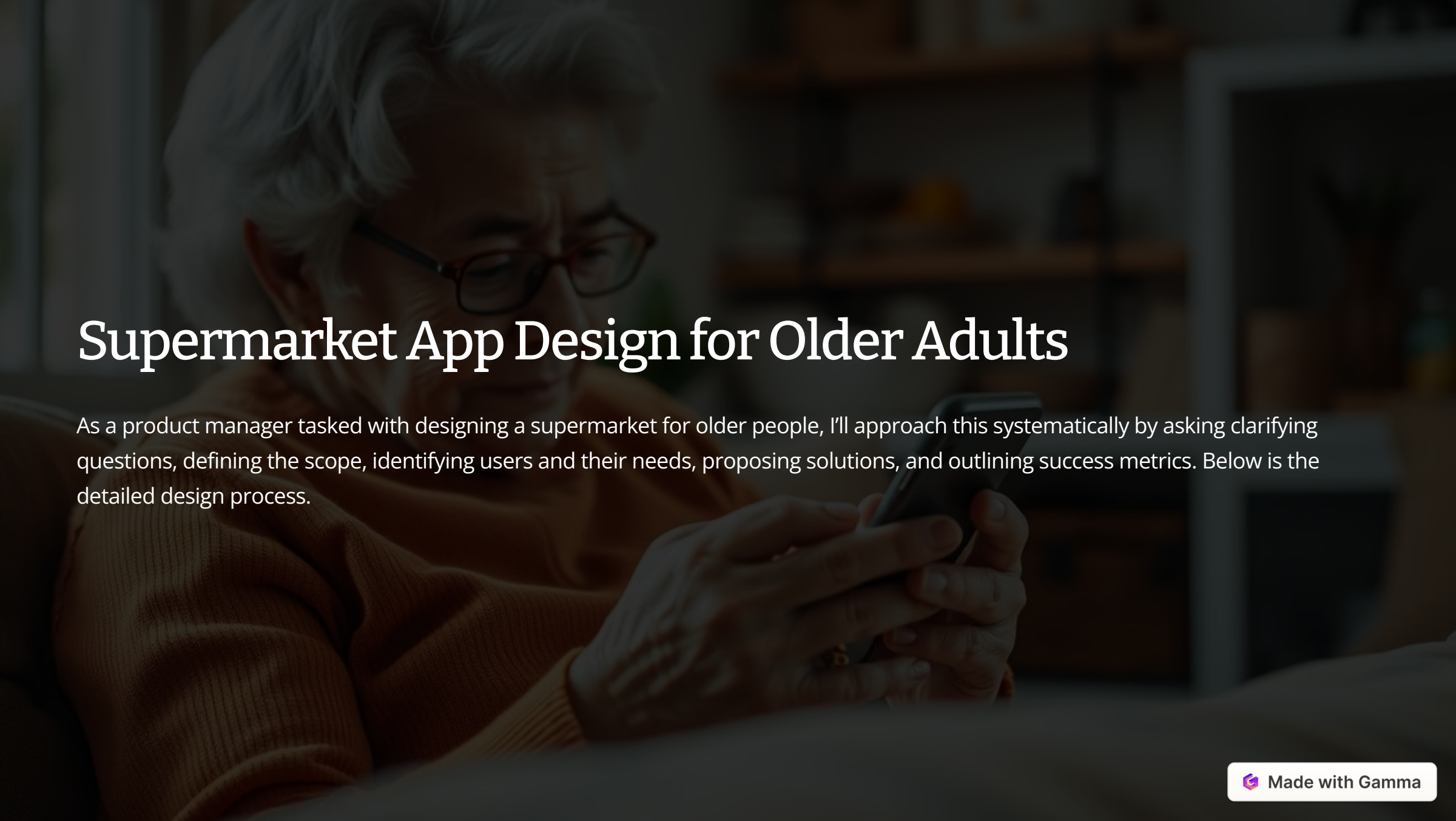


Supermarket App Design for Older Adults

As a product manager tasked with designing a supermarket for older people, I'll approach this systematically by asking clarifying questions, defining the scope, identifying users and their needs, proposing solutions, and outlining success metrics. Below is the detailed design process.

Clarifying Questions

To narrow down the scope of the product, I'll start with some key questions:

1. **Is this a physical supermarket or an online platform?** For this exercise, I'll assume it's an online platform (specifically a mobile app), as the context of product management often leans toward digital solutions, and the provided example focused on a mobile app. However, I'll note where physical considerations could apply.
2. **If online, is it a website, a mobile app, or both?** I'll assume a mobile app for both iOS and Android, as older adults increasingly use smartphones, and apps can offer tailored accessibility features.
3. **Is it for a specific region?** For this scope, let's assume it serves older adults in New York only, to keep the focus manageable.

1. **What specific challenges do older people face when shopping?** Examples might include difficulty with technology, visual or motor impairments, or the need for simplified processes.
2. **Is this a standalone product or integrated into an existing platform?** I'll assume it's a standalone mobile app designed specifically for older users.

Clarified Scope

What

We are designing an online supermarket mobile app where older adults can browse, select, and purchase groceries and household items.

Target Features

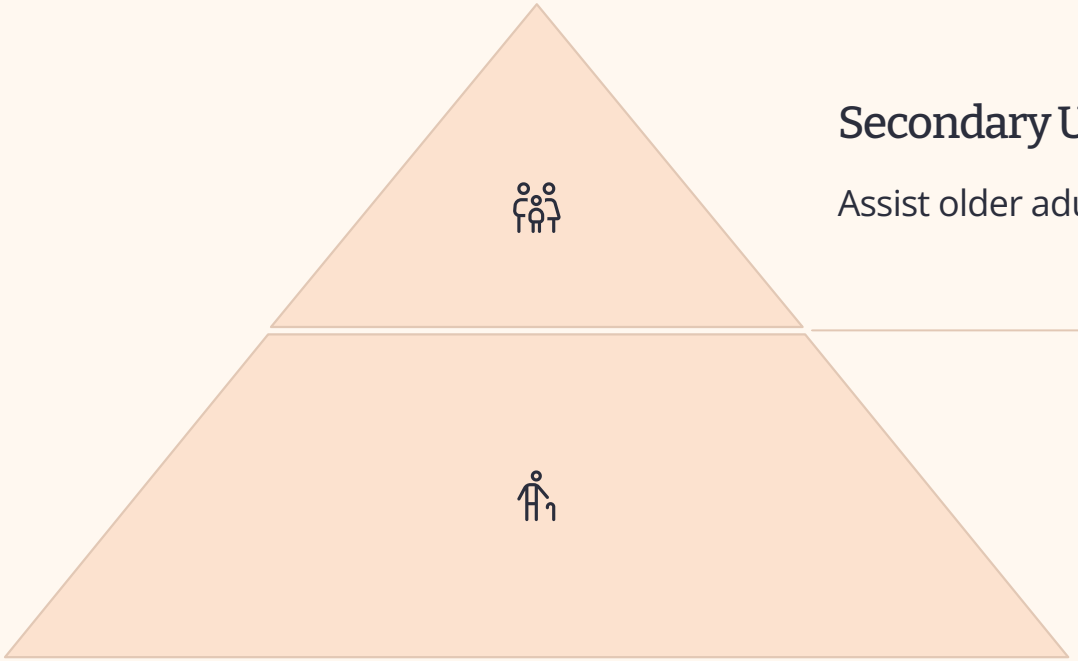
The app will prioritize accessibility, simplicity, and convenience tailored to the needs of older users.

Goal

Enable Independent Shopping

To create an online supermarket mobile app that enables older adults to shop for daily necessities independently, with a focus on ease of use, accessibility, and reliable delivery.

Users



Secondary Users: Caregivers/Family Members

Assist older adults by managing orders or tracking deliveries on their behalf.

Primary Users: Older Adults (65+)

May have varying levels of tech-savviness. Potential challenges: visual impairments, motor difficulties, or limited mobility. Often live alone or with minimal assistance.

Assumptions

Technology Access

Many older adults have smartphones but may not be proficient with complex apps.

Product Focus

The app will prioritize essentials like groceries, medications, and easy-to-prepare meals.

Interface Preferences

They prefer large text, simple navigation, and possibly voice-assisted features.

Delivery Needs

Delivery assistance (e.g., carrying groceries inside) is valuable due to mobility limitations.

Payment Options

Payment should be straightforward, with options like saved cards or cash on delivery.

Use Cases

For Older Adults	Priority
I want to easily find and buy groceries/household items without feeling overwhelmed.	P1
I want large text and buttons for readability and ease of use.	P1
I want to use voice commands to navigate and select items.	P1
I want to set up recurring orders for regular items (e.g., weekly groceries).	P1
I want clear order and delivery confirmations.	P1
For Caregivers/Family Members	**Priority**
I want to manage shopping lists and place orders for an older adult.	P2
I want to track delivery status to ensure safe receipt.	P2

Focus: For this scope, I'll prioritize P1 use cases to establish core functionality.

Potential Solutions

User Interface Design

- Large, high-contrast text and buttons
- Simplified navigation with minimal steps
- Voice recognition for search and cart management
- Spacious, touch-friendly layout

Business Impact: High (core to usability)

Cost to Build: Medium (requires design and dev resources)

Priority: P1

Product Browsing and Selection

- Categorized listings with clear images and descriptions
- Filters for dietary needs (e.g., low sodium)
- Save favorites or create recurring shopping lists

Business Impact: High (drives engagement)

Cost to Build: High (backend for product management)

Priority: P1

Checkout Process

- Streamlined checkout with minimal forms
- Payment options: saved cards, cash on delivery, caregiver-linked payments
- Clear order summary before confirmation

Business Impact: High (ensures purchases)

Cost to Build: Medium (customized e-commerce flow)

Priority: P1

Delivery and Support

- Flexible delivery scheduling with specific time slots
- Delivery staff trained to assist (e.g., carrying items inside)
- In-app support accessible via voice or chat

Business Impact: Medium (enhances experience)

Cost to Build: High (logistics and training)

Priority: P2

Accessibility Features

- Screen reader compatibility
- Adjustable text size
- Color schemes for visual impairments

Business Impact: High (ensures inclusivity)

Cost to Build: Low-Medium (leverages existing tech)

Priority: P1

Prioritized Features (P1):

1. User Interface Design
2. Checkout Process
3. Accessibility Features
4. Product Browsing and Selection

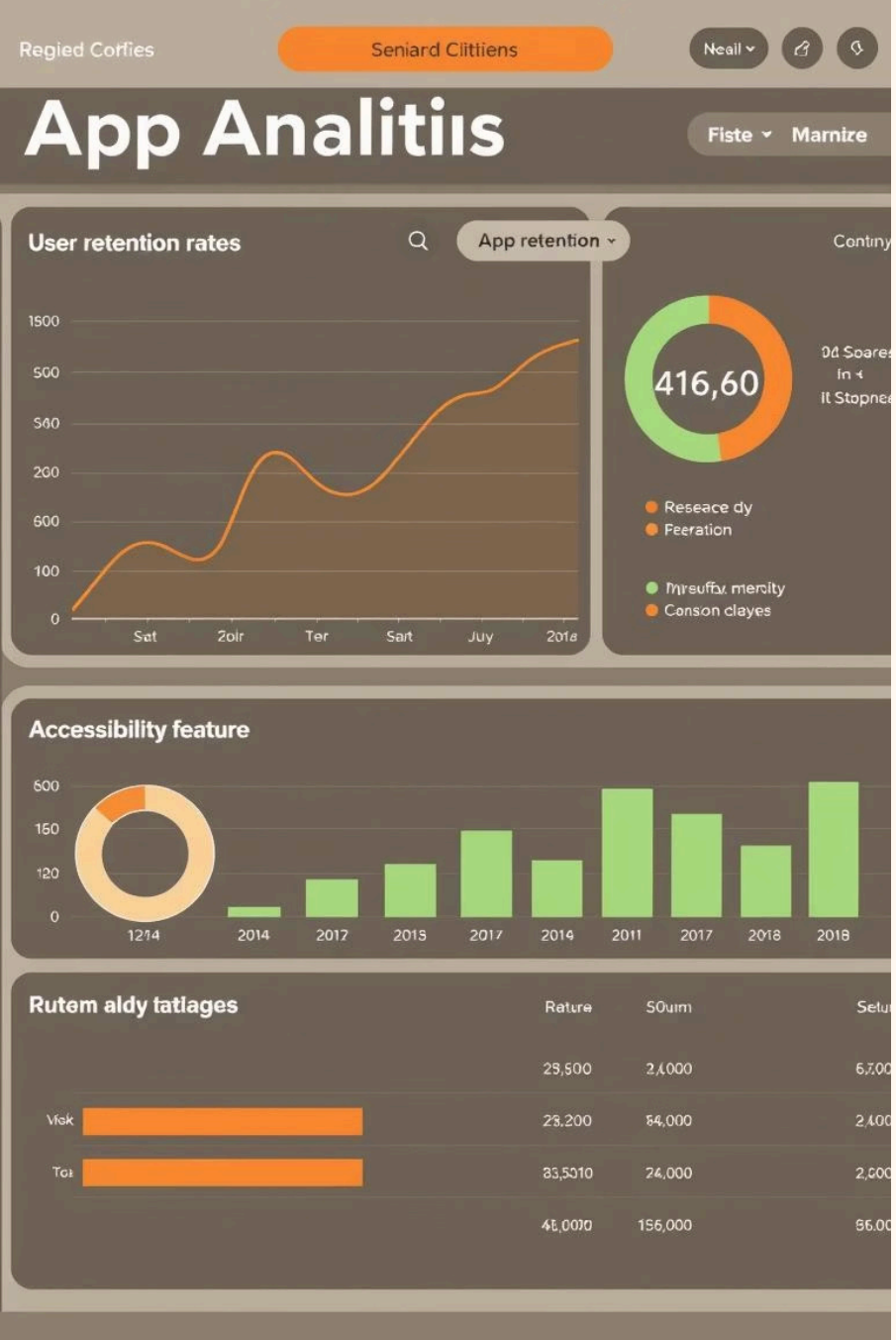
Tradeoffs

Market Size vs. Niche Focus

Focusing on older adults may limit the user base compared to a general supermarket app, but it creates a niche, loyal audience.

Simplicity vs. Functionality

Over-simplification might omit useful features, while complexity could overwhelm users. The balance leans toward simplicity with essential features.



Success Metrics

- Key Metrics
  - **Sign-ups:** Number of older adults and caregivers joining the app.
  - **DAU/WAU/MAU:** Daily, weekly, and monthly active users.
  - **Conversion Rate:** Percentage of users completing purchases.
  - **Customer Satisfaction (NPS/CSAT):** User feedback on ease and satisfaction.
  - **Retention Rate:** Users returning for repeat purchases.
- Indicative Metrics
  - **Time Spent per Session:** Indicates usability.
  - **Voice Command Usage:** Measures accessibility feature adoption.
  - **Recurring Orders:** Frequency of automated purchases.
  - **Support Interactions:** Volume and resolution time of help requests.

Summary

Experience the dedicated supermarket mobile app tailored for older New York users. With a focus on accessibility and simplicity, our platform boasts a user-friendly interface, voice navigation, and a seamless checkout process. Enjoy large text, flexible delivery options, and a functional core product that prioritizes interface design, accessibility, and product browsing. Measure success through user engagement, satisfaction, and retention, making this app the go-to solution for older adults' shopping needs.