Problems and ideas

Problems / Pains

- Problems, that can be solved with interface changes (usually in mobile)
- Problems on PC
- System bugs
- Problems that can not be solved just with interface or system (often include reputation of store and control of quality in it)
- Additional ideas of users or their pains

Ideas / Solutions

- Idea / solution

Additional ideas from audit and analysis

- Add a list of previously seen products, that would stack 10 products that were seen in this session

  "Seen" - user went to the product page or somehow interacted with product
- Add a discount deadline to the product block
- Add ability to form list of favorite products in web version
- Add information to the products, that are out of stock or are searched for and not found by user, about a list of stores (in the same city - but can be changed) where this product is available.
- Add function to "Save comment for the future"

  So user can reuse a comment for specific product every time he needs and not waste time to write it again
- Add information about time limits - till when user can submit order to be able to get it in specific time window (for example: for 15:00 - 16:30, order should be submitted till 14:00)
- Add ability to change the store (in some suitable distance) from where the order will come if the needed product is there
- Add ability to choose whether to put everything in one package or to separate packages for different products (or types)
- Add ability to appoint another person as receiver of the order

Overall

- Low trust in quality of the products, like meat, vegetables, fruits etc.
- Sometimes unintuitive categories, that make it hard to understand where to look for certain product, if user doesn't know the brand name
- Hard to find same product in different size, just in list
- No ability to add the product from previous order to the current order with one click
- No ability to track delivery man
- No clear understanding if the product is not available or the user is searching it wrong or it does not exist at all
- Not instant and problemless recognition of needed information for pickup order

  (4 last numbers are asked)
- "Once there was a payment error and the card was not debited (Apple Pay), but the order was collected and delivered, and the payment method was changed to Pay by card to the courier. It is very good that Silpo did this and did not cancel the order. It is a little inconvenient that there was no notification about this"
- No instruction where to find pickup station/point
- Too small images in the result list of a search of a product
- Back arrow not always brings a user back, but in some other places like "main page", when it should have been "cart"
- No clear infromation about allergies. Often description is not informative enough (only country and brand).
- No ability to click on the product from the previous order if it not available at the moment - when needed to go to the same category to choose simular product

- Develop marketing strategy
  Increase control and requirements on food choosing
- Conduct research and develop universal product labeling to create standard filtration
- Add links to the different sizes of same product on the product page

  Additionally visualize if some size is not available (out of stock)
- Add adding button as in the application version

  Previous orders
- Add tracking option as in the application version

  or

  Add status notifications of the order and delivery man activity
- Reflect the status of the product even if it not available for ordering
- Make 4 last numbers **bold**

  or

  Use QR code of bonus card to give info about person and order to system
- Provide notification on number for order and additional in the app (order summary)
- Add map and instruction were to find the pickup station in the chosen store for receiving order
- Give option to change images format:
  1. small in list (as it is in resulting of search)
  2. big in rows (as it is in categories)
- Fix navigation and trace proper path of user
- Add labels of main allergies in the product page.
- Change the button "Add to the cart" to button "Go to the category" in list or on the product page

Cart

- No clear understanding of the delivery fee amount in cart
- No clear understanding of the "one click" deletion of the product in cart

  not intuitive keyboard function
- No clear understanding of total and discount amount (where it came from)

  Confusion about total sum when delivery method is chosen
- Confusion about error message of over the limit product and message of got to limit product

  (both red text)
- Message about chosen time slot, that is *no* longer valid, without help to fix it and block on the button "Go to order details"
- Balobonuses carousel goes from one side to another skipping items
- If undo the deletion of product after a move/ scroll, the product will not appear back (total and other information will be correct)
- No ability to delete or edit added promocode

- Add first (initial) amount of delivery fee in animation

  Additionally, add text on button
- Add "delete" icon to each individual product block (as it is in PC version)
- Add documentation to total

  Additionally, add clear separation of product sum and delivery fee in total
- Change notification about limit to black/gray

  Separate block with problem from the other products
- Add the link to the time error message, so user would be able to go straight to the solution

  Additionally, change "Go to order button", so it will take user to the form section with time (with indication that it should be changed)
- Blobonus carousel
  Fix the skip, so it will move one item at a time
- Fix the appearance of undone deleted product
- Give ability to delete or edit promocodes

Form

- No clear understanding that in the process of choosing address the additional button should be pressed to save the final choice
- Time slots are "jumping" when chosen
- No understanding what is a time window to get order in pick up method
- No indication that the fields for appartment number, floor, entrance, office number are required, until the final button is pressed
- Button to change the payment method is to close to the final button to pay (which is default Apple/GooglePay), which makes user scared to try to press it
- Only one type of certificate is not checked in the moment
- The chosen payment method and entered comment to the order are not saved, when going back to cart and return.
- Notification about change is blocking any action and annoys user
- No exit button for some keyboard modes
- Accidental submission of order
- No return policy comprehensive documentation, only formal "Rules"
- When pasting the card number for master card, it fills only 4 digits, so user can not paste full card number

- Change pressing button, to clarification message, when leaving the page
- Stabilize slots
- Add documentation about the rules of pickup method
- Add * symbol of required fields

  or

  Automatically fill up with blank spaces if not field before submission
- Make payment method a separate block in the form

  Additionally, add documentation/ explonation about each method process
- Verify certificates in real time

  or

  Give explanation to user why it is not checked in the moment, and when it will be processed
- Save entered information in form
- Blur screen to make message noticeable and give user understanding, that action is blocked

  or

  Leave activity possible and have the message disappear after some time
- Standardize keyboard modes
- Add confirmation message when submitting order (with main information)
- Add easy explanation of return policy
- Give ability to paste full card number

Additional thought / needs / goals

- No energy to think about the recipe
- Need to control healthy/ wanted habits in food
- No ability/opportunity to answer calls if there are any questions about the order
- No ability/time to surf through options when some product is not available when worker is picking up an order
- No knowledge of every store's address, when looking for the best one to pick for the pickup order
- Will to make some dish, but no time or energy to search for every needed ingredient
- Need to get a certain amount of kg products, but no knowledge what is a ratio kg:piece
- Accessibility / inclusivity
- Will to save time and energy of searching of a product
- Need to check product list before submitting the order, but a fear that all entered information will not be saved if went back to cart
- Wish to know if a favorite product is on sale, not to go every time and search it just to check.
- Need in healthy and balanced meals

- Add AI recipe generator based on the products in cart
  With recipes that need additional products

  Ability to add all needed products/ingredients to cart based on number of portions
- Add ability to set goals and challenges
  And then check cart for missing or excess products
- Add messenger option for contact with delivery man

  A "one time" chat in the system
- Add ability to add a list of changes to individual products, with prioritizing of changes.
- Give 3-5 nearest stores to given location, when Pickup method is chosen
- Add AI helper - give the dish title - search of list of needed ingredient for the dish with ability to add all of them to the cart with one click (with popular items or by choosing products in needed categories by hand)
- Add possibility to change the adding method from "kg" to "piece", for products suitable for this approach.

  or

  Add ~ration information on the product page
- Add voice chat AI, that will help to do shopping for the user

  Add preferences in initiation quiz and ask any questions or give any tasks
- Add AI chat to help in product search or other problems/errors/ confusions
- Add an optional mini product list, that can be opened to look through products (but not change)
- Add notifications about favorite products or chosen categories
- Add checker of the cart (AI) and give propositions of the products (or categories) for balanced plate