

# Research Plan

## Re-designing the Grocery Shopping Experience

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### Background

Target Audience: Ages 20-50, Anyone responsible for a household

Grocery shoppers find it hard to find their grocery items with ease whether they have a pre-organized grocery list or not. The end-goal is to improve the grocery shopping experience and make it more easier and less time consuming.

### Research Goals

Understanding grocery shoppers pain points while grocery shopping and comparing the approximate time spent grocery shopping without the platform and with the platform,, what struggles do they face in the grocery shopping process from beginning to end? How are they currently dealing with it? What do they think of grocery shopping?

### Business Goals

Combine business and user perspective, influence product-strategy through a well defined approach to user research, by utilizing user research insights we influence not just design but also business strategy. By focusing on users needs and behaviours we will be able to create a platform that will make the shopping experience easier.

### Research Methods:

User Interviews. User research , Observation.

### Research Questions:

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1- Can you share with me a story of your last grocery shopping experience from the planning phase till the completion phase.

2- What is the approximate time spent grocery shopping?

3- Pain points you encountered during the grocery shopping process?

4- Do you go to multiple grocery shops ? what are those grocery shops and why ?