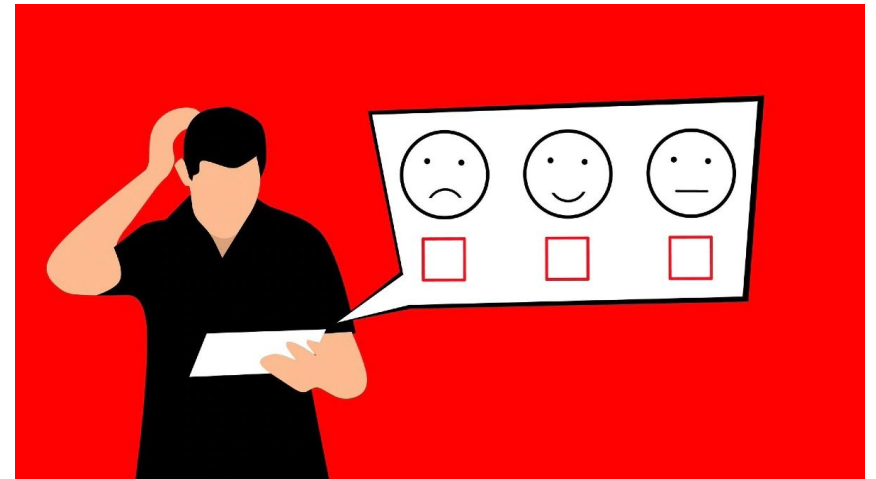# NEED FINDING

- PROJECT Title – Grab & GO

- TEAM Members - Harsha Adimulam   - PES1201800231

                         Varun Kadam   - PES1201800790

                          Ishan Rai   - PES1201800818

                          A Lakshmi prasad   - PES1201802132

NEED FINDING

- **<u>Technique used</u>**
  - Digital survey

NEED FINDING

PROBLEM STATEMENT :-

During the task of shopping, users waste both time and energy due to inefficiencies in their methods and the available help they have at their disposal. Shopping at stores for many customers is inefficient and challenging, especially when the customer is in hurry.

Customers tend to spend too much time searching for items and shopping them outside of the shortest path.
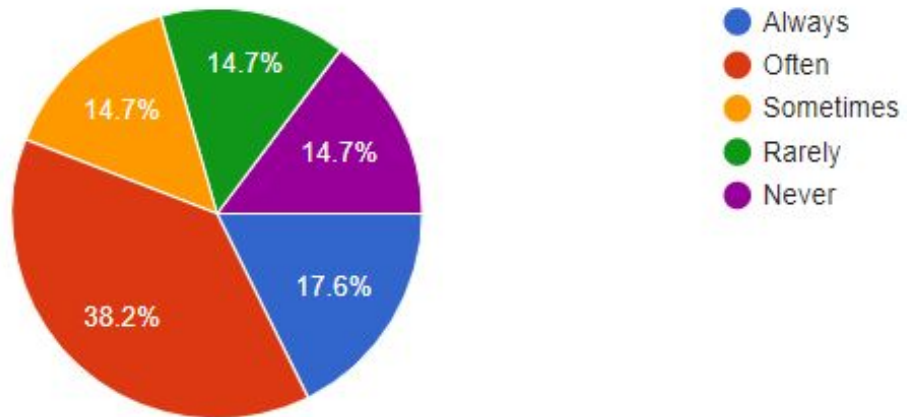
Our objective is to make shopping more pleasant and efficient by empowering the user with an interface which can help him shop efficiently

SURVEY RESPONSES

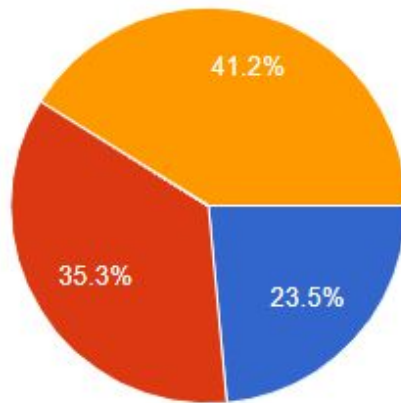How often do you physically go to the store/supermarket to get the items need

34 responses

- Always — 17.6%
- Often — 38.2%
- Sometimes — 14.7%
- Rarely — 14.7%
- Never — 14.7%

SURVEY RESPONSES

Is your preferred in-store shopping method browsing all of the aisles or going straight to the items you need?
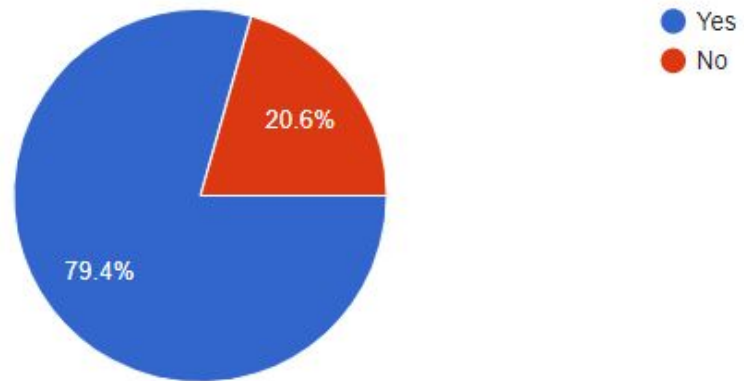
34 responses

- Browsing all of the aisles
- Going straight to the necessary items
- A mixture of both

41.2%

35.3%
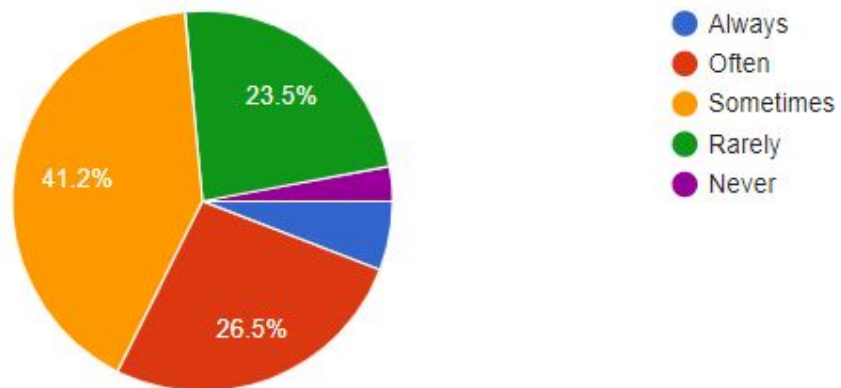
23.5%

SURVEY RESPONSES

do you use shopping lists often

34 responses

- Yes
- No

20.6%

79.4%

SURVEY RESPONSES

How frequently do you seek help to search for a product?

34 responses

Legend:
- Always
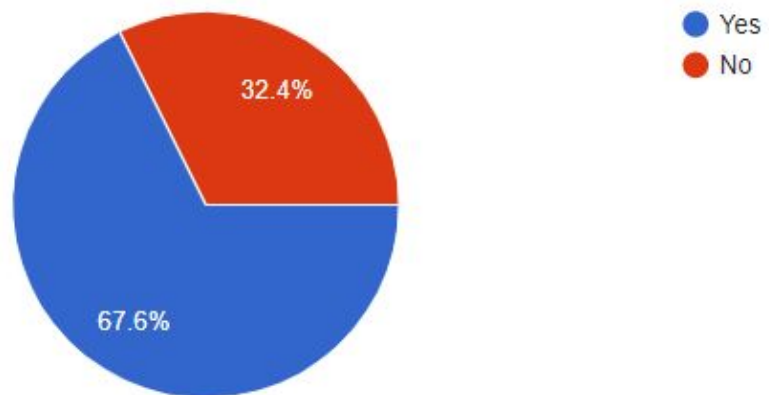- Often
- Sometimes
- Rarely
- Never

Pie chart values: 23.5%, 41.2%, 26.5%

SURVEY RESPONSES

Do you feel an in-store navigator/product locator will help you ease the process

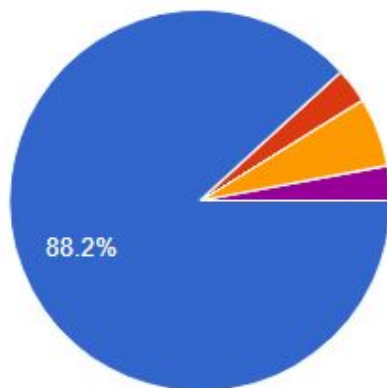34 responses

- Yes
- No

32.4%

67.6%

SURVEY RESPONSES

How often do you have your personal smartphone with you while shopping?
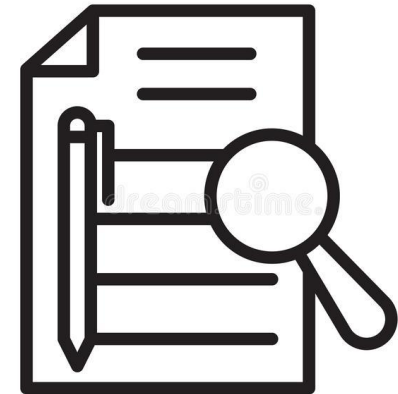
34 responses

- Always
- Often
- Sometimes
- Rarely
- Never

88.2%

KEY TAKEAWAY

SUMMARY

- The takeaway from this survey is that many of the respondents spent more time searching for an item they did not know the location of while on their shopping trip.

- The results of the shopping experience question for these users shows there is possible improvement in this area, as most noted an average experience when shopping.

- Improvements in this area such as the store shopping list showed considerable interest from those surveyed.

- As most of the respondents carry their personal smartphone with them while shopping, the possibility to improve the experience with this task utilizing a smartphone is one opportunity that is presented.

Interviews

Takeways
- Add multiple lists (save)
- Make the list accessible from the aisle page using a better UI
- Make the remove button more accessible