

User Research Report

Instashop

- Fictitious grocery franchise in the U.S.
- Market shares have been decreasing by 8% each year
- Decline is probably due to the increase in online grocery options
- If they enter the online market, they believe they can expand their customer base and market shares

Research plan

- Ask and answer key questions about users' behavior and decision-making process
- Survey, interviews, and competitive analysis

UX RESEARCH PLAN

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Instashop: Online Grocery Shopping

Author and Stakeholders

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Stakeholder: Investor

Background

There is a large market for online grocery shopping and the client would like to enter this market. To create a successful solution, we need to understand both the customers and the competition. The purpose of this research is 1) to gain insight on customers' attitudes, behaviors, needs, and experiences relating to online grocery shopping, and 2) to identify competitors' strengths and areas we can improve upon. The information gathered will inform the design of the product.

Research Questions

- 1) What are the customers' shopping habits?
- 2) What are the user (customer) flows?
- 3) What makes existing online grocers successful?
- 4) What factors determine whether a customer chooses to shop in person versus online?

Methodology

- 1) **Competitive analysis** - Evaluate strengths and weaknesses of competitors
- 2) **Survey** - Collect both quantitative and qualitative information by asking a series of closed- and open-ended questions to customers
- 3) **Interviews** - Ask questions to clarify thought process, feelings, and motivations behind behaviors

Participants

For survey: People who shop for groceries either online or in person

For interviews: People who represent one of the main personas that arise from the survey

Schedule

Day 1: Conduct competitive analysis. Organize key information. Write survey questions and launch survey.

Day 2: Use survey results to narrow in on user base and as a screener for interviews. Schedule interviews. Write interview questions.

Day 3: Conduct interviews. Summarize results, present findings, and make design recommendations.

5 STAGES OF DESIGN



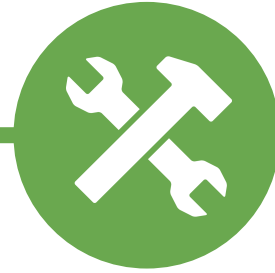
Empathize



Define



Ideate



Prototype



Test



Survey

- Initial discovery
- Understanding demographics and behavior (high-level)
- 18-44 years old, living and working in large cities, do in-person grocery shopping but are open to alternatives

Responses cannot be edited

Research Survey

This survey will take about 5 minutes to complete. There are 19 quick and easy questions. Your responses will remain anonymous and will be used for research purposes only. Thank you for your time.

1. How many people live in your household?

- ☒ 1 (Just me)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7 or more

2. How many other people do you share groceries with in your household? (Do not count yourself.)

- ☒ 0 (I don't share groceries)
- ☐ 1 other person
- ☐ 2 other people
- ☐ 3 other people
- ☐ 4 other people
- ☐ 5 other people
- ☐ 6 or more other people

3. Who typically does the grocery shopping in your household?

- ☒ I do
- ☐ Someone else does
- ☐ I do along with at least one other member of my household
- ☐ It rotates or varies
- ☐ No one does

4. Where does your household primarily buy groceries from? (Please select all that apply.)

- ☒ Grocery store chain (e.g. Safeway, Kroger, Whole Foods, Wegmans, Trader Joe's, Publix)
- ☐ Wholesale or warehouse chain (e.g. Costco, Sam's Club)
- ☐ Department store with grocery section (e.g. Target, Walmart)
- ☒ Local grocery store or co-op (not a chain)
- ☐ Farmers' market
- ☒ Online



Interviews

- Interviewed target users
- More in-depth understanding of behaviors, motivations, thought processes, and emotions
- Convenience and saving time are major drivers; cost and delivery errors are pains

"Jennifer," age 26, dentistry student in San Francisco

How did you get started shopping for groceries online?

"It was super convenient and I don't have time to go physically shopping for the stuff. I heard about it from friends who also grocery shop online."

What did they refer you to?

"Instacart and Google Shopping."

What keeps you using it?

"I was using Google Shopping when they were in the beta phase so they had free shipping, which was nice, but they don't have that anymore so I use Instacart now, which is still expensive but I just use it because it's convenient."

Is Instacart your preferred one?

"Yeah."

What do you like about it?

"I like that I can see what the shoppers are doing. So while they're shopping they can say 'oh, we had to substitute this for this' and they'll do it in live time. If they do that, I can tell them right away 'oh no, I don't like that substitution' or 'ok yeah, that's fine.'"

What don't you like?

"I don't like how some shoppers substitute weird things for the items that I want, or sometimes the orders get mixed up, or they forget something, or the prices are different than what I was quoted on the internet."

What device do you use for online grocery shopping?

"Phone."

How would you describe your shopping style online?

"I am very specific. So when I'm grocery shopping, I already know what I want beforehand so I just go to those items."

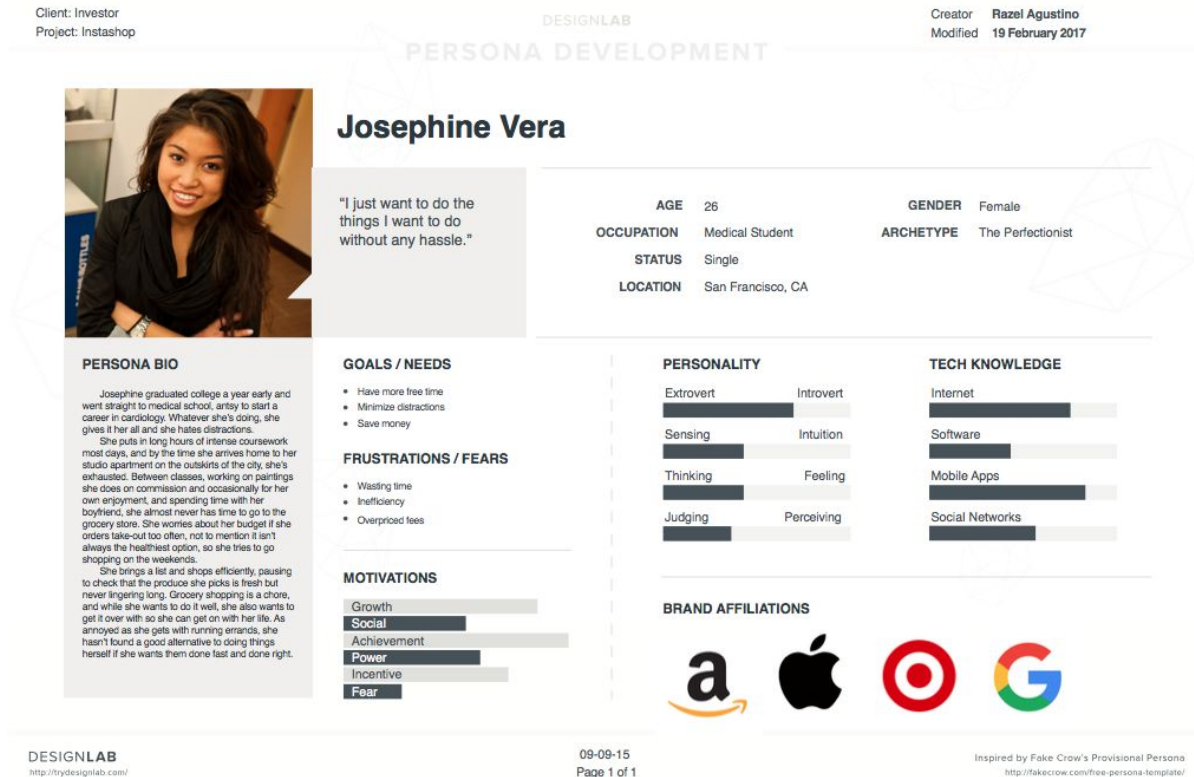
How satisfied are you with Instacart?

"I would say moderately satisfied because of how many times they've messed up in the past. So moderately satisfied."



Personas

- Based on interview responses
- Representative of key users
- Josephine: on-the-go professional, busy lifestyle, looking for hassle-free ways to save time and money

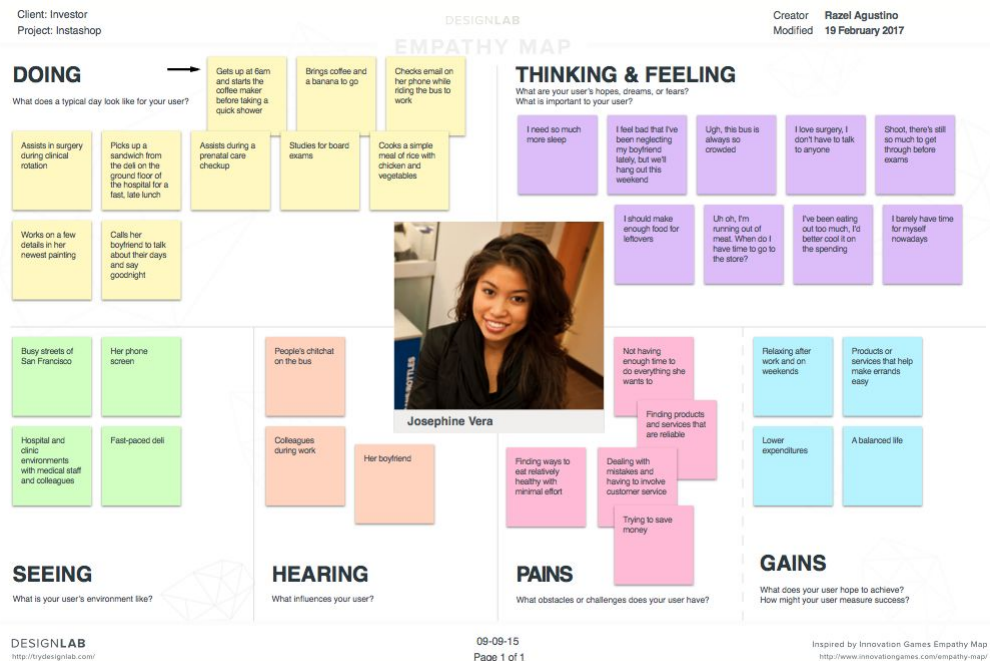


EMPATHIZE



Empathy map

- Understand Josephine's needs on a deep level
- What she would do, think, feel, see, and hear
- Her pains and gains





Storyboard

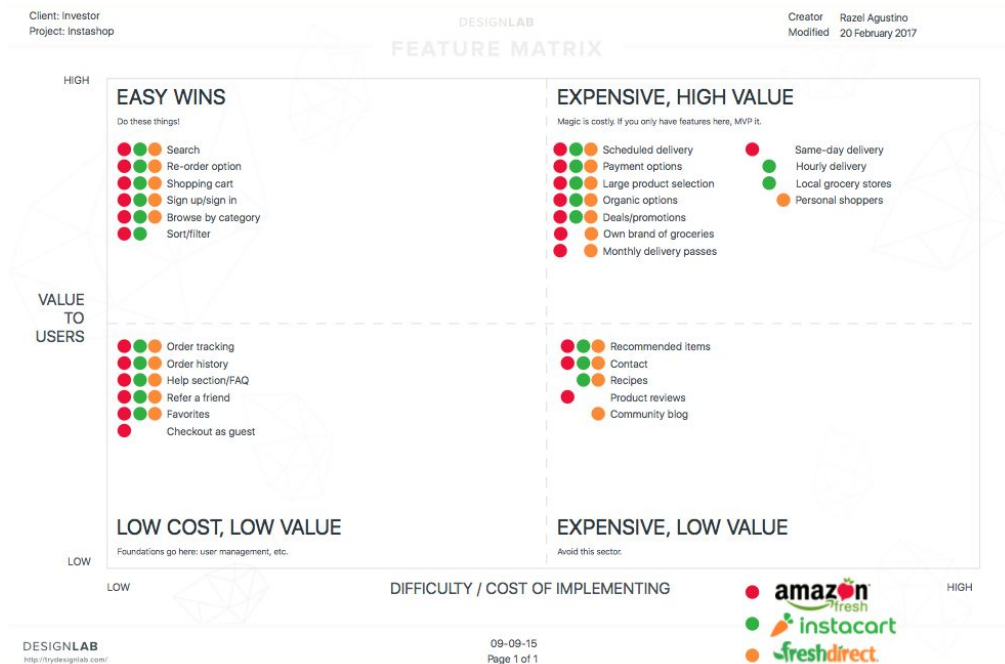
- Illustrate a typical scenario in Josephine's daily life
- Identify opportunities where Instashop can meet her needs





Competitive analysis

- Examine and compare features in existing competitor services
- Organized based on value and ease of implementation for later prioritization





Instashop: Business Goals

Business goals

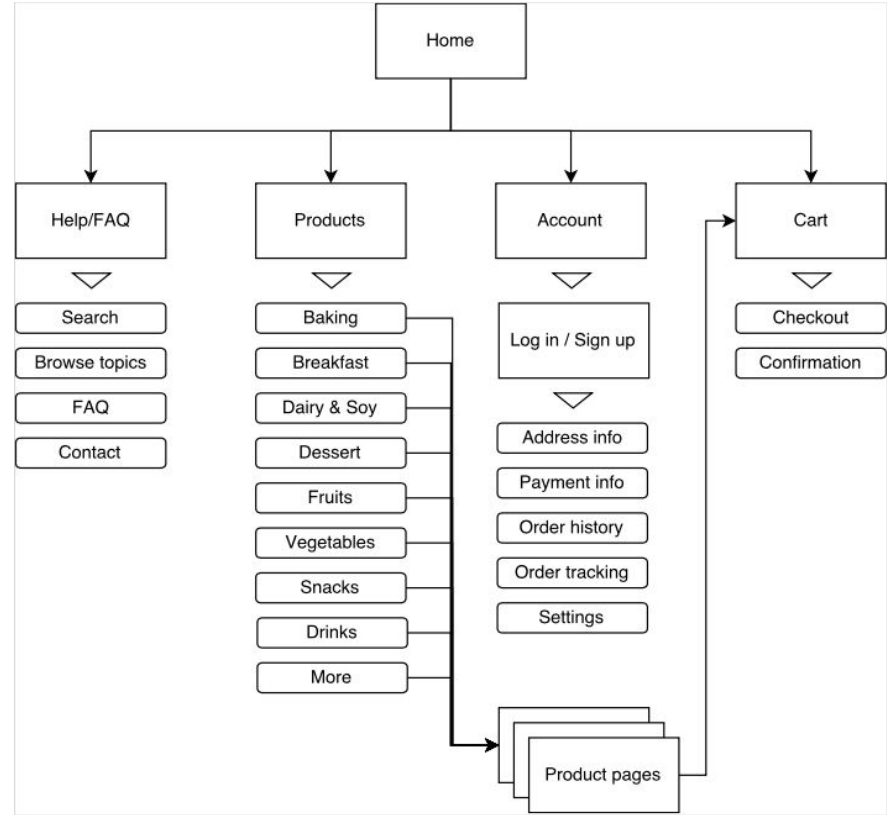
- Easily see both business and customer goals and pain points
- Identify areas in which Instashop can meet the needs of both





Sitemap

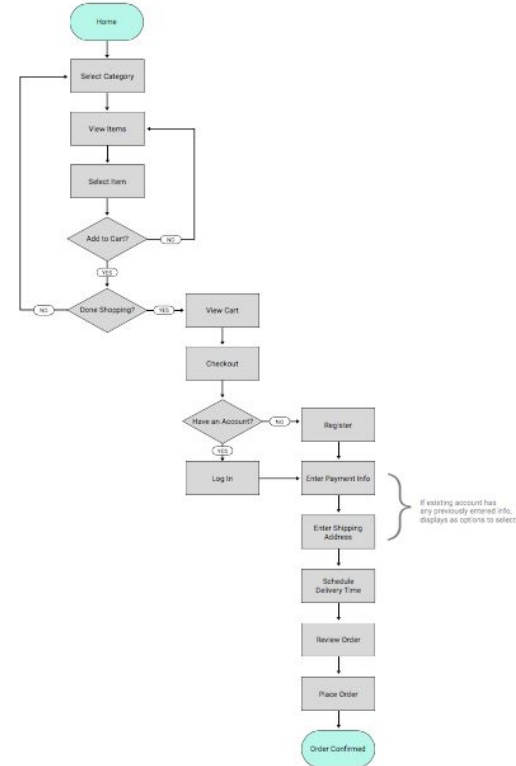
- Visualize hierarchy of pages on Instashop website
- Show relationships and connections between pages





User flows

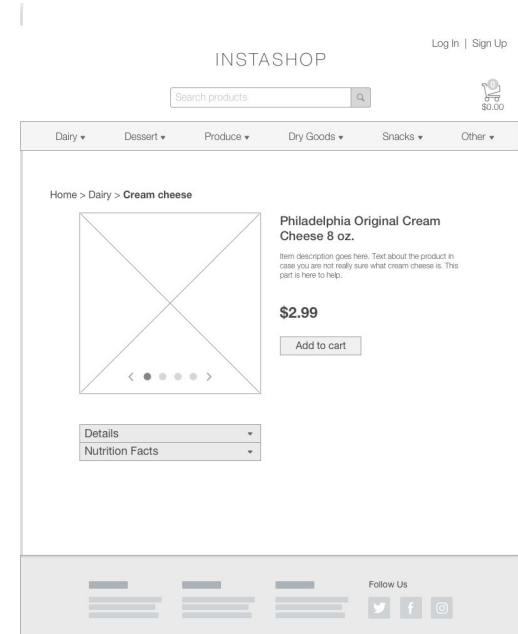
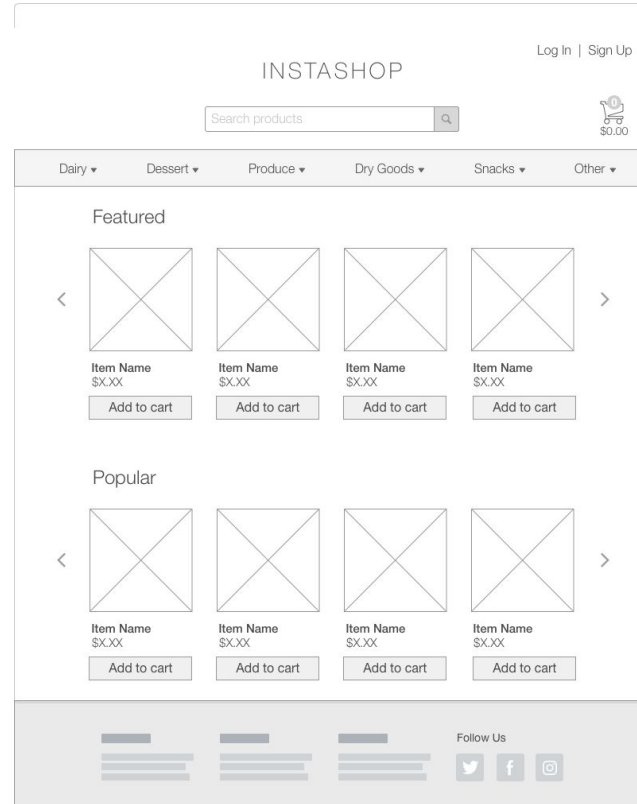
- Visualize the route a user may take to navigate through the site and complete a task
- Browsing, adding items to cart, and buying them





Wireframes

- Rough draft of each webpage
- Layout, structure, basic functionality before any stylistic choices are made

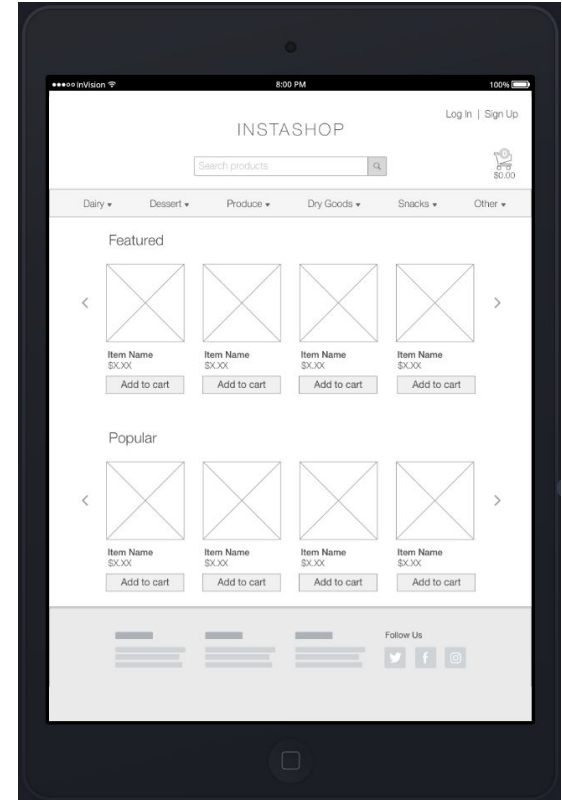
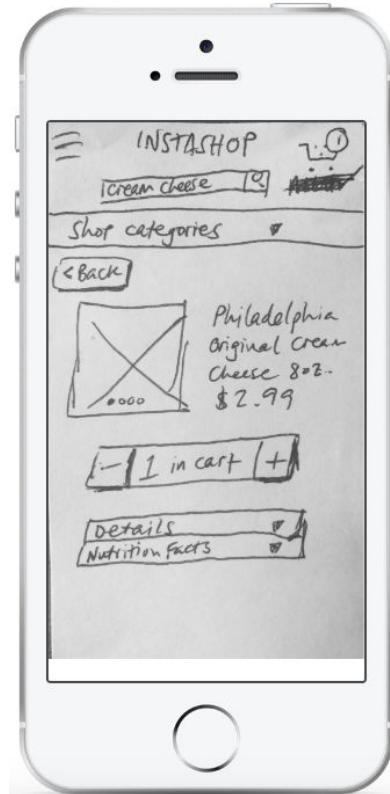


PROTOTYPE



Prototype

- Link wireframes to simulate a working website for testing with users
- Low fidelity mockup using Marvel (paper prototyping)
- Mid fidelity with InVision





Usability test plan

- Define and organize testing process
- Objective: Assess the design's product discovery and checkout process for a first-time user

Instashop Usability Test Plan

1. Test Objectives

The objective of the usability test is to assess the design's product discovery and checkout process for a first-time user who creates an account just before checkout.

2. Test Subject

The subject is a wireframe prototype of the online grocery shopping website Instashop. Screens include home, individual product, cart, signup, checkout, and confirmation.

3. Test Methodology

The participants recruited will be representative of one of two personas (Josephine or Travis). They will be informed of the general nature of Instashop (online grocery shopping) and asked to carry out a task using the website prototype. Following the task prompt, no further instruction will be given. Participants will be asked to think aloud. The facilitator may occasionally interject to ask about train of thought, expectations, etc., but will otherwise be hands-off. The participants will attempt to complete the task on their own. The facilitator or (ideally) an assistant will take notes during the session. The session will be recorded (either screenshare and audio or video). Following the usability test, participants will be asked questions to further explore their thought processes, emotions, and understanding.

4. Participants

There will be 4-5 participants and a facilitator. Ideally, there will also be an assistant for taking notes, and the participants will be as similar as possible to one of the personas (Josephine or Travis).

For Josephine's persona, the participant is a busy student or professional with little leisure time and almost no time for errands. This person typically views grocery shopping as an unenjoyable chore but a necessity. This person may not have a lot of disposable income, but his/her time constraints can overpower the desire to save money (choosing to fulfill a need over a want).

For Travis' persona, the participant is a professional with disposable income who views grocery shopping as a task that takes time away from more important or more enjoyable tasks. This person is tech-savvy and would do most things online if s/he could.

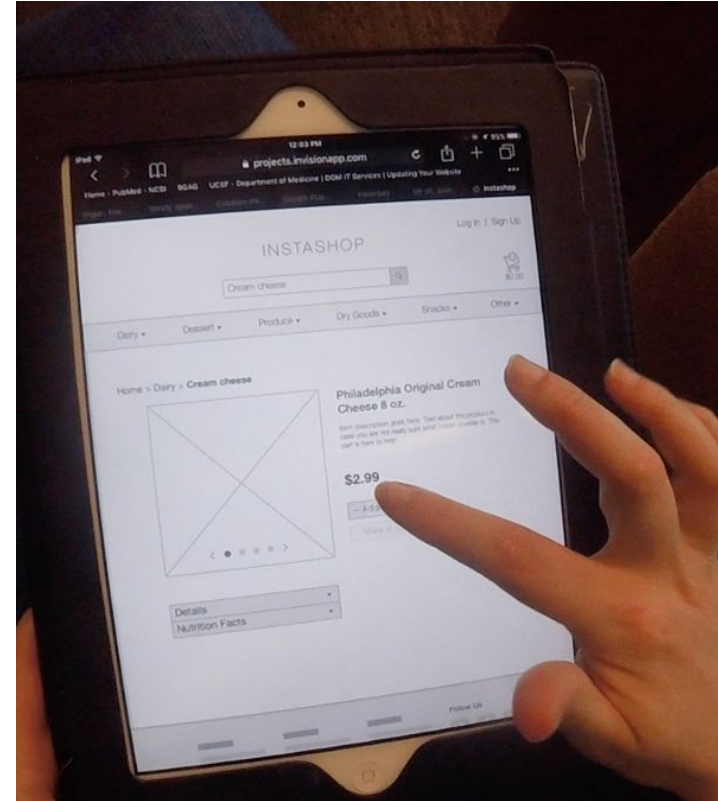
5. Recruiting Plan

Participants will be recruited both in person and online. They will be verbally screened prior to participation to determine whether they fit the personas.



Usability testing

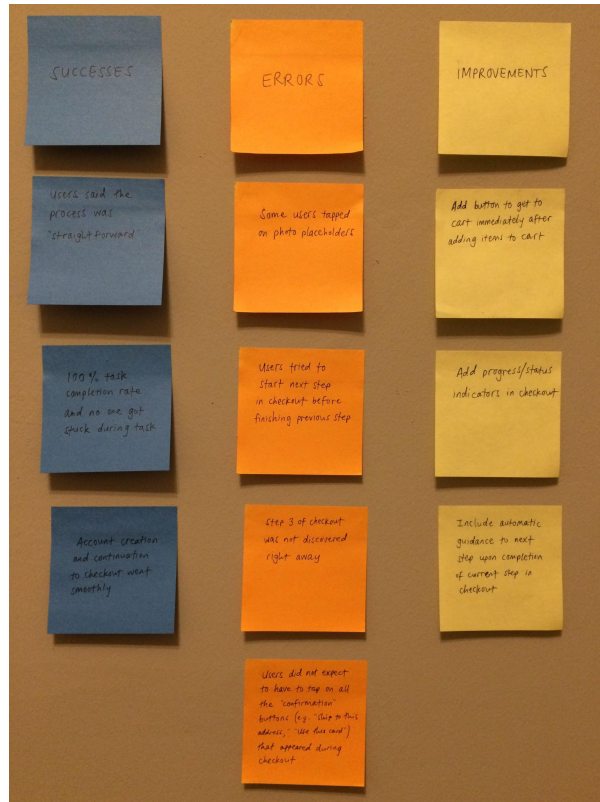
- Observe and take notes on user behavior and “think aloud” comments
- Special attention to areas where users are confused or behave in unexpected ways
- Users often tried to skip ahead before finishing steps





Affinity map

- Compilation of notes from usability testing
- Categorized into successes, errors, and potential improvements
- Users found overall flow straightforward, but checkout could be clearer



Next steps

- Incorporate changes based on feedback from usability testing, particularly in checkout process
- Work on branding, style, colors, and other visual details
- Further testing with higher-fidelity prototype

INSTASHOP

Thank you