Questions for the Interview

Overall + beginning	Cart	Order form	Additional
Question	**Follow-up**	**Answer**	**Notes**
How often do you use the online grocery shopping service?	What influences your frequency of use?		
What made you decide to try online grocery shopping for the first time?	What were your initial concerns?		
How is your online grocery shopping different than offline?			
Why did you chose to use Silpo over all other online grocery stores?			
How do you typically build your shopping cart? Do you use lists, categories, or search?	Do you choose products to get optimal price limit or discount offer? Is your choosing of products impulsive or more rational and calculated?		
How easy was it to find products in the online store?	What challenges did you face?		
Did you find the product categories logical and easy to navigate?	Which categories were confusing?		
Was the product information sufficient?	What additional details would be helpful?		
How do you handle out-of-stock items in your cart?	Are you satisfied with the replacement options?		
How do you manage	Do you save items for		

your shopping cart across multiple sessions?	later?		
How do you manage your favorite or recurring items?	Do you use any shopping list features?		
Was the checkout process clear and straightforward?	Which step was most confusing?		
How did you choose between delivery and pickup?	What factors influenced your decision?		
Did you find the address input process user-friendly?	What could be improved?		
Do you often change address? How do you use the search function in address?	What type of search do you use? Why do you prefer it? Is it accurate and helpful?		
How do you handle time slot selection for delivery/pickup?	Are the available slots convenient?		
How do you handle special instructions for specific items?	Are comments taken into account?		
Do you use codes? How do you handle promotional codes and discounts?	Are they easy to apply?		
What payment methods do you prefer and why?	Have you experienced any payment issues?		
Did you encounter any technical issues during ordering?	How were they resolved?		
Did you need customer support during the process?	Did you know how to get contact? How was the experience?		
How do you track your order status?	Is the tracking information sufficient?		
Was it clear how to modify your order after placement?	Did you need to modify any orders?		

Was it clear how to cancel your order after placement?	Did you need to cancel any orders?		
Was the mobile experience different from desktop?	Which platform do you prefer? Why?		

Testing guideline for broad analysis

Your usual order path + experience (stories)

Testing Task	Following Question	Action	Notes
Add items to your cart	Are there any problems?		
Access shopping cart with existing items	How easy is it to find the cart? Can you identify all items clearly?		
Modify quantities in cart	Is it clear how to change amounts? How does the total price update?		
Remove items from cart	Can you easily delete items? Is the undo function visible?		
Proceed to checkout	Is the button visible? Are all costs clearly displayed?		
Choose the store to pick up order	How clear was the path to do this?		
Select pick up time	Are available slots clear? Do you understand when the delivery will be?		
Change delivery method	How clear was the path to do this?		
Fill delivery address	How intuitive is address input? Can you easily select from saved addresses?		

Change delivery address	How clear was the path to do this?		
Select delivery time	Are available slots clear? Is pricing for different slots visible?		
Change delivery time	How clear was the path to do this?		
Speed-up delivery time Turn that back off	How clear was the path to do this?		
Add delivery instructions	Can you find where to add notes? Are options clear?		
Check auto-completed information	Does it need a change?		
Add certificate	Do you understand where to find it?		
Add promo code	Do you understand where to find it?		
Change packaging for the order	Do you understand where to find it?		
Add tip for the delivery man	Do you understand where to find it?		
Review the order information	Is all information present? Do you understand all given information?		
Choose payment method Change it to another	Is it clear how to enter data?		
Complete payment	Are payment methods clear? Do you feel secure entering details?		
Review order confirmation	Is all information present? Can you find order tracking?		
Cancel order	Is it clear for you how to do that?		

Testing guideline for time measurement

Testing Task	Ukrainian translation	Following Question	Time (s)	Notes	Questions
Add 25 bottles of water 0,5 to your cart Or similar item	Додати до кошика 25 шт 0.5л води	Are there any problems?			
Tell what is the delivery fee for the order	Зрозуміти яка сума замовлення	Did that car animation confuse you?			
Delete water for the cart And undo	Видалити 25шт води Undo				
Modify quantity of weighted product (candies) to 0.35kg	(додати в кошик ваговий товар 0.1 кг та перейти в кошик) Змінити кількість вагового товару (цукерок) до 0.35кг				
Explain your idea of what is next after "Order" button	Пояснити очікування від натискання кнопки "Оформити"				
Change address of delivery to sq. Rynok	Змінити адресу доставки на площу Ринок	How clear was the path to do this? Why did you choose that method?			
Change delivery address to the current location	Змінити адресу доставки на поточне місцезнаходження				
Enter needed fields (+ comment)	Заповнити потрібні поля: Під'їзд - 3				

	Поверх - 7 Квартира - 52 Домофон - *352				
Choose the delivery time	Вибрати час доставки - завтра 17:00				
Change the delivery method to pick-up in the nearest store	Змінити вид отримання на самовивіз з найближчого магазину				
Choose the pick-up time	Вибрати час отримання - завтра 17:00				
Change the payment method to after receiving	Змінити спосіб оплати на розрахунок при отриманні				
Add the comment to the specific product	(додати 3 товари в кошик) Додати коментар до товару вода: "По можливості у згрупованих палетах"				
Change the contact method/way	Змінити контактування на - не збирати якщо потребує уточнень				
Add certificate PIN: "72295715" CODE: "0201739256578" Only with code Check if it's valid	Додати сертифікат: PIN: "72295715" CODE: "0201739256578" Тільки з кодом Та перевірити його валідність	Do you understand where to find it? Is it valid?			
Add promo code	Додати промокод: 123456789098765 4321	Do you understand where to find it?			

	Та перевірити його валідність				
Change packaging for the order	(вернутись на верх кошика) Змінити/Додати пакування	Do you understand where to find it?			
Cancel order	(оформити замовлення та вийти з програми) Скасувати замовлення	Is it clear for you how to do that?			