

Redesigning the grocery store experience



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Problem

Creating a more fluid experience of finding items in a grocery store.

Assumptions: User wants to buy items at the grocery store that may or may not be specific.

Constraints: Solution must be time efficient and easily accessible for all users.

User Research



My goal was to learn about issues that people had trying to find certain goods as well as trends in grocery shopping.

I conducted interviews with 5 people at Safeway in the morning and examined customer behavior.



Guiding Questions



1. How often do you usually go grocery shopping?
2. Have you been here before? How often have you been coming to this store?
3. What do you do if you need an item but can't find it?
4. Do you use a grocery list?
5. Would you use an app to keep track of your groceries?
6. What is your opinion on the wide variety of brands? Prices?
7. How money conscious are you when picking out food?
8. Do you look at the ingredients? Nutritional facts?
9. Do you have any allergies? If so, how does that affect your shopping?
10. What items do you buy the most? The least?

asked group about coffee location → hard to find, minute walk, try, become habit, trying, actions

How to find food? time constraints, trying to find item, w. slow, create on experiences, like on idea, shopping for recipe, most efficient way to get food

Have you been here before? How long have you been coming? Do you ever have difficulty finding an item? What do you do if you need something but can't find it? Opinion about grocery shopping → list?

③ → need to stick up on groceries at end of meal (weekly)

3 diff Whole Foods, S. Commons, market, Trader Joe's, B. Bowl, kindle not \$ service ⇒ Whole Food.

other Safeway ⇒ too much stuff wouldn't buy used to work in grocery store outside of market ⇒ bread & deli offerings, sushi, use signs, tend not to ask people not usually difficult coming Safeway for 10 years ingredients list by things not easily categorized, banana ⇒ padua/cereal?

storing about apps download — specific ingredients people w/ allergies, gluten, peanuts, dairy? sort by ingred.

more bread baking/natural ingredients packaged ⇒ look to brands known, overwhelmed by grocery store → part to decide what getting

① healthy produce go outside

reduce selection (feasible)?

soo many pricing, tools like everything blends together

quite actual in good out not function stars high quality, pick a few, perhaps P only, need to be, Safeway incaps, organic local

ask manager to order

targeted buying, precision on what looks, post transition, good to be changed, n/a sample?

clap/produce, deli, behavior, places

Observations

- People tend to buy what looks familiar in terms of packaging with overwhelming shelves
- Mainly use signs to get around grocery store, rarely ask employees
- Shop around edge of store: produce, meat, dairy, etc.
- Users care about ingredients and pricing (especially people with allergies) = takes a lot of time
- Customers not interested in downloading apps (influx of apps)
- Items not easily categorized are tricky to find (eg. coffee creamer)
- College students are more money conscious, buy based on coupons

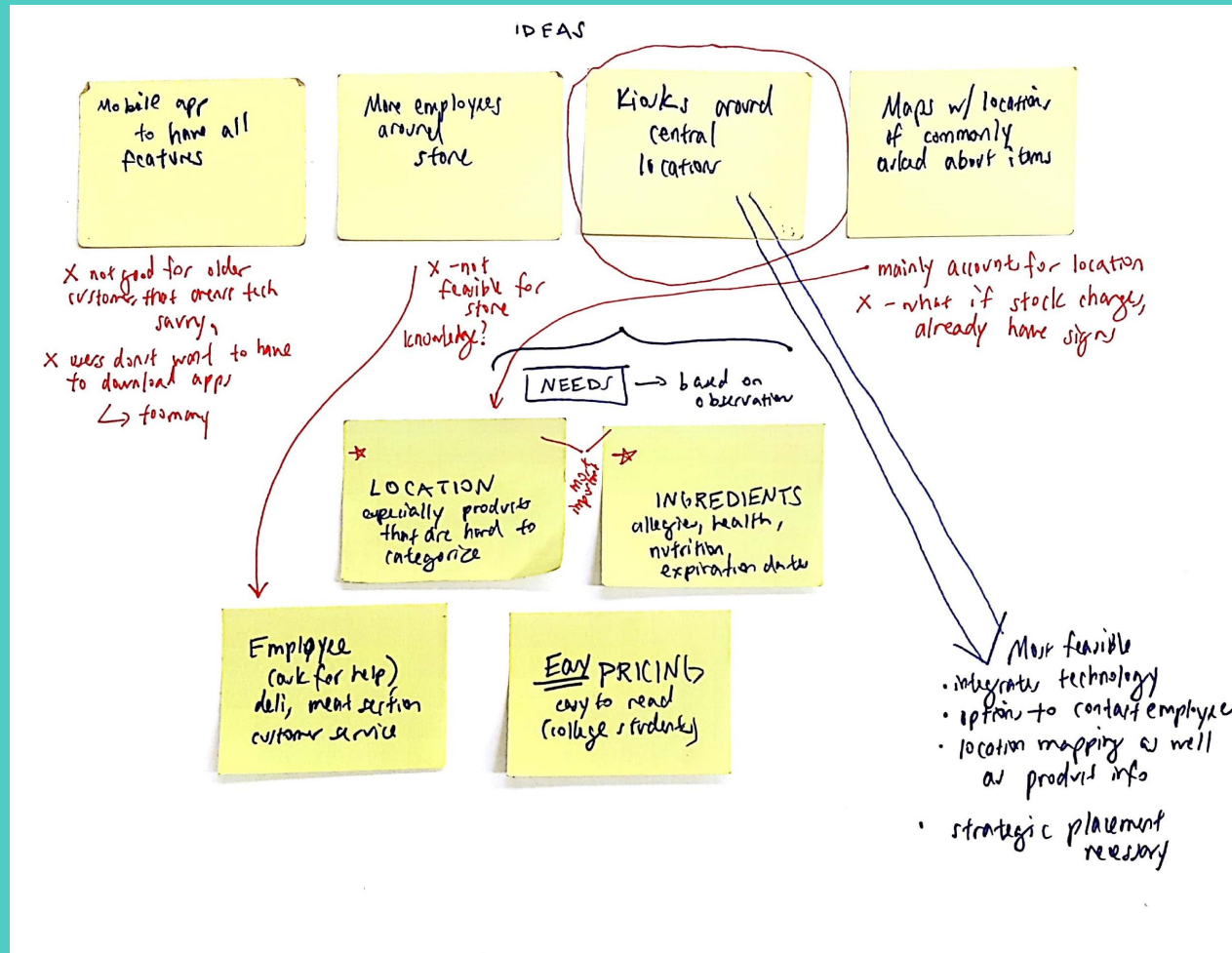


Types of Grocery Shoppers

Identifying the major kinds of grocery shoppers is essential as each uses space differently. To optimize use of the product for all customers, one must address location and behavioral trends.



Ideation



My ideation process highlights the importance of divergent thinking. I started off with understanding the major needs and desires of users, and then brainstorming various ideas that would address those needs. I then converged upon the idea, kiosks, based on feasibility and the number of points it would address.

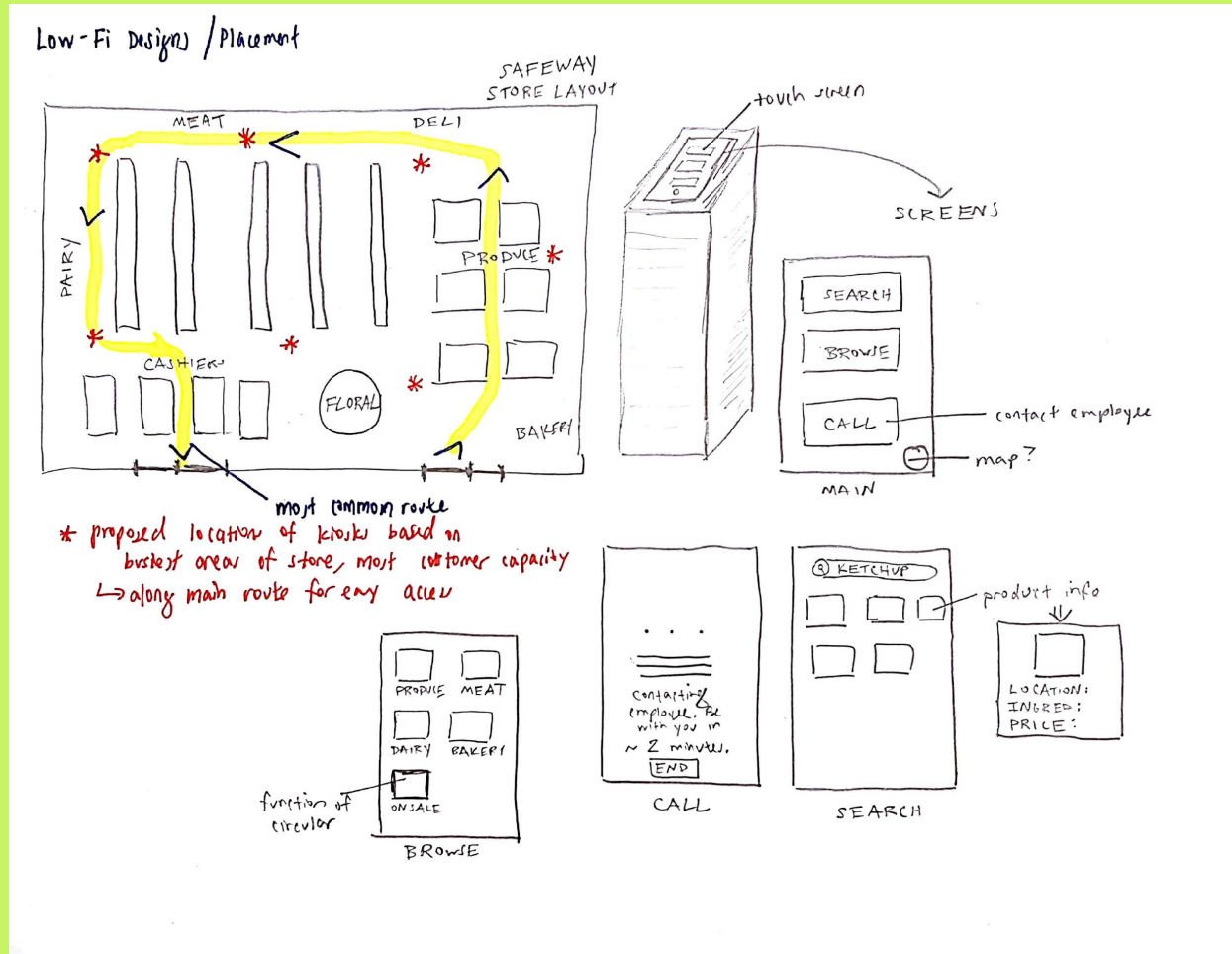
Goals & Design

Goals:

- Map: location of food items
- Pricing: what items are on sale
- Ingredients: nutrition facts, expiration dates
- Able to request employee assistance

User Testing Insight:

- Easy button to get back to home screen
- Three major categories is easy for users to understand
- Add ability to search by category, by sale, price, ingredients



HiFi Designs & Future

These HiFi designs are expanded upon the LowFi designs I sketched earlier. This is a more flushed out version of the interface that would be on the kiosk, including the four main features.

The next steps in my process would be to create a physical prototype of the kiosk and go back to the grocery store. It is important to get user feedback on the designs as well as the places that I developed to be good locations and then iterate and make changes to the design based on user experience.

