

In-Store Shopping Experience

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Contribution Summary:

- **Adya** - Observation summary, Interviews and interview summary, Research reflection, Data analysis diagram, Persona, Problem statement
- **Aman** - Observation summary, Interviews and interview summary, Research reflection, Persona, Problem statement
- **Deepa** - Observation summary, Interviews and interview summary, Research reflection, Data analysis diagram, Persona
- **Vinaya** - Observation summary, Interviews and interview summary, Research reflection, Data analysis diagram, Persona

Feedback Request: What specific feedback would you like on this project? What questions do you have about moving forward with your project?

- Problem statement. Can we quote studies and external research done which are in line to our own research?
- Did we correctly define the Persona? Did we miss anything?
- Are we correctly identifying key user needs?

2. Research Summary:

Observation Summary:

Observation 1:

Date: 3rd February 2019

Place: Walmart, Beaverton

Duration: 6:28 pm to 6:59 pm (29 minutes)

My D2 observation report was at Walmart, Beaverton. I accompanied by my husband who had some shopping to do. I chose this place for my observation since Beaverton is a very popular neighborhood for shopping. Having observed supermarkets for quite some time now, I found supermarkets to be quite busy on Sunday evenings when compared to other days. Having entered Walmart at 6:28 pm we headed towards the fresh produce section. I noticed two people with a cart full of items in the fresh produce section. These people had done their other shopping and had come to the fresh produce section at the end. I noticed the discounted price for avocados at the bottom of the shelf not visible to everyone. Found the discounted price for low-fat milk also on a pale-yellow poster with black ink in the lower side of the storage in the dairy section. In the wine, beer, and soft drinks aisle I found an empty unattended cart.

In the chips, snacks, and popcorn section I found a couple trying to have a conversation about shopping while looking after their kid. In the tea and coffee aisle, I found a woman shopping with a paper list in hand and an employee was restocking the shelves in the cereal aisle. The pie shells and cake mix aisle had a shelf with oven mitts and kitchen items needed for baking such as baking sheet etc. I noticed that only some aisle had cameras, and some did not. The Clearance section was in the corner of the supermarket with items not properly stacked. All while along I was repeatedly noticing a woman just browsing the items in every aisle and adding items her cart.

In the billing section, I noticed 2 customers having a conversation about how a specific item was better at Costco than in Walmart. One of the customers had a paper list with items to buy in Walmart and items to buy in Costco. In the self-checkout section, a man had scanned the same item twice and an employee was helping him remove the duplicate item by entering his employee code.

The things I found interesting during this observation are as follows:

- People were using paper to list the items which they wanted to buy.
- Couple with kids were having a difficult time managing the kids and shopping.
- Organization of the products and aisle were a little confusing. (Oven mitts and baking sheets in cake mixes aisle).
- Customers engage in conversation with other customers about the comparison of products in different supermarkets.
- Self-checkout customers were having difficulty if they entered something by mistake.
- Discounted prices were not being properly marketed

Observation 2:

Date: 03 February, Evening,

Location: Target Superstore @Tanasbourne, Beaverton

From the Interviews that we had started taking, we saw that most people tend to frequent supermarkets or superstores more often than most other physical stores. I chose to do the observation over the weekend when I knew the store would be the busiest. I observed the scene near the billing aisles of the store.

During the observation, I saw that some people entered without taking the shopping cart and purposefully walked towards particular sections to buy (probably) just a few items, and mostly used the self-checkout. There were instances where a couple of people entered, did not take the shopping cart and left after some time without having bought anything. Which points towards familiarity with the store and may also be a familiarity towards specific brands – items they know exactly where they'll be and which brand to buy from, and if it's currently available at the store.

People who are shopping with children face a new and different set of problems. For example, there was a child playing around the shelves near the billing area, and one of his parents had to watch over him. When it was time to leave they couldn't coerce him to leave and they had to pretend to leave the store in order to make him follow.

In the interviews, a couple of people had said that they like to compare store prices with online price, or with other stores' prices. As such the signal was very low inside the store. This could mean nothing, or that they want to discourage their patrons from comparing prices with other stores.

The layout of the store is key, for the customers as well as store reps. The customers seem to head to specific parts of the store with purpose, which points to be aware of where certain items are going to be. The store reps also seem to be arranging items that they had brought with them in big carts, painstakingly carefully, checking their store mobile system in between each item (seemingly to check where to place them).

D0 Observation:

Date: 11th January 2019.

Place: Fred Meyer, Hillsboro

Here are some relevant findings from that observation:

- The automated water sprinkler system was put in place to make the vegetables look fresh. Observation is an important tool when one goes to a hypermarket for shopping. All the hypermarket fresh produce is made to look appealing and fresh to the customers by using technology.
- In one aisle I came across a man video chatting through his grocery shopping. Using phones to go shopping with people who are not physically present with you is another interesting use of technology.
- Before buying any product, people want to find out the review of the product by people who have used it. People just get onto their phones and find out the review on google or amazon etc. Also, price comparison is another important factor which can be done with the use of technology.
- People now use phones to keep track of their shopping list rather than paper.

Interview Summary:

Interview 1:

Location: Portland State University Library

Duration: 5 minutes

My interviewee was a student at Portland State University. Since the library is a good place to meet students and has the perfect setting for an interview, I found my interviewee and took the interview there. The interviewee is a stranger to me so that made my interview go smoothly without any bias since we did not know each other. The interviewee like to go to places like Trader Joe's New Seasons and Albertsons for shopping once a week. She preferred Trader Joe's since she feels they provide good quality for a good price. She prefers to buy meat from new seasons. She has a physical list with her while shopping which saves her time and energy. She feels customer service is good in Trader Joes and New Season. When she finds the difficult locating item she just approaches the staff. She wants facilities like free delivery to be added to the store.

From this interview:

- Convenience and familiarity are the reason for shopping in a particular store.
- Prefers shelf checkout to save time
- Makes a physical list of products to save time while shopping
- If free delivery is provided prefers to shop online.

Interview 2:

Location: Portland State University Library

Duration: 15 minutes

My interviewee is a Maths student at Portland State University. Since the library is a good place to meet students and has the perfect setting for an interview, I found my interviewee and took the interview there. The interviewee is a stranger to me so that made my interview go smoothly without any bias since we did not know each other. My interviewee likes to shop at Green Zebra on campus, New Seasons and Whole Foods near his house because of convenience. He prefers to shop in the store since he feels the shop environment helps him decide the food to buy and also, he likes making conversation with employees there. He usually prepares a soft list of items to buy but also indulges in impromptu buying. He sometimes finds the categorizing of items confusing which makes it difficult to locate items. He feels sometimes the employees may also not be in a good mood because of dealing with customers throughout the day. He prefers scan and goes in Fred Meyer since the billing counters are less.

The interviewee had a problem with unit pricing of items and also, he found measuring and buying some items difficult. He does not find online reviews useful since he feels that it is not necessary for him to dislike certain things just because other people dislike it.

From the interview:

- Stores with good customer service attract more customers.
- People would like personal shoppers for grocery shopping to save time.
- Categorizing of items sometimes can make locating it difficult.

Interview 3:

Location: University Place Hotel (Portland State University)

Duration: 15 minutes

I took this interview at the Bites and Brew restaurant inside the University Place Hotel. My interviewee was a friend who is also a graduate student at PSU. He came from India a year ago to study Electrical and computer engineering. We went there early in the day so that we can talk comfortably without the place being filled with a lot of people. I choose this person because I wanted to hear about his experiences of shopping in the USA as an international student. Were there any issues that he faces? How did he navigate the difference in the shopping environment between the USA and India when he first came here? Having been through a similar experience myself, these were some of the questions I wanted to ask him.

He usually goes to some selected stores like Aeropostale, Express Men, Abercrombie and Fitch. He has opted for these stores on the basis of the quality of their clothes, fashionable design and a wide range of collection. He usually prefers to shop in store so that he can try the stuff out. He will look through the offers available online but still, make sure that he visits the store. He is indecisive in nature and can take quite some time trying to narrow down his cart down to one or two items in the store. While returning items, it is rare to do it if he bought the item in the store but pretty common if he bought it online. Even if he has bought the item online, he prefers to pick it up in store so that he can try it right then and there and return it if he doesn't like it. One of the issues he had while shopping in the USA was the difference in American and European sizing. Even more, different stores follow their sizing charts which makes it difficult for customers to shop. This interview helped us understand what are some of the things that still attract customers to come to the store rather than shopping online. Even if there is an option of online shopping with more options and easier returns, some people like my friend still like to come in store and shop.

Interview 4:

Location: Goose Hollow Apartments

Duration: 18 minutes

My interviewee was a working professional who had recently shifted to Portland. I took this interview at her place of residence after she had gotten back from work. Coincidentally the same day, she did her grocery shopping and walked in with two bags from Safeway. We sat down with two cups of coffee and talked about how she manages her work life and maintains a healthy eating lifestyle. She cooks a lot and so I asked about her shopping habits. Being a vegan, she has to take meals with her everywhere. I was curious about how she prefers to shop and what stores she frequents that cater to her needs.

She prefers shopping in the store for groceries rather than shopping online. Stores she usually goes to are Safeway and Fred Meyer and her schedule allows her to go every seven to ten days. She has picked these shops for their cheap price and at a convenient location between her workplace and home. One of the things she loves most is walking into the store and seeing the vegetables and fruits arranged neatly in the aisles. Her preferences are pretty specific, she says *"Carrots, I prefer the small ones, not the ones that are big and fat"* and the only way to make sure she buys the right stuff is by going in the store. She also believes that these mega stores can be pretty confusing for people visiting them for the first time. For example, it can be difficult to understand the meaning of 1%, 2%, and whole milk when you come across them the first time. *"1% of what, calcium, fat, minerals?"* In her opinion, the way items are categorized in Safeway is very confusing and she needs to look around to find the correct aisle number. This interview was useful in understanding what a customer prefers in a store when they don't have a lot of time to stroll and figure out the layout.

Interview 5:

Location: EB building(Portland State University)

Duration: 13 minutes

I conducted this interview at the Engineering building. He is a graduate student who joined PSU in the Electrical and Computer Engineering Department and hails from India. He is also my roommate. I took the Interview in the sitting area right beside the Intel Labs. The area is usually quiet but lively at the same time so as to make the interviewee feel more

comfortable and relaxed. Also, that is where he spends most of his time. The interview lasted about thirteen minutes in which we went through a range of questions.

The interviewee is fond of cooking at home, so his shopping habits are diverse as he concentrates, both, at the ingredients he purchases like spices, vegetables, meat products etc and also on the processed goods like cup noodles, ice cream, bakery items etc. He prefers shopping groceries once or twice a week. He also prefers offline shopping as he wants to check the quality[freshness] of the products himself. He only prefers online shopping when buying things like electronics goods [non-perishable goods] because they usually cost more at offline stores. Usually, the price of such commodities is a bit on the higher end, hence discounts play a more important role when he is deciding where to buy it from. He prefers online shopping only because of their relatively low prices and convenience of home delivery in that order. Reviews play a vital role in the decision-making process when he is shopping online. They tend to take most of his time as he browses multiple websites for a more wider user-base and unbiased review. Interestingly, online shopping takes more amount of time than offline due to this very same reason.

As mentioned earlier, he prefers offline stores only for groceries and cheap stuff. He does not trust buying groceries online. Some of the offline stores he prefers are Safeway and Fred Meyer, solely because they are in close proximity to his home. Among them, he prefers Fred Meyer because it is cheaper and has more variety. He rarely carries a shopping list. His shopping usually includes a lot of impromptu items apart from the stuff he planned to buy. This habit is absent when he is buying online. He is more disciplined there. He is happy with all the services being provided at the offline stores and does not have any complaints about it. He can easily locate items and does not hesitate to call service staff if unable to do so, who help him promptly. He likes the fast checkout counters which are absent in his India. It saves a lot of his times. Even with all the pros, he does not enjoy shopping and merely does it like a routine task(both offline and online). He has never returned any item in offline stores, yet he does not have any concern in that area. He believes groceries cannot be returned once bought. On the contrary, he has returned merchandise online, if they are not up to satisfaction. The interviewee cannot think of anything that he wants to change in the future. He has heard of Amazon Go and would like to try it out in nearby stores.

Interview 6:

Location: Intel Office in Hillsboro (matter of convenience as we met up during his break time)

Duration: 10 mins 12 seconds

The interviewee is an acquaintance who has been an employee at Intel for 7 years, is married and has a 3-year-old boy. The interviewee was considered, in order to cover a wider demographic. He was a good candidate since he is also married and has children and thus can provide a new and different perspective.

Most of the stores that the interviewee frequents are located at places of convenience. Convenience was a point that he reiterated on several occasions during the interview, choosing to go to stores that are either open for long hours in the night, have food stall/carts or such other options available. His relationship with shopping is not limited to buying items but extends to being a safe and warm place that he could take his child to, late hours in the night, in order to entertain the child, and window shopping. Why? The child must enjoy roaming the aisles of a giant supermarket. But he has also mentioned that during the phase when the child was just learning to walk, it was difficult to restrain him from running around, pulling things off shelves and dropping them (Wine bottles, was the example that he gave).

He generally doesn't pay much attention to the customer service, but in case he is looking for an item (like a new ingredient in his wife's recipe) that is new to him/is not aware of (which is the only scenario where he faces some difficulty in finding an item), he asks the closest store rep present. He didn't particularly say that he enjoys shopping, especially with groceries – he would just like to finish fast. But with electronics, he likes to go window shopping.

He appreciates the shopping apps of the stores he frequents. The Pay/e-receipt facilities in those apps, the pick-in-store option that some stores provide, and the pre-check-in option in Walmart, are all helpful. He envisions that shopping might be more like the AmazonGo experience, with automated billing (thus doing away with long lines at billing counters)

Interview 7:

Location: PSU Rec Center

Duration: 10 mins 12 seconds

The interviewee is a student at Portland State University. He is a stranger to me and thus the interviewee had no biases to hold him back while answering.

He frequents Fred Meyers and Safeway as a matter of convenience because they are located on the route of his transit to and from college. He is partial to them, because he grew up going to these stores, and it might be a force of habit. Familiarity with the stores, it's layout and brand loyalty seems to affect his choices in both selecting the store and selecting the items to buy. This also reduces his overall shopping time. This might also be the reason behind him being partial to Self-checkouts, which he particularly mentioned as being one of the facilities he likes at these stores.

He normally goes with a list of items to buy but does occasionally find himself buying outside that list. The only problem is when at the store he gets a new idea about what to cook/eat, and he doesn't have a list prepared for what he needs, that he has gone around the store finding the different items on that menu as he remembers them. He generally buys items in bulk, reducing the number of times he has to return to the shops, and also reducing the overall cost of items. Cost is of the essence since he is a student currently, and against nutrition value, the cost would win, for him.

He prefers physically going to a store as opposed to shopping online since he can See and then Buy, which would also mean that opportunities to return items are also less. (In occasions when he had to, it was a hassle free return). Thus, once he is done shopping, he has everything he needs, just the way he needs it and can leave a satisfied customer – this incidentally is also his favorite part of shopping.

He generally prefers the recommendations of his friends, as opposed to invisible strangers online, and does not heed the online reviews of items.

Streamlining the process of shopping where we buy the same items periodically, might help, in his opinion. He envisions that in the future people might be more inclined to employing personal shoppers, thus reducing the traffic going into shops. Thus speed and saving time seems to be the overall need of the hour.

Research Reflection:

Having conducted both D0 and D2 observation in a supermarket, the second time I was able to notice things which I had missed out in the first observation like order in which people do their shopping, the number of billing sections vs self-checkout etc. This time I was more focused on observing people rather than the supermarket. In my first round of observation, I was observing the supermarket and the facilities present there and paid less attention to how people were going shopping and I feel an improvement in my observation skills. The next time we conduct user research we will be more focused on the user, observe what the user does rather than focusing on the surrounding.

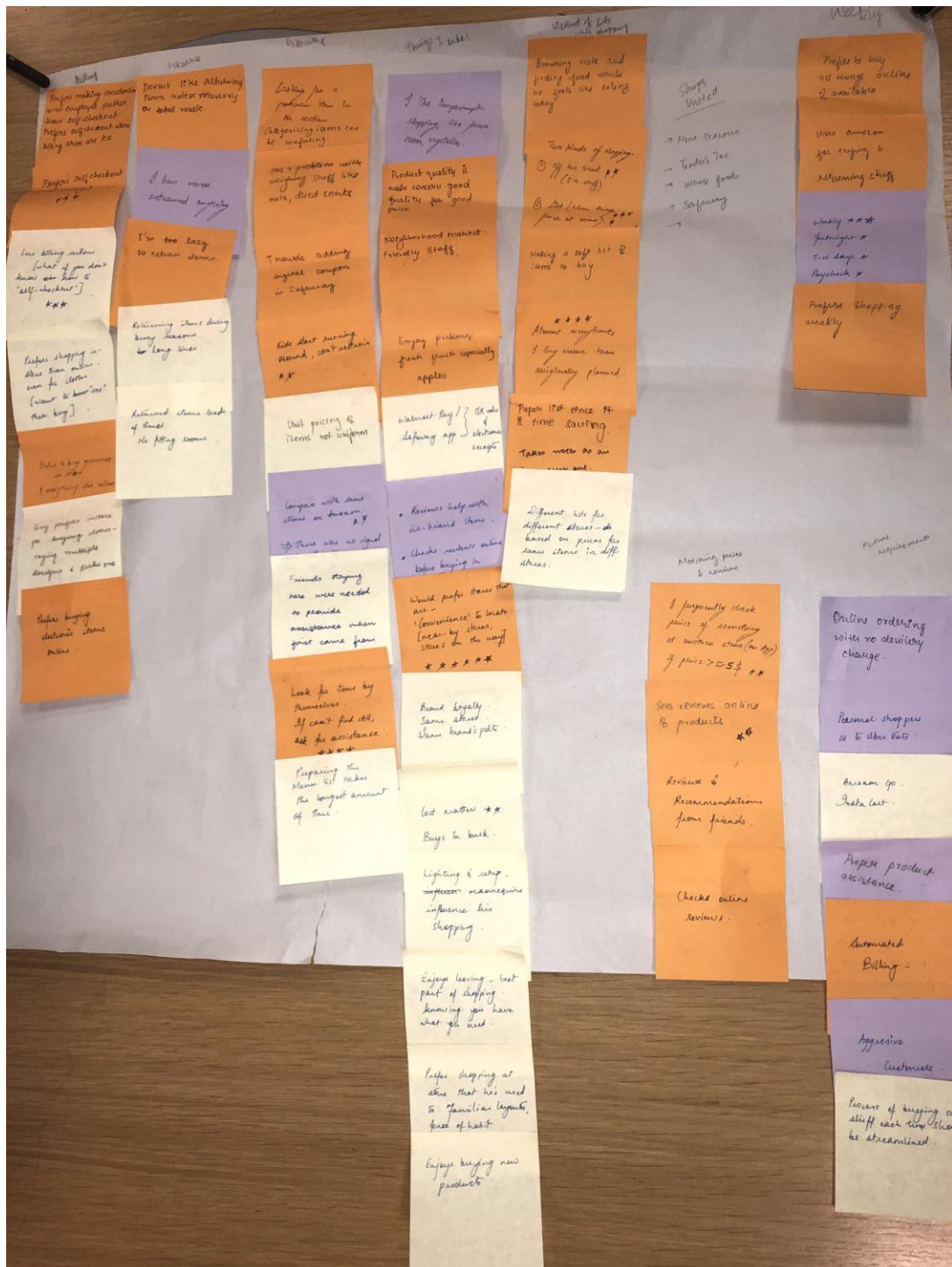
Shopping is a necessity across all demographics, as such people don't want to complain about any specific aspect of it. From keen observation, the problems faced by different people came to light almost immediately, while in the interviews nobody really called them "problems". They were considered to be more in the line of "necessary evils", "part and parcel" of shopping. For example, in the observation, we witnessed various tired/harried parents shopping with young children, while in an interview with a parent, he didn't necessarily complain about having to shop with his son. In the observations, we learned that some stores might have low internet signals, but most interviewees revealed that they search online for reviews, price comparison etc. Without necessarily calling any aspect a "problem" most participants did point out areas that would need improving. While the observations helped us notice the actions of various shoppers, the interviews let us into the minds of those shoppers and revealed the thought process behind their actions. And even if something is not necessarily considered to be a "problem", a solution would be most welcome.

While conducting interviews it was difficult for us to select the correct individuals that cover all the different demographics such as ethnicity, age/generation, gender, income, marital status, and education. Since it is a class project, we were aware that we wouldn't have the time to collect a lot of data. This made it a little difficult to gauge all the issues shoppers face as we couldn't interview all the people we wanted to, particularly differently-abled individuals. Once decided, it was easy to frame the questions we wanted to ask and revise them as we conducted more interviews. It was very useful to listen to the different experiences and issues faced by these people. Now, narrowing this information down to a problem statement was another challenge we faced. Every person has pretty specific needs and ways in which they shop. There are some commonalities like cheaper pricing, convenience and good customer service that are important for everyone, but other than that, shoppers have their own specific requirements.

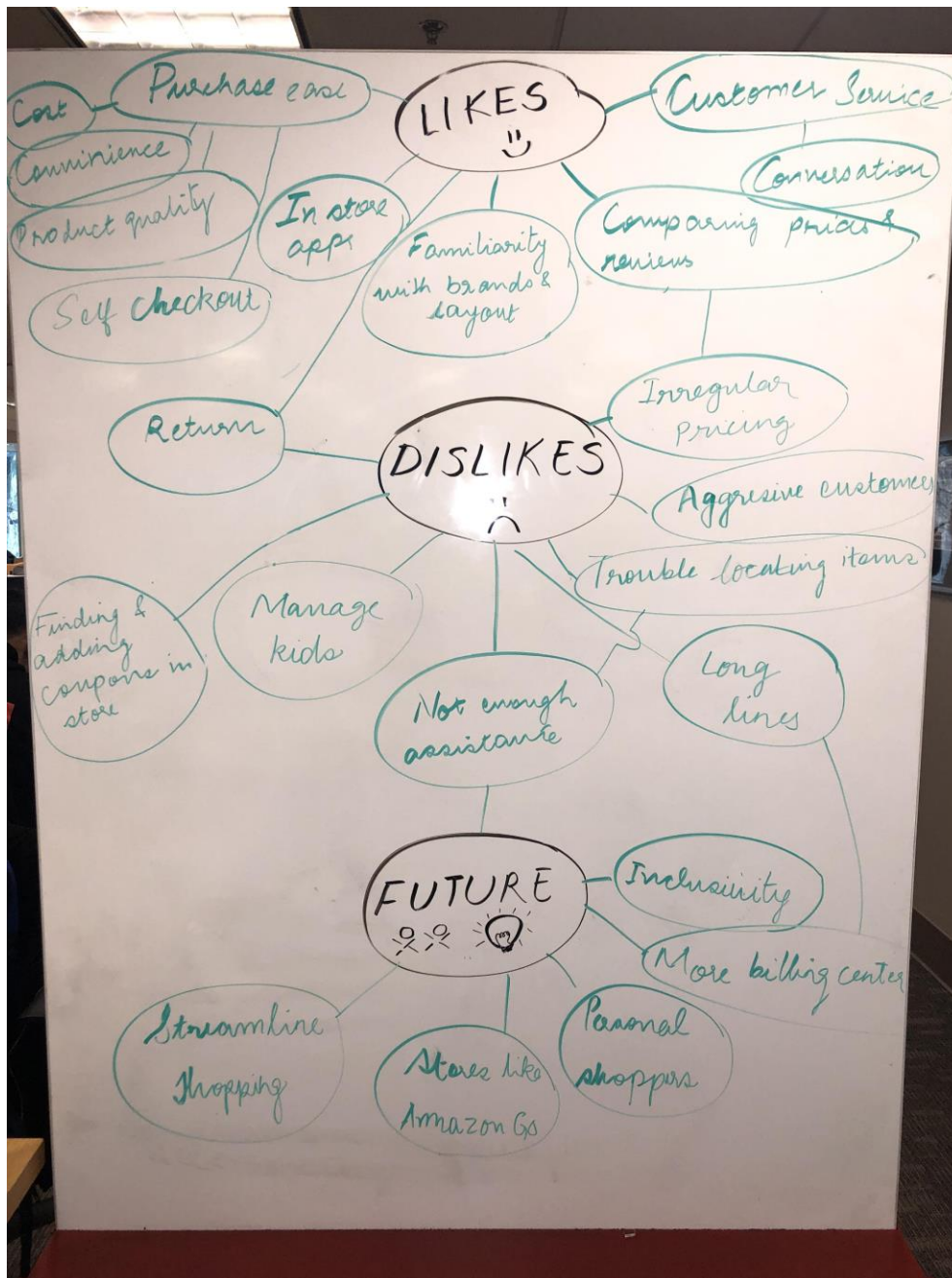
One of the primary purposes of our interviews was to absorb as much data as we can to reflect on how people shop. On the surface, this activity seems so routine and easy but is that really the case? Hence we improvised each of our interviews based on the personality of the interviewee. For instance, if an interviewee mostly shops at online stores, the emphasis of the interview was more on offline stores and on the shortcomings of the online shopping. Depending on the interviewee's answers, we also asked some extra questions apart from the regular ones. In a particular instance, it was asked why it took him more time to shop online rather than offline. Questions like these were improvised on the spot to better understand their persona. We also held these interviews in a lot of different places like grocery stores, library, lounge areas, apartments, hotel lobbies, restaurants etc. We learned a lot about the importance of varied demographics from the Wage Theft research paper and tried to follow their ideas in our project as well. Our interviewees belonged to varied demographics. This is necessary as the same problems or constraints can arise because of varied reasons. For example, time constraints while shopping can be due to kids or their work hours. Budget constraints can be due to profession or ethnicity or even dietary preferences. Our interviewees' demographics consists of 5 students(3 earning and 2 non earning), 2 working professionals, 5 were males and 2 females, 4 interviewees were of Indian ethnicity and 3 of American. Among 7 interviewees, 2 were vegan. One interviewee has a kid.

Data Analysis Diagrams

Affinity Diagram



Relational Map



For the second diagram, we chose to make a Relational Map. We selected this analysis diagram because we had a lot of data including likes and dislikes of our users and we wanted to find a correct framework that helps us analyze that data. After going through all of the diagrams we discussed in class and reading about them, we felt that the methodology used by IDEO.org would help us create a proper framework that synthesizes

our data and aides us in discovering similarities and connections between the different interviews.

Our group members, Vinaya, Deepa, and Adya participated in the 2nd diagramming activity. For the affinity diagram, we took points from our interviews and observations and wrote that on the sticky notes. After rearranging these points, the categories we came up with were billing, returns, difficulties, things I like, types of lists, shops visited, price matching and future requirements. Since we felt like these were too many groups, we choose three central ideas for our next diagram and tried to map all our acquired data around those. These new categories were likes, dislikes, and future requirements.

We believed that changing the layout of the diagram and reorganizing it would help us in figuring out the problem statement, but that did not turn out to be the case. We reiterated the data in a different format but we weren't able to deduce anything from it. A relational map is supposed to show us how different ideas relate to each other. Our diagram did that, but that didn't come in handy while we were trying to formulate our problem statement. The next time we do this, we'll put in more thought into picking the correct analysis diagram for the kind of data we have. Visualizing how things connect and finding patterns is very important and the correct diagram will help us achieve just that.

Problem Statement

Customer satisfaction while shopping in retail stores and other physical outlets has been steadily decreasing over the past years and people have started moving towards online shopping. Shoppers are having to spend too much time searching for items, analyzing calorie count, comparing prices, handling billing etc. According to the [economic sales statistics of 2017](#), online shopping has seen a 16.2 percent increase from year to year. Yet, if given a choice 64 percent of online shoppers would prefer buying from physical outlets.

This problem exists due to multiple reasons like shoppers having kids while they shop, or families and working professionals not having too much time to shop and needing to get home as soon as possible. Students spend a lot of time trying to match prices across all nearby stores. A major bottleneck arises when they need assistance from staff members who are limited in number and are often busy tending to other customers. Inclusivity is also a factor that needs work as there isn't enough help for people from different countries who visiting these stores for the first time. Shoppers have difficulty finding the

correct item and understanding the difference between items if English is not their first language. All these factors contribute to becoming a major customer turnoff and it alienates buyers from visiting the store again.

Personas

Persona 1:

"I don't enjoy grocery shopping. For grocery shopping, I just have a list and I want to finish it quickly"



Gary is 34 years old, has a beautiful wife and two adorable kids aged 3 and 5. He and his family live at a comfortable distance from his workplace at Salesforce in Hillsboro, a great school, beautiful parks, and convenient shopping centers.

He finds himself stepping out of home to go shopping at least once a week - sometimes on his way home from work but mostly with the whole family on weekends. They usually frequent the

nearest supermarket stores which are Costco, Fred Meyers, and Target. He's grown up going to Fred Meyers, and it's just a place he can go to without conscious thought - he knows the layout, the brands et al. He needn't waste time learning the ways and means and it's almost a force of habit. As for Costco, they have a membership and the kids especially like the Pizza they sell, thus it's a win-win.

What with his wife being an upcoming Food Vlogger on YouTube, cooking up new delicious and nutritious recipes every other day, and having two growing kids with ever-changing needs, shopping is inevitable. Quality is a top priority when it comes to grocery because he wants the best for his children and his wife works with the best ingredients on principle. There are those days though when he his wife calls and asks him to pick up an ingredient that he hasn't even heard of before, for some new recipe that she wants to try. It's one thing to know Fred Meyers like the back of his hands, and a whole other thing to locate something that he doesn't even know the category of - then comes types, sizes, prices, and whatnot. Cooking is not exactly his forte, no. Here enters the customer service. As soon as he can find a rep and explain to them what exactly he needs (which might take time as well), they help him locate the item and end his

agony. After a bunch of calls with his wife back home for confirming the little things, he can finally head home to relax and play with his children.

His relationship with the stores doesn't just limit itself to a buying and selling transaction. When it comes to electronics it's the perfect place to go window-shopping or just learn what's the latest budgeted tech in the market. Their labyrinth aisles with explorable nooks are the perfect place to entertain his crabby two-year-old when she refuses to sleep on a late winter night. Its open, safe, warm and most of all big enough to entertain her to her heart's fill.

Sure, when the kids learned to walk, read wreck havoc, it was difficult to stop them from pulling items off shelves or accidentally knocking things over - the discovery of the wine section at Target could be possibly catastrophic! There are a million things to keep an eye on when shopping with his children, one hand on the stroller with their baby girl in it, the other holding on to their son, let alone bothering with the nitty-gritty of shopping. On the worst days, he wishes he could just somehow get over with it as quickly as possible. Which is a crucial reason why he prefers self-checkouts and uses store apps for faster billing, and stays up to date with new concepts like Amazon Go.

Shopping is not something he particularly thinks about, nor something he particularly enjoys. Especially grocery shopping where he periodically/repeatedly has to buy the same list of items. What he likes best about his shopping experiences is the part where he can leave, satisfied with everything he bought, and on to the next agenda.

Persona 2:



Atharva Anil Mahindrakar
Masters Student, ECE Department
Portland State University

"I prefer offline shopping stores only for groceries and online shopping for electronics[gadgets]."

Atharva is a 22-year-old Indian student studying at Portland State University. He recently moved to Portland to start his master's degree in Electrical and Computer Engineering. He stays with his friends off campus at Goose Hollow Apartments. He is an avid food lover who loves to cook various dishes. He prefers to buy his groceries himself and is very meticulous about it. He seldom requires a shopping list to buy his groceries and does not hesitate to buy additional items if they are at a competitive price. Like any other student, the majority of his expenses are towards food items. But unlike them, he has a good knowledge of cooking ingredients, viz. vegetables, fruits, spices, grains etc. He prioritizes freshness over the price of goods, which also de-motivates him to buy his groceries from the online stores. His buying pattern is limited to just 2 stores due to their close proximity to his residence and lack of time in his daily schedule.

He is content with his shopping experiences at the stores. To top it all, internet has made things a lot easier. *"I am satisfied by the services being offered by the stores and have no concern"*. He likes the self-checkout kiosks and believes they save him a lot of time and energy. He does not have any trouble locating items and easily follows the aisle information to do so.

Yet, shopping is not something he looks forward to. *"I do not enjoy shopping. Any part of it"*. Shopping is a mundane task for him. It is more of a necessity rather than something he looks forward to. And even in online shopping looking for deals, reviews, brands etc. takes too much of his time. Yet, things were not so easy for him when he first arrived in the States. He struggled with the self-checkout counters he praises now, aisles were confusing and discounts were hard to find.

Appendix

Interview Questions: (drafted and revised on Google Drive) 1st version:

D2: Interview Questions

1. How often do you find yourself stepping out to go shopping? Even though we have the option of online shopping?
2. Do you regularly shop here or do you prefer some other supermarket?
3. Shops you frequent often? Like better compared to others? Why? / how come?
4. Do you have a method for shopping? Do you go with a list? Or just think of things off the top of your head? Do you know where to find all those items?
5. What facilities do you like in this place.
6. What are the problems you face while shopping
7. How do you think shopping will change in the next few years
8. How would you rate the customer service at this place.
9. Did you face any difficulty while finding items in this place:-?
10. Would you say you enjoy shopping? Yeah, which parts do you enjoy? OR no, why so?
11. How often have you returned items? Or wanted to return items but just didn't for some reason? Why?
12. Can you think of any experiences where faced any problems while or after shopping?
13. Which technology in the supermarket do you find useful
14. What facilities would you like to be added to that supermarket
15. How do you think shopping will change in the next few years

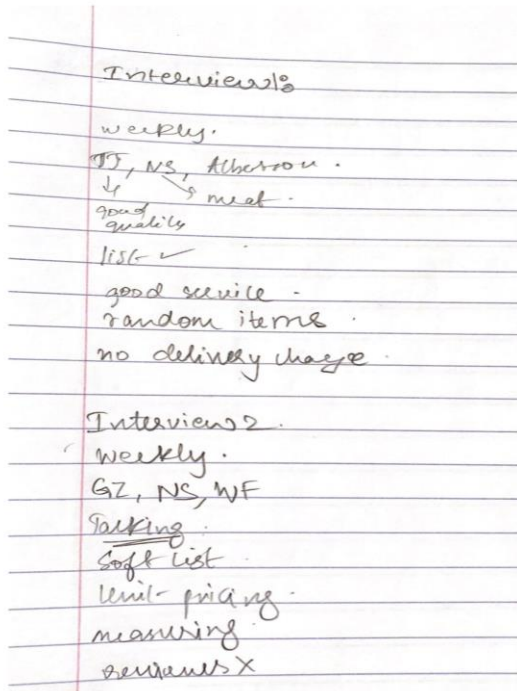
After multiple revisions in between various interviews:

D2: Interview Questions

1. How often do you find yourself stepping out to go shopping? Even though we have the option of online shopping?
2. Shops you frequent often? Like better compared to others? Why? / how come?
3. Do you have a method for shopping? Do you go with a list? Or just think of things off the top of your head? Do you know where to find all those items?
4. What facilities do you like in this place:-?
5. How would you rate the customer service at this place.
6. Which part of your shopping takes the longest amount of time?
7. Did you face any difficulty while finding items in this place?
8. Would you say you enjoy shopping? Yeah, which parts do you enjoy? OR no, why so?
9. How often have you returned items? Or wanted to return items but just didn't for some reason? Why?
10. Can you think of any experiences you had where faced any problems that you can remember, while or after shopping?
11. Which technology in the supermarket do you find useful
12. What facilities would you like to be added to that supermarket
13. How do you think shopping will change in the next few years

Interview Notes:

Interview 1 and 2:



Interview 3:

Quality, fashion design, collection,
Offers if available and prefer online,
outside if need,
Check online for new stuff,
Not influenced by environment- lighting
makes it more attractive,
Hollister for customer service,
Goes and sees stuff,
take long time and can't make decision,
try all the items
Sometimes returns, if bought in store and
doesn't like at home
In store returning is rare, online is common
Different Brands have different sizing
which we are aren't aware of
Likes in store pickup, try it there itself and
return

Interview 4:

Working professional
Makes regular lists
Shops every 7-10 days
Is a vegan, needs to buy fresh fruits and vegetables regularly
Safeway and Fred Meyer
Cost and Convenience
Lists are made according to the stores
Thinks there should be more customer assistance
It is difficult for students coming to USA for the first time
Doesn't know the difference between new items in the store
Aisle numbers are confusing
Time has to be invested in figuring out the layout

Interview 5:

I like cooking, I do it a lot.

Once a week or twice go out.

Every week for buying groceries.

Sam offline. to click pricing.

Electronics online.

Discounts?

Both. I more convenient.

Always check reviews. If bad I don't buy it.

Different platforms

Cheapest price.

Stores expensive.

Offline groceries

Rotten

Safeway, Fort & Wal-Mart.

done to me

Variety there

Self checkout.

Very close list. But no. Random.

↓

A lot.

No in online

Know location of things.

check aisle & go (assistance)

service is good

online takes time

deals Reviews comparisons

Rush in weekends

No repay.

↓

For offline became more maintainance.

self checkout.

Online has made it easier.

is good. # just laptop.

Amazon Go. than online, Reviews

Haven't experienced anything.

Groceries can't. Online did everything.

Interview 6 and 7:

Membership.
Walmart Costco WinCo.
"Convenience"
Impulse buy.
food carts pizza.
Not just shopping - entertaining kid
New ingredient - where? 5 min then.
enjoy?? x grocery (finish quickly)
Window shop - (elec)
* RETURNS - clothes (no Huggies).
phase - child walking.
difficult, throw things, WALK!!
Pickin' this up, shoe Appo - gift card
Amazon pay
Amazon pay

the fortnight Fred Meyer Safeway
CONVENIENCE
list + impulse buy
enotic items
familiar - (force of habit)
New layout -> time
Mostly self-checkout
Menu - no list - new idea...
go around the shop.
Bulk + brand loyalty.
enjoy - hard? essential... so no prob?
But enjoy leaving... heehee...
streamlined...???
Recommendation
No returns...

Observations:

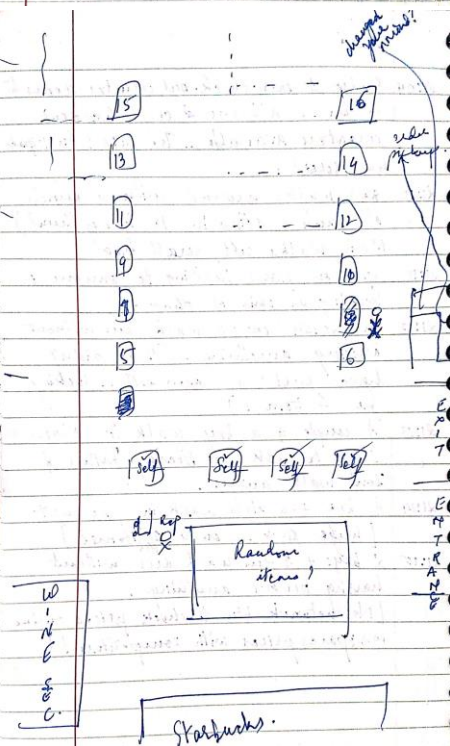
Observation 1

6:00pm free return aisle
had cones on top of aisle
6:52pm Clearance section
on one corner of this - no proper arrangement
of items - no attractive path
6:54pm Billing section
3 people in front of us - only one billing
section opened all other self-checkout
the woman in front had a list written
6:59 on my way out I notice someone really
action, kinder xoxo, atm return, to change and

Observation 2

20:53	"I'm so glad they have wine over here." Two ladies at the wine section.		Man walks around looking at items
	Two couple at Starbucks near entrance just left.	21:00	Self-checkout light on [still available]
20:54	Child playing around near entrance.	21:01	Couple of men walk in. Rep walks around with a box (finding the right spot?)
	2 guys just entered, didn't take the shopping cart.	21:02	Rep unloads more boxes.
20:55	Child still playing?		Girl looks around (window-shopping) checks + shirt prices, moves on.
	"Papa's leaving!" Parents at door pretend to leave.	21:03	Another rep walks in, train of carts collected from around the store? - Do people tend to leave them around?
	Woman asks for something to store rep.		Lady, cart full... moves towards billing.
20:56	Store rep with ^{mobile phone} system , says something on walkie-talkie.	21:05	Rep who's arranging the shelves, sighs - can't figure out where to stock the item in his hand?
	Woman leaves.		Lady brings 2 carts full... lifts a heavy bag of dog food to keep... (had left it there earlier?)
20:57	Man enters, purposely walks towards some section	21:06	... 21:01 couple of men walk out with buying anything? Item not there? Couldn't find? Couldn't locate?
	Guy walks towards billing with bunch of socks		
	(adding to pile? Someone else already at billing?)		
20:58	Man walks in, with cart, earphones in (on call?) stops then walks away.		
	Windy enters		
20:59	Couple walks in - no cart.		

21:09	Only 1 car check-out counter seems to be on ... all else self-checkout counters available ... too late? Anticipate less crowd?
21:10	Rep walks around with a bunch of pants (going in to hang them?) Man walks out, small bag
21:11	Girl on phone talking to someone + looking at pair of pants.
21:12	The 20:59 couple walk out without buying anything. (they didn't have cart to begin with... looking for 1 item?)
21:13	A couple & a boy walk in. Mom stops to look at items. Father & son walk away.
21:14	A boy + 2 girls walk in, no cart [huge store... only 1/2 items?]
21:15	2 boys + 1 girl walk out without having bought anything. [No network btw to check prices online compare prices with competitors?]



Observation for D0:

6:26pm	Entered Walmart my husband took cart		a couple with kids (probably 3 years)
6:29pm	Entered fresh produce section		seeing and talking to each other
	A middle-aged lady checking out avocado		while some people with cart full of items in the section
	Discontinued price printed at bottom of		
	while some people with cart full of items in the section		
6:40pm	Entered granola, breakfast		
	A woman with basket in the aisle		

