User Research / Shopping App

App Idea / Elevator Pitch / Description:

-Shopping app that takes your shopping list and prioritizes the items based on where you are in the store. The items located in your current section will appear at the top of the list. The app will also give you suggestions based on price, budget, and what you currently have in your cart.

-App can give suggestions for less expensive items when creating the list.

-You can set a budget before choosing items.

-You can turn on or off the suggested items feature to suggest other items to go with your current selections (ex: sauce when you have chosen pasta)

Assumptions:

-People use lists to shop
-Anyone can get the items on the list
-Most stores have a database of item locations for their stores.

Problem Statements:

-Identify how frequently people leave and then have to return to the same section when shopping.
-Describe the frequency of your shopping habits.
-Identify how frequently people bring a list to the store with them.
-Identify most popular stores for grocery shopping.
-Identify any allergies.
-Describe your feelings about using a device while shopping.
-Identify your current favorite grocery app(s).
-Describe your grocery budget
-Describe your current frustrations with grocery shopping.

Survey Design:

Link to survey:
https://docs.google.com/forms/d/e/1FAIpQLScYk3XaM6_mh8T-Zif97wP_NtLw3yC5_PEfbIv57yKYmkXftQ/viewform?usp=sf_link

Do you shop for groceries?
Do you typically bring a list with you when you shop?
How frequently do you price match before shopping?
Do you currently use an app for grocery shopping?
Which grocery app do you use?
Are you interested in using an app for grocery shopping?

-Why not?
What is your favorite grocery store?
Are you allergy conscious when shopping?
How frequently do you choose an item based on price?
Describe your current frustrations with grocery shopping.
How frequently do you leave and then find yourself returning to the same department when shopping?
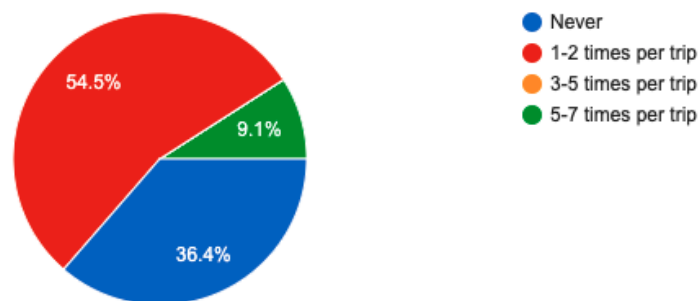
Analysis and Reporting:

Key Findings:

-People frequently have to return to departments to get things they missed the first time.

How frequently do you leave and then find yourself returning to the same department when shopping?
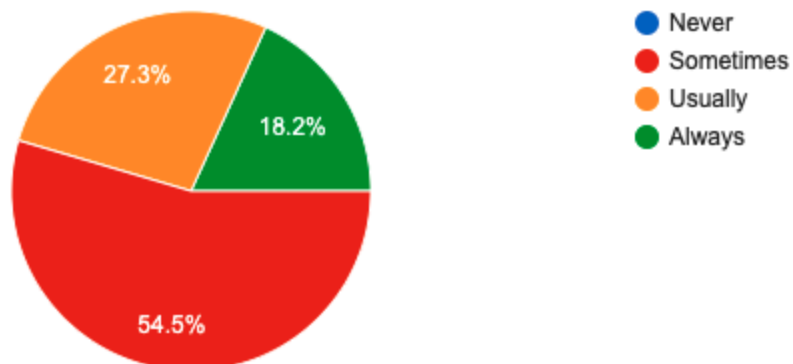
11 responses

-People are cost conscious when shopping for groceries

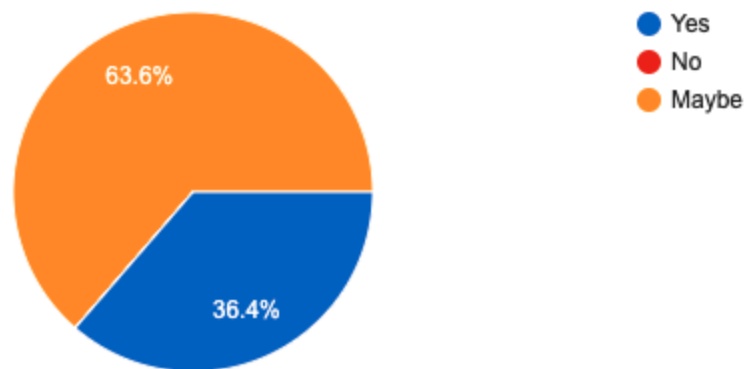How frequently do you choose an item based on price?

11 responses

-There is demand or at least an open mind for a grocery app.

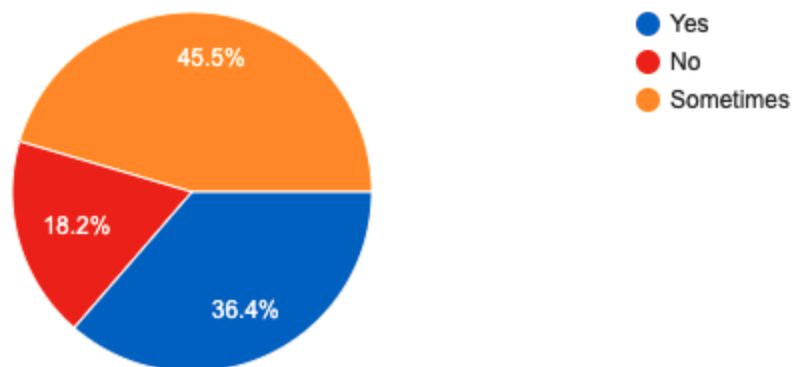Are you interested in using an app for grocery shopping?

11 responses

63.6%

36.4%

- Yes
- No
- Maybe

-Most participants noted that they at least sometimes bring a list with them when they shop.

Do you typically bring a list with you when you shop?

11 responses

45.5%

18.2%

36.4%

- Yes
- No
- Sometimes

I was excited to see that most people (81.9%) brought a list with them when they shop, but 63.6% of people also have to return to grab an item they forgot the first time at least once per shopping trip. This shows there could be a need for the app.

I think these answered most of the problem statements pretty well. I probably could have added a few questions about budget, reminders, or specifics about the app, but I think I was able to get some good information.