

User Research

Introduction

What are we trying to do : We are currently working on an application that will make the grocery shopping experience more easier.

What are we going to do : Learn about users grocery shopping behaviours and goals.

The interview is 7-8 minute long, with your permission this interview will be recorded for research purposes.

Format

- Have a conversation
- Follow up with photo-type application.

Part 1: Tell me about yourself

- Age/ Sex
- Ethnicity ?
- Are you In a relationship ? Do you live alone or with someone ?
- Follow up: Do you shop only for yourself ? or for the whole household?
- Do you go grocery shopping alone ? or with someone ?
- How often do you go grocery shopping ? and do you enjoy it ? why ?

Part 2: Current Behaviour

- Can you share with me a story of your last grocery shopping experience from the planning phase till the end?(When was it? Where did you go shopping? Why ? is that your usual grocery shop ?)
- What attributes are important to you when choosing your usual grocery shop ? (Location, Size, Options, Brands, Savings...etc)
 - Do you prefer wholesales club / regular grocery shop? And why ?
- What is the approximate time you spend grocery shopping with going there and back ?
- Do you create a grocery list? What do you use to create it?
- How far in advance do you create it ?

Part 3: Wrap it up

- What are the most difficult thing in the grocery shopping process ?