

# GAINING USER INSIGHTS TO CREATE AN ONLINE SHOPPING EXPERIENCE

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## PROJECT OVERVIEW

### MY ROLE

- UX Researcher

### SKILLS USED

- User Research
- Conducting Interviews
- Synthesizing Insights

### PROBLEM SPACE

In order to expand its reach, the (fictional) coffee company Gulp Roast tasked me with conducting user research that will aid in the creation of a convenient online shopping experience for customers.



Create a research plan with focused objectives that align to the company's goals.



Conduct interviews to gather information that can aid in furthering the company's goals.



Synthesize user insights and create a design statement that aligns with user needs and company goals.



## RESEARCH STATEMENT

As a researcher, I want to discover user preferences in regards to purchasing coffee in order to build an online purchasing platform for Gulp Roast Coffee.

## OBJECTIVES

- Understand the user's thought process from start to finish when purchasing coffee.
- Explore users' likes and dislikes pertaining to their preferred coffee brands.

## View the Plan and Discussion Guide

Want to know more about my approach to user research? Check out the full research plan and discussion guide!

View Documents



## INTERVIEW RESPONSES



### *Consumer Motivation for Drinking Coffee*

- Coffee is not only something that gets users through their day but is also considered a treat. Each interviewee mentioned looking forward to their morning cup of joe or treating themselves after a job well-done.



### *Purchasing Habits & Preferences*

- 2 out of 3 interviewees buy their coffee at the grocery store, as that is the easiest method of purchase for them.
- All interviewees mentioned brand reliability as a factor in their purchasing thought process.
- All interviewees consider taste, ranging from bold to sweet flavors, to be an integral part of their coffee experience.



## Listen to Interviews and Read Notes

You can listen to the interviews, read my notes, and take a look at the research frames by clicking the link below!

[View Documents](#)



## USER INSIGHTS

### *Primary Consumer Values*

- Convenience of purchase.
- Reliable product quality.
- Coffee satisfies taste and flavor preferences.

### *Secondary Customer Values*

- Customizable shopping experience.
- Purchasing organic or ethically sourced products.
- Caffeine content that fits lifestyle needs.

## HOW MIGHT WE DESIGN STATEMENT

### *How might we...*

...create a convenient shopping experience for busy, hard-working coffee drinkers in order to accommodate their hectic lifestyles, satisfy their tastes, and fit to their unique needs?

The how might we statement was the culmination of all my research and was used as a focal point for brainstorming and prioritization sessions, resulting in a more user-centered design.

