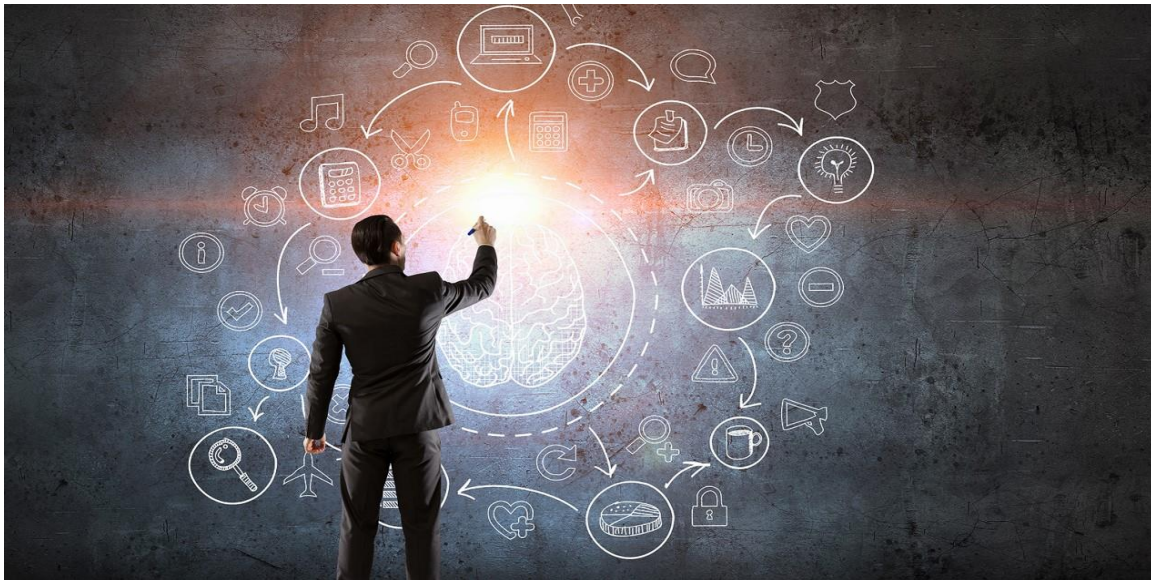


FACULTY OF SCIENCE AND INFORMATION TECHNOLOGY

Electronic Supermarket



Group Project

Prepared By:

Student Name	Student ID
Fahad Alsifri	1743998
Moayad Aamri	2035765
Emad Felemban	2035666

Instructor: Dr. Majed Alsheshtawi

Table of Contents

<u>introduction.....</u>	<u>3</u>
Target Users	4,5
“interview”	6
"survey"	7-16
Findings And Resault.....	17
Conclusion	17

Participation summary

Fahad Alsifri 1743998	<ul style="list-style-type: none">• Results and findings• interfaces• conclusion
Moayad Aamri 2035765	<ul style="list-style-type: none">• Survey• introduction• The Script
Emad Felemban 2035666	<ul style="list-style-type: none">• Interview• Target users (persona 1,2)• Cover page

Introduction

Every human being in the world needs groceries and sometimes going out and heading to a supermarket or any market can be a hassle, not everyone lives close to one and not everyone has transportation but almost everyone in 2020 has an internet connection. So electronic supermarket would be the perfect solution to these problems, also not all customers have the time to go every week to shop for the same stuff that they always want to buy, so the customer can make a package which contains all his favorite and usual items that he orders occasionally.

An online supermarket that the customers can order their items. Our system is delivery based, but a customer can also order from his laptop or phone and just come to the warehouses and pick up the order. And we will have many promotions and discounts for our loyal customers. And We will have a variety of products that no other supermarkets will have. The Customer can set his usual orders in a package and reorder it every time. Payment stage can be via online credit card or cash.

Target Users

- **Persona 1:**

Name	Rakan
Age	34
Education	Medicine master's degree
The person was chosen because based on his daily life routine. He worked in different shifts every day, and his daily hours off-work are unpredictable.	

First scenario
Because of Rakan's changing shifts he doesn't have much time a day to go and buy groceries. Having to schedule an order and have it delivered by the time he reaches home makes his day goes smoother.
Second scenario
Rakan lives alone in his house and cooks his own food. If an ingredients is missing from his cabin while he is cooking, he didn't stop everything in went to the store to get it he just opened the app and ordered the missing ingredients.
Third scenario
Rakan once went grocery shopping and forgot his list. He bought what he could remember and forgot many other items. Once he realized the things he forgot he went in the app and ordered the missing items.

- **Persona 2:**

Name	Maha
Age	28
Education	Bachelor's degree in media
Maha is a wife and a mother of a two-year-old child. Her husband travels a lot due to his job. She stays home a lot and take care of her child.	

First scenario
Maha doesn't have a car, so she depends a lot on food delivery and on online delivery services. She uses the app every time she needed grocery.
Second scenario
Once she had to make their family a nice diner, she made her husband a list of groceries to buy, each item had a specific brand and type which made the description take a lot of time. Instead, she ordered by the online grocery store so she can see the brand and the type of each item herself.
Third scenario
While the husband was traveling for work, the child was out of diapers so the only choice Maha could make is to quick order a set of diapers for her child.

Interview

The Script

- How often do you go to supermarket?
- What are the main problems that faces you when you go to supermarket?
- How do you think the supermarkets industry can be developed?
- What is the main product that you search for when you go to supermarket?

The interviews

Q1: How often do you go to supermarket?

Interview 1: Every two days

Interview 2: Twice a week

Interview 3: Daily

Interview 4: Once a week

Q2: What are the main problems that faces you when you go to supermarket?

Interview 1: I don't have a car

Interview 2: Waste a lot of time

Interview 3: Hard to get to the supermarket because its to far of my home

Interview 4: Crowded of street

Q3: How do you think the supermarkets industry can be developed?

Interview 1: To be able to order online

Interview 2: provide pre order

Interview 3: I think making an app will be more helpful

Q4: What is the main product that you search for when you go to supermarket?

Interview 1: Cleaning supplies

Interview 2: Food products

Interview 3: Electronics parts

Interview 4: Bakery products

Survey:

We have made a survey that covers 29 random users to collect some data that will help us developing our project.

The first question is a non-obligational question aimed to get the user name.

:name

إجابتك

this question is general questions asked to get general information about the person answering the survey.

* Age

less than 18 ☐

18-24 ☐

25-30 ☐

31-36 ☐

older than 36 ☐

this question is general questions asked to get general information about the person answering the survey.

* Gender

Male ☐

Female ☐

this question helps us use relevant terms to give the user a better experience.

* What term do you use when shopping for
? food items

Grocery shopping ☐

food shopping ☐

go to the market ☐

أخرى: ☐

this question aimed for measuring the user needs of our product.

* Do you currently do your grocery shopping
?online

Yes ☐

No ☐

this question is aimed to see the acceptability of the user of the range of delivery fee.

* With prompt delivery, would you do your
grocery shopping online with a 10-20%
?increase in price

Yes ☐

No ☐

This question measures the priority of the customer.

* Which of these factors are most important
?to you when buying groceries online

price ☐

delivery time ☐

customer service ☐

freshnes ☐

أخرى: ☐

**This question measures the majority of people within the 3 biggest cities
of Saudi Arabia**

* What part of Saudi Arabia do you currently
?reside

Jeddah ☐

Riyadh ☐

Dammam ☐

أخرى: ☐

This question measures the user need of the product (more frequent gives higher possibility of need)

* ?How often do you shop from grocery

Everyday ☐

once a week ☐

A few a week ☐

once a month ☐

أخرى: ☐

This question gives us a clue of the amount of people who might have high interest in our project and the amount of possible new customers

* ?Where do you currently do your grocery shopping

-Supermarkets (Danube, Panda,..etc) ☐

online ☐

-Local Markets (Al Raya , Nada, ..etc) ☐

This question helps us priorities the user needs

* Why do you shop where you currently do
?your grocery shopping

It's convenient ☐

It's cheaper ☐

-It has good loyalty programs ☐

Better quality products ☐

أخرى: ☐

This question helps us understand the market financially

★ How much on average do you spend on
?grocery shopping per month

less than 500 SR ☐

500-1000 SR ☐

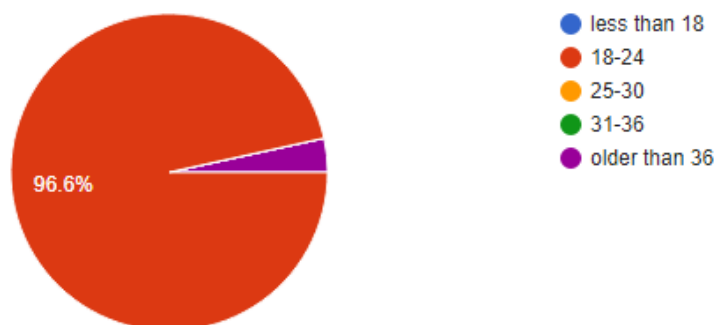
1000-1500 SR ☐

1500-3000 SR ☐

أخرى: ☐

let's go through the results of these questions to see what our participants are have answered.

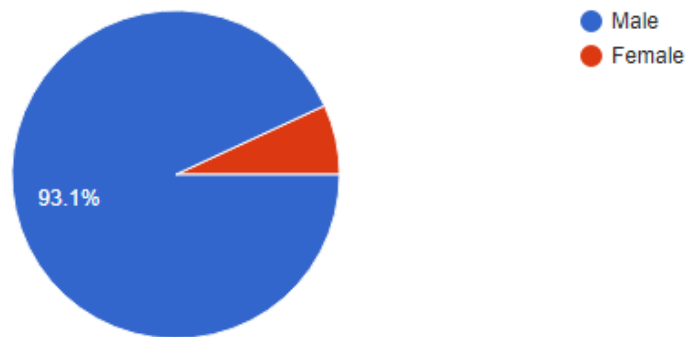
As shown on the graph, most of our participants ages fall between 18 to 24 years old where they make the majority by 96.6%. The group of participants who are older than 36 years old where almost 3.3% of our participants.



As shown on the graph, we can see that the males are the major gender with almost 93.1% which leaves 6.9% for female.

Gender

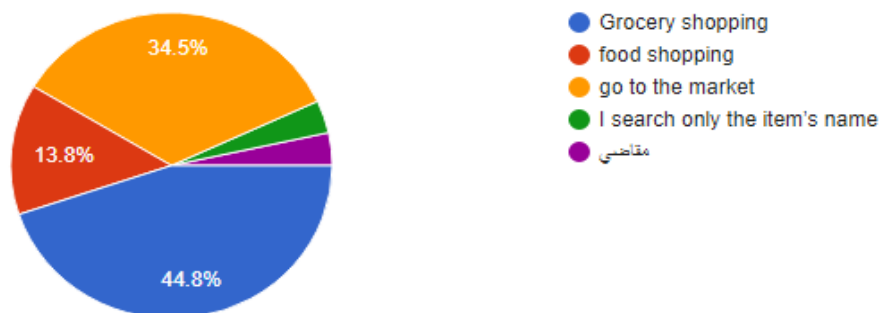
ردأ 29



As shown on the graph, most responders use the term Grocery shopping, followed by the term go to the market. in 3rd place is the term food shopping.

? What term do you use when shopping for food items

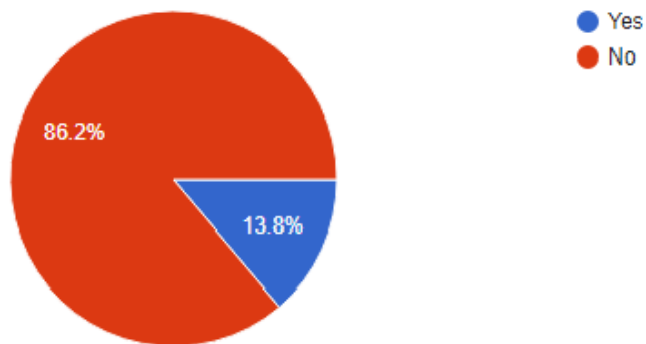
ردأ 29



As shown on the graph, a very high percentage of the responders depend on buying the grocery by themselves. Only 13.8% of responders buy their grocery online which shows that there a shortage or a problem of already been made online stores.

?Do you currently do your grocery shopping online

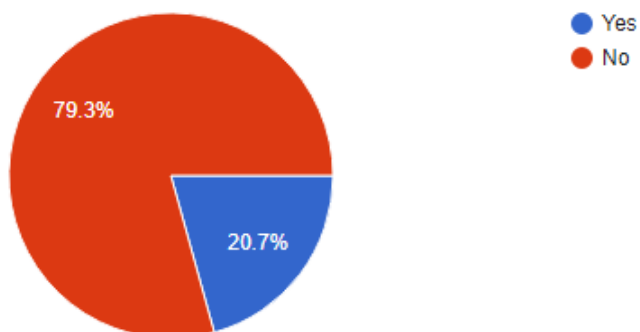
رد 29



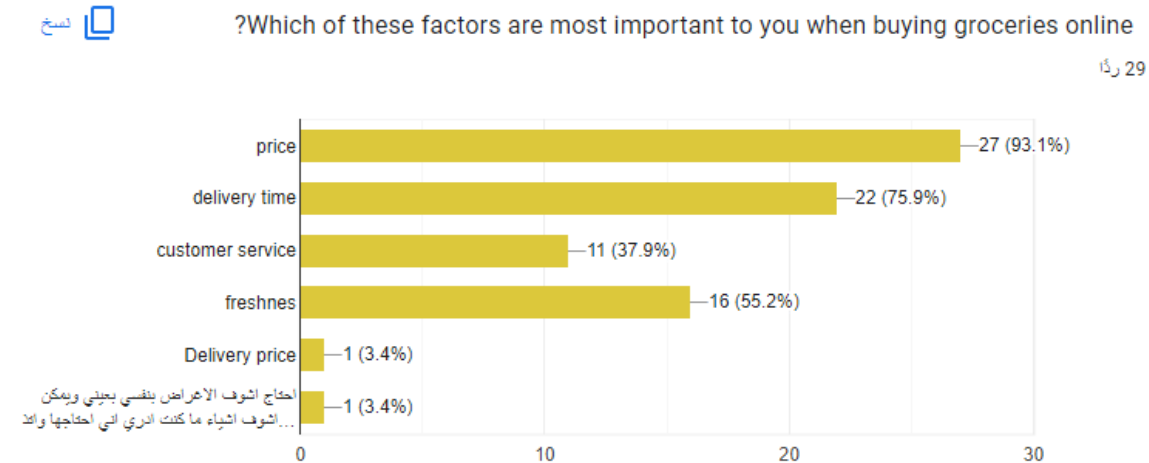
As shown on graph, the majority of people don't prefer the increase of prices even if their grocery has been delivered which helps to understand their priorities.

With prompt delivery, would you do your grocery shopping online with a 10-20%
?increase in price

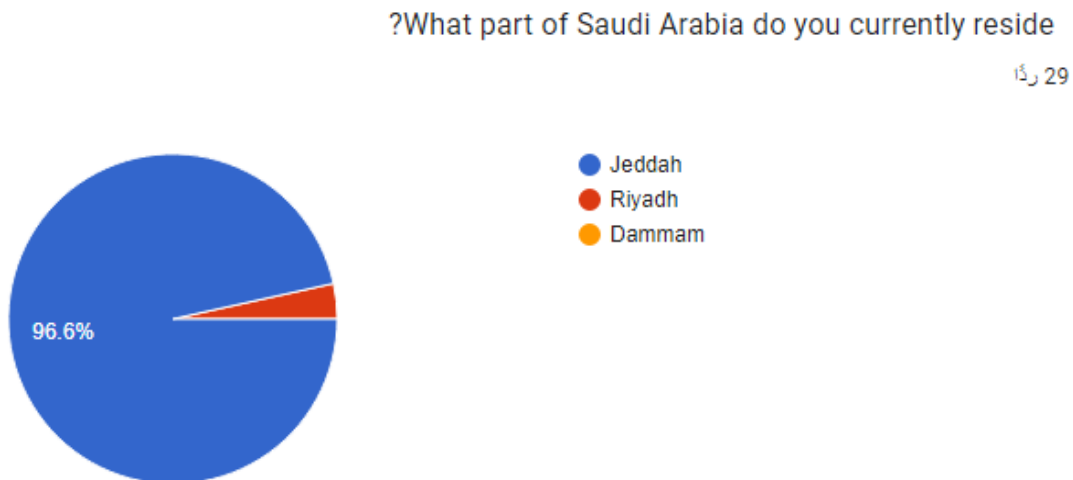
رد 29



As shown in the graph, the highest priority that people have is the increase in cost. As shown in previous graph, the price is a very important factor to consider. Moreover, the delivery time is the second highest in the graph which shows the impotency of fast delivery.



The high majority of responders are from Jeddah which is not a surprise due to the narrow distribution of the survey.



As shown in the graph, people had different opinions in this question. They didn't share a preference, but the highest percentage was once a week which could be considered as the average.

?How often do you shop from grocery

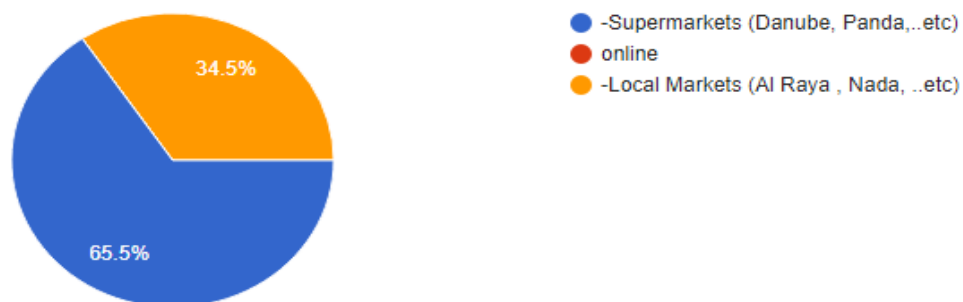
29 ردًا



this question aimed for measuring the user needs of our product. As shown in the graph, 65.5% prefer shopping in large supermarket and the rest of the percentage prefer shopping in local markets and the online grocery shopping possess the percentage of 0%.

?Where do you currently do your grocery shopping

29 ردًا



The graph shows that the majority reason is that it's convenient and cheap which holds the high and equal percentage.

?Why do you shop where you currently do your grocery shopping

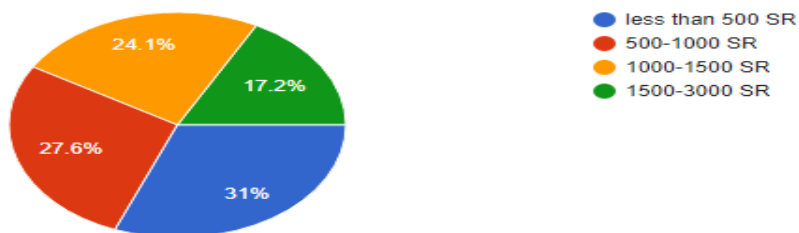
29 رد



The graph shows a variety of answers. this could be because some prefer shopping more frequent than other which could be the reason for the percentage of 31% which they spend less than 500 SAR.

?How much on average do you spend on grocery shopping per month

29 رد



Finding and result

In general, the results of the questionnaire and the interview, most people agreed on the importance of having an application to order products and daily needs due to the problems they face, such as lack of time, crowded streets, distance, lack of transportation, and inability to afford it. As a result of these problems, we designed an application to order products and customers' needs. As it appears in the graph that the majority of people paid attention to the price factor, then the delivery time, the quality of the products, etc. All these factors were well studied, so we set the prices as they are in most markets, and we were very keen on the quality of our products. As for the delivery time of the products, we have provided a good number of well-trained drivers to give the customer the best service as quickly as possible and we have put a price tag on this service to gain the loyalty of as many customers as possible

Conclusion

Some people consider shopping as one of their daily hobbies, while others don't even give it a second thought. This comparison reveals the issues people have when shopping. Limited time, foreign residents without automobiles, a transit difficulty, the perception that physical shopping is time-wasting, health concerns, and a distance to the market are just a few of the problems that individuals face when shopping. moreover, certain items are hard to get by. We have studied our concept, which is connected to personal shopping, as well as the problems described above. As a result, we created an application that combines many market stores, i.e. (Malls, supermarkets, and pharmacies). This Electronic supermarket an innovative app that allows the customers to get all their needs and suggest items based on previous history. Then deliver items to their home and allow online buying so that clients may simultaneously explore an endless number of products. Instead of physically wasting their time, this work encourages individuals to make the most of it by being safer and more accessible. Additionally, instead of traveling long distances to shop, consumers may shop for the item online from the comfort of their own homes. Additionally, this software could aid those who are facing health issues and are unable to physically buy goods in order to prevent future problems. Finally, some people do not have transportation methods for shopping, and they should keep pace with the evolution.