Grocer-Ease

Grocery Shopping Made Quick and Easy

Asherah Allen, Cathleen Madrona, Eric Eschborn

User Research

Presented by Asherah Allen

Research Problem Statement

Adults have to make a lot of decisions when grocery shopping. Upon arrival to the grocery store, people experience guesswork at the produce aisle between the many varieties of fruits and vegetables: organic, conventional, seedless, biologique, etc.

Research Problem Statement

We believe an educational app for grocery shoppers will help them feel more confident and informed in their decision-making process when it comes to purchasing produce.

This will make the grocery shopping experience less of a chore and more of an enjoyable experience.

User-focused Inspiration/Motivation

The shopper desires to eat healthier, including fresh fruits and vegetables in their regular diet. However, there is so much information that has to be learned.

This app focuses on the educating and engaging the users with tips, to-do's, how-to's that will encourage and promote ways to select the best produce for the user and use or consume them in a timely manner, reducing waste.
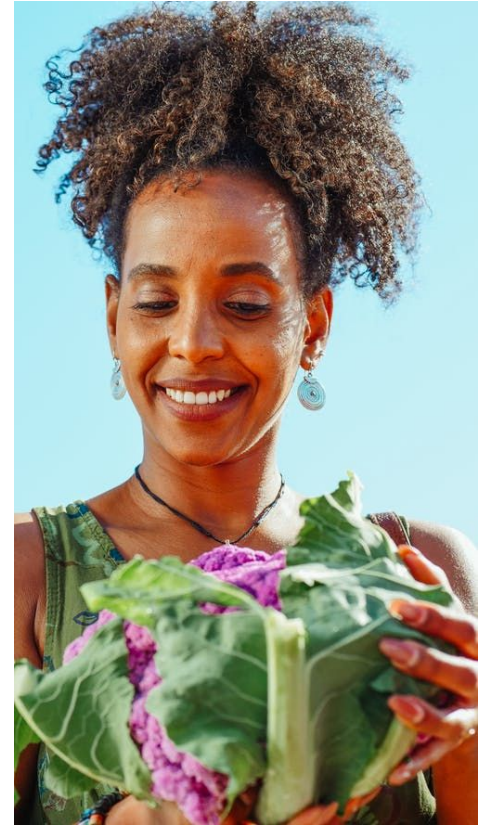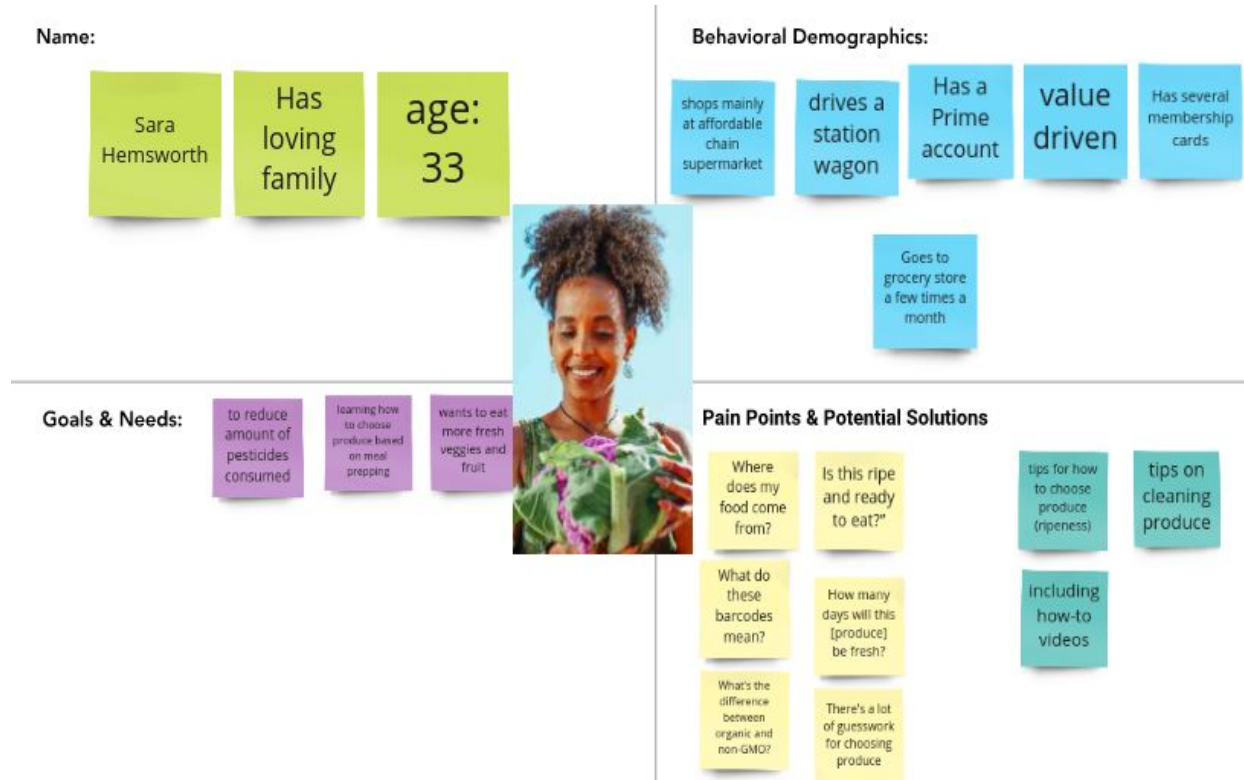
User Persona

Collaborated on Miro

- Wants to be as healthy as possible

- Wants to make educated decisions about food choices

- Wants to save money and time

- Supports local community and businesses

Name:

Sara Hemsworth

Has loving family

age: 33

Behavioral Demographics:

shops mainly at affordable chain supermarket

drives a station wagon

Has a Prime account

value driven

Has several membership cards

Goes to grocery store a few times a month

Goals & Needs:

to reduce amount of pesticides consumed

learning how to choose produce based on meal prepping

wants to eat more fresh veggies and fruit

Pain Points & Potential Solutions

Where does my food come from?

Is this ripe and ready to eat?"

tips for how to choose produce (ripeness)

tips on cleaning produce

What do these barcodes mean?

How many days will this [produce] be fresh?

Including how-to videos

What's the difference between organic and non-GMO?

There's a lot of guesswork for choosing produce

Interview Plan

VIEW IN GOOGLE DOCS

- What is a typical day like for you?

- Tell me about your grocery shopping experience/habit.
  - How far do you travel to the grocery store you most frequent and why?
- What do you consider when making your grocery list?

- How do you get your groceries? (Do they have online shopping/pickup services?)

- Tell me how you fit grocery shopping into your schedule?

- What do you enjoy or not enjoy about the grocery shopping experience?

- Is buying organic important to you? If yes/no why?

- What do you do with the groceries [produce] when you get home?
  - Why is that process important to you?

Interview Transcripts

- [Interview 1 Transcript](#)
- [Interview 2 Transcript](#)
- [Interview 3 Transcript](#)

Survey Questions

- [Questions draft/brainstorm](#)
- [Survey link](#)
- [Survey responses](#)

Affinity Diagram

Collaborated on Miro

User Data

- Planning

- Types of Grocery Stores/ sources

- Pain points/ Frustrations

Empathy Map

Collaborated on Miro
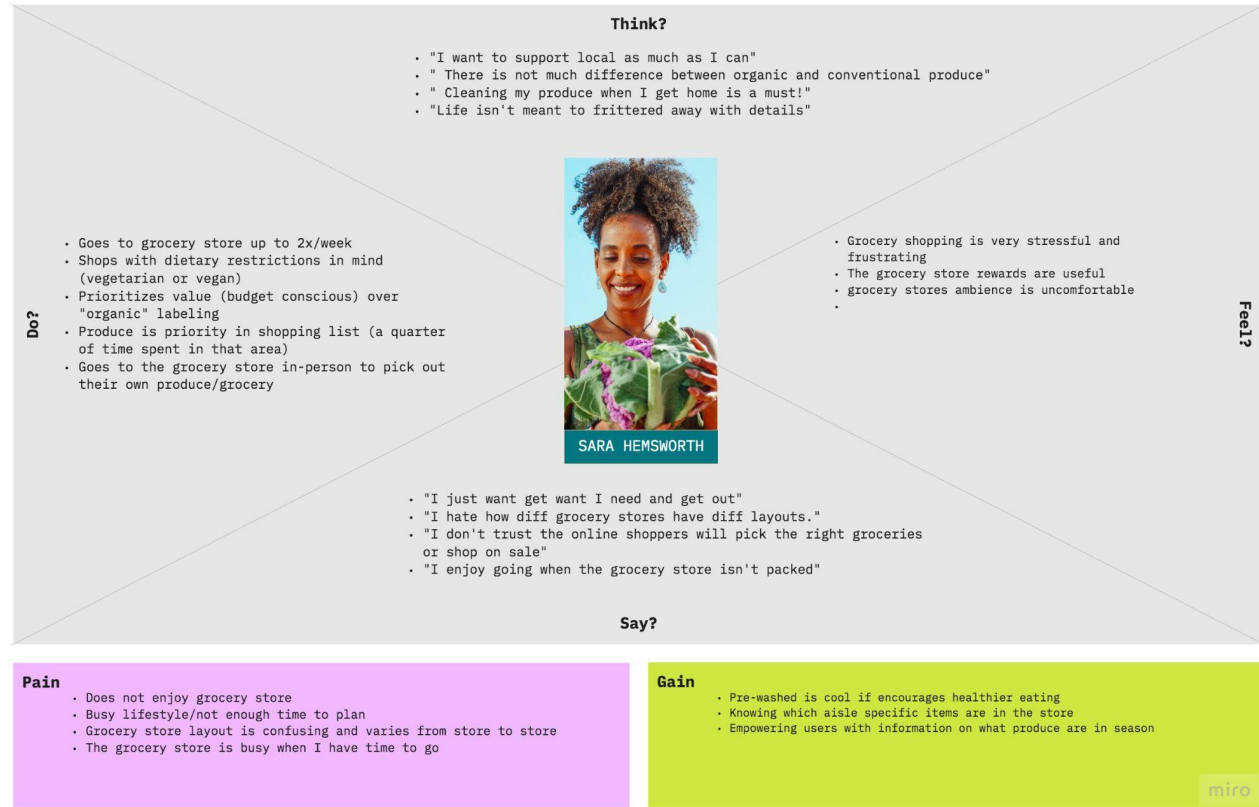
VIEW IN MIRO

Think: "I want to support local"

Do: Goes to the grocery store 2x a week.

Say: "I just want to get in and out"

Feel: Grocery shopping is stressful

Pain: Busy lifestyle/ not enough time to plan

Gain: Knowing where specific items are.

Think?

- "I want to support local as much as I can"
- " There is not much difference between organic and conventional produce"
- " Cleaning my produce when I get home is a must!"
- "Life isn't meant to frittered away with details"

Do?

- Goes to grocery store up to 2x/week
- Shops with dietary restrictions in mind (vegetarian or vegan)
- Prioritizes value (budget conscious) over "organic" labeling
- Produce is priority in shopping list (a quarter of time spent in that area)
- Goes to the grocery store in-person to pick out their own produce/grocery

Feel?

- Grocery shopping is very stressful and frustrating
- The grocery store rewards are useful
- grocery stores ambience is uncomfortable
- .

SARA HEMSWORTH

- "I just want get want I need and get out"
- "I hate how diff grocery stores have diff layouts."
- "I don't trust the online shoppers will pick the right groceries or shop on sale"
- "I enjoy going when the grocery store isn't packed"

Say?

Pain

- Does not enjoy grocery store
- Busy lifestyle/not enough time to plan
- Grocery store layout is confusing and varies from store to store
- The grocery store is busy when I have time to go

Gain

- Pre-washed is cool if encourages healthier eating
- Knowing which aisle specific items are in the store
- Empowering users with information on what produce are in season

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Definition & Ideation

Presented by Eric Eschborn

User Insight

Users find that they prefer to spend as little as time in the grocery store as possible.

Users find it annoying when the grocery store they visit lacks an item they need for a recipe/ meal plan.

Prioritized efficiency and saving money, not organic vs conventional.

Problem Statement v2.0

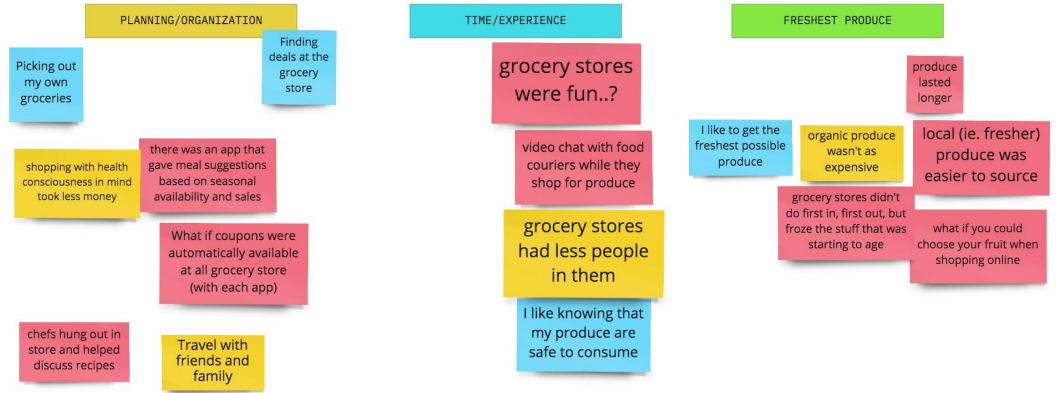After having examined the input from our users, we opted to redefine our problem statement:

People have too few minutes in the day and grocery shopping can be complex and time-consuming; moreover, the users want the ability to provide affordable, healthy food for their families-- the families who they would prefer to be spending time with at home.

Ideation:
I Like, I Wish, What If

Collaborated on Miro

VIEW IN MIRO

I LIKE	I WISH	WHAT IF

I LIKE
- Finding deals at the grocery store
- I like to get the freshest possible produce
- Picking out my own groceries
- I like knowing how long my produce will last
- Getting grocery shopping done as fast as possible
- Feeling like I'm supporting local farmers
- I like knowing that my produce are safe to consume

I WISH
- I wish I knew how to use produce in interesting ways
- I wish produce aisles were easier to navigate
- grocery stores had less people in them
- organic produce wasn't as expensive
- shopping with health consciousness in mind took less money
- I knew what produce was local/in season

WHAT IF
- what if you could choose your fruit when shopping online
- there was an app that gave meal suggestions based on seasonal availability and sales
- I can record how much time I spent grocery shopping
- video chat with food couriers while they shop for produce
- produce lasted longer
- out of stock alerts so didn't get to store only to find it didn't have what was needed for recipe
- local (ie. fresher) produce was easier to source
- grocery stores didn't do first in, first out, but froze the stuff that was starting to age
- grocery stores were fun..?
- What if coupons were automatically available at all grocery store (with each app)
- What if grocery stores had a process of disposing of fruits and veggies in a more useful way
- chefs hung out in store and helped discuss recipes

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Dot Voting

Collaborated on Miro

VIEW IN MIRO

PLANNING/ORGANIZATION

Picking out my own groceries

Finding deals at the grocery store

shopping with health consciousness in mind took less money

there was an app that gave meal suggestions based on seasonal availability and sales

What if coupons were automatically available at all grocery store (with each app)

chefs hung out in store and helped discuss recipes

Travel with friends and family

TIME/EXPERIENCE

grocery stores were fun..?

video chat with food couriers while they shop for produce

grocery stores had less people in them

I like knowing that my produce are safe to consume

FRESHEST PRODUCE

produce lasted longer

I like to get the freshest possible produce

organic produce wasn't as expensive

local (ie. fresher) produce was easier to source

grocery stores didn't do first in, first out, but froze the stuff that was starting to age

what if you could choose your fruit when shopping online

DOT VOTING

Feeling like I'm supporting local farmers

I knew what produce was local/in season

I can lessen how much time I spent grocery shopping

Visualizations of produce freshness/expiration

I wish produce aisles were easier to navigate

out of stock alerts so didn't get to store only to find it didn't have what was needed for recipe

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Value Proposition

Our app allows users to navigate to the nearest grocery store that has every ingredient on their list-- whether it be a meal plan, a weekly shopping list, or a recipe pulled from an app or a website-- or informs them what percentage of items they will able to obtain at their preferred grocery store.

Competitor Analysis

Onboarding Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews	General Notes	Questions/Notes to Team
DIRECT COMPETITORS							
Grocery List App	Create grocery shopping list and categorize them by color. Share and collaborate with other people on grocery lists.	Multiple users can see their lists and update in real time, maintain own dictionary	suggested categories	Subcription required to use all options other than making a grocery list	simple and useful. organizes items by categor and lets you check off a master list so you dont forget anything and can get new ideas	Aliquam cursus ex ex, eu hendrerit massa sagittis non. Integer blandit	nterdum et malesuada fames ac ante ipsum primis in faucibus.
Shopping List Ease	Shareable grocery lists, check list that can sync in real time; track your spending by scanning and saving receipts; get list reminders when you walk into a grocery store; organize shopping list by food	sends reminders when entering grocery store	focuses on budget and organization; grocery list; pantry inventory; spending tracker	Poor ui, not asthetically pleasing			
Grocery Gadget	multiple shopping lists; scan barcodes; built-in list of frequent items; create list for multiple stores; sync shopping list with others	Lets people select local grocery stores, categorizes by store section, lets people shop together and check off items in real time, re-use lists	Collaborative shopping and list-making experience, ability to add a lot of useful information with each item (i.e., coupon	subscription based, location feature isn't functional, a lot of features with no coaching	"The organizing by aisles is so so helpful, especially during COVID-19 pandemic when I just want to get in and get out and not wander around the stores looking for one thing. My one issue: There's no way to see all the items that the stores		
WhatsInStock	Reports out of stock items based on user feedback	community based insight on in stock items	location based data	poor ui and integration	facebook integration is glitchy. Android is largely unsupported	items sorted alphabetically, and there are NOT any visual indicators of out of stock items or notifications	Does anyone have an iPhone, for which there theoretically should be better support?
INDIRECT COMPETITORS							
Mealime	Makes recipes based on common trends in your grocery list	personalized "done for you" shopping list based on your interests and dietary needs	simple, clean ui. weekly reminders to shoot to grocery store. fun animations and clear buttons	"2, 4, or 6" meals a week option seems limited.	pay to play "pro" version is most of the recipe recommendations, and allows you to view previously cooked recipes	might have to give this a longer trial period to vet the weaknesses and strengths. all in all, a good idea though	Have you used this?

Takeaways from competitive analysis

VIEW IN GOOGLE SHEETS

- WhatsInStock is a close competitor; however, android support is spotty and UI is clunky
- Mealime groups commonly purchased ingredients into recipes to try (neat idea but not quite the sorting we're trying to do)
- GroceryList does suggested categories
- ShoppingList Ease sends a reminder as you enter the grocery store

Prototyping
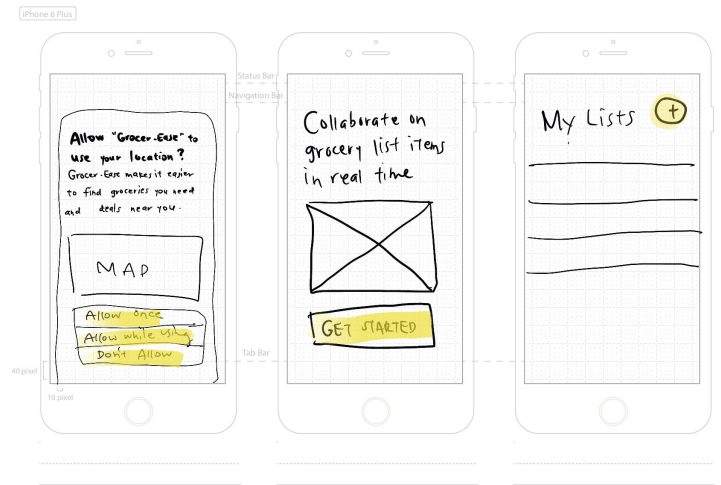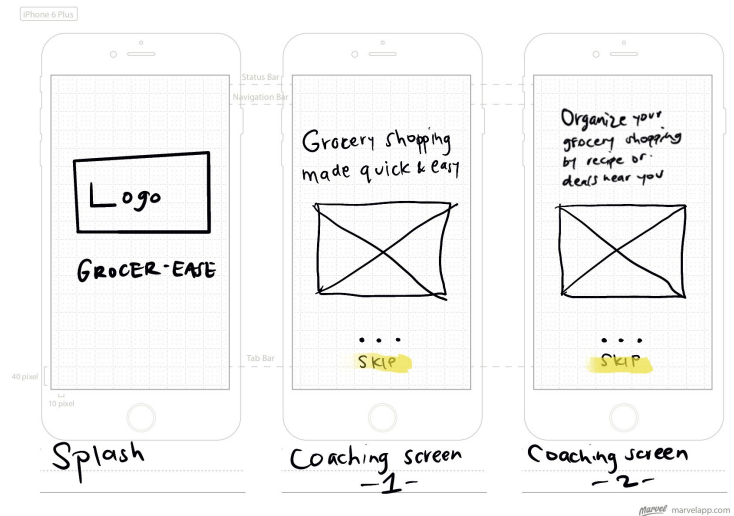
Presented by Cathleen Madrona
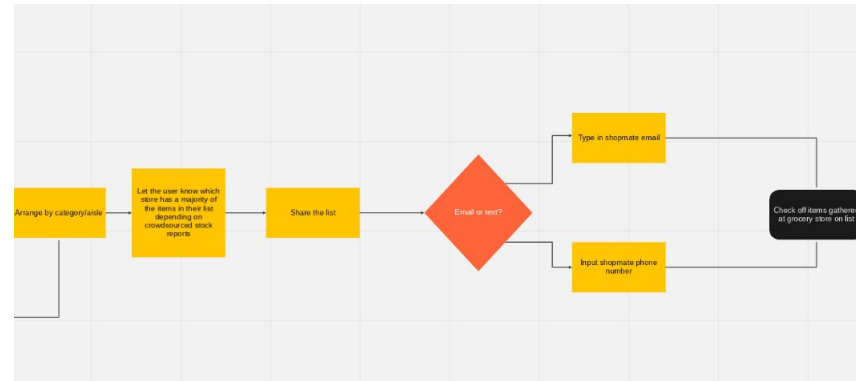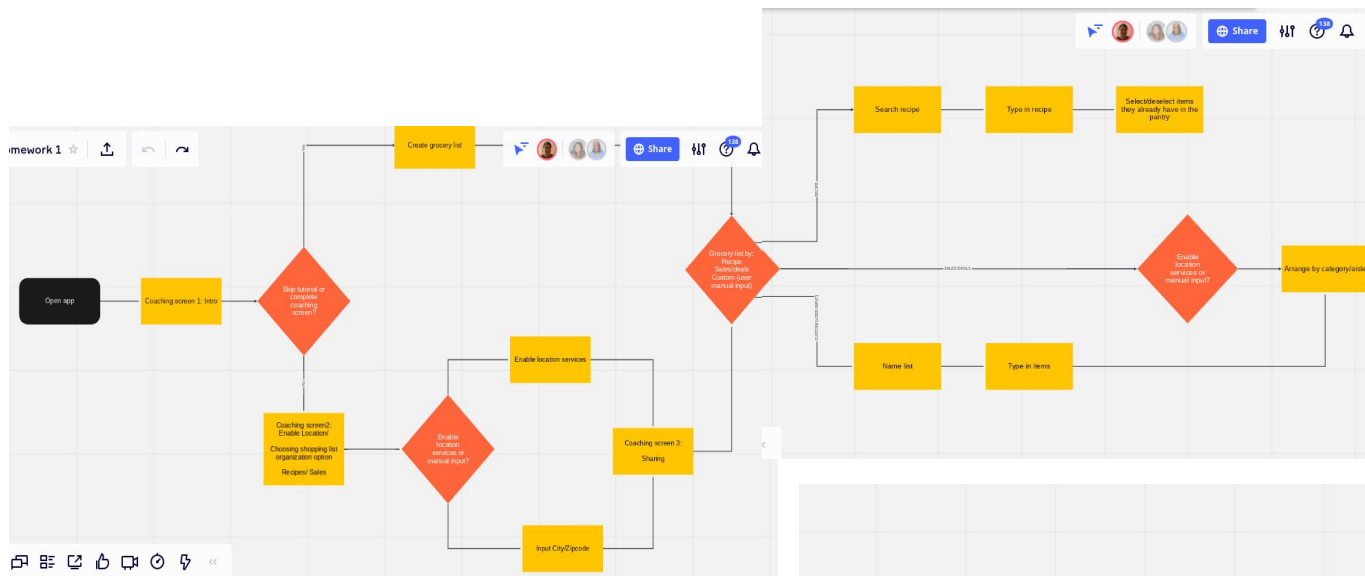
User Flow

- 5 User Tasks
  - Create a shopping list by recipe
  - Add pancake ingredients to list
  - Choose a grocery store
  - Arrange your list by category
  - Share the grocery list with a friend

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Sketches

Created using Procreate on iPad

VIEW IN MIRO

Digital Wireframes
& Hi-Fi Prototype

Created using Figma

VIEW IN FIGMA

GROCER-EASE LOGO

Grocery shopping
made quick and easy

Build your grocery list
by recipe or deals near you

GRAPHIC

· · ·

SKIP >

See which store has your
grocery list items in stock

GRAPHIC

· · ·

SKIP >

Allow Grocer-Ease to
use your location?

Grocer-Ease makes grocery
shopping faster by helping you
find in-stock items you need
and deals near you

MAP

ALLOW ONCE

ALLOW WHILE USING THE APP

DON'T ALLOW

Automatically organized
list items let you and
a friend get in-store
shopping done faster

GRAPHIC

· · ·

GET STARTED

Create a shopping list

BUILD BY RECIPE

BUILD BY LOCAL DEALS

CREATE MY OWN

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Testing
& Iterating

Presented by Cathleen Madrona

Guerilla Testing Plan & Notes

- 7 Usability Testers
- 5 Tasks
    - Create a shopping list by recipe
    - Add pancake ingredients to list
    - Choose Aldi as your grocery store
    - Arrange your list by category
    - Share the grocery list with a friend

VIEW IN GOOGLE SHEETS

Coaching screens and location service
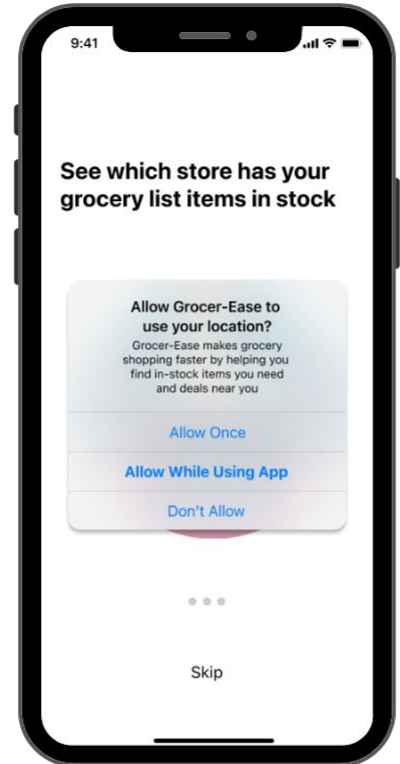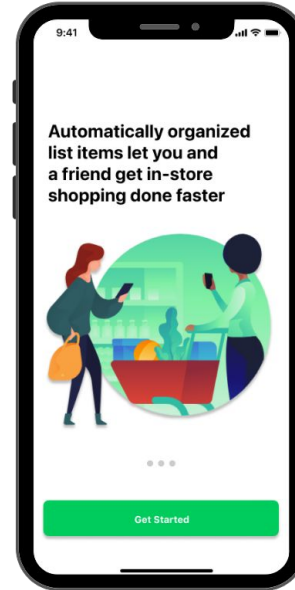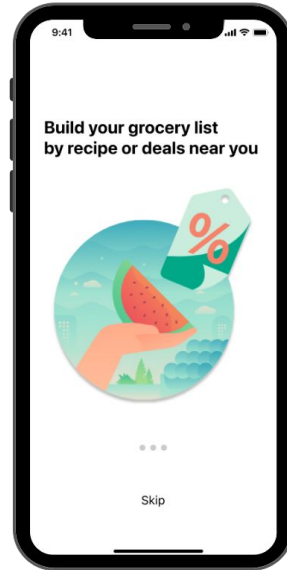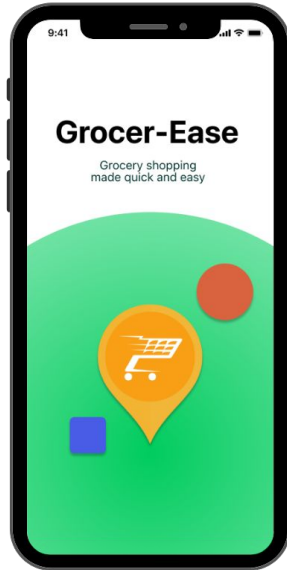
Create list and find grocery store
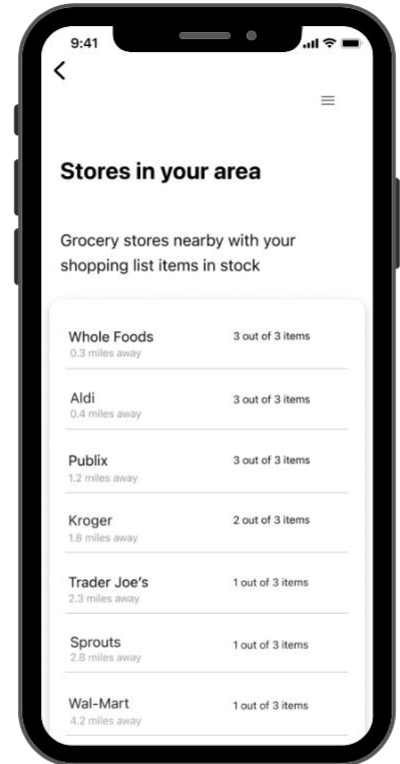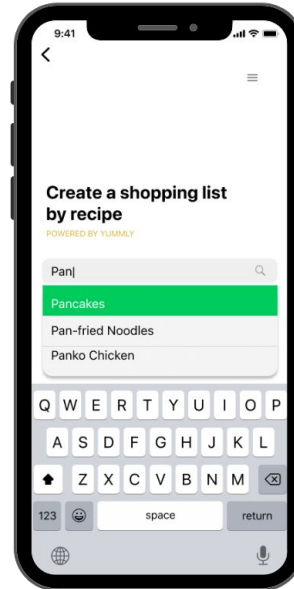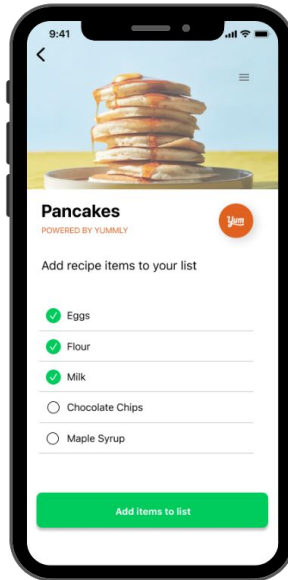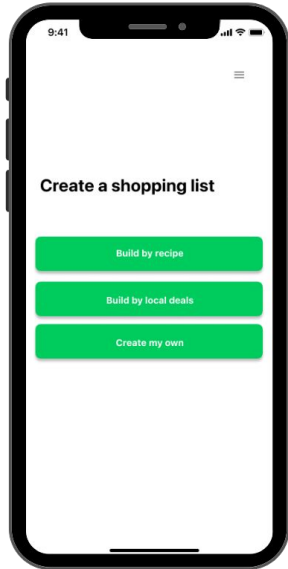
Share with friends and check off items in real time
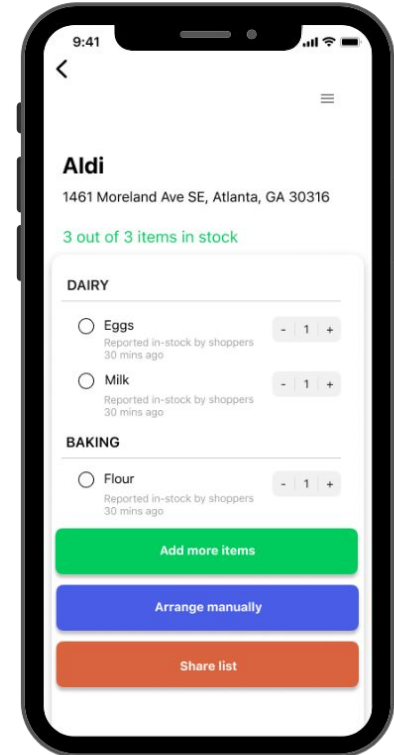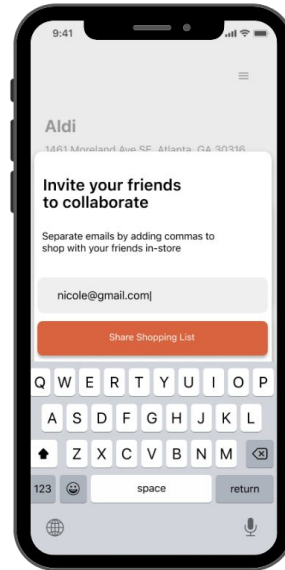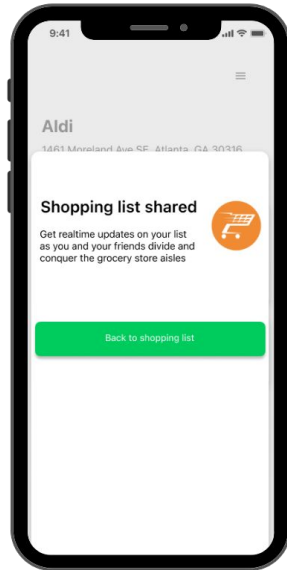
iOS Prototype

Created using Figma

VIEW DEMO IN FIGMA
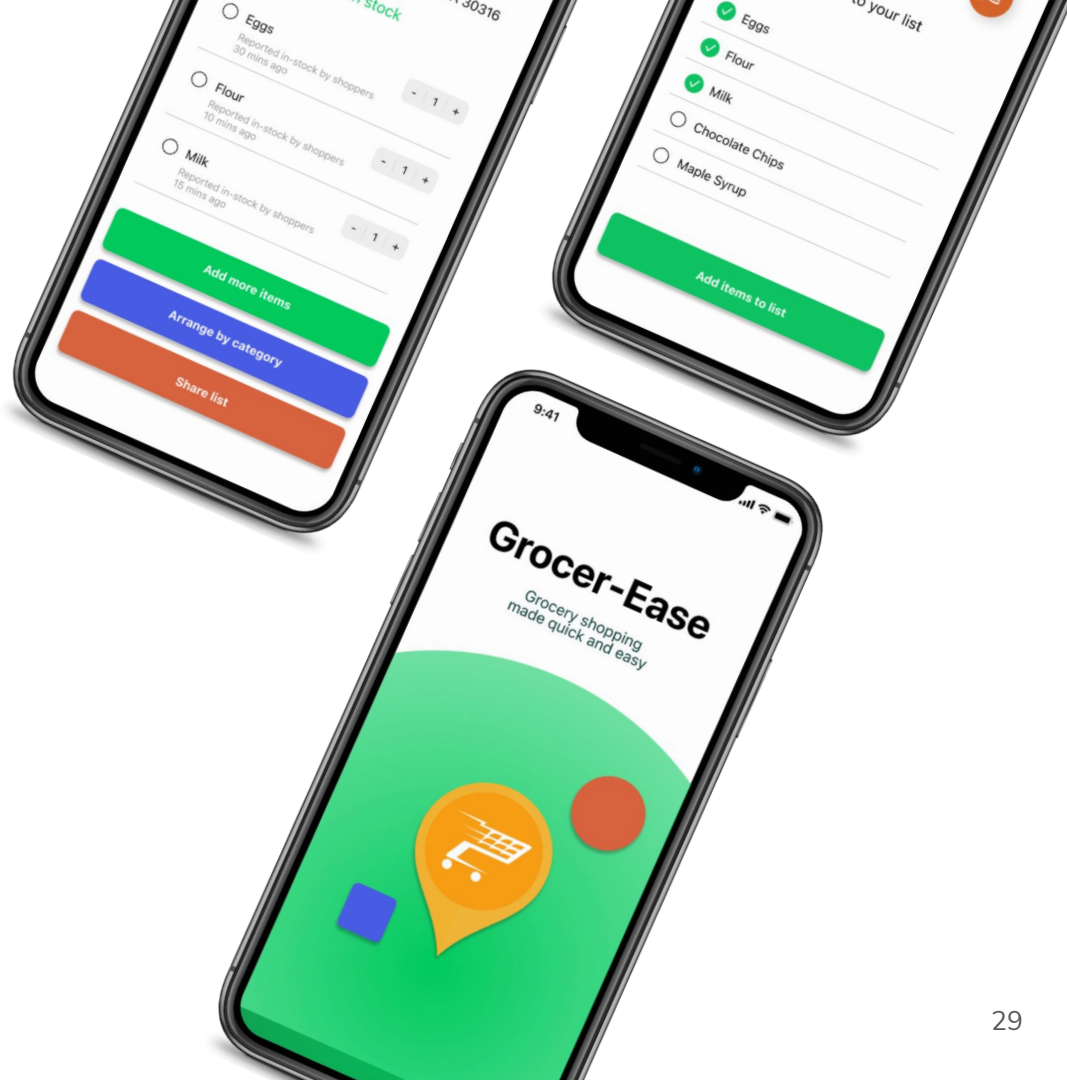
Recorded User Tests

- [Recorded User Test 1](#)
- [Recorded User Test 2](#)

Key Learnings from User Test

"I was confused..."

1. About where I should click in the first screen
2. When I had to tap on "pancakes" twice

VIEW IN GOOGLE SHEETS
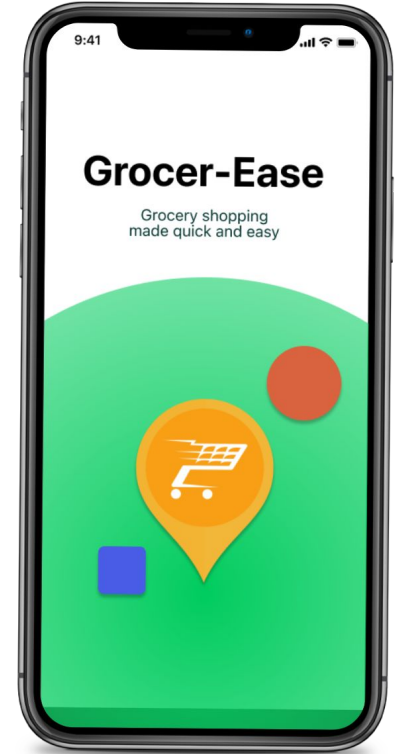
Key Learnings from User Test

"It would be cool if.."

1. **I could add my dietary preferences and know exactly what's in season**
2. **Add to list from recipe: Select All rather than individual**
3. I could order groceries from this app
4. **I could share the list via text, not just email**
5. Integrate with my favorite recipe apps/websites: ie, Pinterest and Tasty (Buzzfeed) in addition to Yummly
6. I could see specific brands in stock
7. **Have local deals include "mom and pop" stores - CSAs, Co-Ops, Farmer's Market**
8. Share my list earlier in the process

[VIEW IN GOOGLE SHEETS](#)
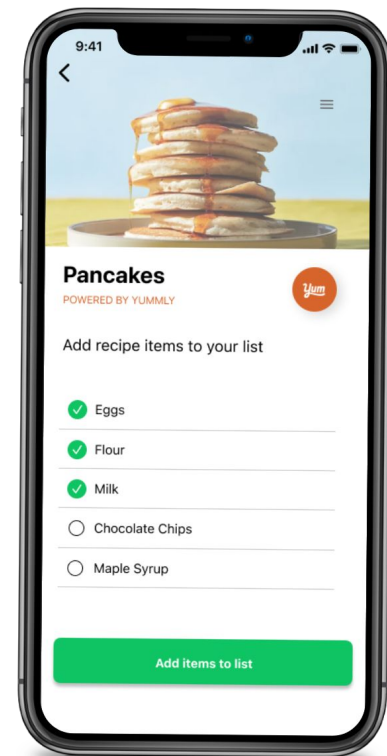
Key Learnings from User Test

How users described this app

1. "Shopping list/ingredients app that you can save, organize and share."
2. "This replaces the shopping list, replaces texting back and forth. It's also inspiring to look recipes."
3. "Collaborative shopping list that has additional features like store availability. At the end of the day, it's a shopping list app."
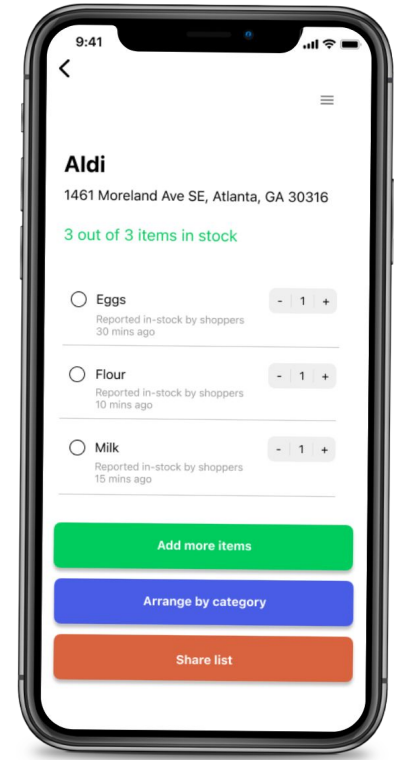
VIEW IN GOOGLE SHEETS
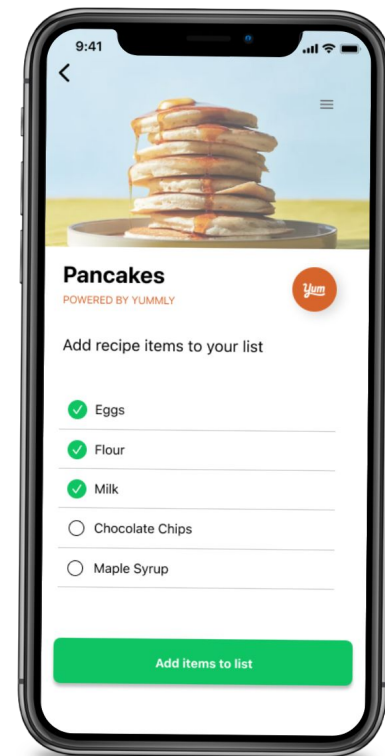
Iterations Made Based on User Test

1. Added a button on Splash screen to cue start
2. Increased touch target size for ingredients on shopping list
3. Ability to add dietary preferences
4. Add to list from recipe: ability to select all rather than individual
5. Share the list via text, not just email

[VIEW IN FIGMA]

9:41

Aldi

1461 Moreland Ave SE, Atlanta, GA 30316

3 out of 3 items in stock

○ Eggs
Reported in-stock by shoppers 30 mins ago
- 1 +

○ Flour
Reported in-stock by shoppers 10 mins ago
- 1 +

○ Milk
Reported in-stock by shoppers 15 mins ago
- 1 +

Add more items

Arrange by category

Share list

Final Thoughts

Asherah Allen, Cathleen Madrona, Eric Eschborn

Final Thoughts

People hate grocery shopping because it is overwhelming and stressful, but essential.

Grocer-Ease was useful!

**People found our app useful when it comes to the following problems they face:**

- They try to create lists, but often have a hard time getting everything they need because it is not organized according to aisles.
- Common pain point: having to drive to multiple stores because things aren't in stock.
- People aspire to support local, and will do it within their budget.

Future Opportunities

If we were to build this app further based on feedback, we would let users:

- Order groceries from this app
- Integrate with my popular recipe apps/websites:
  ie, Pinterest and Tasty (Buzzfeed)
- See specific brands in stock
- Have local deals feature "mom and pop" stores - CSAs, Co-Ops, Farmer's Market
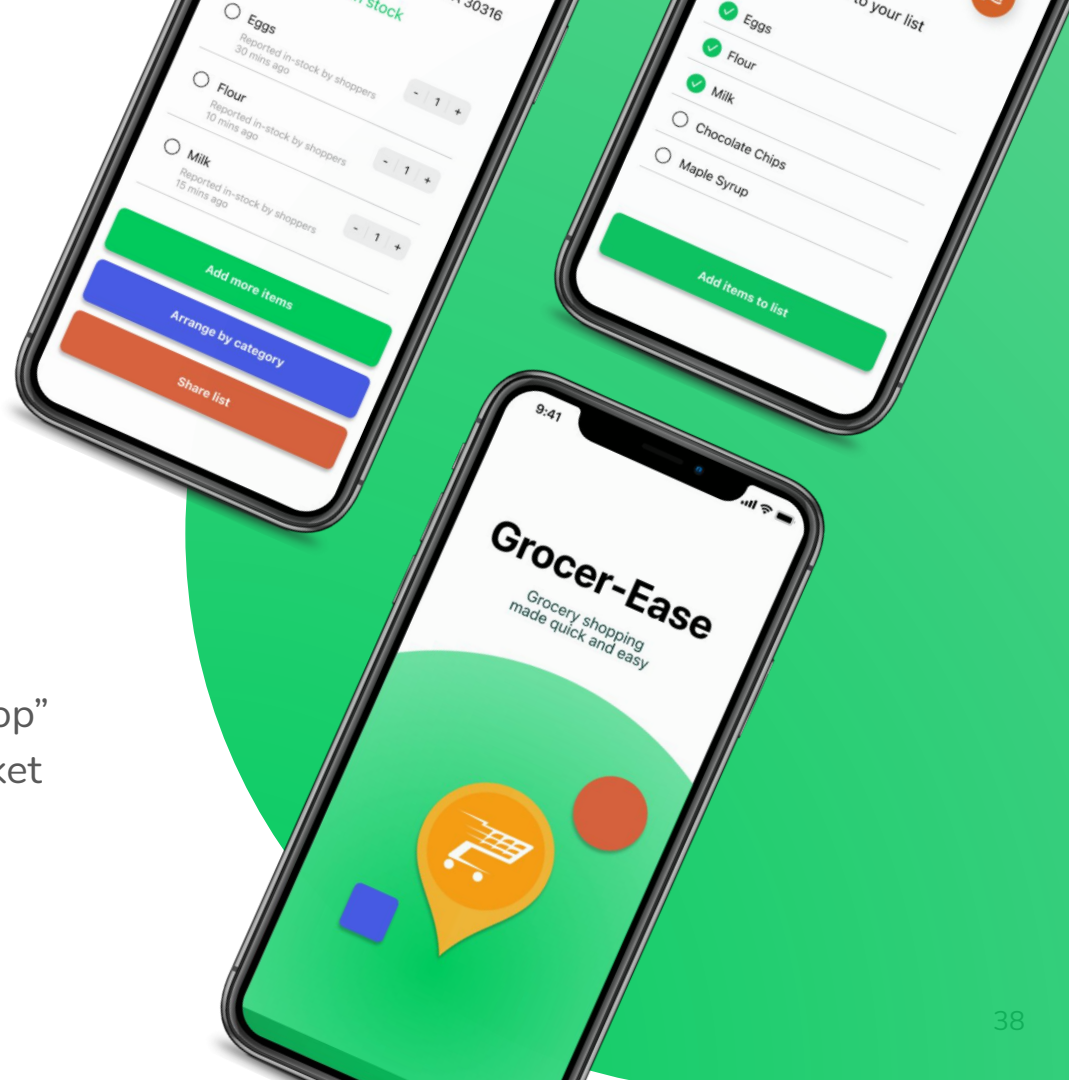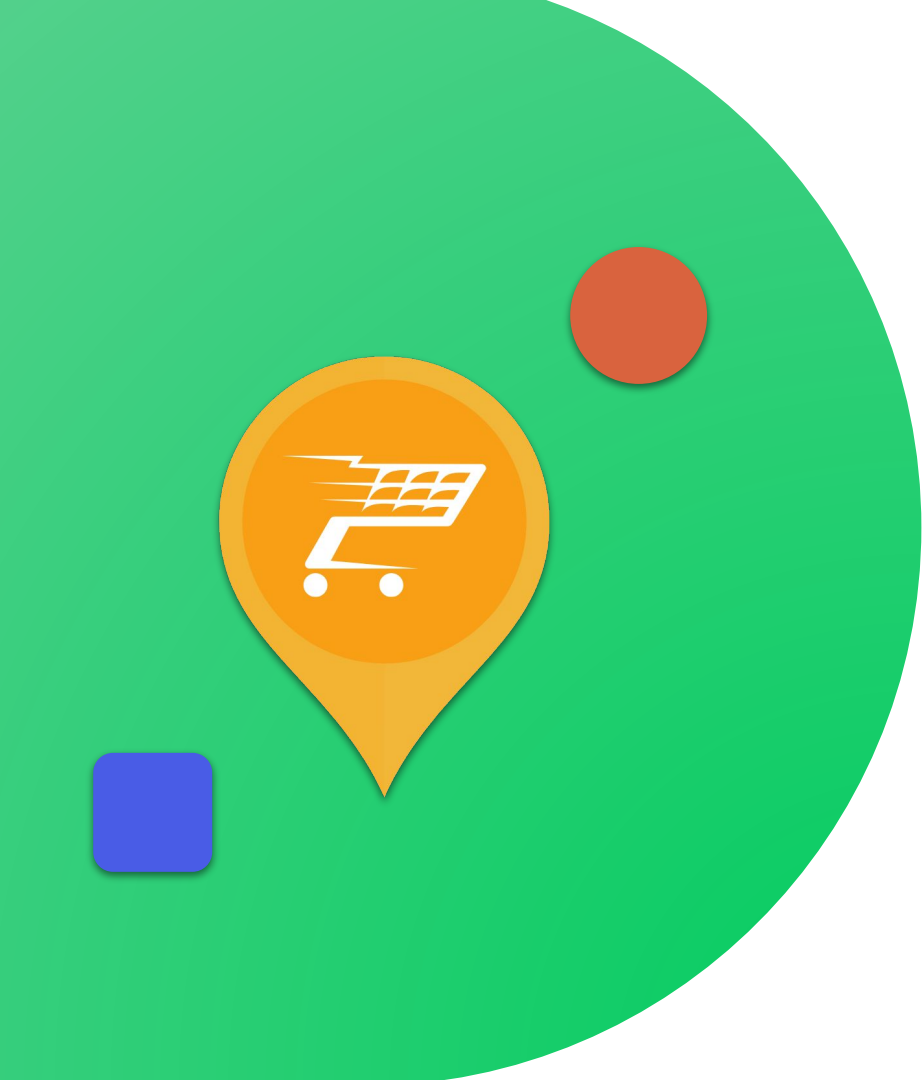
Thank You!

Asherah Allen, Cathleen Madrona, Eric Eschborn

VIEW PROJECT FOLDER

VIEW TRELLO BOARD