

Our Team









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Interview Questions

- What is your online/offline shopping percentages? Why?
- Emotional state while shopping?
- Unexpected difficulties and ease?
- How does your shopping experience reflect your financial condition?

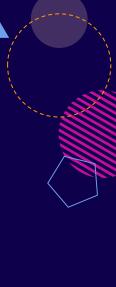
- How do you compare shopping experience now and 5 years ago?
- How do you envision shopping in the next 5 years?
- Does your shopping routine ever bother you? Why?
- •

Interviewees

A nurse, an IT professional, two housewives, a graduate student









Job: IT News

Home: Beijing, China

Age: 35~40

Trans: Car

Exp: Taobao.com, JD.com,

Cat: 1% grocery

99% online shopping

(mainly digital device)





THINK

<u>99%</u>is online shopping

Majority is electronics

Super fast delivery

<u>Impulse buyer</u>

Shipping time matters

The convenience of online shopping triggers impulse purchases

Online shopping can be even more convenient in the future

Looking forward to <u>regulations for online fresh</u> food sales

Thought for a while when being asked anything bothers him when shopping

Laughed as he talked about how Exstance

Shopping reflects his financial condition

Satisfied about current shopping routine

Excited about future shopping technology



THINK

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Majority is electronic:

Impulse buyer

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Satisfied about current shopping routine

Excited about future shopping technology

FEEL

Needs

Economical online fresh food shopping

More regulations on online sales

A variety of choices of goods online



Job: Full-time Housewife

Home: Redwood, CA

Age: 30-35

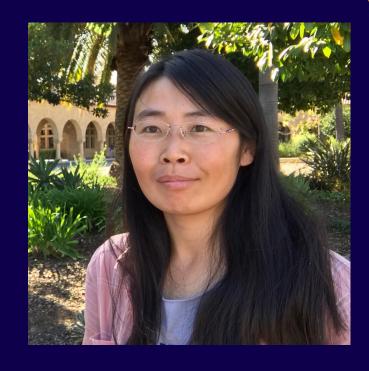
Trans: Car

Family: 3 people (1 daughter)

Cat: 60% foods

20% grocery

20% clothes





THINK

<u>40~50%</u> in-store groceries

Shopping with <u>little babies</u> is extremely difficult

Sometimes <u>intentionally make a detour to</u> playground for her daughter

Usually drive a car to buy foods, baby foods and grocery <u>in person</u>

Hard parking near small stores

<u>Obstruction to use new technology</u>, e.g. Amazon

Thought for a while to answer the percentages of category

Being continuously <u>interrupted by her</u> <u>daughter,</u> but kept talking For families with children, *good quality* <u>or fresh</u> product with really checking in person is more reliable

Want to build <u>intimate relationship</u> with kids during shopping

Likes to <u>explore unique stores</u>

<u>Excited</u> when shopping at <u>her favorite</u> indian stores

<u>Affectionate</u> when making the detour for her daughter



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FEEL

Needs



Convenient offline shopping / high-quality online shopping



Mom friendly shopping



Family relationship building shopping, e.g. playground nearby



Need a low-cost way & motivation to adopt new technology

Job: Nurse

Home: San Fransicso, CA

Age: 25-30

Trans: Car/Walking

Family:2 people (Boyfriend)

Cat: 90% grocery

10% clothes





Does not shop with *annoying* boyfriend

Likes shopping for expensive items and **not** buying anything

Shops <u>alone</u> because family does not feel the same way

Shops for <u>expensive</u> items that she can not buy



THINK

Enjoys shopping <u>with people</u> who are equally enthusiastic

Imagines being able to afford high quality, <u>expensive</u> products

<u>Sad</u> while shopping alone

Annoyed when <u>rushing</u> through packed stores



annoying boyfriend Likes shopping for expensive items and

not *buying* anything

Enjoys shopping <u>with</u> people who are equally enthusiastic

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n Companionship while shopping

Needs



Shops *alone* because family does not feel the same way

Sad while shopping alone

Shops for <u>expensive</u> items Annoyed when <u>rushing</u> that she can not buy through packed stores



FEEL



Job: New graduate student

Home: Stanford, CA

Age: 20~25

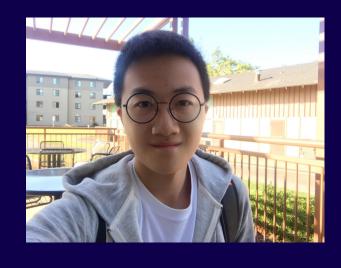
Trans: No car

Exp: Taobao.com, JD.com,

Amazon.com

Cat: 40% grocery

30% digital device





THINK

Amazon is <u>easy to try, return</u> **and** refund

Difficult to <u>return packages</u> to the post office

Grocery *per 3 weeks* without a car

Like Amazon's <u>"History Price"</u>

Not happy about IKEA's online shipping: <u>expensive and slow</u>

Perplexed when talking about transportation without a car

Wish cheaper and faster online *shopping deliver*

Trust Amazon has <u>lower price</u> with equal quality

Make shopping decision by comparison and balancing between product quality and price

Like/miss <u>Taobao</u>, struggling with some inconvenient online shopping in US

FEEL



Amazon is <u>easy to try,</u> *return* and refund

Wish cheaper and faster online <u>shopping deliver</u>

to the post office

Difficult to return packages Trust Amazon has lower *price* with equal quality

Grocery *per 3 weeks*

Make shopping decision by <u>comparison</u> and balancing between product quality and price

Like Amazon's *"History*

Not happy about IKEA's online shipping: expensive and slow

Perplexed when talking about *transportation* without a car

Like/miss *Taobao*, struggling with some inconvenient online shopping in US

FEEL

Needs

A Shipping and returning: cheap & fast











Needs Summary



- Convenient shipping & returning -- online shopping
- Product price & quality -- online shopping
- Relaxing shopping experience
- Social/familial improvements during shopping
- Low-cost & motivation to adopt new technology









Summary

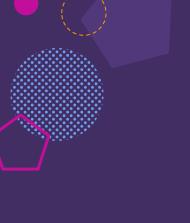


People choose the mode of shopping based on convenience, cost, and quality.

People go shopping not only because of needs, but also valuing the experience.









Thanks!

Any questions?



