

User Survey |

VMD127 UX
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Project Name	GoDeals!
Description	This is an app to help people to find good deals, focusing localize and personalize.
Focus	In deals from local stores and entertainment, reaching my customer online creating a solid communication in what they are looking and helping them to get the best deal. My product will be focus in getting the best deals for specific customers.
Goals	To narrow down features/functionalities of my app To find out customers online shipping habits
Case samples	A "I don't want to spend whole afternoon to find a good deals, even though I love an online shopping" B "I love online coupon apps, but I just need local deals..." C "Can we just browse what exactly we want to buy?" D " I love use coupons, but it is hard to keep track, I always forget to bring it with me, or it's expired!" E "I wish I could have an app like alert me the best gas price nearby"
Similar websites/Apps:	Groupon LivingSocial ZOZI Coupons.com Snipsnap RetainMeNot.com Valpak Ben's Bargains

Demographics

Age: 22 – 65
Gender: male/female
Race: N/A
Household Income: \$50K - \$200K+
Education: Graduate Degree
Marital Status: Married/Single
Children: 0-3
Employment Status: Employed Full-Time
Home ownership: Rent
Pet Ownership: N/A
Location: In the city
Grocery shopping: More than 5 times per month

Online/Offline survey

Purpose:
The purpose of this survey is to research customer's habits online shopping using coupons.

The survey will take approximately 7-10 minutes of your time, although it could take longer depending on your answers. Participation will involve answering questions about a topic that may include your online/offline shopping.

GoDeals! Survey

This is a survey for prospective customer. Thank you for taking your time!

The purpose of this survey is to research customer's habits online shopping using coupons.

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(* Required)

1. Please indicate your gender? *
 - a. Male
 - b. Female
 - c. Prefer not to answer

2. Which range includes your age?
 - a. Under 24 years old
 - b. 25-34 years old
 - c. 35-44 years old
 - d. 45-54 years old
 - e. 55-64 years old
 - f. Over 65 years old

3. What is your marital status?
 - a. Single
 - b. Married

4. Do you have children? If so, how many?
 - a. 0
 - b. 1
 - c. 2
 - d. More than 3

5. Do you own a car?
 - a. Yes
 - b. No

6. How many times have you used coupons in the past 3 months?
 - a. Never
 - b. 2-3 times
 - c. 4-10 times
 - d. 11-20 times
 - e. More than 21 times

7. What kind of coupons have you used before?
 - a. Groceries
 - b. Books/movies
 - c. Clothes
 - d. Furniture
 - e. Electrics
 - f. Other

8. Do you shop usually from same store or multiple stores? (same location or multiple locations)
 - a. Same store
 - b. Multiple stores

9. How often do you use the internet everyday?
 - a. Less than an hour
 - b. 1-2 hours
 - c. 2-3 hours
 - d. 3-4 hours
 - e. More than 4 hours

10. How often do you do online shopping?
 - a. Very often
 - b. Often
 - c. Sometimes
 - d. Rarely

11. Select an approximate amount you would spend per month on online purchase:
 - a. Less than \$50
 - b. \$50-\$150
 - c. \$150-\$300
 - d. \$300-\$500
 - e. More than \$500

12. In general, you prefer to do your shopping of following commodities:

Items	Over internet	Retail store
a. Groceries		
b. Cosmetics		
c. Books/movies		
d. Clothes		
e. Furniture		
f. Electric gadgets		
g. Toys		
h. Cinema tickets		

13. Which online coupon do you typically use?
 (i.e. GROUPON, Livingsocial, Coupons.com, etc.)

14. What are your biggest concerns about using coupons online?

15. Do you have online shopping app on your mobile phone?

a. Yes

b. No

16 . What are your biggest concerns about using coupons online?

17. What kind of products you never can find coupons online?

18. How much do you typically save using online coupons?

a. A great deal

b. A lot

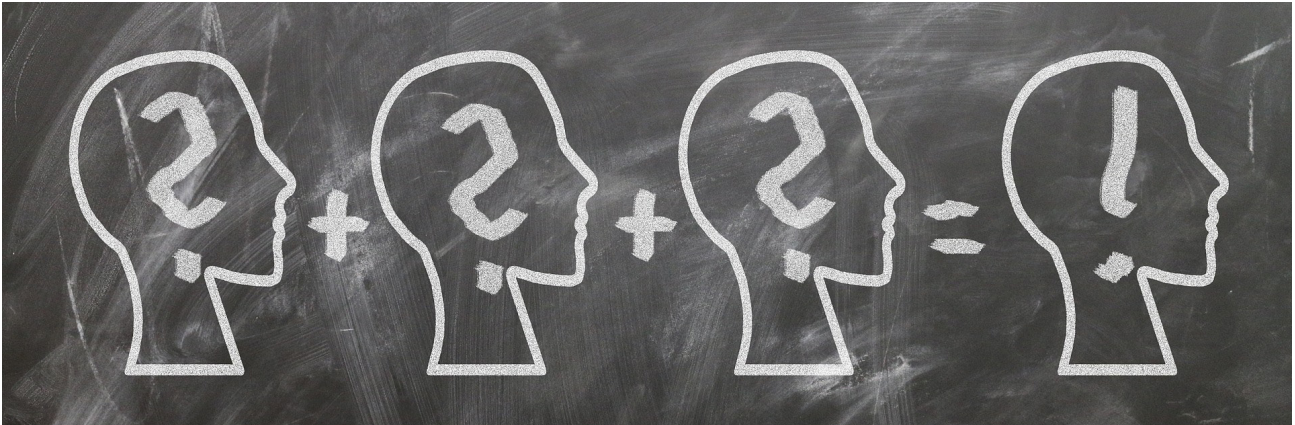
c. A moderate amount

d. A little

e. None at all

19. What type of products/services did you online shopping in the past 1 month?

20. What kind of online-coupons do you wish to use?

**Responses**

Online 13
Offline 13
Total 26

Findings

- 70% of survey participants use in-store-coupons in the past 3 months.
- 90% of participants tend to buy books/movies online, not from retail store. (Probably from Amazon.com, they offer good deals without using coupons)
- Users tend to buy small items online. Shipping cost must be considered. (Exception: Groceries)
- Popular online coupons websites: Groupon, LivingSocial, coupons.com, ebates, RetailMeNot, bloomspot.
- Some participant's favorite coupons are paper coupons. They use newspaper coupons and retail store discount coupons.
- Online shopping items are vary, totally depends on user's lifestyle and preference.

**User's concerns /
Pain points**

- Having a lot of junk in email
- Don't always work even they say it's local deal
- Too hustle
- It seems time consuming
- Not willing to have multiple apps
- Security
- Don't know where and how to use it

Results

Overall, the survey results are done satisfactory in relation to the survey goals. (see attachment sheet)