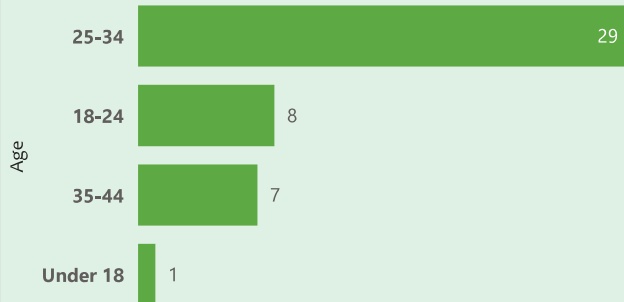
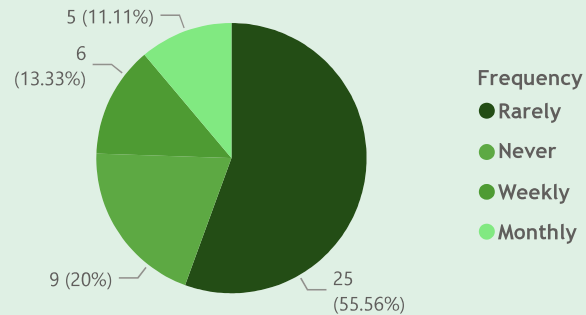


BuyRite Pre-launch Consumer Survey (Responses)

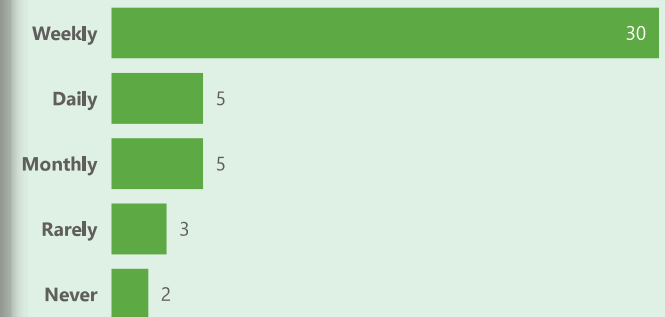
User Research Findings by Age



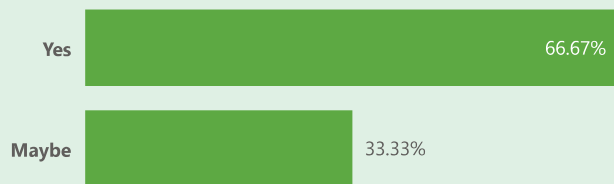
Frequency of Grocery Order Online



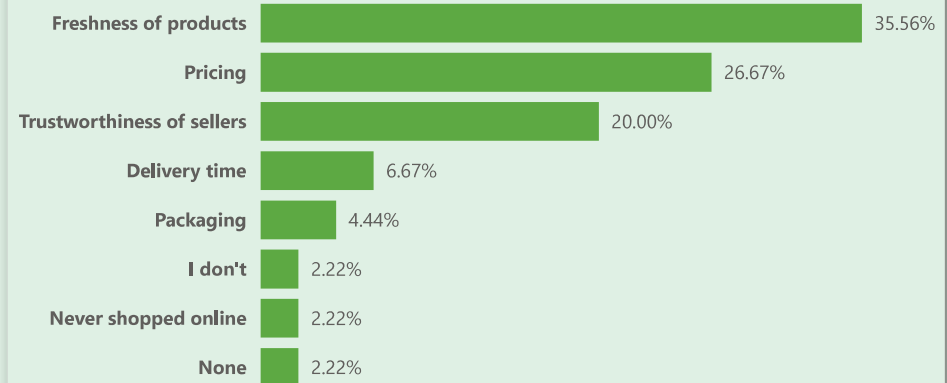
Market Visitation Timeframe



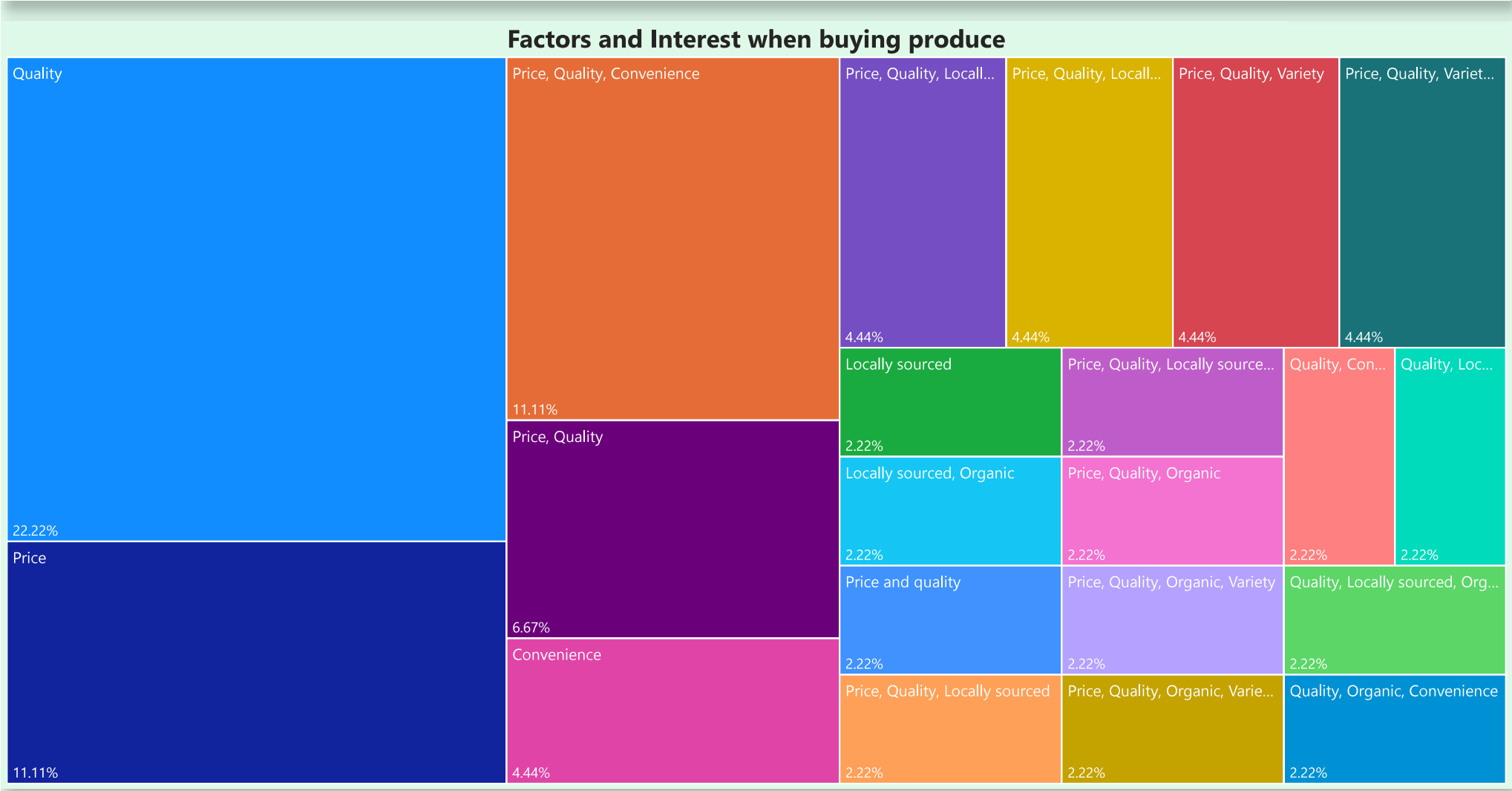
Are you interested in using BuyRite?



Primary concerns when shopping for groceries



BuyRite Pre-launch Consumer Survey (Responses)

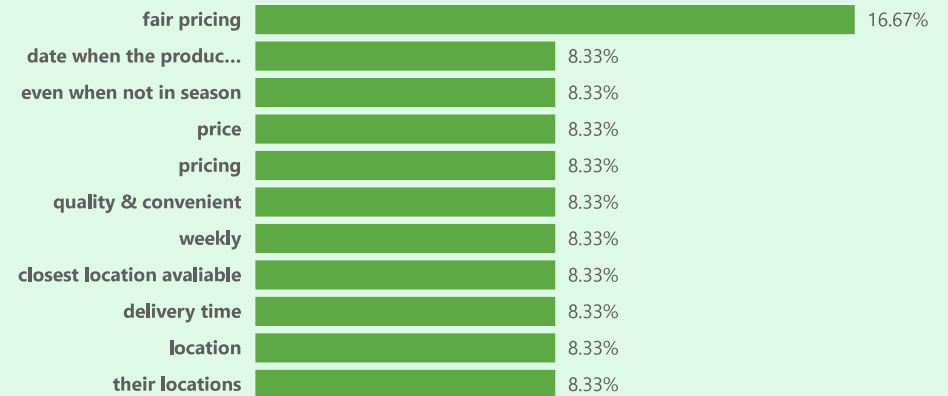


BuyRite Pre-launch Consumer Survey (Responses)

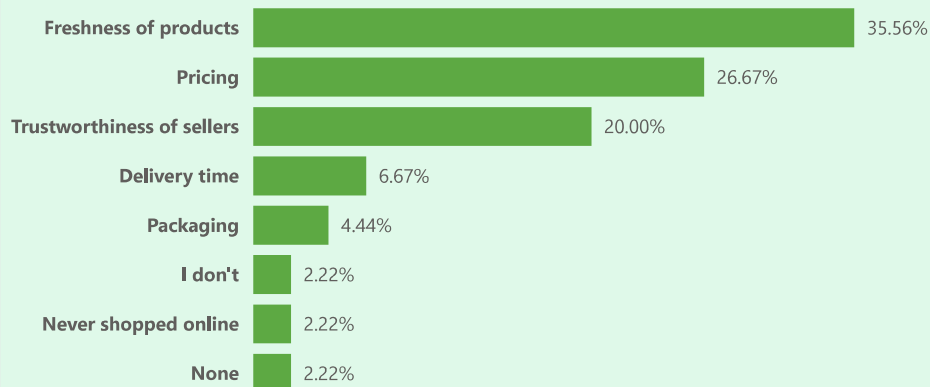
How beneficial do you think BuyRite will be?

1. Convenience: I can...	Because I want to try...	Because it could reduc...
Because it will give me...	Connecting consumer t...	Convenience
Ease the stress of...	Faster purchase of...	For convenience

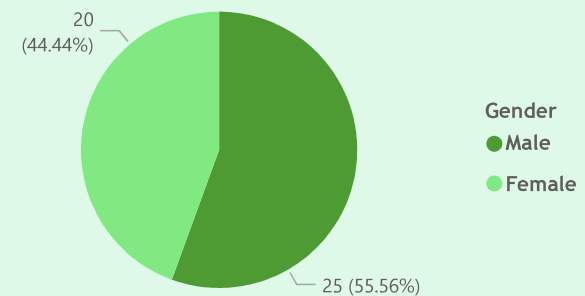
What feature will you be interested in?



Are you interested in using BuyRite?

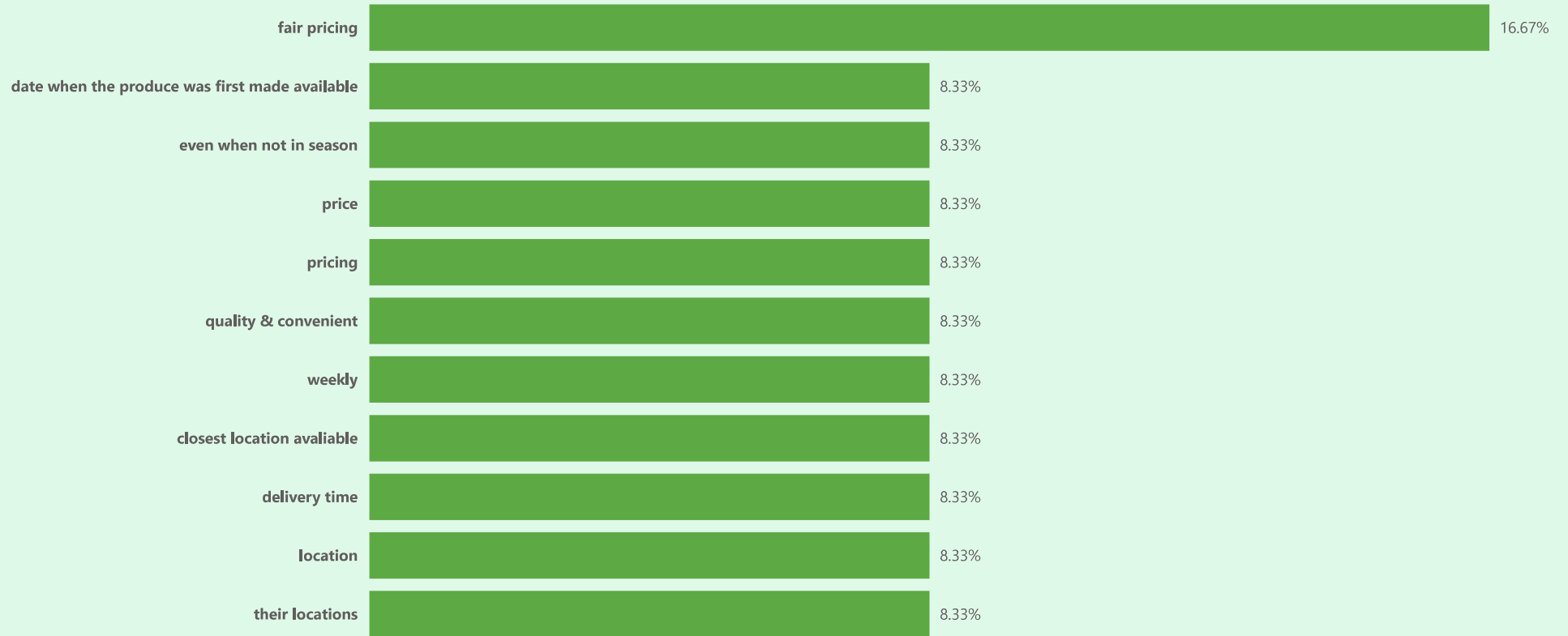


Gender of Respondents



BuyRite Pre-launch Consumer Survey (Responses)

What feature will you be interested in?



BuyRite Pre-launch Consumer Survey (Responses)

Features of interest

