Fall : 2024 UXR case study midterm project

CASE STUDY PORTFOLIO

Name : Sneha Shajee Mohan

subject : UX Research

TEAM

Dhwani Mahajan
Nikita Syangtan
Sneha Shajee Mohan
Saundarya Pande
Ashley Less
Krisha Mahajarjan

Overview :

This UX research project aimed to identify user pain points and positive interactions within the **Kroger Mobile app** to inform recommendations for improved usability and competitiveness. We conducted interviews to understand users' general attitudes toward grocery shopping apps, their experiences with the Kroger app, and preferences in competitor apps. Our findings addressed questions like "How does the Kroger app compare to other grocery store apps?" and "What features do users find most frustrating or enjoyable?" This research guided our recommendations for enhancing the app's design by drawing on successful elements from competitors and addressing user pain points unique to the Kroger app.

System Evaluated: Kroger Mobile App:

The Kroger mobile app lets users shop for groceries, create shopping lists, and access digital coupons. Key functionalities include browsing various categories, viewing the weekly ad, clipping coupons, and locating items within specific aisles for in-store shopping. Although these are essential for a grocery app, the Kroger app presents several usability gaps that can disrupt the user experience, impacting satisfaction and efficiency, which we set out to address.

Motivation

We chose the Kroger app for evaluation due to its popularity and frequent user-reported usability challenges, especially regarding real-time inventory visibility and accessible coupon clipping. Many users struggle to locate items or confirm their availability, leading to frustration and, in some cases, a shift toward competitor apps offering smoother, more intuitive experiences. By analyzing these pain points, our goal was to uncover underlying issues, conduct a thorough usability evaluation, and develop actionable, data-driven recommendations to enhance the app's functionality and overall user experience.

Research Goals

The primary research goal for this project is to identify and understand the factors that influence user satisfaction and frustration within the Kroger mobile app.

1)**Identify User Pain Points and Positive Experiences:** We aim to determine which features of the Kroger app users find most frustrating and which they enjoy. By pinpointing these specific aspects, we can uncover areas needing improvement and highlight functionalities that enhance user satisfaction and engagement.
2) **Assess the app's navigation and organization**, focusing on locating specific grocery items via categories.
3) Evaluate the usability and efficiency of **locating coupons and clipping them to the user's account**.
4)**Benchmark Against Competitor Apps**: Another core objective is to evaluate how the Kroger app compares to other popular grocery shopping apps.

My Role

In this project, I was responsible for:

- **Conducting User Interviews and Collecting Observations**: Led interviews to gather qualitative insights into users' experiences, specifically targeting their interactions and challenges with the Kroger app.
- **Participant Recruitment**: Managed the recruitment process, selecting participants that matched our target user profile.
- **Task Design and Execution**: Designed and conducted two core usability tasks: locating and clipping a coupon and finding a frozen vegetable item without using the search function. This is to assess key user interactions within the app.
- **Evaluating Observations**: Analyzed user feedback and behaviors observed during task completion to identify usability issues and areas for improvement.
- **SUS Scores and Probability Predictions**: Supported the calculation of System Usability Scale (SUS) scores and probability predictions to quantitatively assess user satisfaction and app usability.
- **Documentation and Reporting:** Assisted in documenting the task structure, personas, calculations, and project summary to ensure a comprehensive report of findings and recommendations.

Methods

Participants: The study involved participants aged 22-45, all regular users of grocery apps, including Kroger's. This demographic was selected to represent frequent shoppers who rely on app features to streamline their grocery shopping experience. Participants were guided through two specific tasks:

(1) locating and clipping a coupon for a popular cookie brand
(2) finding a frozen vegetable item by navigating the app's category system.

Procedures: As participants completed these tasks, they were prompted to verbalize their thought processes, providing real-time insights into their actions, challenges, and overall impressions of the app's usability.
This think-aloud approach allowed us to observe their natural reactions and uncover potential usability issues that might not be immediately visible through standard feedback methods. After the tasks, each participant completed the System Usability Scale (SUS) survey to give a structured, quantitative measure of their experience. The combination of qualitative observations and quantitative SUS scores helped us form a comprehensive view of user satisfaction, usability gaps, and opportunities for improvement within the app.

data analysis techniques

1)Affinity mapping(qualitative insights): To analyze the data collected, we utilized affinity mapping to categorize and identify patterns in user feedback from the think-aloud sessions. This technique helped us cluster observations based on common themes, making it easier to pinpoint recurring pain points and positive interactions within the Kroger app.
2)Microsoft Excel(quantitative metrics): we used Excel to calculate and analyze the System Usability Scale (SUS) scores, providing a quantitative measure of overall app usability

Tools and Methods

1)Google Sheets: Used for organizing and documenting research findings.
2)Miro: Used for employing affinity mapping to categorize user insights.
3)Excel: Utilized for calculating SUS scores and recording participant observations.

Key Findings

Challenges: Users showed frustrations with time-consuming coupon clipping, inefficient navigation, and filtering options, Slow app performance, and inaccurate stock information.
Competitive Insights: Users favor competitor apps (e.g., Walmart, Instacart, Target) for their intuitive design, real-time updates, and flexible shopping options. The Kroger app is often compared unfavorably to these apps in terms of usability and convenience.

Reflection

Takeaways

- **Feature importance:** Features that improve user convenience, such as 'Past Purchase' and 'Fuel Points,' positively impact engagement, but usability issues with navigation and search functions can detract significantly from the overall experience.
- **Coupon Integration**: Real-time updates and streamlined coupon management are critical to user satisfaction, especially for grocery apps where inventory and deals are highly dynamic.

Design Recommendations

- **Simplified design**: Simplify the app's navigation and declutter the interface to reduce the feeling of being overwhelmed.
- **Updated application**: Include real-time inventory updates and clarify stock availability to reduce frustration, especially during checkout.

Next Steps

- **Feature enhancement**: Enhance stock accuracy, speed up performance, and streamline coupon management for a more seamless user experience.
- **RITE**: Gather user feedback post-implementation to evaluate improvements and adjust designs based on evolving user needs and market competition.

Conclusion

Our usability evaluation of the Kroger app highlighted several essential areas for improvement, particularly in coupon management and navigation. Addressing these issues by simplifying the user interface, enhancing coupon accessibility, and streamlining navigation could lead to a more intuitive, efficient experience. Such improvements would not only elevate user satisfaction but also foster stronger customer loyalty by creating a more seamless shopping experience.