

While there are many shopping apps that exist, most focus on working with chain stores. As more people grow weary of low-quality, mass produced products that only generate low wage jobs, there is an emerging trend to shop local and support small business. Most adults don't have time though to go to a butcher, a baker, their local farmers market, etc. every day. Local Only would be an app that would combine the convenience of a WalMart with the conscientiousness of shopping local. You could simplify your grocery shopping by still getting to just click on tomatoes, bread and eggs, but instead of your shopper going to Kroger and buying everything, they would distribute foods gathered from local only businesses and farmers.

Assumptions:

1. People do not have the time or interest to shop multiple stores for goods they use regularly.
2. People have trouble finding where to buy certain items they use regularly in their local community.
3. There is a large customer base interested in supporting local businesses.

Problem Statement:

Identify which products would need to be available in the Local Only app for people to be willing to switch from some other grocery app (such as Instacart).

Screening Question:

Do you currently use an app or website to buy any of your groceries or regular household items?

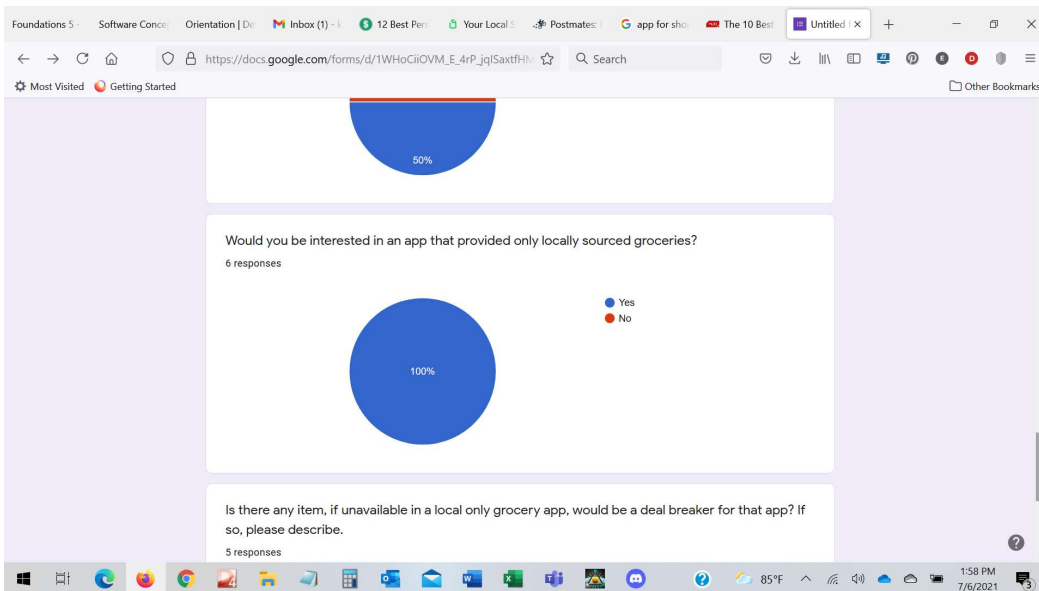
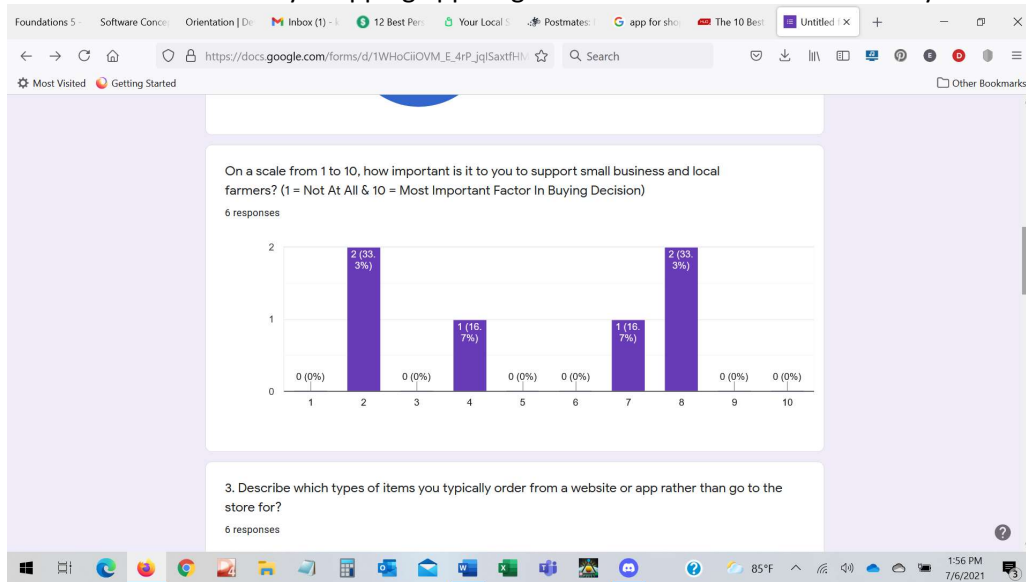
Other Questions:

1. When buying groceries or regular household items, which is most important price or quality?
2. On a scale from 1 to 10, how important is it to you to support small business and local farmers? (1 = Not At All & 10 = Most Important Factor In Buying Decision)
3. Describe which types of items you typically order from a website or app rather than go to the store for?
4. List any items you prefer to buy in person rather than on a website or app?
5. Would you be willing to pay more for the items you currently buy on a website or app if you knew it was from a local small business or farmer?
6. Would you be interested in an app that provided only locally sourced groceries?
7. Is there any item, if unavailable in a local only grocery app, would be a deal breaker for that app? If so, please describe.

Key Findings:

1. The interest level was higher than expected in the potential product. Although I anticipated mixed results on the question as to how important shopping local was, I did not expect 100% yes

to interest in a local only shopping app. I figured the results would be similarly mixed.



2. The majority of those surveyed, although they buy some things online, prefer to buy groceries and other consumables at a traditional store or pick it out themselves.

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List any items you prefer to buy in person rather than on a website or app?

6 responses

Frozen items, as they sometimes are differently sized than anticipated. Also, chicken and beef, just because the quality varies so much and it's often the most expensive grocery item I buy.

Groceries, Electronics

Dairy, Fruit and vegetables, clothes, furniture

produce, shoes

I typically do all my grocery shopping the old fashioned way

Consumable groceries

Would you be willing to pay more for the items you currently buy on a website or app if you knew it was from a local small business or farmer?

6 responses

6 responses

Accepting responses

Summary Question Individual

Do you currently use an app or website to buy any of your groceries or regular household items?

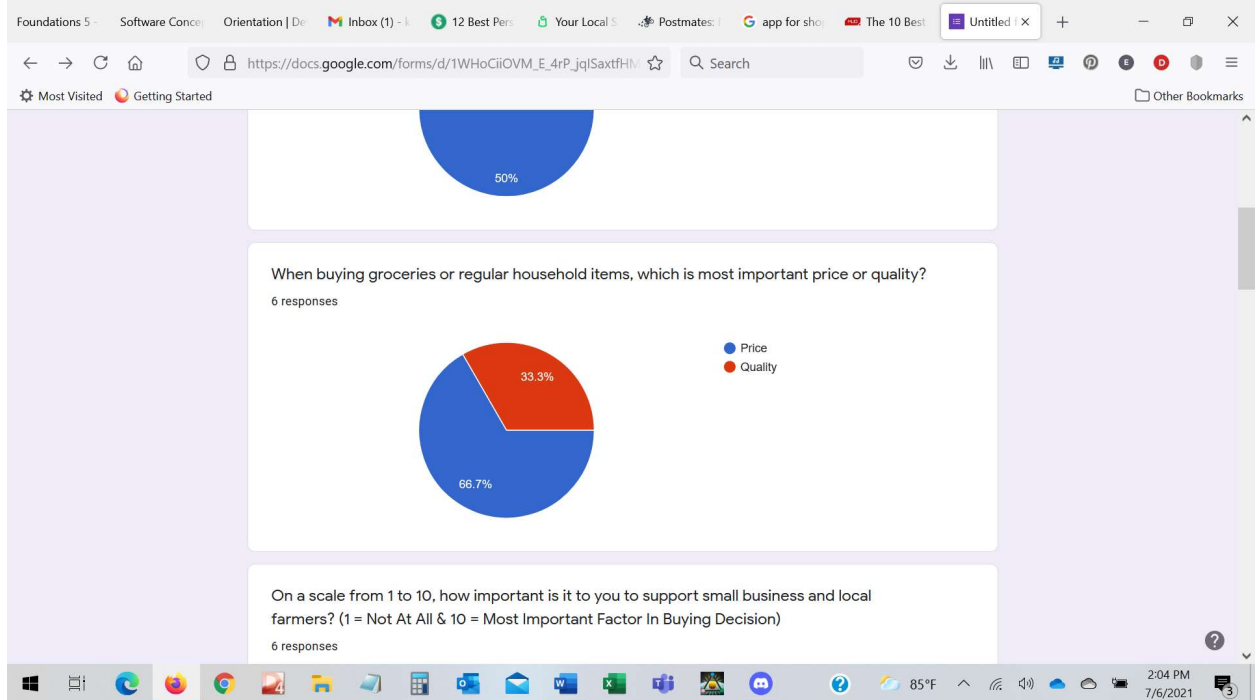
6 responses

50% Yes
50% No

When buying groceries or regular household items, which is most important price or quality?

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3. Corporations do well because many people are focused on price above all else. The trend still exists and would still be an obstacle despite intellectual interest.



Surprising Findings:

Aside from the surprising 100% interest in the idea, I was also surprised to discover that most of those survey, even post COVID-19, still preferred to do day-to-day shopping at a traditional store for the majority of their consumables.

3. Describe which types of items you typically order from a website or app rather than go to the store for?
6 responses

Only basic groceries, i.e. fruit, vegetables, eggs, etc. Sometimes order ahead to pick up when it's ready; however, if I have to order ahead more than a day, I will generally just drive down to the grocery store and buy things there instead, without the website.

Accessories for electronics, games

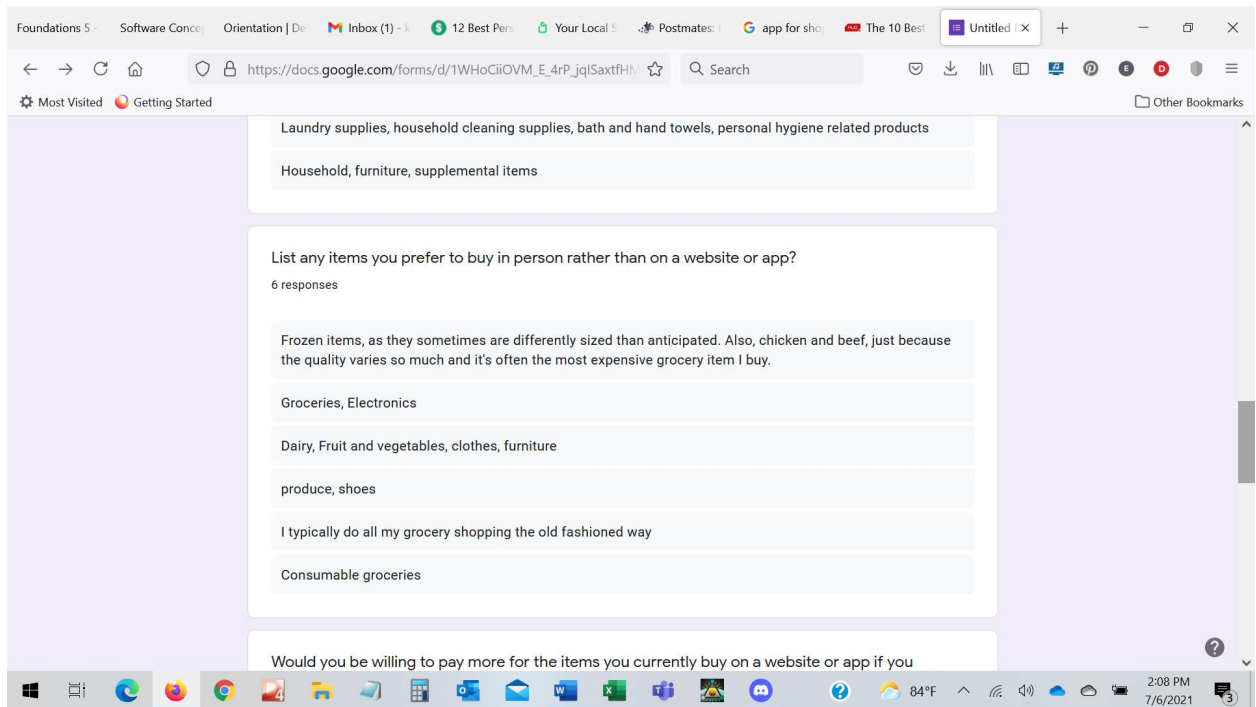
Lotions, Razors, Cereal, Cookies, bathroom needs

one time purchases (clothes, tennis racket, etc)

Laundry supplies, household cleaning supplies, bath and hand towels, personal hygiene related products

Household, furniture, supplemental items

List any items you prefer to buy in person rather than on a website or app?



Problem Statement Review:

My problem statement was only partially solved. I did learn that a Local Only app might need to have an emphasis on non-grocery items if that is the bulk of what people are buying online or on apps. I still would have to do more research on how to garner interest in buying produce on an app so local farmers could be included. I'm also unsure if many communities could support a more tech/product based local only app instead of the butcher, baker, farmer support community initially envisioned. I would definitely want to do an alternate survey with far more responses to see what it would take to get people to switch from a traditional grocery store. I'd also need to know how to sweeten the deal if price is still the most important factor for most people when buying groceries.