grocery Gateway clients go through when engaging with the company's products and services in future.

Goal Alignment

Re-align findings with business goals using the Value Proposition Canvas.

Research & Prototyping

Prototype different interfaces and research information architecture designs based on recommendations.

Further Research Questions:

1) In what ways can Grocery Gateway promote the quality of service they give in order to stay competitive within the online grocery shopping market?
2) How can Grocery Gateway mitigate the barriers that new users have towards placing their first order online?

Thank You