

Spender's Home

Research Report





Scope

Objectives

To provide a more user friendly experience for online shoppers who find it necessary to shop online or prefer the convenience thereof.

Methodology

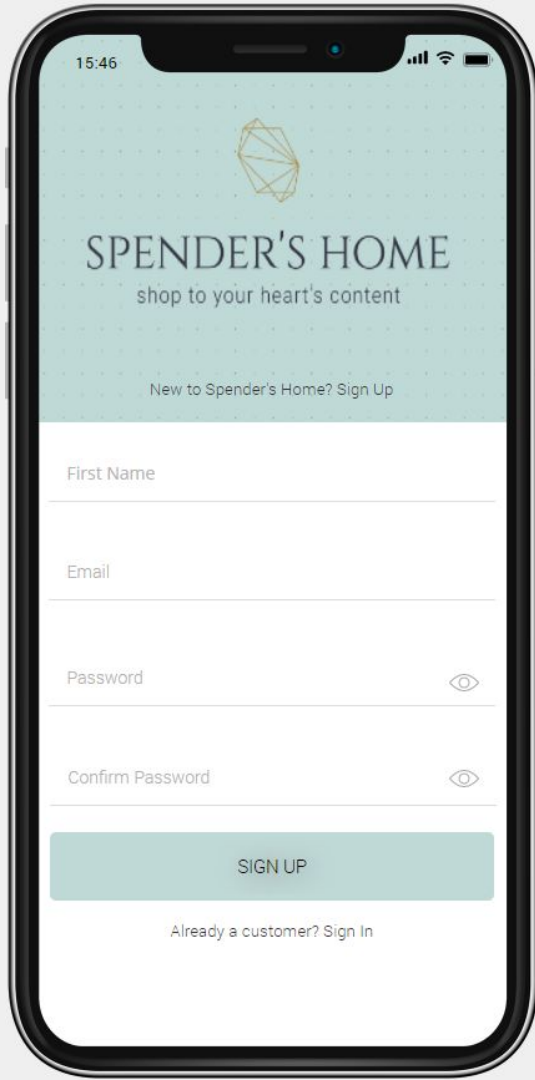
User interview: my interviews were with 15 working class individuals.

Geographic areas

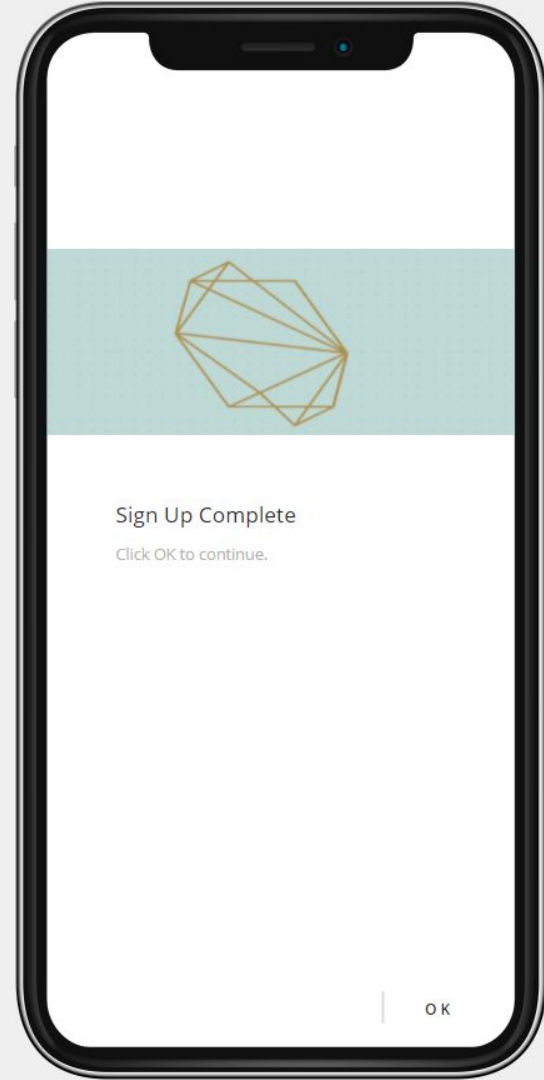
- South Africa

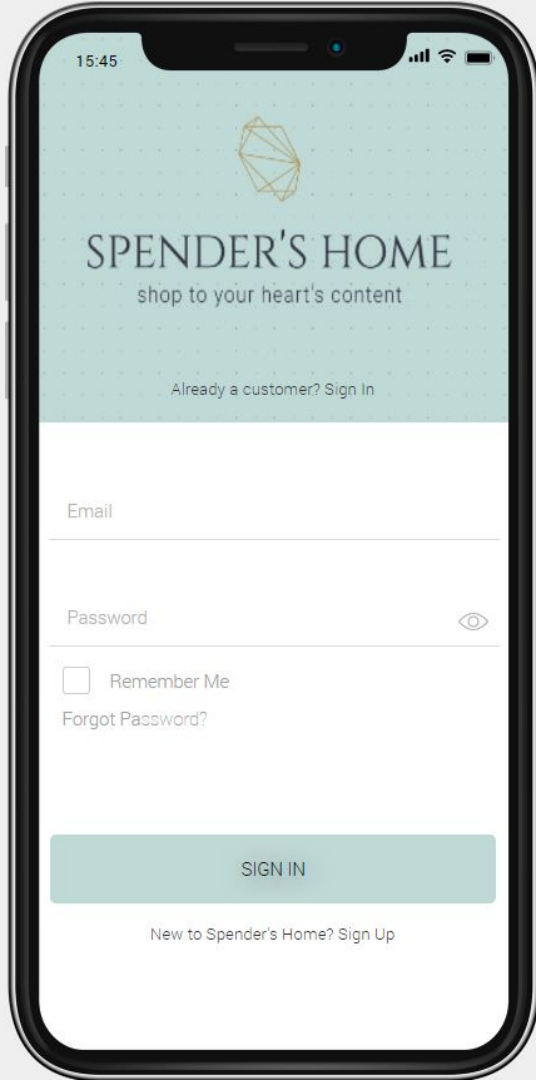


Wireframes

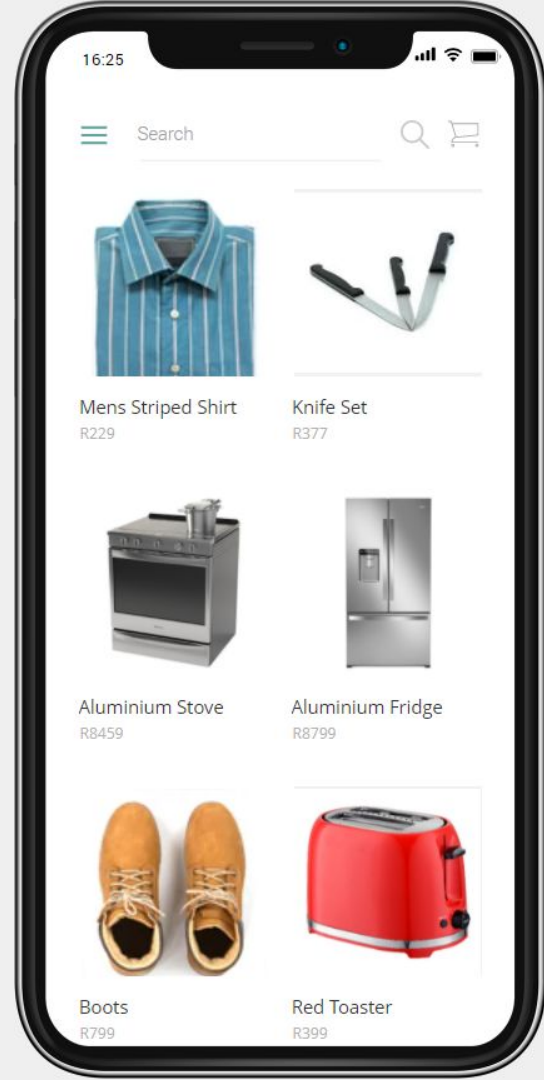


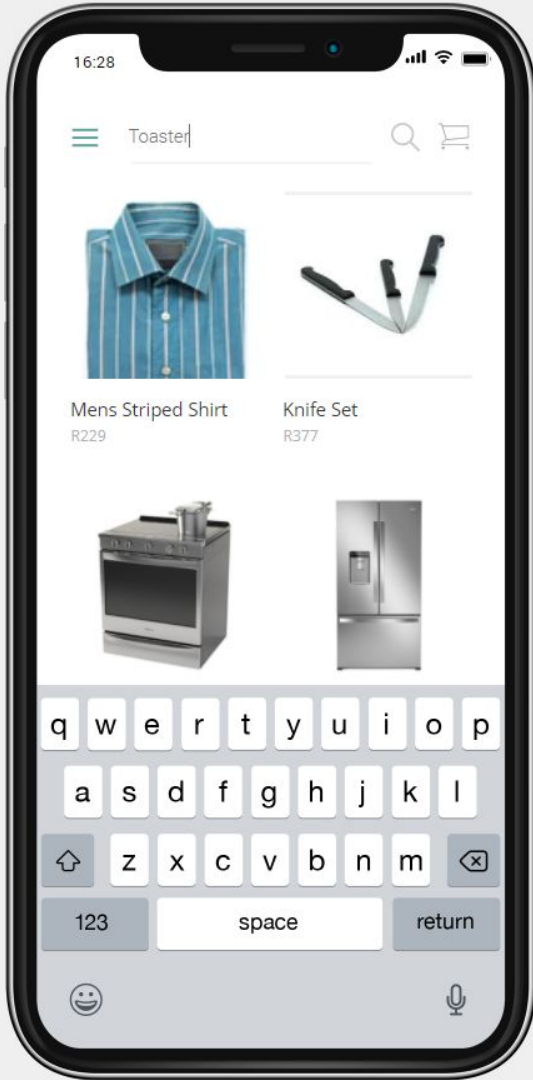
1. Sign Up
2. Sign Up Complete



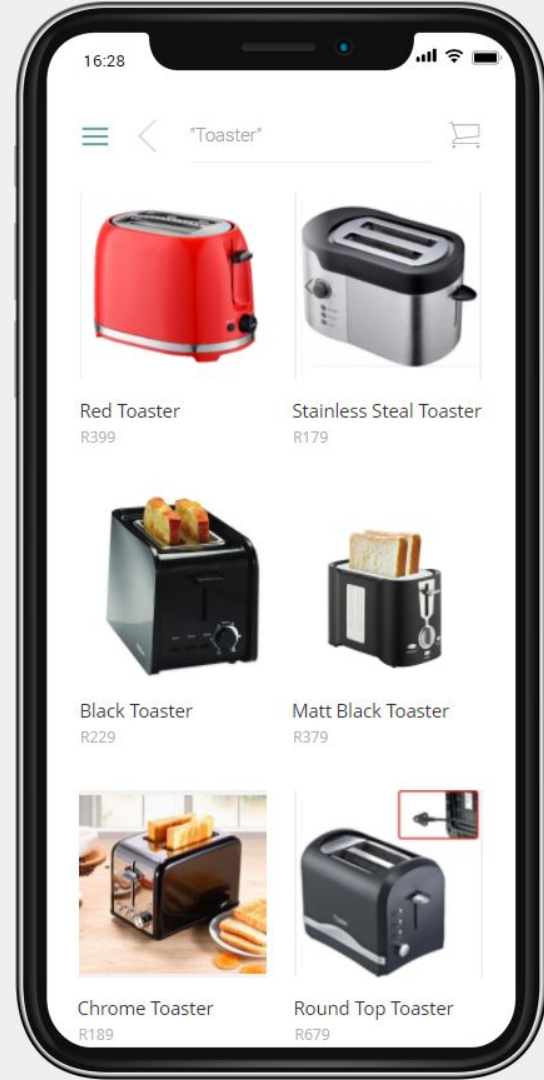


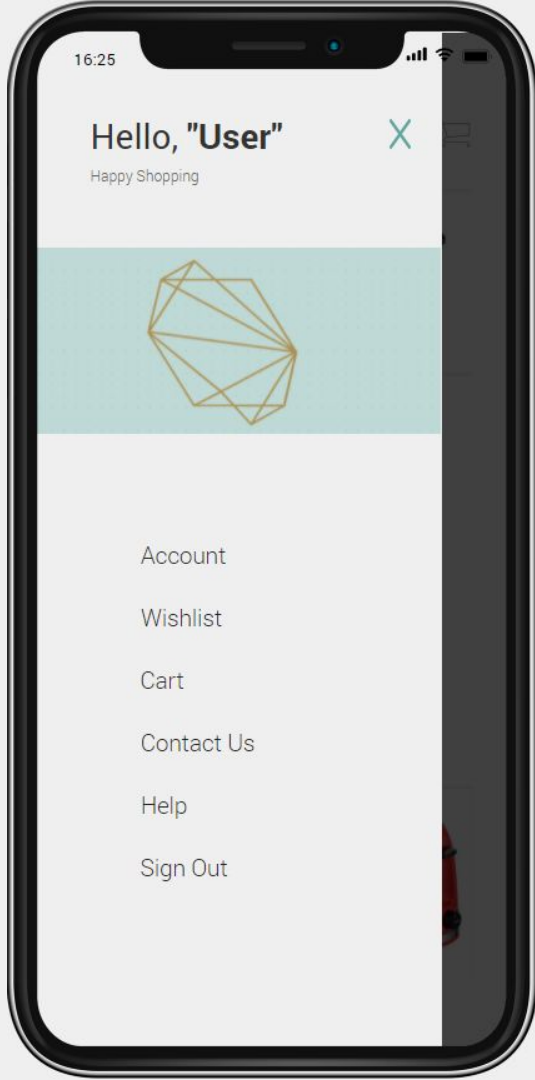
1. Sign In
2. Item Display



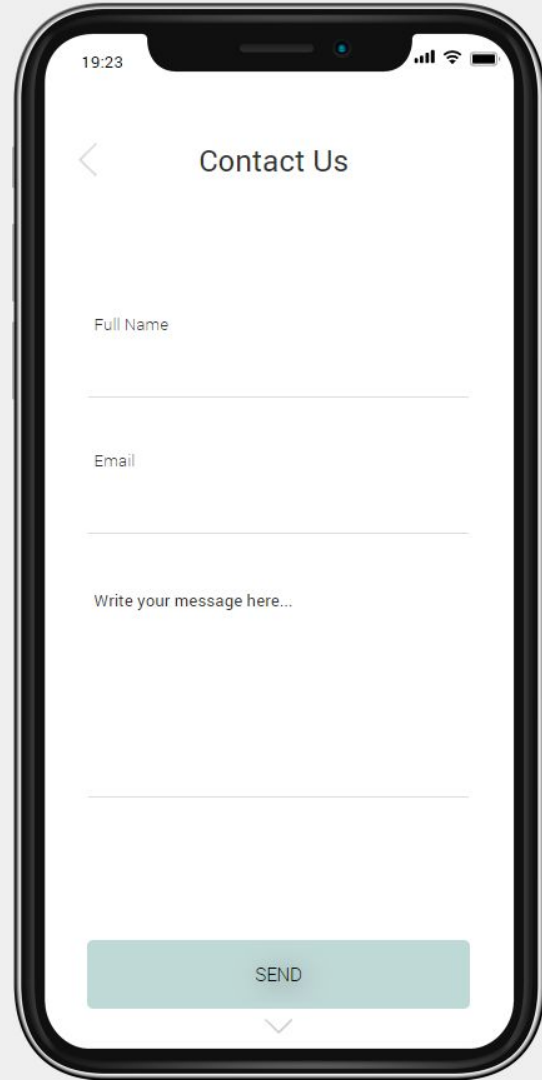


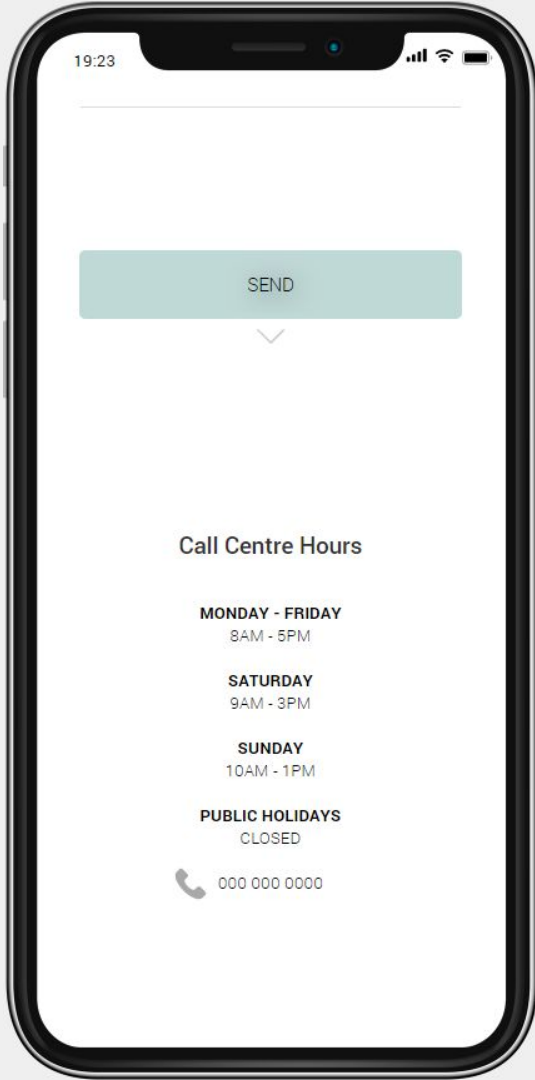
1. Search Items
2. Search Results





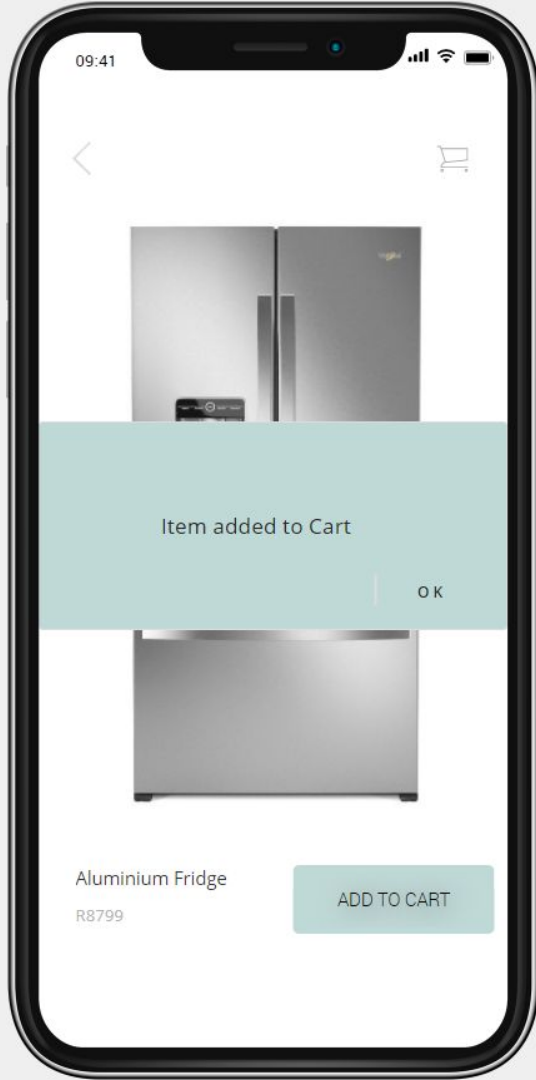
1. Slide Menu
2. Contact Us



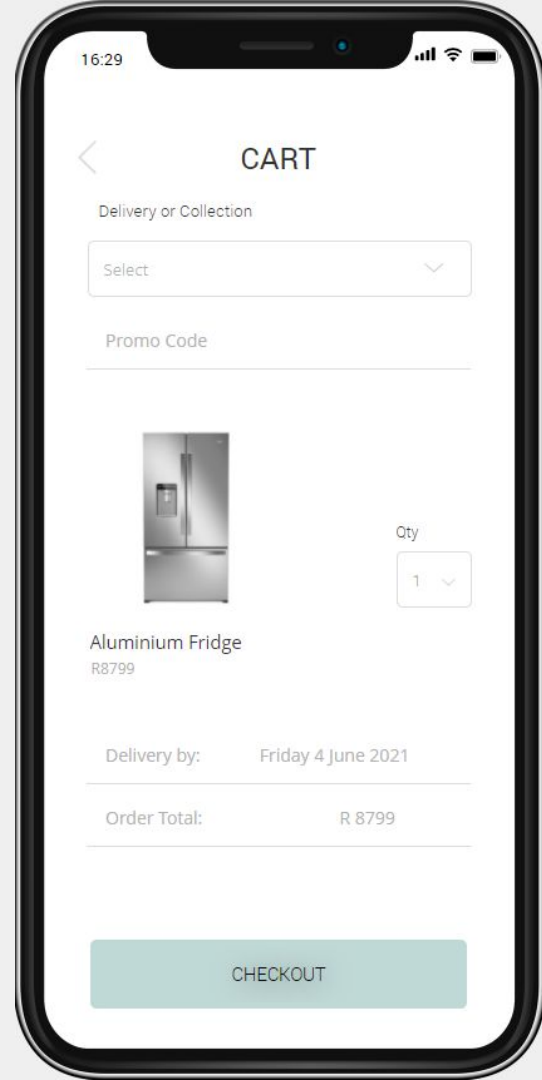


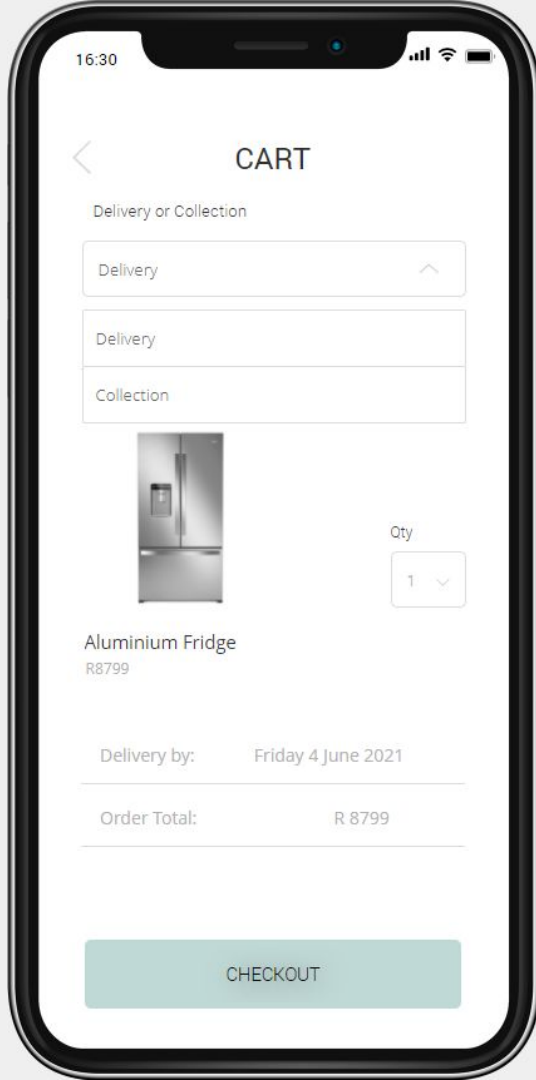
1. Trading Hours
2. Select Item



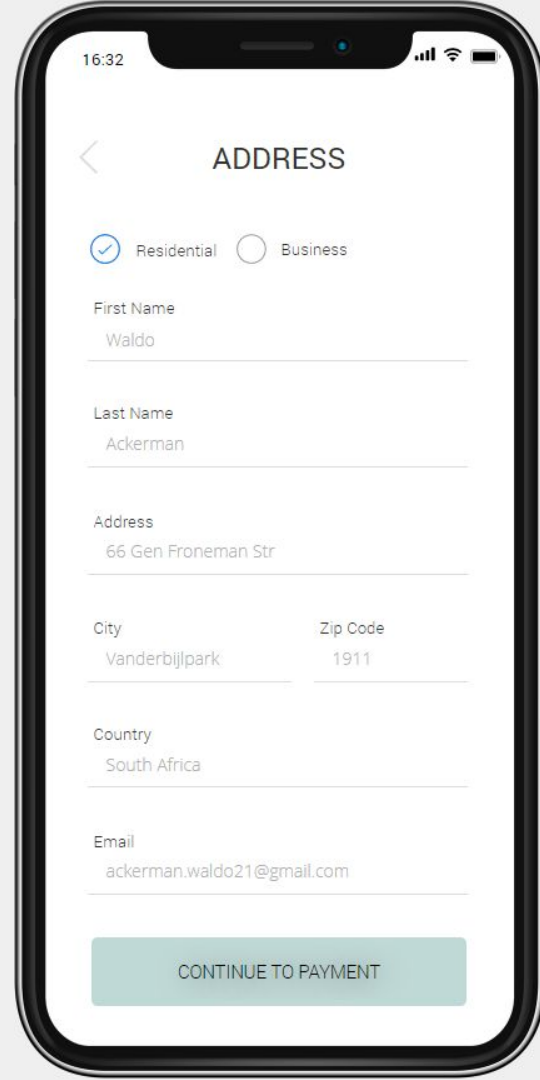


1. Item Added to Cart
2. Cart





1. Cart Dropdown
2. Address



16:34

< PAYMENT

Payment Method

Credit/Debit Card

Name on Card *


W Ackerman

Card Number *

1234-5678-8765-4321

Card Type *

Mastercard



Expiry Date *

Feb 2022


CVC Number *

123

CHECKOUT

1. Payment
2. Payment Made

16:34



PAYMENT SUCCESSFUL

Thank You for Your Purchase

|

Continue Shopping?

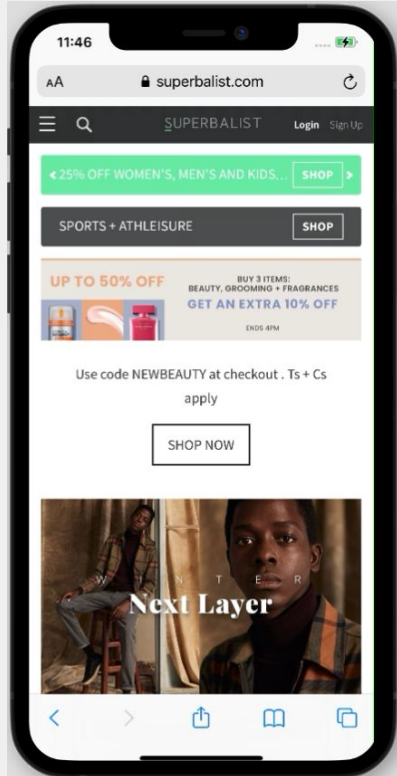
Sign Out?





Competitive Landscape

Superbalist



Value proposition

Offers a very large range of fashion brands to both men and women, as well as accessories.

Customers are saying...

"I've got to hand it to you guys, the app is user-friendly, easily accessible and convenient to use. Their delivery is on to form. What I like most about the delivery is that, they update you from the moment your product leaves the warehouse until you receive it."

Pros & cons

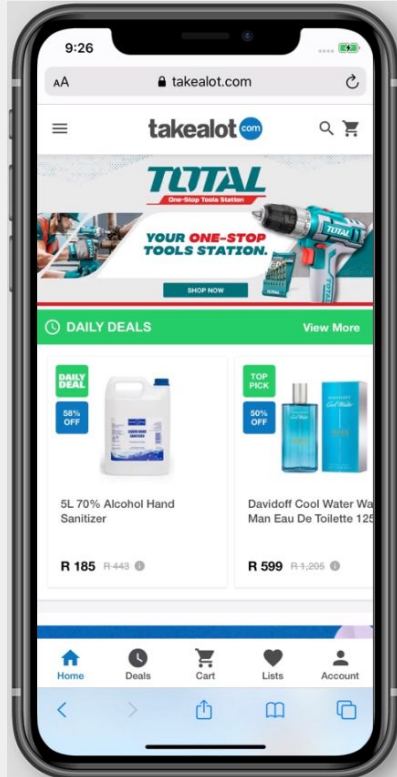
Pros:

- Larger sizes are equally available
- Wide range of brands and styles
- Provides free shipping for orders over R450

Cons:

- Fashion is expensive
- Only sells clothing
- The app has a lot of popup adds

Takealot



Value proposition

Takealot is a very popular retailer which provides convenient online shopping and fast delivery of products.

Customers are saying...

"Always efficient. Quick searching helps to find what one needs. 1000s of options available and it is always good to know when something is out of stock or how long it could take to arrive so gift shopping can be done without worrying about a time crunch due to the estimated delivery. Good images and descriptions are provided for products and reviews from people are a great help."

Pros & cons

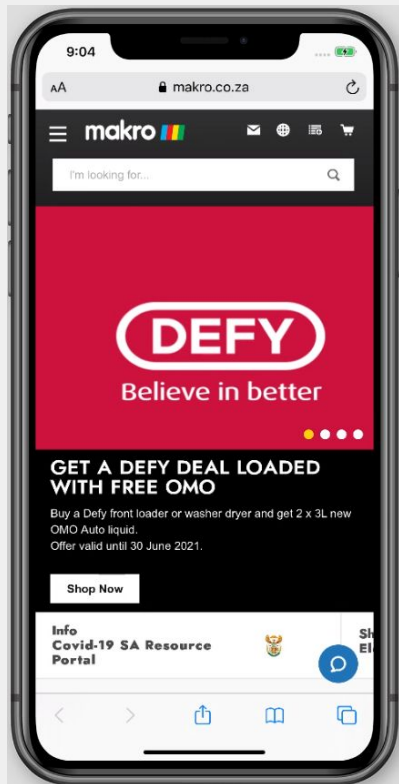
Pros:

- Provides free shipping for orders over R450
- Fast shipping
- Competitive pricing

Cons:

- The app has a lot of popup adds
- The search functionality is not specific enough
- There is no order cancellation option

Makro



Value proposition

Makro provides a very large range of items, for every part of the house and more with fairly competitive pricing.

Customers are saying...

"This app sucks. It takes forever to load ANYTHING, and even if you choose to wait, it'll say "Request Timed Out". It doesn't really do anything. Makro is such a household brand, it's so embarrassing to have an app like this tied to its reputation because it ruins the whole shoppers experience, especially when you get to the till. Would not recommend to anyone."

Pros & cons

Pros:

- Wide variety of items as well as style/color options for products
- Provide shipping

Cons:

- Multiple apps but neither are for online shopping
- Can only shop online from the website directly
- Many customers are dissatisfied with the app
- The app has many bugs



Sarah

Sarah is a 34 years old married woman who lives in Vanderbijlpark. She is the head of accounting at Mital and works from 8am to 5pm. She likes to work out and stay fit and also likes to attend social events with her friends and to look her best.



Product opportunity

To provide a busy working mother with the pleasures of shopping without leaving her home and without having to take time away from her children.

Observations

Key point: Sarah has long work days which doesn't allow for much social time which she does not want to spend shopping.

Key point: The local shops also does not stock many high end brands and they also don't always fit

Goals & opportunities

Her goals are to spent as much time as possible with her family and friends and to stay active.

Sarah is able to buy whatever she needs whilst at home or on her lunch break giving her more time to stay active and enjoy her hobbies and social life.

Mark

Mark is 28 years old and works for a large IT firm and he mostly works from home. His home is modern and has smart features, he strives for convenience in every aspect of his life.



Product opportunity

The app will be able to offer him anything he wants or needs at his fingertips without having to leave his couch and with just the press of a button. Total and complete convenience.

Observations

Key point: He likes the convenience that an app provides and doesn't see the need to leave his house when everything can come to him.

Key point: He is an introvert and does not like large crowds of people, that is why online shopping appeals to Mark.

Goals & opportunities

Mark's wants to be able to go on a app find whatever he wants, compare it and be able to buy the best product and know it will arrive within a few days ready to use.