FreshCart User Interview Transcript

Date: August 2025

Interviewer: Nour

Participant 1 - Sarah, 34, Working Mom

"I use FreshCart twice a week but the checkout is so frustrating. Sometimes I add things to my cart and when I go to pay, items are out of stock. I wish I knew earlier."

"The search is weird too. When I type 'organic apples' I get regular apples first, then organic ones mixed in randomly. It's hard to find what I want quickly."

"I usually shop during my lunch break so I need it to be fast. If the app is slow or confusing, I just give up and go to the store after work instead."

Participant 2 - Mike, 28, Tech Worker

"The app crashes sometimes when I'm trying to add my payment info. Super annoying when you've already spent time filling your cart."

"I like that they have lots of options, but sometimes there are too many. Like 47 different types of bread? How do I know which one I want?"

Participant 3 - Lisa, 42, Freelancer

"I love the idea of grocery delivery but the app makes me anxious. I never know if my order will actually arrive or if half the items will be substituted."

"The checkout feels like it takes forever. So many screens and confirmations. I just want to buy groceries, not fill out a survey."