

E-ZMarket

An easier grocery shopping experience

Mariyam Elshrief



Introduction

Grocery shopping has always been a routine task in every household, Some like using other alternatives like delivery services to get their grocery shopping and others love to do Grocery Shopping themselves no matter how busy they can be.

TARGET AUDIENCE

Ages 18- 50 who mostly depend on mobile technologies and enjoy grocery shopping and won't use other alternatives like grocery delivery to get their grocery shopping done

How can busy Grocery Shoppers have the most time efficient Grocery Shopping Experience?



RESEARCH GOALS

- Understanding Grocery shoppers pain points and What makes them struggle and waste time while shopping.
- Measuring the approximate time spent grocery shopping and how to make it more efficient?

What's the problem ?



THE STORE

Usually a grocery store has many aisles, and many products from different brands. Some stores have signs for every aisle and some don't



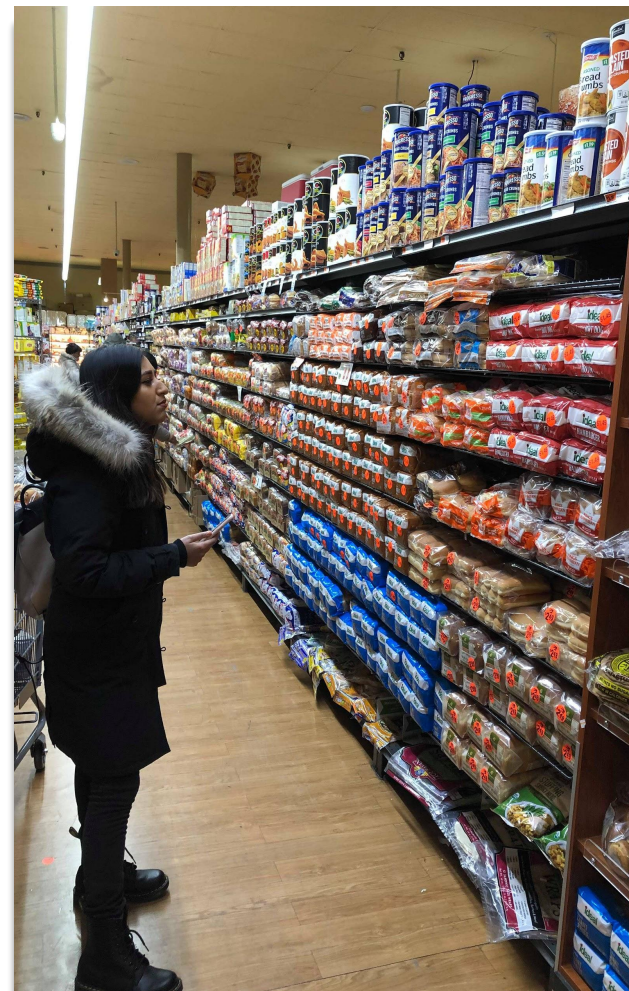
THE GROCERY SHOPPER

Sabrin was watching a Tasty video and wanted to make blue cheese chicken, She then goes to the nearest store in search of blue cheese and other items, she expects that she will find her items in 8 minutes.

THE HASSLE

She keeps searching for that specific brand of blue cheese listed in the recipe.

She then keeps looking on shelves, going between aisles for where it might be.





READING THE SIGNS

Sabrin then spends a minute or two reading the signs of each aisle to know if it's worth wasting her time searching in that aisle or not.



20 MINUTES LATER..

Sabrin found 1 out of the 3 items she wanted to find. She assumed that the other 2 items were out of stock.

SUMMARY OF THE PROBLEM

Grocery shoppers waste time searching for an item between aisles. They need a way to make these items easier to find because they are busy and don't want to waste time hassling between the aisles to find these items.



HYPOTHESIS

I believe that by creating E-ZMarket a mobile platform it will make the grocery shopping experience more time efficient. It removes the hassle of searching for an item in the grocery store by providing an In-store live navigation map.

USER RESEARCH

Done on four different participants with ages that vary from 20-50 and that are dependable on their phone.



Target Audience

RESEARCH HIGHLIGHTS

“Grocery shopping takes too long “

“When I am doing a new recipe and I have to find the new items needed for the recipe that’s annoying.”

“ Not finding the items I want easily.”

COMPETITIVE ANALYSIS

TARGET



STRENGTHS

- Organized Information architecture, Feature are clear and related to the home page.
- "My List" feature contains all the items you need to find a store quickly plus showing you all the offers you can get on the item you have added
- "See on a map" feature which is exclusive to the store you choose helps you find items easier plus showing a view of your list too.

WEAKNESS

- The list changes if you change the store.
- When you add something to the list doesn't tell if it's in stock or not

HOME DEPOT



STRENGTHS

- The home screen is direct and straight achieving the user purpose of downloading the app.
- When you search for an item you have three different options:
 - 1st is "All the products" that home depot offers.
 - 2nd "Your Store" which is the store you chose to set as your store.
 - 3rd "Check Nearby Stores" if you want to search for that item yourself and can't find it in your store.
- When pressing on an Item it gives you a box of all the info you need to find that item in your store.

WEAKNESS

- Map isn't detailed and clear enough.
- Unease in changing store location

STOP & SHOP



STRENGTHS

- The "Coupons Expiring Soon" feature allows you to see what's your coupons worth.
- The "Deli Order Ahead" feature, It saves you time instead of waiting in line to choose your deli.

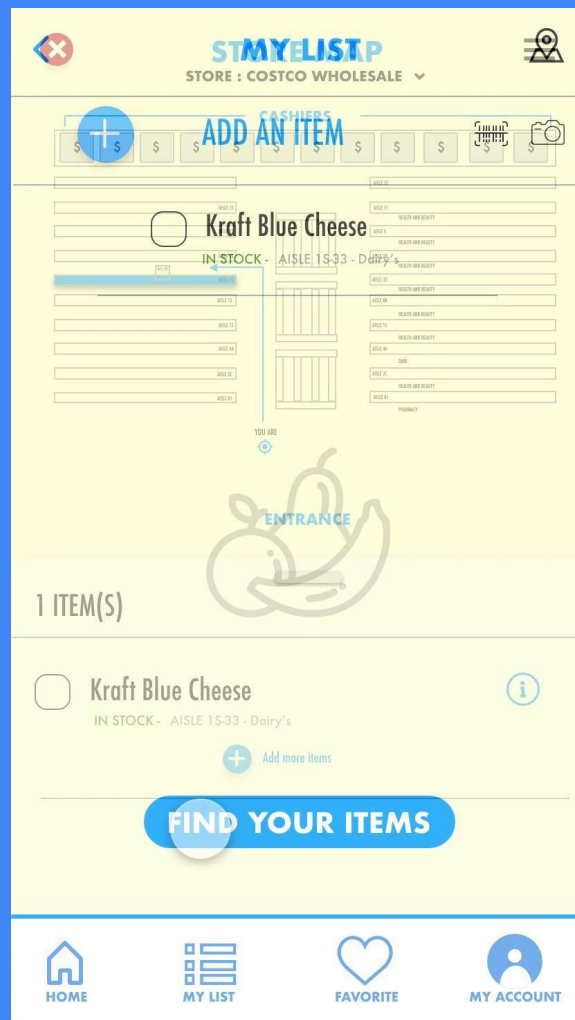
WEAKNESS

- The Information architecture of the app is full of features in one single screen causing confusion.
- Unease in changing store location once you picked it.

CONCLUSION

“Target” and “Home Depot” have in-store navigation but with no live interaction or info about the item.

PROTOTYPE



USABILITY TESTING & FINDINGS

1-“Estimated Time” Feature wasn’t worded correctly.

2-Transition between grocery list page to map page was confusing.

USING THE FEEDBACK

Total of items found

Time Estimation

The Items you found

Milk

Cheese

Summary

Total

15\$

Time taken
to find items

5:00 Minutes

My List

Find an Item

Account

BEFORE

STORE MAP

STORE : COSTCO WHOLESALE

CASHIERS

\$

\$

\$

\$

\$

\$

\$

\$

\$

\$

\$

\$

ENTRANCE

0 ITEM(S)

+

Add more items

✓

Show Item(s) completed >

TOTAL

STORE MAP

STORE : COSTCO WHOLESALE

CASHIERS

\$

\$

\$

\$

\$

\$

\$

\$

\$

\$

\$

\$

ENTRANCE

TOTAL OF ITEM(S)

Kraft Blue Cheese -20 oz

5.00 \$

Taxes : 3.05 \$

Your Total is : 6.05 \$

GO TO THE NEAREST CASHIER DISPLAYED IN THE MAP TO PAY

After

NEXT STEPS

Features to be added:

1-Split a regular Grocery list with another person.

2- Implementing virtual reality navigation using camera phone

THANK YOU

APPENDIX

PROBLEM STATEMENT

Sabrin needs a way to make her grocery shopping experience more time efficient because she spends too much time in a single store and she has a busy schedule.

HYPOTHESIS

We Believe that by creating a mobile platform that find items using in-store map navigation list she will achieve time efficiency we will know this is true when Sabrin spends less time grocery shopping than her usual approximate time.

HOW MIGHT WE...

How might we make a grocery item easy to find without having to search for it aisle by aisle?

How might we create an in-store navigation platform that matches with our user's grocery list?

How might we make the platform simple so it becomes part of the user's grocery shopping habits ?

RESEARCH PLAN

Research Plan Re-designing the Grocery Shopping Experience

By: Mariyam Elshrief, UX Designer.

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 by making it less time consuming.

Research Goals

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

Research Questions:

- 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 ?

USER RESEARCH

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 ?

USER INTERVIEW

Do you cook cultural food?

UXD Lesson Lab
Week 1 Worksheets

EMPATHIZE WITH OTHERS

WHAT HAVE OTHER PEOPLE EXPERIENCED? WHAT'S IMPORTANT TO THEM?

Interview #1: Aman Kaur

Age: 20, F, occupation: Student
Ethnicity: punjabi, Indian, Loc.: New York
She's in a relationship. Prepares grocery list on iPhone notes (in checklist form)

She does grocery shopping alone. Sometimes with someone. - does grocery's every week
Most of the time she organizes her list as recipes / Last shopping experience: 11/28/2018 recently
She likes wholesales club because of variety, savings and quantity, organized

* Location is not important as much as how the store is organized

* Approximate time in grocery shopping 45 - 1 hour. (Sometimes she wants it quick when she is a hostess)

* She has to go to another Supermarket to get cultural recipes (Indian supermarket)
* She cares most about how it's organized
* Enjoys grocery shopping "in general"

* If she is doing a new recipe and want specific items she hasn't used before the hassle of trying to find that item

Interview #2:

* does grocery shopping for the family
* She is willing to travel a more distance than the closest grocery store because more emplier, spacious and organized.

sign the shopping experience

UXD Lesson Lab
Week 1 Worksheets

EMPATHIZE WITH OTHERS

WHAT HAVE OTHER PEOPLE EXPERIENCED? WHAT'S IMPORTANT TO THEM?

Interview #1: AIA Elsharf

58, Gen F, Loc: Queens
Job: unemployed - Moved NYC -
- Wife/daughters

- BG -> for money saving
1 shopping's brought from one store or only not a premium member.
how about cosco's BG from Ads.
g of each month she does shopping
- she goes to another supermarket
- Meat & Deli
- these things help her find more savings
- when she wants to buy

Interview #2:

Bj Magazine / cosco helps her determine what she wants to add to the grocery list
But sometimes she can't find the items in the magazine in the store, such as hostess and the inside the store

UXD Lesson Lab
Week 1 Worksheets

EMPATHIZE WITH OTHERS

WHAT HAVE OTHER PEOPLE EXPERIENCED? WHAT'S IMPORTANT TO THEM?

Interview #1: Razan Mualla

Age: 20, S: F, L: Staten Island NY
Occ: Student Ethnicity: Arab

* Notes, iPhone, checklist, updates the checklist

* Lives in Staten Island

* Likes to see new items or snacks in the Supermarket

* She shops traditional grocery lists (Household grocery shopping)

* Trader's Joe is the usual grocery shop. (Organic, variety, they add their twist to it, not expensive)

Interview #2:

UXD Lesson Lab
Week 1 Worksheets

EMPATHIZE WITH OTHERS

WHAT HAVE OTHER PEOPLE EXPERIENCED? WHAT'S IMPORTANT TO THEM?

Interview #1: Xai Xiaokun

Age: 31, F, Roosevelt Island, NY
Ethnicity: Chinese, China, goes once a week
Yes -> ~~her~~ family (Baby - Husband)

grocery shopping is a routine for her

Takes Subway - goes ~~back~~ on Friday
Rec of maintenance of Subway (pays subway)
They plan for the baby needs. - inconsiderate

Puts shopping in stroller - carries a lot with transportation - Shop not packed -
How shop is organized - cleanliness
Is it spacious.

Freshness of inventory, variety of choices
3-4 hours including (Transportation included)

doesn't create grocery list - improvise from how much she does it, become a routine

No Planning - usually one

Buy a particular thing you don't know where this.

-> A lot of bags to carry, which is inconvenient if commuting

Interview #2:

Planning to grocery shops depends on subway maintenance.
Takes consideration of her baby and the baby stuff.

* She shops at Elmhurst because it's an Asian area, has more of her cultural food

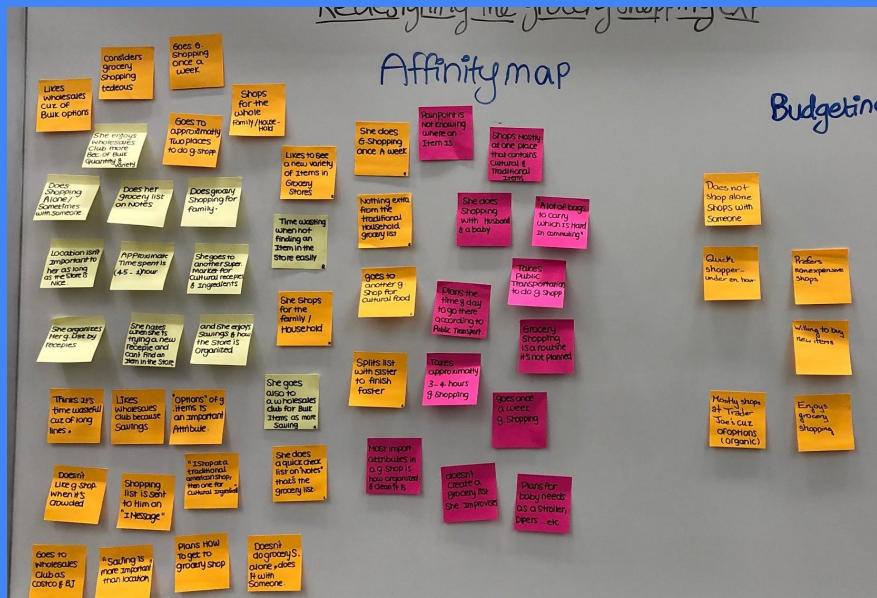
* Reasonable prices

* She has a favorite, usual grocery shop

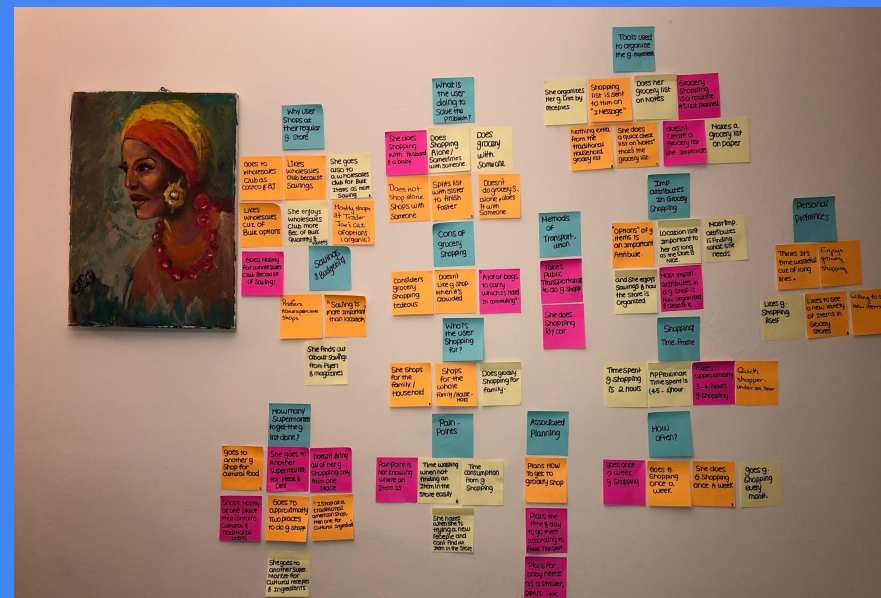
* A lot of things to carry (Baby stuff + grocery bags)

and dinner after.

AFFINITY MAPPING

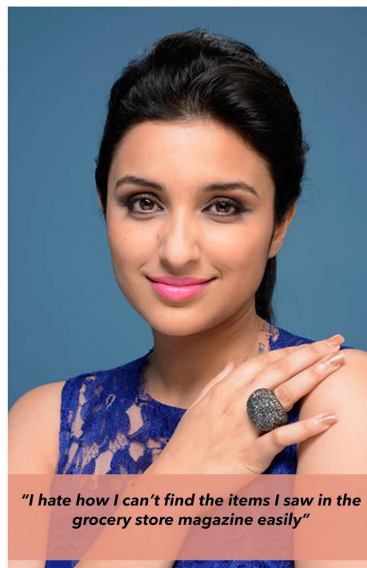


Laying of observations and findings



Grouped observations

PERSONA



"I hate how I can't find the items I saw in the grocery store magazine easily"

ORGANIZED

HARD WORKING

PRACTICAL

PLANNER

MOTIVATIONS

LOCATION

SAVINGS

TIME EFFICIENT

SPACIOUS

SABRIN KAUR

32, Single
Student, Graduate Student
Frequent shopper
Bayside, NY

BIO

Sabrin lives with her sister. She is originally from Pakistan, Lahore but grew up in Queens, New York. She is currently pursuing a Master in Artificial Intelligence. She wants to become a Software Engineer, she is usually devoting her time to study for graduate school and to her work. She always wants to save both money and time. Sabrin loves going grocery shopping, sometimes her sister accompanies her and sometimes she goes shopping alone. She enjoys grocery shopping because the way the stores are organized satisfy's her. That's why she doesn't like using grocery delivery services. She creates her grocery list on notes, she either does it by recipe or by checking out individual items, what she cares about most is managing her time and busy schedule.

KEY CHARACTERISTICS

- Knowledgeable, productive.
- Hates wasting time.
- Extremely organized.
- A Planner

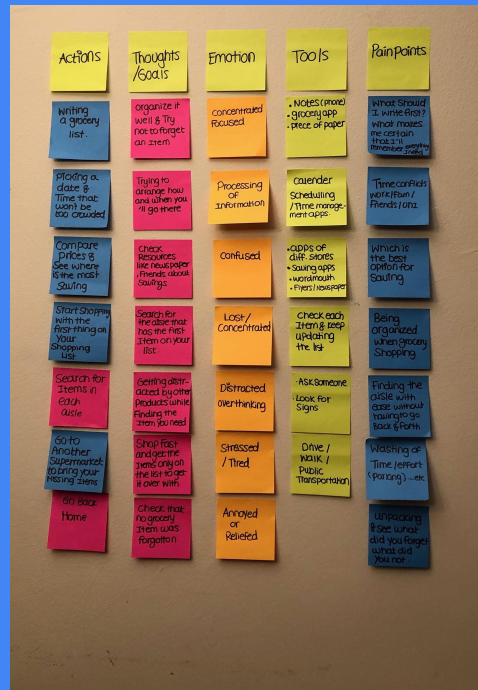
GOALS

- Find all her recipes with ease.
- Find a variety of items.
- Avoid rush hours, and long lines.
- Save time.

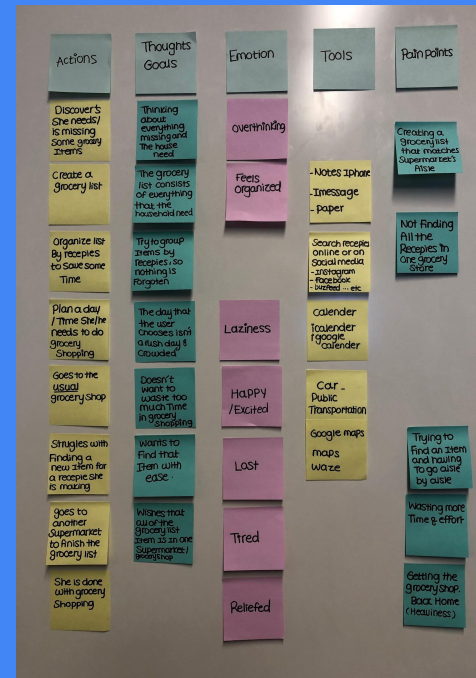
FRUSTRATIONS

- Having to go aisle by aisle to find the item/ ingredient she needs.
- Can't find all recipe item in the store.
- Being notified before going to the store that an item is out of stock.
- Seeing something in the grocery store magazine and not finding it in the store.

CUSTOMER JOURNEY MAPPING



Journey mapping



Modified Journey mapping

COMPETITIVE ANALYSIS

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STOP & SHOP



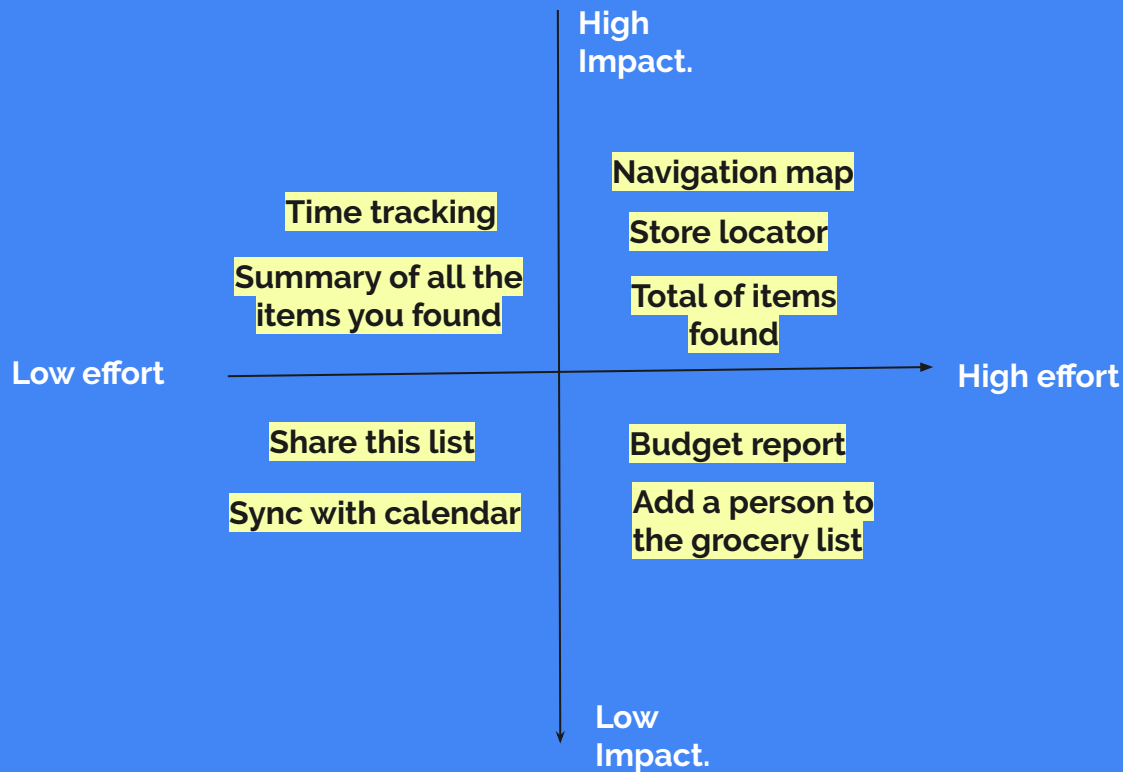
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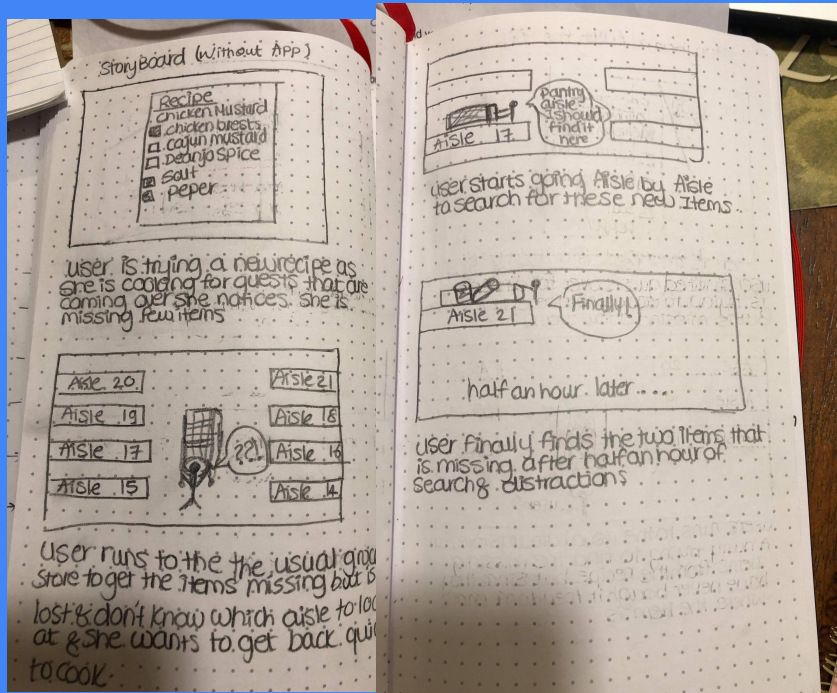
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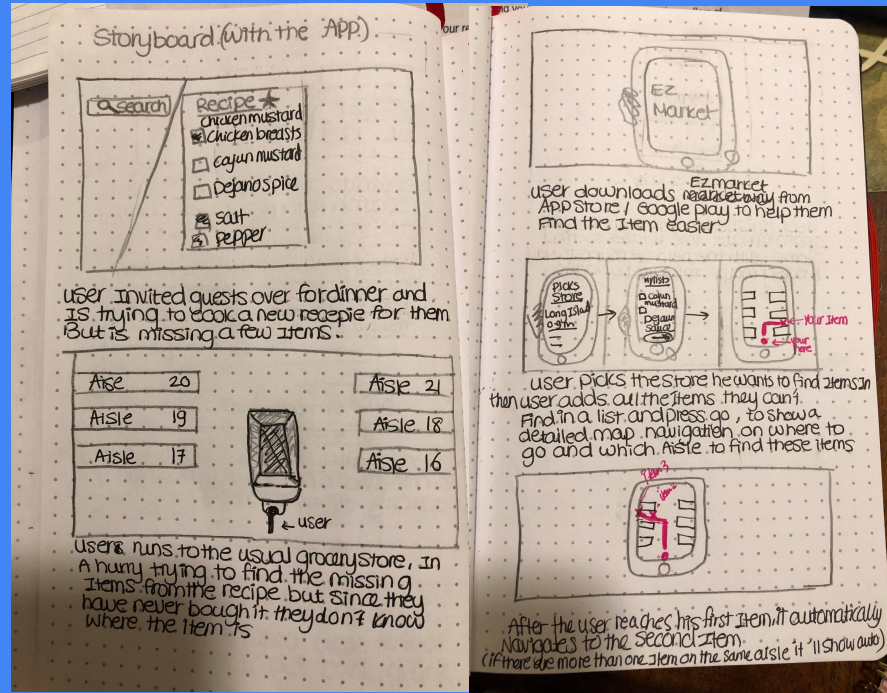
FEATURE PRIORITIZATION



STORYBOARDING



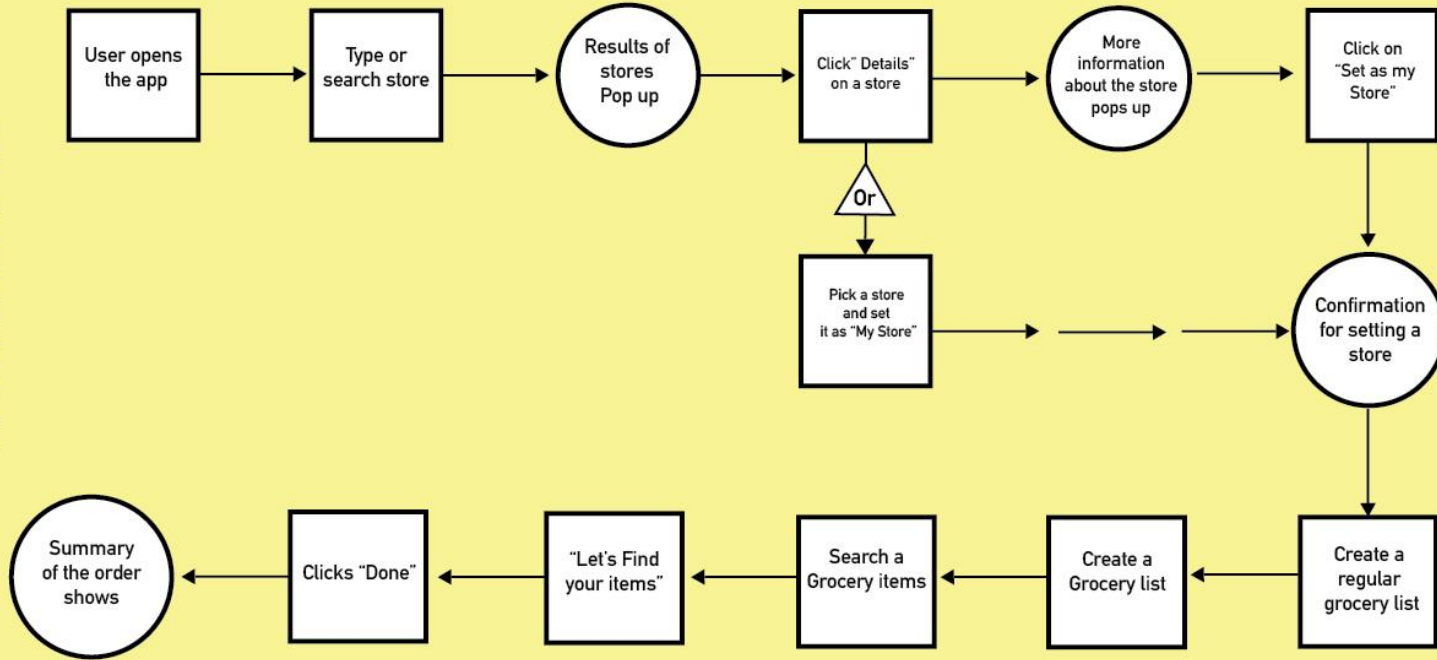
Without the app



With the app

USER FLOW

E-Z Market User flow



LO-FI WIREFRAMES

