

User behaviour research

How people buy **online**

The logo for Rewe, featuring the word "REWE" in a bold, white, sans-serif font above the words "DEIN MARKT" in a similar but slightly smaller font. The text is centered within a red speech bubble shape that has a tail pointing towards the bottom right.

**REWE**  
DEIN MARKT

Polina Klimova

# Who participated in the research

I invited 8 respondents.

«Ordinary people» — not connected with IT and E-commerce: office employees, creative workers, who are in a relationship or in a marriage. Work and professional growth do not require frequent use of online shops by members of this research, they all make purchases online with varying frequency.

## How I collected this data

I prepared a list of questions and tasks for people involved in testing of the site.

I make every test personally face to face.

It took approximately 30 min per session.

I watched the respondents during the time they performed the tasks from the questionnaire: their task was to assemble the food basket for themselves and their families as they usually do.



## How I **processed** the data

**Behaviour.** I was closely watching the respondents during the testing of the site. She noted those moments where they had questions or difficulties.

**The time spent on tasks.** Some respondents were literally stuck at the steps of adding goods to the basket or registering the purchase.

**Mood of the respondents.** One of the tester, having encountered problems in ordering, simply closed the site and said that he would never use it again.

The repeated difficulties encountered by the respondents, or the most critical complications for continuing the order, became the basis for determining the main problems of the site in terms of usability.

## Part 1. Respondents

### Respondents' age



Each respondent is married or in a relationship.

# Frequency of purchases online



## Part 2. Test

### 2.1 Products choice

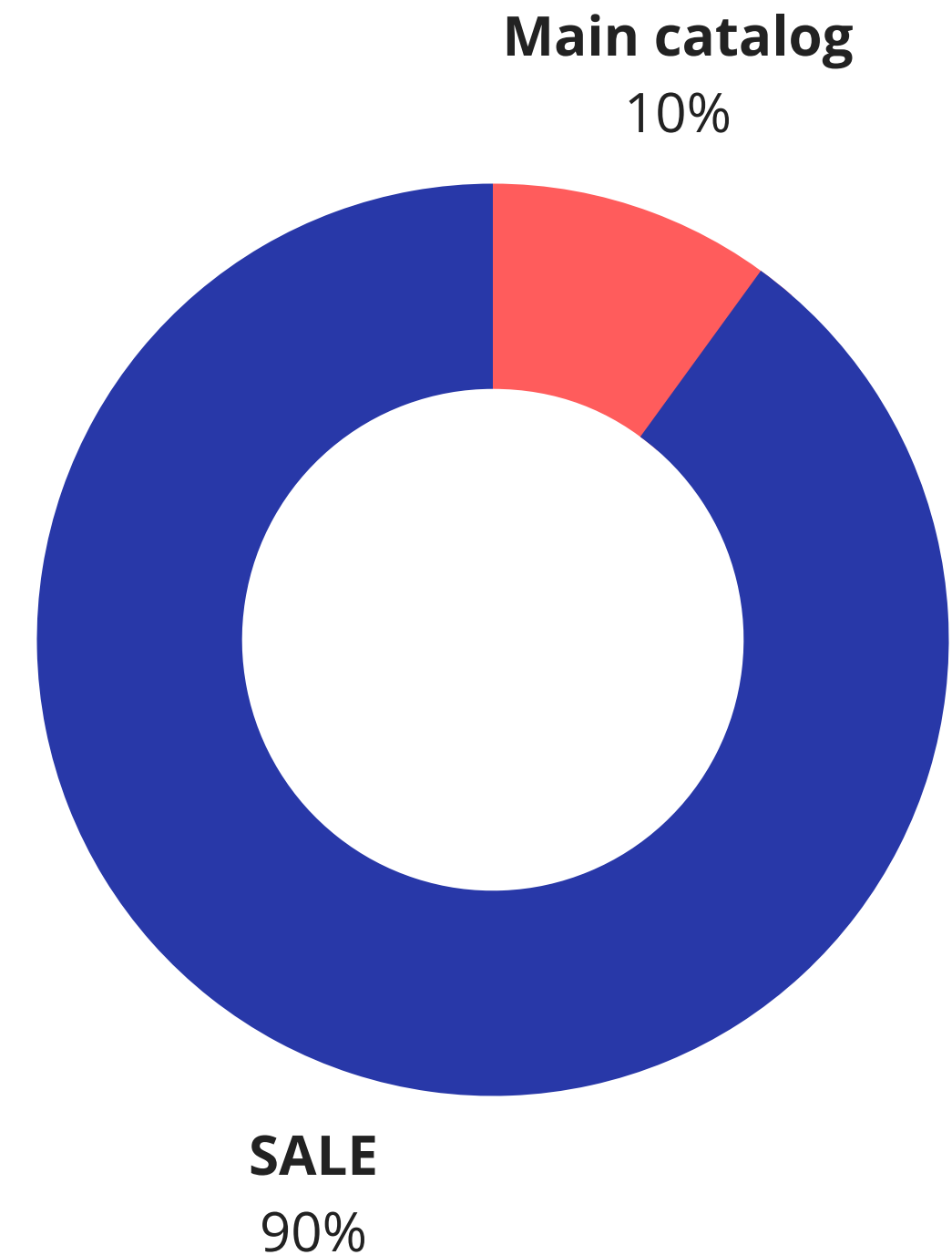
How respondents started choosing products — the vast majority immediately entered the section **Angebote**.

*Interesting!*

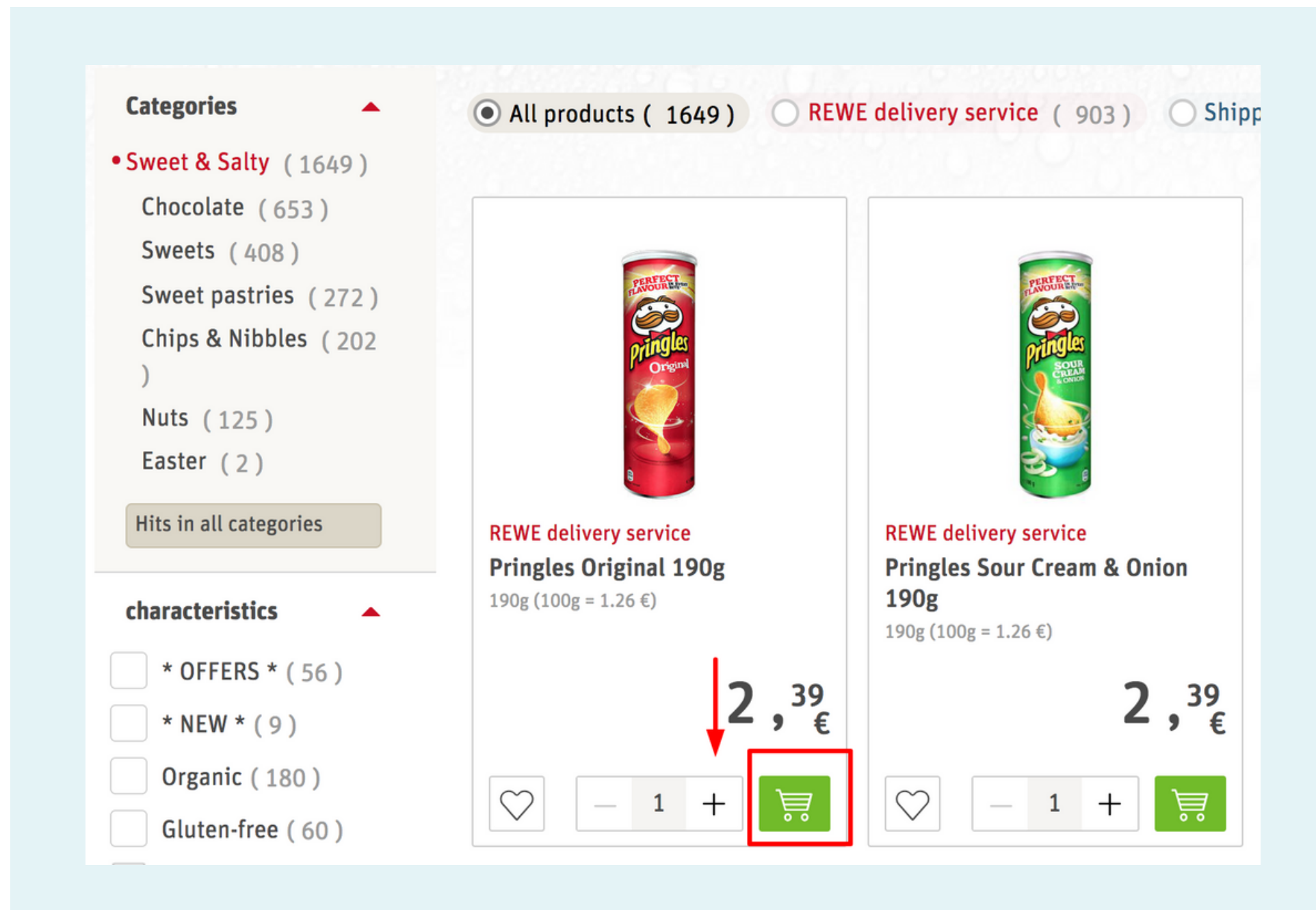
Nobody used Search field.

Nobody went to a product card.

Each respondent added products to a basket from a catalog.




# Issue 1



40%

of respondents did not understand how to add products to the basket.

They clicked "+" instead of green basket  As a result, they had to add the products to the basket again.



*Interesting!*

People, even if they knew what they wanted to buy exactly, went to Angebote. They have not searched anything special — they have scrolled all pages till the end searching interesting offers. They made spontaneous purchases!

«It is like in a supermarket — I come there and see discounted products that I have never tried, I might take them. It is always a chance that my friends will come to me and then that discounted apple pie will be so good with a tea», —

*Respondent, a woman, 35 years.*

«The catalog is very convenient. Good quality pictures, I liked to consider everything that is here and choose products for me. Me and my husband, we like Rewe», —

*Respondent, a woman, 27 years.*

«The catalog made well. I like that products with discounts placed in a special part if the site all together», —

*Respondent, a woman, 26 years.*

«I did not immediately find meat and eggs. It took time to understand that they are placed in a branch Freshness & Cooling», —

*Respondent, a woman, 35 years.*

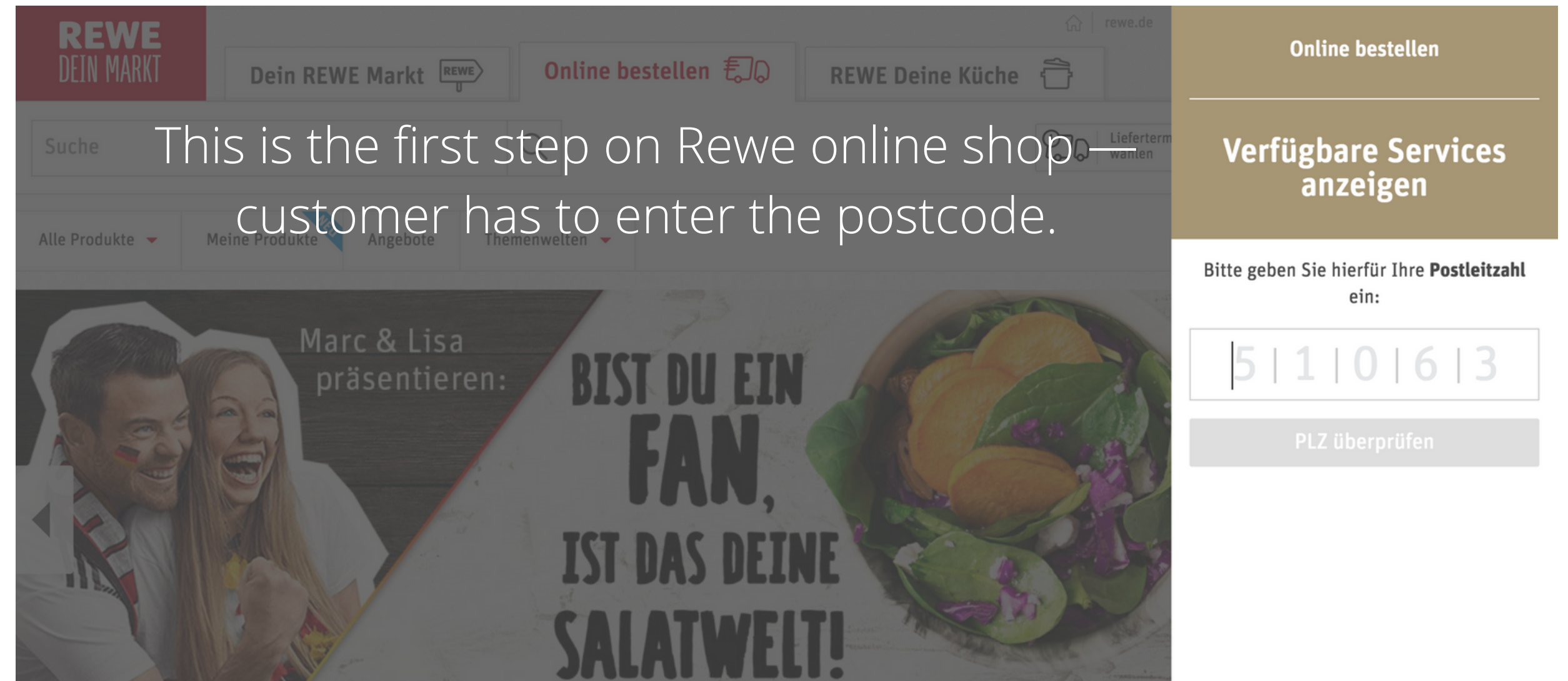
## 2.2 Order

### Issue 2

40%

of respondents did not remember exactly their postcode.

They **left** Rewe online shop for checking it.



The screenshot shows the Rewe online shop homepage. At the top, there is a navigation bar with the Rewe logo and several buttons: 'Dein REWE Markt', 'Online bestellen', and 'REWE Deine Küche'. Below this is a search bar and a row of category links: 'Alle Produkte', 'Meine Produkte', 'Angebote', and 'Themenwelten'. The main content area features a large promotional banner for 'Marc & Lisa' with the text 'BIST DU EIN FAN, IST DAS DEINE SALATWELT!' and an image of a salad. On the right side, there is a sidebar with a section titled 'Online bestellen' and a sub-section 'Verfügbare Services anzeigen'. Below this, there is a form asking for the 'Postleitzahl' (postal code) with the text 'Bitte geben Sie hierfür Ihre Postleitzahl ein:'. The postal code '51063' is entered in the input field. At the bottom of the sidebar, there is a button labeled 'PLZ überprüfen'.

This is the first step on Rewe online shop—customer has to enter the postcode.

# Delivery services

Delivery is possible only for orders worth more than 40 euros. Currently available for special regions.

There is pick-up service for orders up to 40 euros.

Client can pick their orders in a selected store. Store selection is on the second step after entering a postcode.

## Issue 3

To checkout	
REWE delivery service	7 items
shopping cart Minimum order 40 €	10,14 €
delivery fee	Delivery date not yet selected
Total	10,14 €
All prices include VAT	

# 40%

of respondents wanted to change delivery to pick-up after they realised that their orders up to 40 Euro.

They could not find the way to change it without the cleaning baskets and re-start.

One respondent closed the site page:  
«I do not remember what I added to the basket. It is stupid to do it again from the beginning».

## Issue 4


# 60%

of respondents thought that recommended products are their product that they added to a shopping basket.

One respondent said that it is too annoying to check are they her products or they are just recommendations.

There is a recommendation service in a shopping basket based on previous similar purchases of other customers.


Did you think of everything? Customers who bought your products also bought:




Pringles Hot & Spicy 190g  
190 g (100 g = 1.26 €)

2,39 €

– 1 +







Pringles Sweet Paprika 190g  
190 g (100 g = 1.26 €)

2,39 €

– 1 +






Pringles Classic Paprika 190g  
190 g (100 g = 1.26 €)

2,39 €

– 1 +





Continue shopping

**BASKET**

To checkout

**REWE** REWE delivery service 7 articles  
Delivery date not yet selected

 The minimum order of 40 € has not been reached yet!

items	amount	Price	total price
Food 2 items			
 <p>Yes! Tuna fillets cut 140g 150g (100g = € 0.86)</p>	– 1 +	1,29 €	1,29 €

shopping cart 10,14 €  
Minimum order 40 €

delivery fee Delivery date not yet selected

**Total 10,14 €**

All prices include VAT

## More about respondents:

1. Woman, 26 y.o. Freelancer, likes to watch movies, shops online and tries to save her money picking discounted products.



2. Woman, 27 y.o. Office worker, likes to buy online, appreciate good healthy products, cooks a lot.



3. Woman, 28 y.o. Student and freelancer, does not like any digital products, but sometimes buys online because it saves her time. Trusts only websites with a clear design.



4. Man, 32 y.o. Office worker. Buys online for time to time, likes cooking. He knows exactly what products will be in his basket, does not make spontaneous purchases.





## More about respondents:

5. Woman, 30 y.o. Office worker. Knows every supermarket in her district. Buys a lot, cooks a lot. Spends a lot of time for choosing food products.



6. Woman, 35 y.o. Office worker, an architect. Usually does not buy online but always open to everything new.



7. Man, 38 y.o. Office worker and a good cooker. Likes to host friends in his house and cook for them.



8. Man, 36 y.o. Office worker and sportsman. Always tastes something new, likes cooking.

