

# SENG 310: Assignment #2

*Shopping Saving Website*

*“The Trio”*

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The purpose of this report is to gather and establish requirements for the system, “Shopping Savings Website”. The Trio group interviewed three users - namely, Kevin Busch who is a high school teacher, Ray Yeh who is a college student, and Bella Hayes who is a stay at home mother. The interviews are mostly based on a questionnaire and focused on the shopping habits of the interviewee.

## Interviews

### Interview questions

How often do you shop for:

1) Groceries?

A) Less than once a week                      B) 1-3 times a week                      C) More than 3 times

2) Clothing?

A) Less than once a month                      B) 1-3 times a month                      C) More than 3 times

3) Electronics?

A) Less than once a month                      B) 1-3 times a month                      C) More than 3 times

4) Household Goods

A) Less than once a month                      B) 1-3 times a month                      C) More than 3 times

5) Have you experienced online shopping before?

Yes or No

6) How do you usually gather price comparison information?

A) Through a Friend      B) Flyers      C) Internet      D) On site      E) Don't compare price

7) How long does it take you to compare your price lists before shopping?

A) Less than 5 minutes      B) 5-15 minutes                      C) more than 15 minutes                      D) Not applicable

8) Have you ever used a home delivery service?

Yes or No

9) How often do you read through shopping flyers for groceries?

- A) Once a week      B) Once every 2 weeks    C) Once a month      D) Never read flyers

10.1) Rank the following according to your priorities during shopping?

- A) Price Range      .....
- B) Number of Options      .....
- C) Time taken      .....

10.2) Please specify any other priorities (if any), that need to be included in the previous list.

11) What kind of payment method do you prefer shopping online?

- A) Credit Card      B) Paypal      C) Cash on Delivery    D) Other Methods.....

12) List 3 stores that you visit the most to buy groceries/ household products.

13) List 3 stores that you visit the most to buy clothing.

14) List 3 stores that you visit the most to buy electronic items.

The purpose of the following questions were to answer a plethora of questions about the shopping habits of the interviewed consumers. The information that this questionnaire was specifically designed to elicit is as follows:

Questions 1-4 - These questions were used gather a general idea of frequency of visits to the stores.

Questions 5-7 - In terms of users perspective, these questions focus on the online shopping techniques, price comparison methods (like flyers, online coupons, advertisements etc.), delivery systems, payment methods, accessibility and other priorities that the users prefer.

Questions 8&9 - These questions were asked to obtain information on whether people use home delivery system and to know how often they read flyers.

Question 10 - This question is to understand which is the first priority that users look for when buying items. This helps us to sort out our query of items in the system by means of the priorities of the users. Also, it allows the participant to include any other additional information regarding their priorities.

Question 11-14 - These questions were asked from users to list the stores according to their priority. It helps us to understand which stores are most frequently visited by users.

### **Interview#1: High school teacher**

Kevin Busch is a high school teacher who has a 5 year old child. He is a busy person and cares about efficient time management and is keen about healthy eating. He cares about the product quality more than the price and looks for deals and offers. He shops 1-3 times a week because he wants to get fresh vegetables and fruits. He would buy less expensive items such as vitamins and pills online and he prefers PayPal as the most secure method of paying online as opposed to credit cards. When it comes to price comparison, he has a rough idea on the price of the items relative to his previous experience of any item he buys. Furthermore, the candidate is very interested in buying grocery from Thrifty's and Fairways because it has good quality products and the prices suit him well.

### **Interview#2: College student**

Ray Yeh is a 21 year old college student, who has a relatively tight schedule. He shops weekly for grocery and household products (if needed). For him, convenience/time is the priority when it comes to grocery shopping. He always shops with a budget-minded manner, but he doesn't spend much time to plan his shopping list. The candidate is a regular computer user, mainly for social networking and other leisure activities. He is experienced with online shopping, and feels comfortable making online purchases (be it credit or Paypal). The candidate indicated that he would love to use an application to assist him in grocery shopping. He also looks forward to a delivery service as it would save him plenty of time, however he is slightly concerned about the delivery fee.

### **Interview#3: Stay at home mother**

Bella Hayes is a 43 years old stay at home mother. She has two children. She goes grocery shopping one to three times a week. She likes to shop for clothes and electronics, but she doesn't have enough time to shop for them. So, she goes for electronics and cloth shopping once a month, preferably on a weekend when her husband is home with the children.

She has never done online shopping as she is scared of it. She thinks paying online is not a safe option. She likes to get the best deal during shopping. She generally hears about deals from her friends and family or through flyers on television or in her mail. She generally spends around 10 minutes to compare prices through flyers from different stores. She has used the home delivery services to get meals from restaurants but has never used any other services which includes home delivery services. She doesn't read flyers very often, she assumes that Walmart is the cheapest store to get groceries but if she finds out about some deals in other stores like Thrifty's or Save on Foods, she doesn't mind doing her shopping from there. Her main priority during shopping is the price range and time constraints. She usually pays through her credit card, but she prefers paying cash. She shops at Walmart very often followed by Thrifty Foods as its closer, then Save on Foods, and she hardly visits Fairway.

### **Interview summary**

The majority of people among interviews shop only once or 1-3 times a week and it was noted that they usually buy clothing and electronic items less than once a month. The major concern of people shopping online is the price of the product. We observe that all the three interviewees have chosen the price of the product as their top priority and time and number of options for a particular product are the second and third priorities.

Online shopping is experienced by all the interviewees and they are familiar with different kinds of online payment. Each person has different preferences for the payment method they prefer to make for online shopping. One person prefers PayPal as a secure method of payment instead of credit card because it acts as an intermediary when making online payments. But still, payment by credit card and cash on delivery are common methods that people use as safer ways to settle their payments after they purchase from online source.

People who were interviewed stated that they do not read flyers very often as they are not an efficient method to compare prices for different items. But it was observed that most people prefer to compare price of an item on site instead of gathering price information from any other resource and the average time taken for a person to compare the price list before shopping is 5-15 minutes. With relative to their past experience they usually compare the prices and decide whether the product is cheap or not. They also wanted to check the product details and inspect the product closely before buying them. This happens when they buy products like meat, vegetables and fruits.

The interviewees are not well informed or aware about the home delivery system, but it does not mean that they would not make use of it which is more efficient way of shopping grocery items and helps people save time.

It is quite obvious that Walmart is the most preferred store for these people to buy their grocery items since it's a cheap place. Fairway is also one of the cheap stores where there are varieties of items and people are willing to buy from it.

### **Expectations Vs Reality:**

Frequency of visits to the grocery stores were expected to be once a week and the results turned out as expected. It was found that users generally visit the grocery stores one to three times a week. The expected frequency of visits for clothing and electronic stores were supposed to be one to three times a week, but the users generally visit those stores less than once a month. The expected priority list had pricing on top, followed by time consumed and number of options. However, the users actually preferred cheap prices, followed by number of options, which was unexpected, and care least about time consumed. The expected payment method was supposed to be cash on delivery, but again the users preferred Paypal or even online payment as they believe it to be easier. It was expected that users would spend around 10 minutes a week to look for deals and offers in flyers, but it was observed that users actually go to stores and check the prices manually. They generally spend around 5 to 15 minutes looking for deals.

Home delivery system was the biggest shocker. It was expected that the home delivery system would be very popular within users but that the users would not be aware of the system and would be afraid of using it. They preferred going directly to the grocery store and getting their groceries themselves. The expected stores of groceries and households, clothing and electronics turned out to be famous within users as well. They preferred getting groceries from Walmart, Thrifty's, Fairway etc.

## System tasks

The following is an ordered list of systems tasks. The tasks are ordered with respect to their priorities, with “1” being the most prioritized, and the last one being the least.

### 1. Shopping list Generation

Users may create their shopping list using this function. A well-organized category of items will be presented to the user. From there, the user will pick out desired items. The system then prompts for a preference on price range. Upon that, an optimized shopping list with its corresponding store suggestion will be generated.

### 2. Store info

With this function, users can find out information about the suggested store. Information may include address, hours, phone number, website, etc.

### 3. Delivery system

The users can use the home delivery system to the supplies delivered to their desired location.

### 4. User account system

Users may set up accounts on the website. This way, the website can store various preferences of the users, thus saving time for them. The users may also save customized shopping lists for future usage. Note that the suggested store of a shopping list may not be the same every time since store may offer different deals at different times.

### 5. Other possible functions

The tasks mentioned above are the core functionalities that must be included to form the bare bones of the project. The following is a list of tasks that may be included after completing the core functionalities. Note that these tasks are also listed in order according to our priorities.

- I. Shopping list templates - provides preloaded templates to speed the list creation process
- II. Review system - helps users to make better item choices
- III. Multiple stores suggestion - provides an option for the users to pick out items from different locations
- IV. Store membership management - helps manage store memberships

## Personas

### Persona #1: Jack Daniel

Age: 21

Sex: Male

Occupation: Student

#### About Jack

Jack lives in an apartment with two roommates. He is a 21 year old college computer science student. He is an ambitious person as he is currently taking 6 courses. He is also working part-time at a local restaurant, as he doesn't get much family support other than tuition fees and essential daily costs. Since Jack is a computer science student, he is an adept computer user. He finds grocery shopping annoying as it often takes him quite some time to look for items with good price. On top of that, the prolonged time sometimes causes him to forget about items he planned to buy.



### Persona #2: Denise Richards

Age: 34

Sex: Female

Occupation: Manager at an Advertising Firm

Status: Married

#### About Denise

Denise is a 34 year old manager at one of the leading Advertising firms. She graduated with a Bachelors in Business Administration from University of Toronto. She uses computers on a regular basis and is very comfortable with technology. She owns an iPhone, iPad and MacBook. She likes to spend her leisure time watching news, TV shows, and shopping for clothes online. She has a very tight schedule and hence, doesn't have enough time to compare prices. She doesn't like to spend much time shopping for groceries and that is why she likes to shop in a bulk so that she doesn't have to go shopping very often. She is always open to good deals and doesn't mind trying some new products or services if she gets a good deal.



### **Persona #3**

Name: Peter Nicolson

Age: 55

Occupation: Real estate agent

#### **About Peter**

Peter Nicolson is a 55 year old real estate agent who has good money to satisfy his needs and wants. Since working on time is a challenging thing for him, he always wants to save time and get work done as soon as possible. He is well educated and is always keen about day to day latest technologies that are available. He does most of his work with his laptop and has good IT skills too. He always looks for items to buy from online websites and has credit cards for his payments. He usually orders clothes and electronic items from online shops. He has his own car which he uses to carry grocery items home after shopping.



#### **Scenarios**

##### **Scenario #1: Jack**

It's the beginning of the week. Jack has a really tight schedule today as he has four lectures and a lab to attend, but he is running out of food at home. He used our website to make an online order for groceries. As he doesn't have much time, instead of browsing through our items, he used the shopping list creating function to generate his list. Using the well-organized category, he picked out milk, cereal, apple juice, eggs, bread, spinach, chicken breast and bacon. The website then prompts him to choose his desired price range ("budget", "mediocre" and "luxurious"). Jack picks "budget", and a shopping list is generated, suggesting he visit Fairway. Jack then skims through the list and is satisfied. He then clicks on the "store information" option, and finds out that there is a fairway not far from home. Jack then visits the suggested store and successfully purchases what he wanted.

##### **Scenario#2: Denise**

Denise finished her meeting and has a 15 minutes break before her next meeting.

She just found out that her husband invited one of their family friends for dinner, but she does not have any time to go grocery shopping. Between the break, Denise decides to go on her smartphone and go to the "save on shoppings" websites. She inputs her shopping list and finds that Thrifty Foods will be the cheapest option for her desired shopping list. She chooses the home delivery option and pays for her groceries via credit card. By the time she gets home from her meeting, she sees the the delivery person and receives all her groceries for the cheapest price available, without going out of the way from her daily routine. She prepares a delicious meal for both the families and everyone enjoys dinner.



**Scenario#3: Peter**

Peter had a busy schedule with his clients in his real estate business. When he went back home after work, he realized that he had not done his grocery shopping in three days. Since he does most of his shopping online, he browsed Shopping Savings Website to find the cheapest store that he could find in the city for all the items in his shopping list. His list consisted of eggs, 2 bottles of milk, cheese, apple juice, and 2 bags of rice, 3 boxes of cereal and a can of kidney beans. He could see different brands suggested by the website for all the items. Since he always wanted to implement healthy eating habits, he selected the best brands out of the list for eggs, cheese and cereals. He was surprised to notice that for all his groceries at Walmart, it only cost 50 dollars which is cheaper than any other grocery stores in the city. The system showed him the address to Walmart and the driving directions he could take. He drove to Walmart for his groceries.

## Appendix

### Interview notes/transcripts

#### Interview#1

##### Questionnaire answers

What is your Age?.....48.....

What is your gender?....Male.....

What is your occupation?...High school Teacher.....

How often do you shop for:

1) Groceries?

A) Less than once a week  
More than 3 times

B) 1-3 times a week

C)

2) Clothing?

A) Less than once a month  
times

B) 1-3 times a month

C) More than 3

3) Electronics?

A) Less than once a month  
times

B) 1-3 times a month

C) More than 3

4) Households

A) Less than once a month  
times

B) 1-3 times a month

C) More than 3

5) Have you experienced online shopping before?

Yes or No

6) How do you usually gather price comparison information?

A) Through a Friend      B) Flyers      C) Internet      **D) On site**      E) Don't compare price

7) How long does it take you to compare your price lists before shopping?

**A) Less than 5 minutes**      B) 5-15 minutes      C) more than 15 minutes      **D) Not applicable**

8) Have you ever used a home delivery service?

Yes or **No**

9) How often do you read through shopping flyers for groceries?

A) Once a week      B) Once every 2 weeks      C) Once a month      **D) Never read flyers**

10.1) Rank the following according to your priorities during shopping?

A) Price Range      .....**1**.....

B) Number of Options      .....**2**.....

C) Time taken      .....**3**.....

10.2) Please specify any other priorities (if any), that needs to be included in the previous list.

.....

11) What kind of payment method do you prefer shopping online?

A) Credit Card      **B) Paypal**      C) Cash on Delivery      D) Other  
Methods.....

12) List 3 stores that you visit the most to buy groceries/ household products.

**Thrifty**\_\_\_\_\_

**Fairways**\_\_\_\_\_

Walmart

13) List 3 stores that you visit the most to buy clothing.

Bay

Sport Chek

14) List 3 stores that you visit the most to buy electronic items.

Futureshop

Target

Walmart

## Interview#2

### Questionnaire answers

What is your Age?.....23

What is your gender?.....M

What is your occupation?.....Student

How often do you shop for:

1) Groceries?

A) Less than once a week  
times

B) 1-3 times a week

C) More than 3

2) Clothing

A) Less than once a month

B) 1-3 times a month

C) More than 3 times

3) Electronics

A) Less than once a month

B) 1-3 times a month

C) More than 3 times

4) Households

A) Less than once a month      B) 1-3 times a month      C) More than 3 times

5) Have you experienced online shopping before?

Yes or No

6) How do you usually gather price comparison information?

A) Through a Friend      B) Flyers      C) Internet      D) On site      E) Don't compare price

7) How long does it take you to compare your price lists before shopping?

A) Less than 5 minutes      B) 5-15 minutes      C) more than 15 minutes      D) Not applicable

8) Have you ever used a home delivery service?

Yes or No

9) How often do you read through shopping flyers for groceries?

A) Once a week      B) Once every 2 weeks      C) Once a month      D) Never read flyers

10.1) Rank the following according to your priorities during shopping?

A) Price Range .....2

B) Number of Options .....3

C) Time taken .....1

10.2) Please specify any other priorities (if any), that needs to be included in the previous list.

.....

11) What kind of payment method do you prefer shopping online?

A) Credit Card      B) Paypal      C) Cash on Delivery      D) Other  
Methods.....

12) List 3 stores that you visit the most to buy groceries/ household products.

\_\_\_\_\_ Fairway

\_\_\_\_\_ Walmart

\_\_\_\_\_ Shoppers

13) List 3 stores that you visit the most to buy clothing.

\_\_\_\_\_Zara  
\_\_\_\_\_H&M  
\_\_\_\_\_Urban Outfitter

14) List 3 stores that you visit the most to buy electronic items.

\_\_\_\_\_Future Shop  
\_\_\_\_\_Best Buy  
\_\_\_\_\_NCIX

### Interview#3

#### Questionnaire answers

What is your Age?.....43.....

What is your gender?....Female.....

What is your occupation?...Stay at home mom.....

How often do you shop for:

1) Groceries?

A) Less than once a week  
More than 3 times

B) 1-3 times a week

C)

2) Clothing?

A) Less than once a month  
times

B) 1-3 times a month

C) More than 3

3) Electronics?

A) Less than once a month  
times

B) 1-3 times a month

C) More than 3

4) Households

A) Less than once a month  
times

B) 1-3 times a month

C) More than 3

5) Have you experienced online shopping before?

Yes or No

6) How do you usually gather price comparison information?

A) Through a Friend      B) Flyers      C) Internet      D) On site      E) Don't compare price

7) How long does it take you to compare your price lists before shopping?

A) Less than 5 minutes B) 5-15 minutes C) more than 15 minutes D) Not applicable

8) Have you ever used a home delivery service?

Yes or No

9) How often do you read through shopping flyers for groceries?

A) Once a week B) Once every 2 weeks C) Once a month D) Never read flyers

10.1) Rank the following according to your priorities during shopping?

A) Price Range .....1.....

B) Number of Options .....3.....

C) Time taken .....2.....

10.2) Please specify any other priorities (if any), that needs to be included in the previous list.

.....

11) What kind of payment method do you prefer shopping online?

A) Credit Card B) Paypal C) Cash on Delivery D) Other  
Methods.....

12) List 3 stores that you visit the most to buy groceries/ household products.

Walmart

Thrifty

Fairways

13) List 3 stores that you visit the most to buy clothing.



\_\_\_\_Urban Outfitter\_\_\_\_\_

\_\_\_\_Aldo\_\_\_\_\_

\_\_\_\_Bay\_\_\_\_\_

14) List 3 stores that you visit the most to buy electronic items.

\_\_\_\_Futureshop\_\_\_\_\_

\_\_\_\_Walmart\_\_\_\_\_

\_\_\_\_Target\_\_\_\_\_