

Interview 1

Interviewer: I'm going to ask you a few questions about your experience with, grocery shopping and how technology may have transformed or supported that in any way. So just to start, can you tell me a little bit about how you do your grocery shopping or your habits, your routine, how often do you do it?

Interviewee 1: Sure. Uh, I do all my grocery shopping in the store and I do, I go in like, probably like two or three times a week. And it's always after work before I have to cook dinner. And buy ingredients for dinner. So usually what I buy is just stuff for dinner that night.

Interviewer: Okay. So you don't shop in bulk, you just shop for that night.

Interviewee 1: Yeah. So usually the plan is, I shop for that night and then that meal will be enough for leftovers for like the next night. And then the next day for lunch and stuff

Interviewer: Okay. you said you go to the supermarkets? Is there a specific place you like, is there somewhere close to home or do you drive to the supermarket?

Interviewee 1: So I drive to Woolies. there's an IGA really close, but, it's expensive. Yeah. And the food there isn't as fresh. And it's really small, so they don't have everything. So I, I drive to Woolies but it's still really close. Yeah. And Wooley's is the most preferred to my housemate too

Interviewer: Okay. what kind of products are kind of staples in your grocery list?

Interviewee 1: I think I'd say the most common I buy is onion because I put onion in everything. But yeah. Uh, vegetables, fruits, I buy bread a lot. Lots of cold meat, lots of chicken. I, love chicken the most. I have chicken in most meals. Yeah. , and then ice cream, a Fair bit and snacks. Mm-hmm but yeah, mostly the things I already said, oh, and pasta.

Interviewer: Okay, cool. so you, you drive to woolies obviously, but do you have a preference for shopping in person or do you also shop online sometimes for groceries? ,

Interviewee 1: I I've only ever shopped online once. And that's because I had COVID yeah. Uh, I like going to the store. So the whole thing is like I was saying, I shop between when I have work and when I have dinner. Because I like to be in there looking when I'm hungry. So I like to be able to get the food on the spot

Interviewer: So to see what you like

Interviewee 1: Online shopping, That means like, I have to be organized and I have to know what I'm gonna want to eat. Yeah. Because obviously, like it takes a while to arrive.

Interviewee 1: but I don't have anything against online shoppin, Like doing groceries online. I used to be, I used to work as a packer, I used to pack the online orders.

Interviewer: Cool. , so yeah, it's more convenient for you in a way to shop in person just before dinner.

Interviewee 1: Yeah. For that specific day, I think it's also cheaper. so that's definitely a factor in person. Yeah. Cuz you don't have to pay for delivery.

Interviewer: Oh yeah, that's true. so that one time, or couple of times you shopped online, do you notice any difference in the way you shop, versus when you shop in person, do you tend to buy, for example More food when you you're shopping in person ?

Interviewee 1: I think in that case, when I shopped online, I bought more food, but that's because I had COVID so I wasn't gonna be able to go to the stores.. So I had to think ahead and it meant also, like if I bought in bulk, it meant I didn't have to pay, pay for multiple deliveries.

Interviewer: Yeah. Okay, Slight change of topic. I know you, you shop on a kind of daily basis or just before dinner, on a need basis. But do you have any systems of how you keep track of your grocery list?

Interviewee 1: Yeah. So I use an app called our grocery or something like this and it just lets you list items.

It's just like a checklist. and I like it for two reasons because, I shop with my housemate so if, if he's going to the shops and I want something. I Put things on the list and then he'll get 'em for me. And it also means like when we are

shopping together, like we might split up and go get different things, then we know that who's getting what, Cause we can see them getting crossed off.

Interviewer: Yeah. And you can share the costs, as well.

Interviewee 1: And then the other reason I like it is you can put in, you can have different lists so I can save the grocery list for a certain meal. And then when I decide, when I'm like deciding what to eat, I can look at my lists or grocery lists and be like, oh, I'll have Fajitas and just click on that.

And it adds it all to my list. I think it makes it super convenient

Interviewer: Cool. Okay. , do you think that Compared to before you started using this app, for example, in the old days, in what way do you think this has changed the way you do grocery shopping?

Interviewee 1: it definitely means that I don't have to stop and think what I need.

Interviewee 1: actually. Yeah, it means that I spend less time at the store. Because I can just get in, get what I want and get out So that means I can get home and cook quicker, which means I get to eat earlier, which is good. I don't think it really has Had much of an impact outside of that.

Interviewee 1: Yeah. And just not forgetting items

Interviewer: Okay, so using apps like this, or using introducing technology in general to your shopping, besides the positives, were there any things that you thought posed any difficulties? Anything like that that were compounded by using tech technology or has technology complicated the way you do your shopping in any way?

Interviewee 1: No, I don't think so. I think it's kind of just like a natural addition. Because, You know, shopping lists on paper versus shopping lists on my phone. Isn't that different? So it's kind of just like added convenience rather than any complications

Interviewer: how about the, the grocery shop itself. obviously we've been noticing that there's a lot of changes being introduced in grocery stores over the years. what are kind of the, the changes that you've been seeing that stand out the most to you? For example in the technology introduced to Grocery stores,.

Interviewee 1: The biggest one for me is just self checkouts. just the fact that you can just go in and check yourself out, rather than waiting in line. I think it's kind of sad because it means less people have a job so it's in that regard It's not very good, but I like that, it makes things quick.

Interviewee 1: I know, some people like their bags packed, certainly so I'm sure it's good for them as well, but yeah, it's kind of sad In my opinion and it probably just saves woolies a bunch of money, which yeah.

Anyway, but recently I've noticed, If you put a vegetable or fruit item on the scale, it'll know what you've put there. Yeah. Which is just the coolest thing ever,

Interviewer: Yeah. I remember it gives you a few options, doesn't it? Is it a banana or a carrot or

Interviewee 1: I've noticed it get better. Like since when they first introduced it, it would be wrong most of the time. But now it's more accurate. Which is just insane, it's kind of scary. It's just, you just know that it's collecting so much dat

they also added this feature where it takes photos and, you can see yourself on the self check out.

Interviewer: That's another thing. Yeah.

Interviewee 1: That's just crazy. I suppose it's just to stop thieves. I mean, all of these changes seem Driven by profit for woolies. But also for all of them, because they're all kind of on the same page with these changes like this.

Interview 2

Interviewer: So thank you so much for agreeing to let me interview you.

The topic is around how technology transformed or supported your weekly grocery shopping, or your grocery shopping experience in general. And I just want to ask you a few questions about that if that's okay. So, can you tell me a bit about how you do your grocery shopping usually?

Interviewee 2: Okay. So my household arrangement is myself, my wife, two adult children. And my wife probably does most of the shopping. She will tend to go and get something every couple of days. So, we don't tend to do shopping once a week. Because we live literally close to a supermarket away from, A couple of supermarkets.

And. So in terms of frequency, we, you know, one of us will go around, one of kids, me or my wife. Will go around and with a couple of shopping bags.

Interviewer: And so, you do it on a need basis. Okay. And so, you said you live Away from a couple of supermarkets. So do you usually prefer to go to a supermarket or do you also like to go to like a market?

Interviewee 2: so I'll usually go to the IGA. Nearby. There's a, there's also a Woolworths, but I prefer an independent Supermarket. And you know, we all, go to the IGA. My wife has started going to farmer's markets every, not every Sunday, but there's a farmer's market that she goes past on the way from gym class.

So , she goes to that and then we also. We also get a home delivery.

Interviewer: I was going to get into that.. So you said you get home delivery, obviously. Do you have a preference for online versus in person shopping or are there like certain circumstances or times one or the other works better?

Interviewee 2: grocery shopping is pretty much in person except for the organic vegetable box. So, it's gonna be slightly complicated to explain. Some years ago, we joined a organic vegetable co-op. Which had a relationship with a farmer organic farmer up near [place]. And it was this big social thing as well, but every weekend, People would during the week put in together a group order.

Of, of organic produce and then he, or his son or whatever would come down on the truck every weekend with a whole lot of packed vegetable boxes. And they would just bring whatever was seasonal. So we didn't choose what we were getting.. It was just a box of seasonal produce, and we get that.

And so that was, that was really cool. I mean, I really liked the idea that we were giving the farmer more money than he would get from the supermarket. . And we were going direct to them, and it was worth his while coming down. But things have changed over the years. But now these days the co-op is sort of dissolved Because you can just order direct from the farmer and get organic Redbox with seasonal produce. So, we're still doing that. And we get we get a red box most weekends. . Unless we cancel it because we're not there or going away or something

Interviewer: So, How do you order it? So you said before it was through the co-op and how do you do it now?

Interviewee 2: now, so my wife does that. Through the co-op it was just like basically people..., it was done by email. And. Like, you know, Google doc or whatever spreadsheet actually, I helped organize the spreadsheet, but where we would keep track of who had requested A veggie box and whether they were paid for it.

So it was done with direct transfers to, to the co-op bank account. And. the Veggie boxes will come down. We want 12 boxes this week. We want 14 this week or whatever. And that just needed to be updated in time for them [the farmers]

Interviewer: so obviously the fruits or veggies you that come in the box would change every week?

Interviewee 2: So we would get like big boxes. Same vegetables like for a month in a row. And I, I, so I found that very stressful, but my wife enjoyed the challenge of having to adjust to the cycle. So I tend to, when I cook, we have a thing where my son and I cook, of the seven days of the week we get take away on weekends. I cook on Monday. My son cooks on Friday and my wife cooks the other days. . . So she's been doing the majority. . But she would happily look up new recipes and, you know, use all the veggies, and come up with something.

What can we do with all this pumpkin? soup and pumpkin scones? So we would cook using whatever was available in the box. I mean, I know that's how

humans used to live, you know, So it's probably good for you, but I, I must admit, I found that a challenge in terms of, you know, having to adapt to whatever was available.

Interviewer: and you don't get a say at all in what comes in the box?

Interviewee 2: No. So it's just whatever is currently ripe and ready to go. So that that's been cool. So that's our home delivery, but then in terms of going around to the shops for everything else we do use technology for that as well,

so we just use a Google keep list. And We've got a few different lists, but one of them is the shopping list. It's a to-do list. And you just have sort of got different to-do lists here, so there's a shopping list.

If anyone notices anything is missing, they put them on the list. And then when one of us goes around to the shops you tick it off. We can sort of tick it off the list. So with the kids, at least it's sort of like, we're going to, the shops is there anything you've noticed that's missing? Can you add it to the keep list? So, it's really useful that we could just have that one central thing that we keep as our shared list. If you're on the way home from something and you stop at the shops, you hope that it's got it there. And then when you get home and you find that the kids have drunk all of their low-fat milk and there's none and you go, I just went to the shop. So it's not perfect, but it works reasonably

Interviewer: No, that sounds great. I've never used it before. I'll give it a go. I always write notes on my phone, but I think that looks nicer. It's more user-user-friendly.

Interviewee 2: You can share it with your family members and remember the items that you've ticked off. So when you go to type again, it will auto fill with, you know, previous things.

Interviewer: So it reminds you of your favourite items

Interviewee 2: it just auto fills from the things you've done previously. So, so we do end up with some Duplicates. If you don't use the previous, you'll end up with... like, we've got several different versions of full cream milk and low fat milk.

Interviewer: And so are there any times at all that you did some online shopping like ordering through IGA or woolies online?

Interviewee 2: I think we did not do it regularly. We did it maybe a little bit during lockdown. But again, you know, we're, we're just around the corner from the supermarket. So when during lockdown was only one person allowed to go out shopping. Each day we make sure that everyone, knows, we just say, you know, we're going shopping, this will be the only chance. If it's not on the keep list It's not going to come until tomorrow.. And that sort of galvanize the kids to go and actually check to what they wanted was still present

Interviewer: I guess it makes sense. If you're around the corner, you can't justify Ordering and delivery

Interviewee 2: The only advantage of delivery is you don't have to go out, but you have to coordinate the arrival times. And with it being just around the corner obviously within the five kilo limit, it's really easy to get there. We don't need to worry about driving. We don't need to worry about parking.

We're all, you know, still Healthy enough that we just take Shopping green bags. . So, you know, you just carry it home. And you know, it's literally we're close enough that you could walk. you could definitely drive, there's car parks..

You obviously can park right at the front. We, we don't do that.

Interviewer: Yeah, the stress of thinking about finding parking and all that, it's just easier to just walk If you can.

Interviewee 2: So we moved into that house start of 2020 just before lockdown happened, we finished the moving. And then we went into the lockdown. It was like, wow, that was fortunate timing, obviously we had not finished emptying the boxes, but all the moving had been done. . The old house had been cleaned and with the supermarkets Just around the back. . It's really super convenient to go walk around.

Interviewer: Cool. Okay. So a different topic, speaking about supermarkets themselves, are there any changes you've noticed over the years in the supermarket itself in the way Things are displayed or in general, more technology being used that you can think of.

In particular, anything You would think is making your shop easier?

Interviewee 2: Well, it's not so much a technological change, but I really love the legal, the, the legislation change, which meant that you have to have unit

pricing on items. So, you can't be bamboozled by, you know, all these different specials.

You've always got a common reference. Either price per kilogram or price grand. so that's an innovation, even if it's not a technological innovation. And it's obviously a legislative thing that we've enforced on the retailers and the wholesalers, I guess, going on the packaging.

I do feel that supermarkets are, I mean, it's an element of what you're used to, But I, I find that things are laid out in a way that I find easier to navigate in general in in modern supermarket. So that's good.

Also, things like checkouts, for example, I always pretty much always use a self-checkout if I can. It's something you don't think about because for me, for example, I don't really, when I think about how Supermarkets have changed, I don't really think about checkouts because it's something I use on a daily basis. And now I take it for granted because, it almost feels like it's always been there. But, so I'm in my fifties and I wasn't doing much shopping in the seventies or eighties, but I would go along with my parents and their experience was very much, you know, you had to get the cash out of the bank between nine and four.

There were no ATMs to get cash out. You had to buy everything Cash or checks. But and the convenience of, you know to be able to just, you know, wave apart. The convenience of self-checkouts, that is huge. I mean, obviously from the supermarket's perspective, To have self-checkout means they don't have to employ as many people to have customers checking themselves out.

But I, I prefer it in general. I feel it's like, well, one thing it bypasses the whole, do I have 12 items? if we are going every day or two, we don't do a huge shop, like a big shopping trolley, in part because we're walking, we are carrying it and we don't, we don't want to go return the shopping trolley.

So I think those sort of go together. But that means that sometimes you're just grabbing a few items and sometimes go over that limited 12. So instead of having to worry about, I'd rather just go to self-checkout and it's express.

So, I really like self-checkout.

I do find some issues sometimes about some of the self-checkout devices. Like when it fails, it's frustrating. You sort of sit there which happens to me regularly. So I go to IGA and I start scanning the items and it used to say please

scan your IGA card If you haven't already. And I would always say you're a computer, you know, whether I scanned it already or not. .

It doesn't say that anymore. So that's a good progression, I guess it's a minor annoyance.

Also, when it, you know, gets confused about the weighting things, that's always a frustration, you know, you you've scanned something, or you've weighed it. Then Transferred it to the to the side. And then it's complaining about the way I put it. In fact, I've given up on trying to use my bags. Like, so, you know, you sort of say add your bags to it. But it gets messed up so often that I just put the items directly there and then I spend time putting them here, then time putting them into the bag after I purchased.

It takes some time. But anyway, so there's a little friction.

Because it sort of says, you know, it gives you the option to say I'm using my own bags. And I always just say these days, just say, no, I put the items on directly. .

But I should probably give it another try because it would probably be, be better. But my experience was that it would often get confused About the bags that I put there. If I put like three or four bags there, it would complain that that wasn't a bag.

Interview 3

Interviewer: Thank you for taking part in this interview. To start, I wanted to ask you a general question about if, if you can tell me a bit about how you do your grocery shopping, a bit of about your habits. How often do you do it? Where do you do it? Just a general overview.

Interviewee 3: Sure. So we do most of our grocery shopping on basically a weekly basis or try to anyway, we do it online through the Woolworths website. so the way that we tend to do it is we have a Big list of meals that we tend to eat, in Google Keep, which is like a note taking thing. And then we sit down and go, what do we want to eat this week?

And we choose those meals. And that makes it a lot easier to go through and like, oh, what do we actually need to buy? And things like that without having to think for 20 minutes about what you want to eat. So, we do that.

So yeah, we, we tend to, to do it that way and then basically go through the list for each meal, and go, okay, what do we have? What do we need? And by the end of it, we've got \$120 of things that need buying. Yeah. So that's what we try to do. In practice it's maybe not quite so so well behaved and we'll go, oh, I can't be bothered to do the big shop.

Cause it can take quite a while. Cause the websites are slow and the interfaces are a bit annoying and all this kind of stuff. So, we do put it off. And so quite often what happens is we go, okay, I'm just going to the shops on the way home and buy stuff for tonight's dinner. Which obviously you end up buying things that you don't need, like cookies and stuff like that.

So that, that's the reason to do the weekly shops is that you avoid doing that kind of thing..

Interviewer: I can definitely relate to that. So your grand plan is to do a weekly shop, a big weekly shop in bulk, and then sometimes in practice it doesn't really happen. So you just end up shopping for that night.

Interviewee 3: Yeah Exactly. And during COVID we got into the habit of doing deliveries which is mostly pretty good. It's only like five, \$10, and then you don't have to look around a load of shopping and things like that. It's pretty good. The only annoying thing is the, the number of plastic bags you end up collecting.

Interviewer: Yeah, that's true. So. Usually when you do your weekly shop, the bulk shop or even your small daily ones, Are there any things, any products that are staples in your grocery list?

Interviewee 3: I mean, you obviously get the basics, like milk and bread and things like that, which are basically always in there.

We do obviously do quite a lot of cooking. So there's vegetables, which are basically always included like onions and carrots and things like that. So chopped tomatoes, we always have a cupboard full of chopped tomatoes. The issue is when it's things that you don't need all that often, and you forget whether or not you have them and you can't be bothered to get off the sofa and check. And so that's how you end up with five bags of plain flour.

Interviewer: Okay. So obviously you talked about how when you do your shopping in person, you end up buying stuff you don't need, but, are there any other differences you notice in, in the way you do your shopping in person versus online?

Interviewee 3: When I'm shopping online. And because we do it the way I was talking about with the meals, like the meal list, we tend to shop per meal. And then maybe I'm like, okay, well we only have One red pepper, but we have three meals that need pepper. So, I'll buy some red peppers. Like that would be it.

It's kind of like a meal focused way. Whereas when I'm in the store, it's store layout and I work through it and walk past like, do I need some of this? Do I need that? Do I need this? And so that's how you end up picking up all this additional stuff, because, oh, well I do need chocolate

Interviewer: Yeah, and I do need shapes. hahaha

Great. Okay. So when you do your shopping online, your weekly bulk shop, what devices do you prefer to use?

Interviewee 3: So, because. The Woolworth's website anyway is quite heavy. It's quite lots of JavaScript. It's quite slow. And so you need, like, you don't need, but it's a lot nicer to use on like a decent device.

Even like a, a good smartphone, it's just a pain. So we tend to do it on a tablet or even a desktop. Because then you can see more and it's maybe a bit faster.

Interviewer: Do you ever use the woolies app?

Interviewee 3: No, actually, no.

Interviewer: Okay. Cause there's, apart from the website, they also have an online shopping app.

It's not that different from the website. Obviously, it might be faster

Interviewee 3 That might be, it might be better. it hadn't even occurred to me and I make apps, so, there you go. They, they obviously don't advertise it very well..

Interviewer: Okay. Great. So, a slight change of topic apart from using, you know, devices and shopping online and all that, talking about the grocery store itself. You've been grocery stores, multiple grocery stores over the years. Right?

Interviewee 3: Yeah. They they're always saying that about me. Hahaha

Interviewer: Hahaha. what kind of changes have you noticed, That stood out to you in the way for example, the store is laid out, things you think are really useful?

Interviewee 3: So one thing that we noticed when we first arrived in Australia is that the, the layouts are very different. Things are not where you expect them to be a lot of the time. So why is the milk on the opposite side of the store from the cheese? And like, things can be very confusing, I think it's butter is miles away and you're like, what is happening? And then you get chopped tomatoes are in with the pasta sauces or something instead of the vegetables. It gets me every time.

But I guess, in terms of how things change without going between different countries obviously there's a higher degree of focus on things like automation, self-checkout, stuff like that. Although that's been Around for years now, obviously.

Interviewer: Do you use self-checkout often or do you prefer in-person?

Interviewee 3: oh, I hate human contact, so yeah, I use self-checkout. Although what they have started doing now in, in like only the last year or so is they have cameras above. Yeah. That has been in the UK for a bit, but I wasn't sure if it was, it didn't really affect anything,

but here they've started Trying to identify what you've put on the thing so that it makes it easy and you don't have to type it all in. So I think it takes like the color and the size of it. So that's quite interesting. And then they have this really annoying thing where they go, oh no, you've, you've left something in the basket.

Even if it's only like carrier bags that you brought with you and you have to get a member of staff over before you can pay. so, yeah, they, they, they're trying to automate some of these things and maybe have a bit more security or something, but it's not always great.

Interviewer: I noticed that sometimes even when I bring my own bag and there's an old receipt left in it or something and I put it on the, on the weighing area, it tells me there's something in your bag.

Interviewee 3: Even with that, it doesn't take it. They're quite sensitive. I think I've started noticing that there's some things tend to have a little bit more trust now than they used to. If you scan something and then don't put it in the on the scales or something afterwards, like they used to always scream at you going like, ah, blah, blah, blah. And you have to get a member of staff over.

Yeah. Whereas now there's quite often a button where you go. I've packed it in my own bag or something, Don't scream at me. Skip bagging. So that's good.

Interviewer: So you mentioned something really interesting before about how some, some of the layouts of the stores here are different to the UK where you are originally from. Can you tell me a bit more about how your experience shopping in the UK was different? What, what are some of the obvious differences other than store layouts?

Interviewee 3: I haven't seen so much here the things where you go around the store with your own little scanner things. So you don't actually check out at the end.

Interviewer: Hmm, what is that?

Interviewee 3: I never really used it, but I think the idea was if you were doing like a big shop for like a family of four, you take basically the scanner that they use on the checkouts and scan things as you put them in your trolley, and then you just swipe your card or whatever at the end.

Because it would've scanned everything so you can bag as you go.

Interviewer: Okay. That's cool. Yeah. I haven't really seen that here.

Interviewee 3: That was starting to become More popular in the UK when we left. Otherwise it's mostly just like where items are in the store and in relation to each other and things.

And yeah, it took a long time for us to be able to find things in the shops here. We started to get used to it. So I imagine if I go back to the UK, I would get lost again,

Interviewer: Is there anything else you want to tell me about your shopping habits?

Interviewee 3: Only that they need to get better. I dunno.

Interviewer: Tell me a bit about how having a pet changed the way you do your shopping.

Interviewee 3: So we are opportunistic dog food purchasers. Mm-hmm, where we, we stock up when they're on offer, because we found if you give her the wrong food she'll fart.

And so we only buy one type of food so yeah, when, when those are on offer and it can be quite a steep discount, like 50%. And so it, it reduces the cost. \$4 a day to \$2 a day. Which is quite a lot over the course of the month, it's quite a lot of money. So we, we tend to buy the food when they're on offer, they do come on offer quite a lot.

Interviewer: Do you track or do you have any notifications for when things go on special? I think you can do that in the app.

Interviewee 3: Yeah, we probably should. I mean, we just start looking when we have like less than a week left. but because we quite often go to either Coles or Woolies a couple of times a week, And so it'll be like, well, one of them tends to have them on offer. If not, then you just suck it up and buy a couple of weeks full price.

Interviewer: Great. Thank you very much.