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CSE 440 AA, Assignment 2d Contextual Inquiry Review

We conducted 4 CIs on 4 different households with different income levels and backgrounds. The first CI was done with a young man in his early 20 working in a tech start up in Bellevue. He used to live with 5 other guys in college and now moved out to live with his fiancé. One team member met him in his Bellevue office where he currently works and conducted the inquiry there.

Several interesting and unique things about this interview are:
• The person was excited at the possibility of receipt picture capture
• It is hard to track and get reimbursement from everyone in the group setting
• The person does not worry about item's price when he goes shopping for the group
• Without car, coordinating transportation to and from grocery store is difficult

Our second CI was done with a small family right after a shopping trip in front of Castillo in White Center. The family has a dad, a mom and a child. The husband is a day laborer and does not have consistent income. Therefore, his paycheck is used for food. Wife has a consistent job and her paycheck is used for bills.
Several important things that stood out from this CI are:
• The person tend to forget a lot of things without having previously planned
• The people we interview preferred to know the layout of the store.
• Budget planning is often done in head during the trip.
• Coupons are nice but are not the most important thing when it comes to purchasing food for households

The third CI was done with 4 college undergraduates who live together in a 4-bedroom apartment off campus. One team member met them at their place and followed them on a typical trip to the grocery store. All four girls who were part of the inquiry were juniors who previously knew each other before moving in. They are still adjusting to the new living situation for the school year.
A few interesting things from this CI are:
• Communal shopping plan done was minimal or not at all
• Transportation arrangement is necessary when there are more groceries than they could handle.
• They are conscious about price and preferred products for the lowest price.
• Reimbursement for communal shopping is not entirely paid in cash (e.g. restaurant meals)

Our fourth CI was done with a middle-age man in his 40s and is currently sharing a house with his partner. He works as an IT consultant for local company. We know him through friends of friends. He agreed to meet one group member at a local Safeway. The interview was split into 3 parts: before, during and after shopping. Several unique things about this CI are:
• The person has strong interest to have a navigation tool to help guide him throughout the store
• The person suggested that there should be a button that recommend items similar to the one he is looking for
• He thinks it would be helpful to show nutritional value on top of what has already appeared in the box

Across all the inquiries, there are common themes and problems that emerged. The high level themes are:

-Reimbursement after grocery shopping is considered a burden. The more people in the household, the more difficult it is to track everyone down to receive reimbursement. This suggests there should be functionalities designed for paying or receiving reimbursement
-Transportation coordination is an issue to carry the items from the store to the house. This suggests a design that allows groups to coordinate and plan modes of transportation to the store
-College students are often price conscious while shopping alone, but not too much when they shop for a group. This suggest a budget plan functionality for independent shoppers

Task Analysis Questions
1.   Who is going to use the design?
The product design will be used by :
- young professionals whose age from 18-30
- And household families with/without children

Background:
Our customers will have different backgrounds and nationalities.
- They may or may not speak English and may not be well-acquainted with smartphone technologies and their common layout

Skills:
Their skills set can vary based on their profession and education.
- Young people tend to be better at navigating new technology than older people
- Less technically adapted people may take some time to get used to our design
- Most have some sort of experience with a grocery list

Habits:
- Our customer can be someone who shops regularly or only once in a while
- They might have specific needs (purchasing specialized individual items) vs purchasing general household items (food, milk, etc)

2.   What tasks do they now perform?
The tasks commonly performed are:

Before shopping :
- Make a list of items that need to be purchased
- Plan budget
- Coordinate schedule and transportation

During shopping :
- Navigate the store to look for the desired items
- Decide which items to buy
- Get in line and make a payment

After shopping :
- Giving or receiving reimbursement (if necessary)
- Finding transportation to go home

3.   What tasks are desired?

Some desired tasks are to easily create a list for shared living spaces and easily assign how the payment is to be structured. Shoppers also wish to buy items at the lowest prices without sacrificing quality.

4.   How are the tasks learned?
Grocery shopping is a common practice and most people learn grocery shopping habits over time. Depending on situation, some people choose to specify a system outright (e.g. make a list, 1 person goes shopping, everyone pays shopper) or rely on spontaneous processes that don't have any glaring downsides (e.g. Can you buy some milk on the way home?).

5.   Where are the tasks performed?
The tasks are performed in a local grocery store. People develop preferences for certain stores and tend not to use different stores unless their living situation changes.

6.   What is the relationship between the person and data?
At the end of each shopping trip, customers are given a receipt as proof of purchase. If the customer has membership privileges, some stores track purchase history, which may be retrieved if necessary. Receipts are also useful for calculated debt to people who pay for groceries.

7.   What other tools does the person have?
Shoppers usually create a grocery list to aid them in completing a successful shopping trip by reminding themselves of what they need to buy. Additionally there is a variety of software that serves the same use as a pen-and-paper grocery list.

8.   How do people communicate with each other?
Customers communicate with other household members using a cell-phone, text or Facebook message.

9.   How often are the tasks performed?
This depends on the customer's living situation. For a busy professional and a household family, shopping typically is done once on the weekend in bulk. For college students who live in a dormitory or a house, shopping can be done regularly.

10. What are the time constraints on the tasks?
There is not a strict time constraint for grocery shopping. Most people prefer to do it as quick as possible due to their busy life.

11. What happens when things go wrong?
Things often go wrong during shopping:
·   Purchased wrong item/brand
·   Item is no longer needed
·   Too difficult to locate an item

When these things happen, we end up with wasted time, money, or both and that makes people sad.