1. What is the situation where the user will need this product?

When user remembers they need groceries. User is busy, has not time to go to the grocery store, and has no patience for long waiting lines. The user could use this app 1-3 times per week, while at home, at work during a break, or in line for coffee.

2. How long will the user use this product for? For what length of time?

Limited length. Less than 5 minutes.

3. Will the user likely be interrupted or otherwise need to return to tasks?

Yes. Since this is a mobile app, we expect the user to be interrupted by notifications. We can also expect interruptions if the user uses the app during a work break, while answering emails, eating, or socializing.

4. Will they ever use this product again? Why or why not?

Yes, the goal is retention. Users will reuse the product if they become accustomed to ease of ordering, and experience the convenience of groceries delivered to their home / office. Users may not use the product again, if the onboarding experience is too long, the groceries don't get delivered on time, or the mobile ordering process is less convenient than going to the grocery store itself.

5. Will the product be used at home, in the office or on the go?

All three.

6. Should the product be mobile or web-based? Why?

Both. Good Market should capture on-the-go users with mobile. And those at home or work, where they're more likely to be on a computer, with a website. A website will allow non-Apple users to order. However, with this new product, Good Market may consider limiting scope to either mobile or web only, to keep development costs low, or limit risk before validation.

7. Are there ever multiple users using this product at one time?

Yes. The product must handle many users accessing the system, and multiple orders and deliveries.

8. Would you need to have multiple accounts to use this product?

One account per household or individual. Options for delivery to 1 or more locations (home or work).

9. How else could your user solve this problem without using your product? Is it possible?

Finding time to go to grocery store. Eat out. Bulk shopping on weekends. Long-term stocked groceries. Personal assistant. Personal chef. Amazon pantry. Not eating.

10. How much easier is it to use your product than the alternatives?

This product is easier than going to the store or not eating. It's cheaper than eating out or a personal assistant or chef. It's equivalent to Amazon pantry (except for fresh foods), or other competitive grocery ordering and delivery product.