

# User Study and Contextual Analysis

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## Key Personas

### (Fictional personas)

#### Buyer Persona

##### Amy Fischer



**Demographic details:** Female, 29, Urban location, >\$95,000 Annual income

**Education Level:** Graduate

**Profession:** Software Engineer

Amy recently graduated from a prestigious university in US and has started her first job as a Software Engineer. She uses Groupon to scout for deals on beauty services, fitness classes, and travel deals. She finds herself on the site every week.

**Challenges:**

- Reputation of the service provider needs to be validated before Amy buys a deal
- Lower reservation price on services hence looks out for sale and discounts
- Cannot find information on local service providers
- Hesitant to reserve and pay online with local service providers compared to established services like Amazon or Google

**Attributes:**

- Has time to spend on research on deals
- Technology savvy and depends on online reviews of services
- Habitual seeker of discounts even when money is not a limitation

**Motivation:**

- Sense of getting a good deal
- Freedom to buy at any time at her convenience
- Ability to tell her friends to buy same service to do an activity together

## Buyer Persona

### Oscar James



**Demographic Details:** Male, 24, Urban location, ~\$20,000 annual income

**Education Level:** College degree

**Profession:** Student and Restaurant waiter

Oscar obtained a college degree and is in the job market. He is also thinking of going for higher studies. Hails from a financially competent family but is financially independent.

Works at a restaurant as a waiter and is an avid online shopper.

**Challenges:**

- Want to do similar activities like his friends
- Does not want to pay retail price of services or products
- Finding about services/products which fits his budget
- Likes to plan something worthwhile on weekends to meet new people

**Attributes:**

- Saving money but needs good quality of service
- Likes to do things with his friends – group activity
- No problem in trying a new hairdresser or new brand of sky diving service as long as done with friends, around his city and at decent cost

**Motivation:**

- Social circle
- Save money
- Find service local to his city

## Merchant Persona

### Steve Puskar

**Demographic Details:** Male, 46, Urban location, ~\$100,000 annual income

**Education Level:** Graduate

**Profession:** Owner of a health and fitness center

Steve owns a health and fitness center which caters to both men and women. He has a Hotel Management graduate who quit his job as a major hotel chain manager to start his own business. He has a team of well-trained massage therapists who work with his spa to provide therapeutic services to clients. Steve is not a computer savvy but understands the role of technology in business and has recently joined Groupon Merchant network to drive more business of his new center.

**Challenges:**

- Does not want to invest in huge marketing and advertisement campaigns
- Need to increase the business of his new center
- Wants to understand the needs of his customer in the new location to better tailor his staff and services in the new center
- Needs a way to control and number of customers walking in to the store for the first few months

**Attributes:**

- Spread the news of the new center
- Needs customer reviews to drive more traffic into the new center
- Eventually wants to run a profitable business

**Motivation:**

- Less investment than traditional campaigns
- Control on how many customers choose to try out the services
- Needs feedback from the customers on their needs and level of expectations from service
- Assistance in understanding the analytics jargon that technology provides

## User Research - Interview questionnaire

### For Groupon Customers:

1. Have you used Groupon before?
2. What do you prefer to buy online? How often do you shop online?
3. What do you like about Groupon?
4. While buying services on Groupon, how much money are you willing to pay? Is there a limit beyond which you do not prefer to buy on Groupon?
5. How has your experience been with Groupon till now?
6. Do you use Groupon on laptop or mobile device?
7. Do you know what other services are listed on Groupon, apart from local deals etc.?
8. If used both – which do you prefer and why?
9. Any other site do you use which is similar to Groupon?
10. Do you go back to the service provider (like spa or restaurants) that you tried with Groupon for the first time?
11. What is the most annoying thing about your interaction Groupon site or service?
12. How would you rate the 'Search' on Groupon on a scale of 1-5 (1 being lowest)?
13. How would you rate the 'Home page' on Groupon on a scale of 1-5 (1 being lowest)?
14. Have you ever tried cancelling a Groupon or returning a coupon to Groupon?
15. Any time that you bought a coupon but not used? Did the merchant contact you on it? Would you expect them to contact you before or after you used their service for feedback etc.?

For Groupon Merchants:

1. Have you used any online tools to improve your business?
2. How do you generally advertise your services? Any preferences?
3. What do you like about Groupon?
4. What is your goal in using Groupon?
  
5. On a scale of 1-5, how would you rate Groupon's assistance in understanding and using the resources provided by Groupon?
6. Why Groupon? Have you tried any other services like Groupon?
7. On a scale 1-5, how would you rate the overall experience of working with Groupon (not depending on how much profit you made or how customer base increased)
8. What is the effect on your business after using Groupon?
9. Would you use Groupon again?
10. Have you had any issues with your ad or coupon placed on Groupon site? Was Groupon helpful in resolving it?

## Contextual Analysis

### Transcript of interviewing Groupon Customer

Me: How often do you use Groupon?

User: Say twice a month. Not quite often

Me: What sort of product or service do you look for in Groupon?

User: Deals. Like AMC theatre tickets are available on Groupon. I prefer to buy as it's good deal for me

Me: Do you use app or website?

User: Only website

Me: Do you find emails from Groupon useful?

User: At times yes. Sometimes there are good deals that show up on emails

Me: How do you use Groupon? Could you briefly describe how you go about buying service or product on Groupon?

User: Usually, I know what to buy. I search for price of the product or service and then search on Groupon to see if they have a deal and if I do find less cost deal on it – I buy it. But I also call up the merchant before buying to know if there are any disadvantages of going through Groupon like any services not included in the deal.

Me: Groupon has fine print details for every deal

User: Yeah, I don't trust it completely so I talk to merchants. Once it so happened that merchant told me to go directly to them and they will give me service for Groupon price and I need not buy deal from Groupon. I think he was trying not to give any cut to Groupon.

Me: Interesting, did you get the service from that merchant?

User: Not that time but I don't mind doing that.

Me: You said you search on Groupon. How do you think their search is?

User: Quiet good. I usually find stuff. I don't search on Groupon for deals but search for specific stuff, so it's been fine

Me: How is your experience with 'My Groupons' page which shows all your vouchers?

User: It's fine. But it's annoying that I need to mark a voucher as 'Redeemed' and it does not happen automatically. They can do that right? It should be easy. Also, I have multiple vouchers with AMC and their page is so confusing, it does not categorize vouchers in anyway. I have to click on each to see if it's expired or used etc., not good.

## Breakdowns the user faced with Groupon site

### Search feature on Groupon:




Next, I request user to login to his Groupon and search 'body piercing'.

User did not get back any service providers but Groupon listed other available services in the area.

The result included were services based on user's previous vouchers like car oil, car wash vouchers etc.

User was surprised that search results were not even close to what he was searching.

### My Groupons page:


Expires On Oct 4, 2016		Sears Auto Center Purchased Jul 6, 2016	Full Synthetic Oil Change	<a href="#">View Details</a> <a href="#">View Voucher</a> <a href="#">Mark as Redeemed</a>
Expired On Jul 4, 2016		4th of July Fireworks with San Francisco Symphony: "A Night at the Movies" Purchased May 21, 2016 <a href="#">View Order Details</a>	1. 07/04/16 at 8 p.m., 200-Level: One G-Pass Ticket 2. 07/04/16 at 8 p.m., 200-Level: One G-Pass Ticket	Redeemed <a href="#">Leave Feedback</a> Redeemed <a href="#">Leave Feedback</a>
Expires On Aug 31, 2016		Fandango Purchased Mar 11, 2016	\$26 Total Value Toward Two Tickets at Fandango.com	<a href="#">View Details</a> <a href="#">View Voucher</a> <a href="#">Mark as Redeemed</a>

Voucher is already redeemed but since user has not updated the status, the Groupons page does not show the proper status. When user has lot of vouchers, this can easily get confusing to the user.



 *My Groupons page – status of the voucher*

## Full Synthetic Oil Change - Sears Auto Center



[Edit Order](#)  
[Cancel Order](#) ⓘ  
[Mark As Redeemed](#)  
[Print Voucher](#)

[HOW TO REDEEM](#)[ORDER DETAILS](#)

✓ **Ready to Redeem** – Follow the instructions below

Groupon Value:

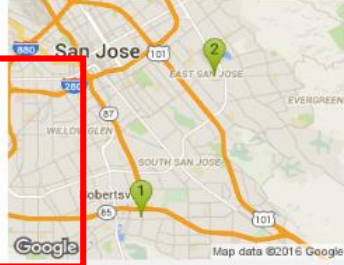
\$69.99

Expires:

Tuesday, Oct 4, 2016 (87 Days) ⓘ

Deal Details:

[Full Synthetic Oil Change](#)



Sears Auto Center

A Redeemed voucher is not showing proper status.