

CS495 - Intro to Human-Computer Interaction**Observe, Interview, & Empathize****Team Tripod****1. Plan****Interview & Observation Plan**

Our chosen topic is grocery shopping, which is something we directly observe during our own shopping experiences. We decided to combine these experiences to contribute to our collective observation of shoppers, helping us understand how the average grocery shopper behaves. To get a more detailed understanding, we planned to reach out to 3-5 people that we know and have seen actively shopping for groceries and ask them if they would be willing to participate in interviews for this design project. Since it may not always be safe or appropriate to stop shoppers during their trips, we decided to interview only people we personally know, arranging a more convenient time outside of the grocery store, either in person or via phone/video chat. We plan to select our interviewees by Friday, October 4th, and conduct the interviews over the weekend. After completing the interviews, we will form insights, create empathy maps, and finalize the second stage of the project.

Interviewees

Interviewee 1:	Interviewee 2:	Interviewee 3:	Interviewee 4:
Female, 20, Student: Inexperienced shopper Lives with flatmates: meals are sometimes made at home, sometimes ordered	Male, 50, Employed: Organized & experienced shopper Living with entire nuclear family in the U.S. for about 2 decades Family of 6: meals are mostly made at home	Male, 38, Employed: Relatively experienced shopper Was living alone as a new immigrant to the U.S. for 2 years, then family (wife + 2 kids) moved in with him Family of 4: meals are mostly made at home	Male, 86 , Retired: Self dependent and highly experienced Lives alone in US for more than 30 years Prepares his own meals

10-15 Interview Questions

1. Tell me about the last time you went grocery shopping.
2. Is this how you usually get your groceries? If so, why is this your chosen method? If not, what are your alternate methods?
3. Any specific reason you went shopping on that day?
4. When was the last time you purchased X item, and why are you repurchasing it?
5. How often do you purchase groceries? Do you feel that is too often or not often enough? Why?
6. When do you expect to go grocery shopping again? Why is this your expectation?
7. Tell me about a unique grocery shopping experience that you still think about today.
8. Every time you shop, what are some things that remain consistent?
9. Were you able to get everything you needed? If not, how does that make you feel? What do you plan to do about it?
10. Was your purchase different from what you expected? How so?
11. How do you feel before you shop for groceries? How do you feel while you are actively shopping? How do you feel after you've finished shopping?
12. What is it like seeing some people's grocery cart full to the brim, and some with only a few items inside? Where do you fall in terms of the amount of groceries you purchase?
13. Do you think about how you can shop better? If so, in what ways do you think it could be improved?
14. When it comes to routine grocery shopping, is there something you struggle with every time? What is it, and how often do you struggle with it?

2. Explore

- **1 hour of observation and 3-5 interviews: DONE**
- **Empathy Maps (separated by interviewee)**

Interviewee 1

<p>SAY</p> <ol style="list-style-type: none"> 1. "I ordered grocery last week on Doordash from Aldi." 2. "My groceries will last for next 2 weeks." 3. "I'll be mostly away from home, so I won't use many of the items I bought." 4. "Going to Jewel-Osco and deciding what all to buy from there took so much time." 5. "Even fruits and veggies were very fresh at Aldi." 6. "This time I got so many items for such a less price at Aldi" 7. "I made a mistake by not cross-checking the offer terms, or else I could have gotten more for the same price. " 8. "I was waiting for my salary to place the order." 9. "I'm not sure when I will order next, but I will be out of milk this week, so will get that from the store." 10. "The next time I buy groceries, I should prepare a list of what I need to buy " 	<p>DO</p> <ol style="list-style-type: none"> 1. Shops mostly online. 2. Waits for discounts on online platforms for scheduling orders. 3. Avoids going to store to save time and effort. 4. Confirms ingredients on different shopping platforms. 5. Goes to store to buy produce and meat rather than ordering online, for freshness. 6. Rushes when placing online orders, which causes missing out on the maximum benefits of offers. 7. Waits for salary every 2 weeks to purchase groceries. 8. Purchases non-routine items to experiment with cooking. 9. Does not maintain a grocery list before purchasing. 10. Frequently forgets items while placing orders.
<p>THINK</p> <ol style="list-style-type: none"> 1. Thinks it's more convenient to order groceries online than going to stores. 2. Finds online shopping to be time-saving. 3. Believes purchasing fresh produce and meat in stores rather than online is better. 4. Feels that in-person store purchases are comparatively cheaper due to no service or delivery fee. 5. Waits for more coupons and discount options from online grocery platforms. 6. Expects grocery stores to be transparent with item ingredients. 7. Prefers purchasing produce items frequently for freshness. 8. Believes, due to less cooking, spending more time outside of home reduces 	<p>FEEL</p> <ol style="list-style-type: none"> 1. Feels troubled before ordering or purchasing groceries from the store. 2. Feels satisfied after purchasing and stacking items in the fridge. 3. Feels happy if gets all needed items at a good, discounted price. 4. Feels annoyed if misses any offer or discount. 5. Feels stressed and exhausted purchasing groceries from stores. 6. Feels nostalgic about living with their parents, and never having to stress about grocery shopping. 7. Feels frustrated when ingredients are not mentioned for items on online grocery platforms. 8. Feels worried about salary to purchase groceries.

<p>grocery expenses.</p> <p>9. Prefers doing grocery shopping a maximum of twice a month for daily use items.</p> <p>10. Prefers sticking to the same brand due to ingredient preference.</p>	<p>9. Feels good about buying groceries over eating out.</p> <p>10. Feels satisfied after shopping for healthy items.</p>
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Interviewee 2

<p>SAY</p> <ol style="list-style-type: none"> "I usually shop at Sam's, Kroger, and Walmart." "I prefer in-person shopping; I don't trust online shopping for groceries." "I buy Skinny Popcorn once a month. It's healthy and easy to transport." "I might go shopping again on Monday because I missed a couple of things." "I had a unique experience at Aldi where I bought a Sony home theater system for a cheap price." "Paper products, fruits, veggies, and snacks are the things I always keep in stock." "If I miss an item, I stock up on it the next time I go to avoid extra trips." "I feel good before shopping because I get to see what's new and trending." "Full carts mean people shop less often or are buying for a big family." "Shop wisely—do your homework before buying products." 	<p>DO</p> <ol style="list-style-type: none"> Shops in person at Sam's, Kroger, and Walmart regularly. Rotates between different stores depending on what items are needed. Stocks up on paper products, fruits, veggies, and snacks weekly. Buys Skinny Popcorn monthly for himself, his kids, and work. Will go back to the store if something important is missed. Shops based on need rather than a strict schedule. Buys larger volumes of products from wholesale stores like Sam's Club. Asks for help when items are moved in the store, though he dislikes doing so. Researches prices and stores to ensure he gets the best deals. Considers what he missed in his last trip and plans to purchase those items next time.
<p>THINK</p> <ol style="list-style-type: none"> Believes that in-person shopping is more trustworthy than online shopping for groceries. Thinks weekly shopping is just right—not too often, not too little. Considers it inefficient when people buy only a few items at a time, meaning they'll shop more frequently. Believes grocery stores change layouts to push people to buy unnecessary items. Thinks it's a waste of time when he has to ask for help finding moved items. 	<p>FEEL</p> <ol style="list-style-type: none"> Feels happy and excited before grocery shopping, knowing he'll explore new and trending items. Feels satisfied if he gets everything he needs in a single trip. Feels annoyed when he misses an important item and has to return to the store sooner. Feels good about making healthy purchases but bad about unhealthy ones. Feels frustrated when items are out of stock, as he doesn't know when they'll return.

<ol style="list-style-type: none"> Wishes products could stay in their "standard" places in stores for easier shopping. Feels that prices have increased a lot since he was living alone. Thinks about how to stock up on items so that he can reduce the number of shopping trips. Remembers that shopping when he was living alone was easier and less expensive. Thinks the variety of products and their presentation has improved over the years. 	<ol style="list-style-type: none"> Feels positive about people with full carts because it suggests they are buying for a family or business. Feels inefficient seeing people with very few items, knowing they'll have to return soon. Feels nostalgic about shopping when he was living alone because it was cheaper and simpler. Feels disappointed about the rising costs of essential products over the years. Feels confident when he can buy quality products from specific stores after doing research.
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Interviewee 3

<p>SAY</p> <ol style="list-style-type: none"> "I shop weekly on Wednesdays because I don't like the weekend crowds." "I prefer to see the products with my own eyes rather than order online." "Shopping gives me psychological relaxation and clarity." "I like Sam's Club's Member's Mark brand for its good price and quality." "I didn't get all the baby items I needed, so I ordered them online." "I don't like having things left to buy—it feels incomplete." "I might buy a different brand if I can't get the one I want." "I spent more than two hours shopping with friends for Indian groceries in Chicago." "After shopping, I feel like my wife will scold me for buying things we don't need." "Write down what you want to get, make a list and a plan." 	<p>DO</p> <ol style="list-style-type: none"> Shops once a week on Wednesdays to avoid weekend crowds. Always fills up gas before going grocery shopping after work. Follows a specific path in the store: water -> milk -> veggies. Looks for clearance items and checks price drops while browsing. Shops for water, milk, onions, tomatoes, fruits, snacks, and soda regularly. Sometimes mixes brands if a particular item is out of stock. Roams around the store, even browsing unnecessary sections like electronics. Shops online for baby items when they aren't available in-store. Spends more than planned, buying extra or unnecessary items. Regularly visits the same stores and follows a predictable routine.
<p>THINK</p> <ol style="list-style-type: none"> Believes shopping once a week is the perfect frequency—not too often or too infrequent. Thinks of grocery shopping as a relaxing, enjoyable activity. 	<p>FEEL</p> <ol style="list-style-type: none"> Feels excited and looks forward to grocery shopping, especially browsing the store. Feels frustrated when the store is out of certain brands or products. Feels nostalgic and happy about a

<ol style="list-style-type: none"> 3. Prefers Wednesdays for shopping because he believes stores restock that day. 4. Feels incomplete if he doesn't get everything on his list. 5. Thinks it's okay to mix brands when something is out of stock. 6. Considers certain brands like Member's Mark to offer the best value. 7. Thinks of grocery shopping as a chance to browse for fun or unnecessary items. 8. Believes that people with full carts are lucky and probably wealthy. 9. Thinks about how much he's spent and the consequences, like getting scolded by his wife. 10. Thinks it's better to plan the grocery budget, keeping extra money for fun items. 	<ol style="list-style-type: none"> shopping experience with friends for Indian groceries. 4. Feels disappointed when he can't get everything on his list. 5. Feels relaxed and clear-headed while shopping. 6. Feels guilty after shopping for spending too much or buying unnecessary things. 7. Feels like people with full carts are "lucky" and financially well-off. 8. Feels inadequate if he doesn't complete his shopping list, needing to order online to fill gaps. 9. Feels relieved after completing his usual routine of shopping. 10. Feels overwhelmed when products are out of stock or unavailable in the desired brand.
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Interviewee 4

SAY	DO
<ol style="list-style-type: none"> 1. "I always shop at Costco because it's cheaper and the quality is good." 2. "I never order groceries online; I prefer going in person." 3. "I make my own kefir with goat milk; it's much better than regular milk." 4. "I avoid microwaving food; it destroys the nutrients." 5. "I buy fresh foods from MOM's organic store." 6. "I calculate how much protein and fiber I eat every day." 7. "I don't buy processed food; it's not healthy." 8. "Shopping is a good way to meet people." 9. "People with full carts usually eat a lot of processed food." 10. "I plan my shopping around my swimming days." 	<ol style="list-style-type: none"> 1. Shops regularly at Costco and MOM's organic store. 2. Mentally calculates the nutrients (protein, fiber) in the food he buys. 3. Prepares all his meals from scratch using fresh, organic ingredients. 4. Goes grocery shopping once a week, typically on Fridays. 5. Socializes while shopping, like giving advice to others in the store. 6. Consistently buys certain staple items like goat milk, coconut kefir, and greens. 7. Replaces missing items with healthy alternatives instead of being rigid. 8. Reads food labels carefully to check for additives or processed ingredients. 9. Always avoids using delivery services or ordering online. 10. Keeps his shopping cart neither too full nor too empty—just enough for his needs.

THINK	FEEL
<ol style="list-style-type: none"> 1. "Healthy eating is the key to living longer and staying active." 2. "Fresh foods, like goat milk and coconut kefir, help me control my diet better." 3. "Grocery shopping helps me stay active and engaged with my community." 4. "People who buy a lot of processed food likely don't have control over their health." 5. "Planning meals ahead and calculating my intake helps me stay fit." 6. "My routine of shopping and swimming keeps me disciplined and healthy." 7. "I believe in preparing everything from scratch to ensure it's nutritious." 8. "Avoiding processed food is a long-term investment in my health." 9. "I can be flexible with what I buy, as long as it's healthy and organic." 10. "I have pride in my ability to live independently and manage my food needs." 	<ol style="list-style-type: none"> 1. Feels excited before grocery shopping, as it's part of his weekly routine. 2. Feels busy and a bit uncomfortable while actively shopping, navigating the store. 3. Feels satisfied after completing grocery shopping, knowing he made healthy choices. 4. Feels proud of his independence and his ability to cook and prepare healthy meals. 5. Flexible if certain items are unavailable, but always seeks healthy replacements. 6. Content knowing he avoids unhealthy, processed items and sticks to fresh food. 7. Feels confident in his food choices and health knowledge. 8. Cautious when checking food labels to avoid unnecessary additives or preservatives. 9. Pleased when socializing with other shoppers, as it makes the experience more fulfilling. 10. Focused on maintaining a balanced diet and getting the right amount of nutrients.

3. Synthesize

- ➔ I was surprised to see that Interviewee 2 & 3 had strong positive feelings about grocery shopping, they both looked forward to it and enjoyed shopping in person.
- ➔ Interviewee 4 describes grocery shopping as a form of social engagement and exercise, a surprising perspective on what many consider a mundane chore.
- ➔ Interviewee 3 said that he doesn't think about improving the shopping experience/method in any way, but mentioned that he doesn't like when stores are out of stock of some of his regular items, which is something that can be improved upon I think.
- ➔ Interviewee 1 considers limiting shopping trips to twice a month but often makes additional small purchases between trips, highlighting a disparity between their intended and actual behavior.
- ➔ Interviewee 4 avoids microwaving and pressure cookers due to a belief that they destroy nutrients, despite modern evidence suggesting these methods can preserve nutrients in food.
- ➔ Interviewee 4 is highly health-conscious and avoids processed foods, yet he's a Costco shopper, where bulk purchases and processed goods are common.

10 Synthesized Statements

1. Grocery shopping can be mentally and emotionally relaxing for some shoppers, which shows that the experience is not limited to practicality.
2. Even routine shoppers with a plan can indulge in impulse purchases, which sometimes may result in post-purchase guilt.
3. People tend to remain loyal to some brands, only switching when absolutely necessary, and feel frustrated when they are forced to do so.
4. Many consumers are highly sensitive to price fluctuations and available discounts.
5. People often rush through online grocery shopping, increasing spending on non-essential items and missed savings.
6. Consumers often opt for a hybrid shopping approach, using online platforms for non-perishable items and in-person visits for fresh products.
7. Shoppers get anxious when there is a lack of transparency around the product ingredients, mostly on online grocery delivery platforms.
8. Grocery shopping is more than just buying food—it's also a chance for social interaction, especially for older adults who live alone.
9. Avoidance of online grocery shopping among older adults may be more about habit and perceived convenience than actual accessibility or tech ability.
10. In-person grocery shopping provides a sensory and cognitive experience, where reading labels, calculating nutrients, and making substitutions are key elements for elderly people to maintain their health and autonomy.