

## ***Individual Project 1: Mobile Shopping Experience***

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### **1. Study Goal (Problem/Opportunity Statement)**

- The goal of this study is to determine what aspects of mobile shopping would attract more users from the ages of 18-25. Mobile (app) shopping doesn't have as much traction as desktop shopping so the goal is to determine what aspects users like about both and what aspects would draw more user towards a mobile shopping approach. Typically, users like a convenient experience so I will try and determine what factors would make mobile shopping convenient.

### **2. Target Audience**

- The target audience is college students. This audience is most likely to embrace shopping through apps because they understand technology better than older generations. They also have more financial independence than younger generations. This puts them in the ideal position to transition from desktop based online shopping to a more convenient mobile option. College students are also very mobile throughout the day so a more convenient shopping option would be more easily adopted.

### **3. Screening Plan**

Link for Excel Sheet:

<https://docs.google.com/spreadsheets/d/1BcABynbcmUvXRh606WgG7Ipe1QQZ6aLLn81MXQiLFUQ4/edit?usp=sharing>

Include the link to the screening survey here:

[https://docs.google.com/forms/d/e/1FAIpQLSchhrGDB04Alu\\_ayoFdSaTGYDolG79DZnGbLnHlbZUlxh5g/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSchhrGDB04Alu_ayoFdSaTGYDolG79DZnGbLnHlbZUlxh5g/viewform?usp=sf_link)

Education: I chose to use only people enrolled in college whether that be undergraduate or graduate studies. This mobile shopping experience is going to be targeted at college students specifically because of their unique daily lifestyles. Most students are moving throughout the day and are never stationary, and therefore like to do things quickly on their devices.

Age: People in college are generally between the ages of 18-25 years old. This age range contains the group that is more technologically inclined as well as people that are financially stable enough to make frequent purchases on amazon or other shopping apps.

Smartphone: The members of the interview need to have a smartphone and be able to download a shopping app to gain experience and share their thoughts about it. Specifically, they need either an Apple, Google, or Android device. This specification is because a larger population of people use these, and applications are typically developed with these 3 in mind. Applications are more limited on other devices.

Experience: I want users to have experience with using a shopping application so they can give input about their experiences. To give valuable input they need experience.

Work Experience: I don't want people that work for big retailers that have mobile applications to be giving input about experiences and improvements. People that work for those retailers with the apps may have biases towards theirs or give skewed inputs that could interfere with improving overall experiences.

Mobile sellers: I don't want people that actively sell things through applications to be giving input. I want to get the view from a customer perspective rather than a seller's perspective.

#### **4. Interview protocol**

##### Introduction

- Hi, my name is Gabriel Naples and I would like to ask you a few questions about your mobile shopping experiences. I would like to see what people either like or don't like about mobile shopping, and what improvements can be made. Would it be okay if I were to ask you a few questions?

##### Warm up questions:

- Hi, how has your day been so far?
- Do you generally enjoy online shopping?

##### Interview Questions

- Do you have experience with mobile shopping (specifically using apps), if so then what are your impressions about it?
- When it comes to online shopping what is your preferred platform? (eg. Desktop or mobile site, application)
- What aspects about your preferred platform do you particularly like?
- What aspects about app-based shopping do you like?
- What do you generally dislike about app-based shopping?
- Which application platform do you like the best?
- What changes would you make to application-based shopping to make it more appealing?

##### Wrap up questions

- Are there any last comments you would like to share?
- Do you have any questions for me?

##### Thanks Statement

- Thank you for lending me your time for this interview, I hope you have a great rest of your day.

## 5. Optional UX methods

N/A.

I did not use any optional UX methods, however I can see the upside of using online forums or public discussions to gather information. They offer anonymous replies which could lend more honest answers to pull from. Some people may be hesitant to share too many negative aspects in person, but they would be more comfortable sharing anonymously online.

## 6. Interview Notes

No participants allowed me to take pictures of their phones and devices.

First Participants: Wallie

- Yes, has experience
- While shopping apps are generally usable, would rather use laptop so avoids them.
- Prefers using desktop applications and websites. More intuitive to order things, more information present on the screen at one time, can see it better, is used to it and is easier.
- Mobile app advantages: saves credit card information making payments easier. Can order from anywhere.
- Not as much info, more difficult to search, more often have to search ui to select exact options.
- Amazon preferred mobile
- Literally no changes, is not idea person.

Second Participants: Bathy Kooockvar

- Fantastic day, watching nascar
- Absolutely enjoys online shopping
- Yes, experience with apps. Impressions: very convenient, they save time from having to go on laptop.
- Preferred shopping platform is application-based shopping
- Apps have accounts and auto login which saves passed purchased as well as information. Streamlines process of buying. Also has points system which have benefits.
- Dislikes: sometimes the UI is not good. Especially with menus for refining searches. Clunky navigation.
- Eastbay is preferred app. Buys a lot of shoes from Eastbay and it gives best prices. Likes how easily it is to filter brands and refine searches. Simple drop-down menu.
- Would change push notifications. Doesn't like them, they're not related to searches and they are annoying. Give notifications about related purchases.

Third Participants: Frozone

- Just okay, thanks for asking.
- Does enjoy online shopping
- I have had experience. Impressions, mostly positive with some reservations. Sometimes finds them inconvenient with things like addresses and card numbers. Would sometimes prefer larger screen.
- Prefers desktop for shopping
- Larger screen makes for more appealing UI more usable UI a desktop browser allows flexibility with where to shop (different stores)
- App shopping likes: can be a lot faster and fluid to use. Often have more features than a mobile site would have, like saving accounts or authors.
- App dislikes: having to download a separate app for every single location you have to buy from whereas on a desktop site you can search anything. With apps not every company you purchase from necessarily has a mobile app and the quality of the mobile app can vary drastically from app to app.
- Grubhub is preferred app. Its fast, very intuitive to use.
- Would change: making things more consistent. One standard app to access a bunch of different experiences from different sites. Centralized app for shopping from everywhere.

## 7. Key Insights

### **Saves Information**

Every participant likes the way that mobile applications save profile information like credit card info, shipping address, etc. For example, Bathy likes how apps automatically save the user sign in to automatically get purchase points and Wallie mentioned that the saved credit card information streamlines the purchase.

“I like that I can earn points from purchasing on mobile applications and earn discounts” (Bathy Koockvar)

“I like how information is saved from desktop to mobile like credit card information. It makes buying things easier.” (Wallie)

### **Desktop is more usable**

Each participant mentioned that desktop is more usable when it comes to menu systems and navigation. Generally, the consensus is that because of the size of the mobile application there are an excess of menus that are hard to navigate and add a lot of extra steps. Wallie and Frozone also mentioned that the bigger screen makes it a lot easier to see what you're doing.

“I like the bigger screen of a laptop because I can't really see the mobile sites. The menus tend to be small.” (Wallie)

“The bigger screen of laptops displays more and is easier to navigate.” (Frozone)

## **UI isn't optimal on mobile**

Every participant mentioned that the user interface of mobile applications wasn't ideal for shopping. The menu systems are small and hard to navigate and navigating multiple menus makes things tedious. However, Bathy mentioned that Eastbay has a convenient method of sorting by brand.

"I like how eastbay has a quick filter option for brands, it makes shopping faster." (Kathy Bookvar)

## **8. List This Project in Your Online Portfolio**

[Instruction: list the mobile shopping project in your portfolio, including the following items under the project:

- Study goal (problem statement or design opportunity)
- Target audience
- Briefly describe the research methods (interviews and other methods you use)
- Briefly describe how you recruit your users
- Number of participants
- Key insights from the interviews

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Include the Portfolio Link to the project here: <https://gnaples.github.io>