

Shopmium

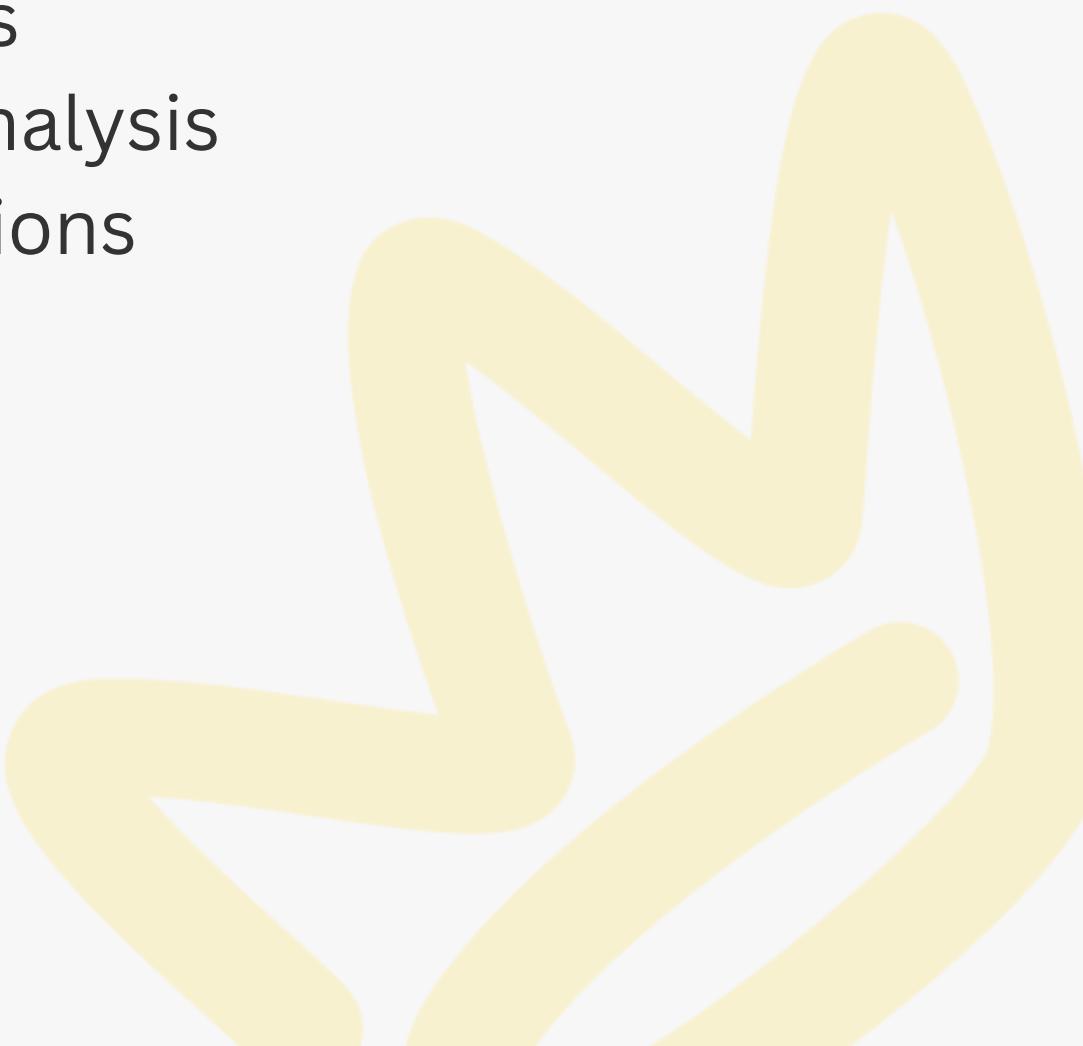
user experience analysis, reviews,
insights & recommendations

Brought to you by Quotient Promo Product Design Team



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Key Insights

Process

- Find offers and activate them through the app
- Shop in-store or online
 - Online – need to wait for item to arrive (prevent fraud, actually have product)
 - Some offer limitations on particular products
- Submit receipt
 - Take photo
 - Upload image
 - Upload a file
 - PDF receipt by email
- Submit barcode
 - Get cash back through PayPal
 - Soon to be Venmo
 - Bank transfers or donation to an association that helps people in need
 - Europe only



Key Insights

Scanning Mechanisms

- Must scan the receipt AND the barcode of the item
- Receipt Scan
 - SDK (bit buggy)
 - Photo sent to server
 - Human eyes
 - Microblink, OCR (under works)
- UPC Scan
 - UPC database → match to product

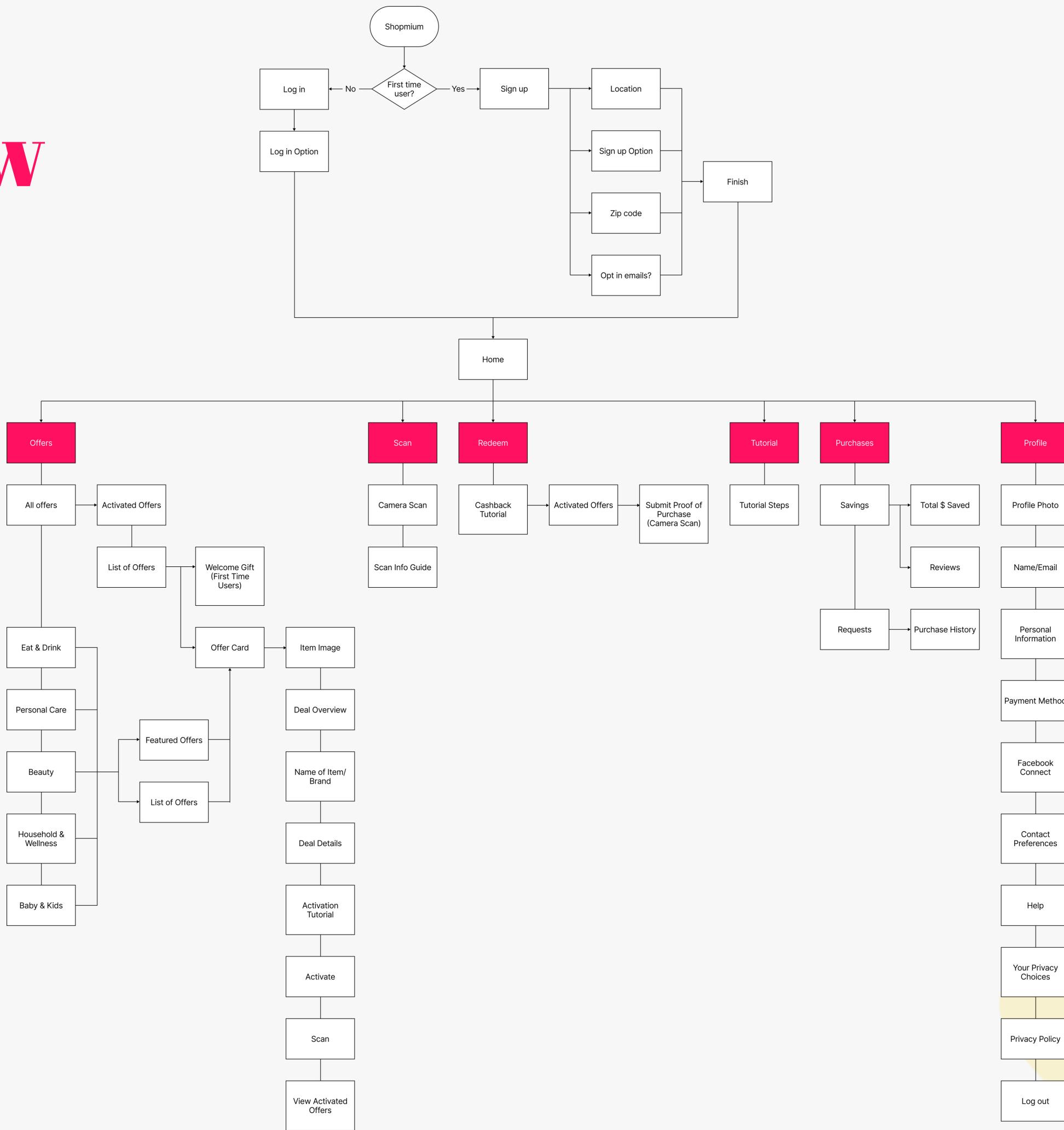


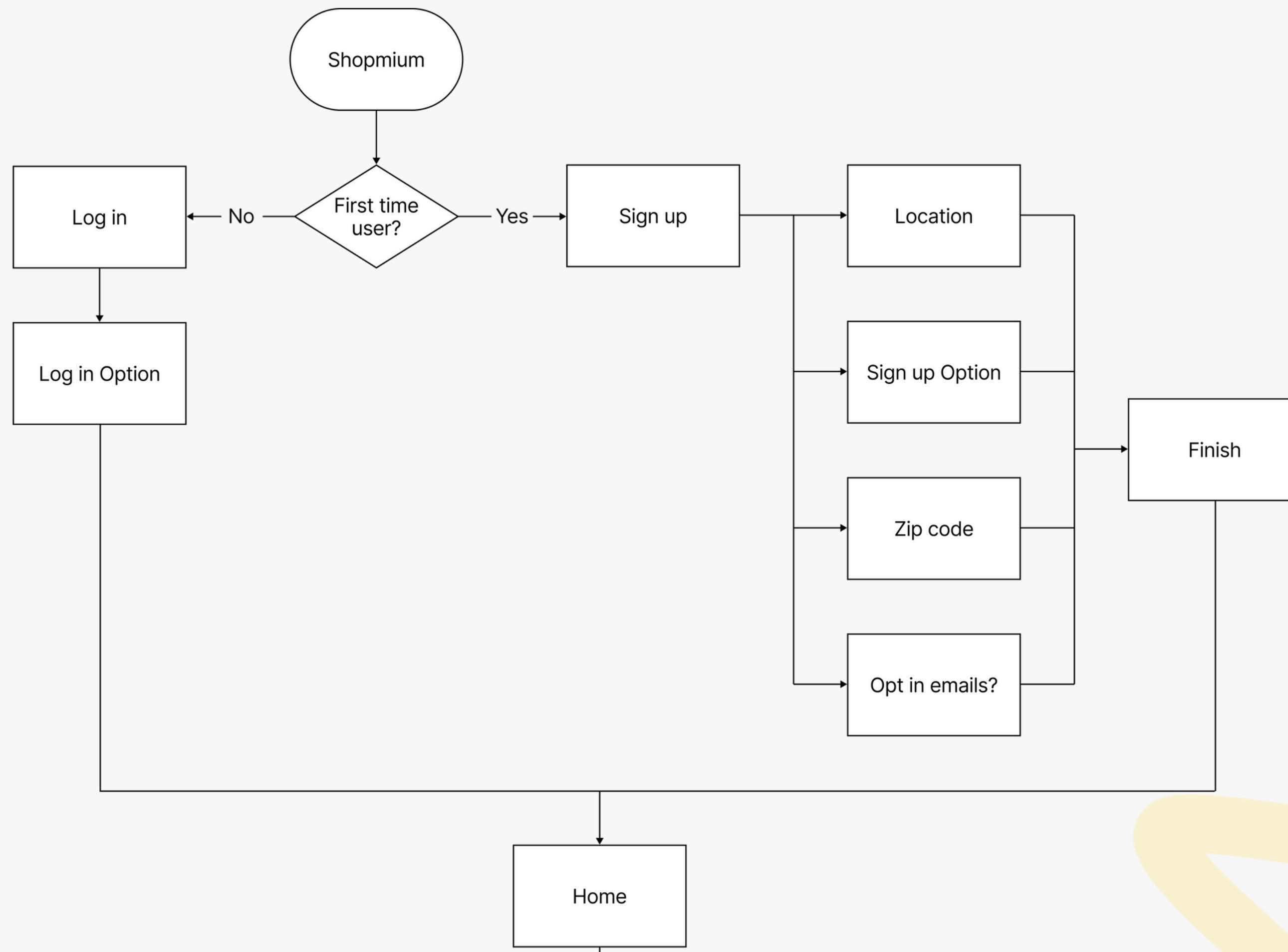
Key Insights

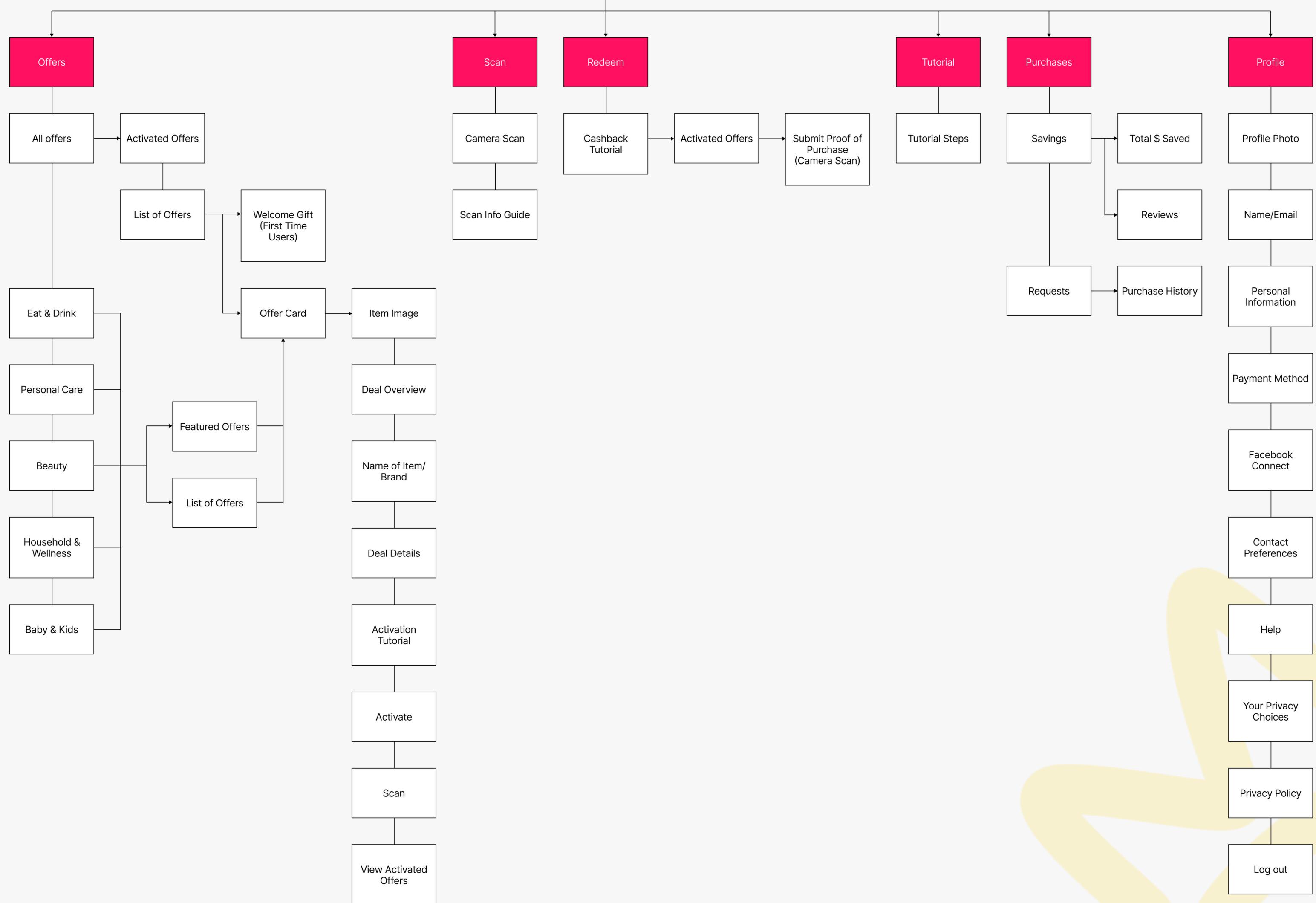
Cash Back

- 2-4 business days to PayPal account
- Shopmium Club rewards (Europe)
 - Increase ranking through activity
 - Silver, Gold
 - To move up to the Silver level you must:
 - Discover an offer
 - Add an offer to your favourites
 - Check the barcode of a product
 - Request cashback
 - To move up to the Gold level you must:
 - Request 10 cashbacks
 - Share your referral code
 - Maintenance - 1 coupon per month
 - Perks
 - Quicker payment of your cashback requests
 - Exclusive competitions & challenges
 - Preview of the offers before they go live
 - Special gift on your birthday
 - Special gift on your gold status anniversary
 - Priority access to the customer service
 - Shopmium community life: surveys, focus groups etc.

User Flow







Penn E. Pincher

Penn is a single father living paycheck to paycheck as a freelance artist. In order to stay afloat, before he goes shopping, he wants to maximize his savings by finding deals and coupons online and in apps.



Demographics

Age: 28

Occupation: Freelance artist

Location: Oakland, CA

Interests: Family time, Rest

Motivations

- Staying afloat for his family
- Not wasting time and money

Values

- Making sure he can pay his rent and bills on time
- Buying what he needs, rather than what he wants

Pain Points

- Staying up to date with new savings apps/websites
- Maximizing deals by cross-referencing various savings platforms is confusing at times and difficult to organize

Goals

- To save money
- To make his pre-shopping experience easier

Brandy L. Oyal

Brandy is a yoga instructor in SoCal who is nit-picky and health conscious about the items she purchases. When she shops, she prefers to stick to the same brands instead of branching out to other brands.



Demographics

Age: 42

Occupation: Yoga Instructor

Location: Irvine, CA

Interests: Fitness, luxury, social media

Motivations

- The satisfaction of consuming the tasty and healthy items she loves

Values

- Quality of goods
- Brand loyalty
- Staying healthy

Pain Points

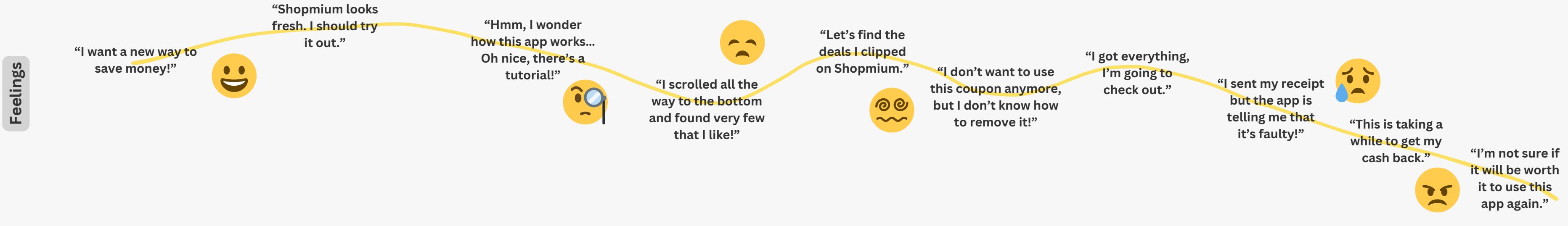
- The brands that she buys often don't have coupons/deals
- Browsing through the nutritional facts of multiple items is tedious

Goals

- To save a few bucks on her sacred products
- Purchasing a new workout outfit

Journey Map

Penn E. Pincher



Discovery

Penn is a massive saver who tries to save as much money as he can to make ends meet. He doesn't want to spend extra money at the supermarket if there's a saving opportunity.

After searching the web for new savings apps, he comes across Shopmium to receive immediate cash back on CPG items that he purchases weekly.

He thinks Shopmium seems promising, so he downloads the app and browses through the offers.

Earn immediate cash back on CPG items.

Planning

Penn notices the bountiful amount of coupons, but doesn't know where to start. He tries his best to understand how to use the app.

He finds it overwhelming to scroll through all the products.

He finds himself scrolling all the way to the end of the offer lists, unsatisfied that the app doesn't offer deals for some of the items he's interested in.

Design ways for users to easily **search** if a deal is available for a particular item they desire.

Implement some sort of **personalization** for new users.

At the Store

Penn visits the grocery store and references the few items in the Shopmium app that he was able to clip a deal for.

He finds an item on the shelf that he clipped a deal for. After scanning another variety of the brand, he notices that item is not an option for the deal, but he is unable to deactivate the offer.

Penn places the rest of the items in his shopping list into his cart, and heads to check out. He purchases his items and collects his receipt.

Provide an option for users to **change their mind** on actions.

Create a more **fluid scroll** within the deal details.

Organize clipped deals.

Post Shopping

Penn scans his receipt and the barcode of each deal item in the Shopmium app to redeem cash back.

A day later, his request was declined because some information about the purchase was not visible on the receipt.

Penn noticed that the receipt had some faint ink, and decided to send in multiple closeup photos of his receipt.

A few days later, his request was accepted and soon received his cash back.

Reduce the actions that the user must take to send a request (clip, scan barcode, scan receipt is a lot of steps).

Include **animations and haptic feedback**. Include ShopShop more throughout the app.

Create **immediate detection** of blurry or insufficient receipt photos.

Events

Opportunities

Features

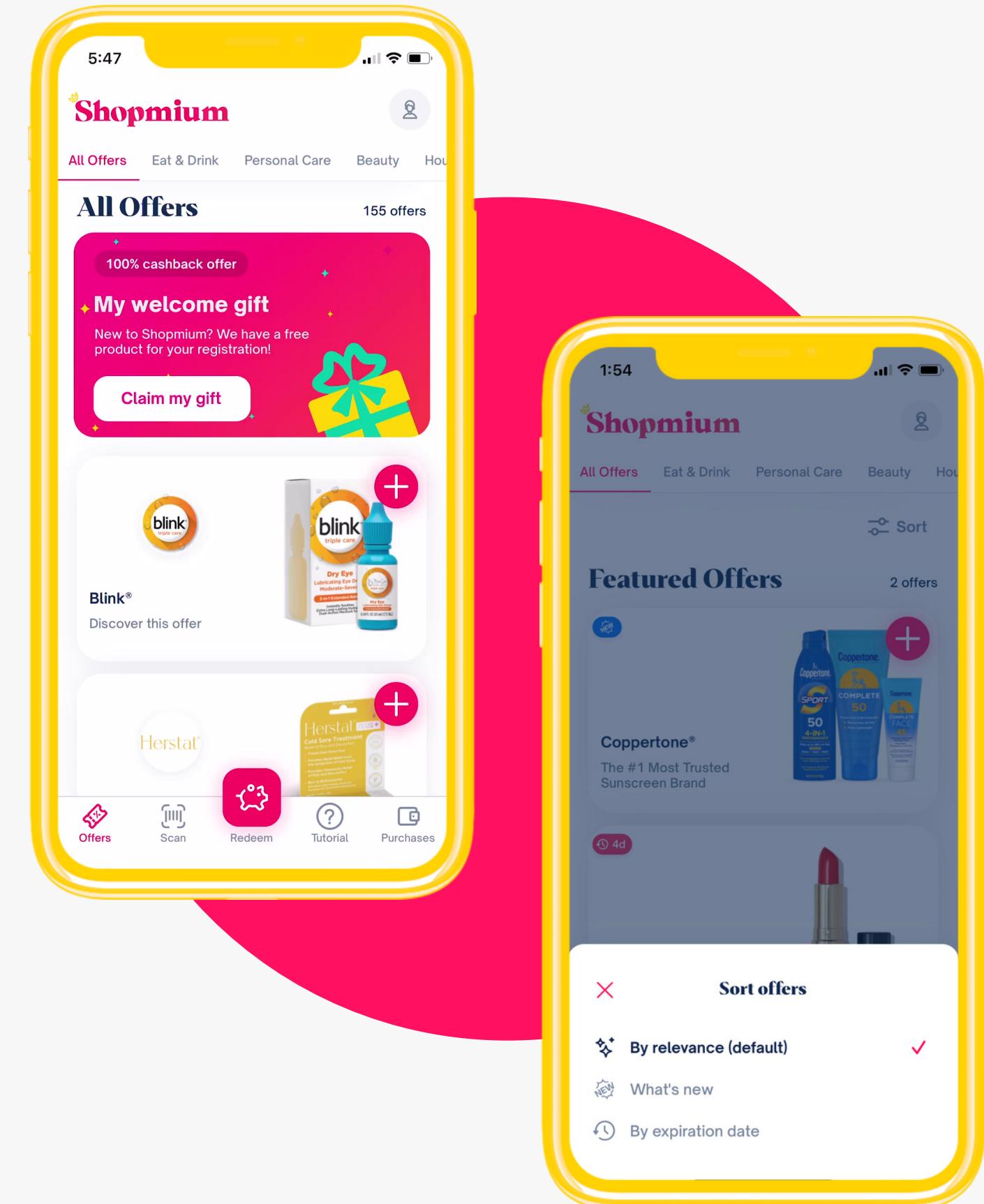
Search/Filter System

Pros

- Succinct categories

Cons

- May be difficult to know all categories and subcategories
- “All Offers” is not personalized
- Sort feature only on "All Offers" category
- Limited sorting options
- No search bar



Features

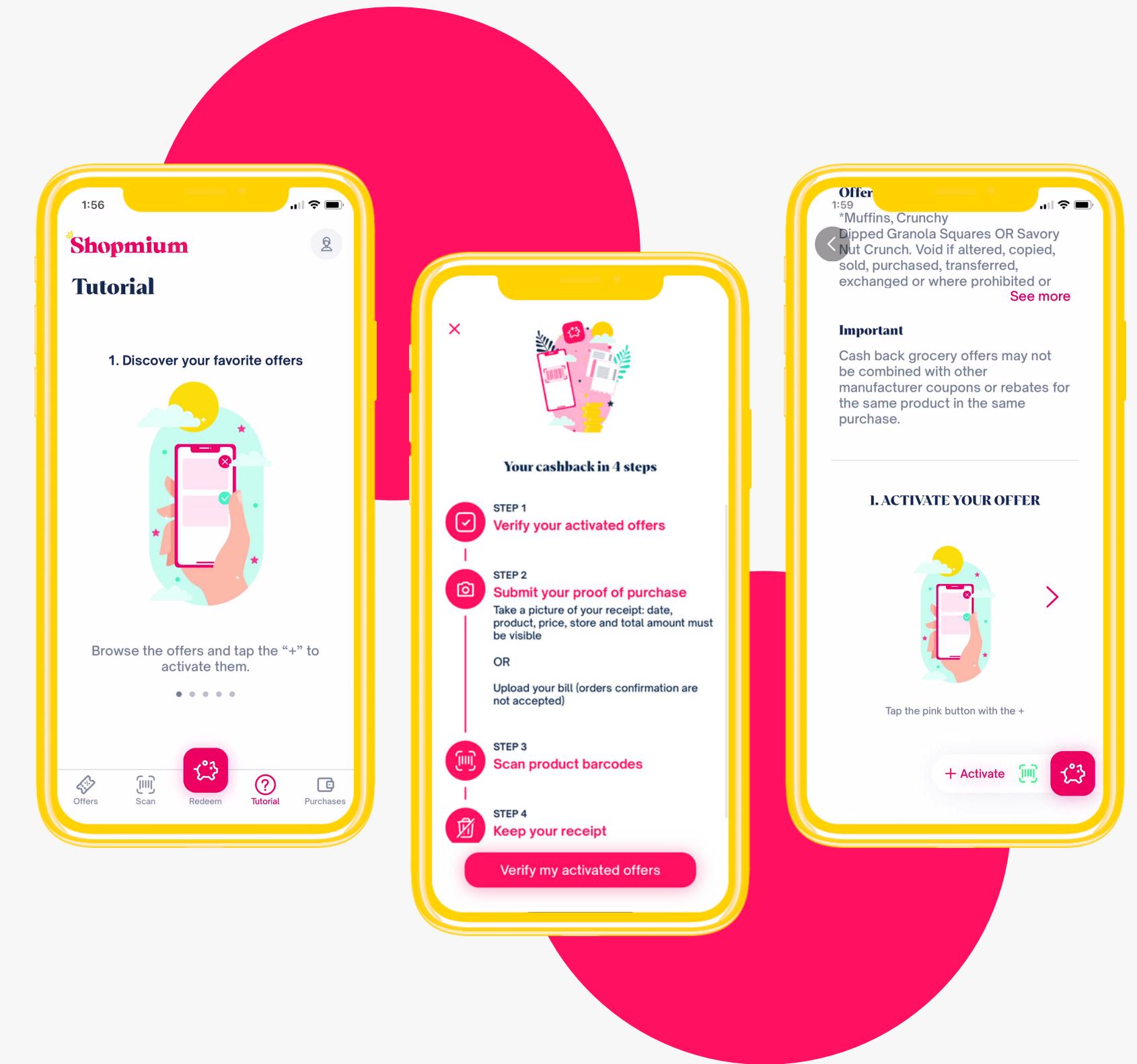
Tutorial

Pros

- Helps user understand how to use the app
- Simplified steps, not very intense guide

Cons

- Appears almost everywhere
- Slight inconsistency



Features

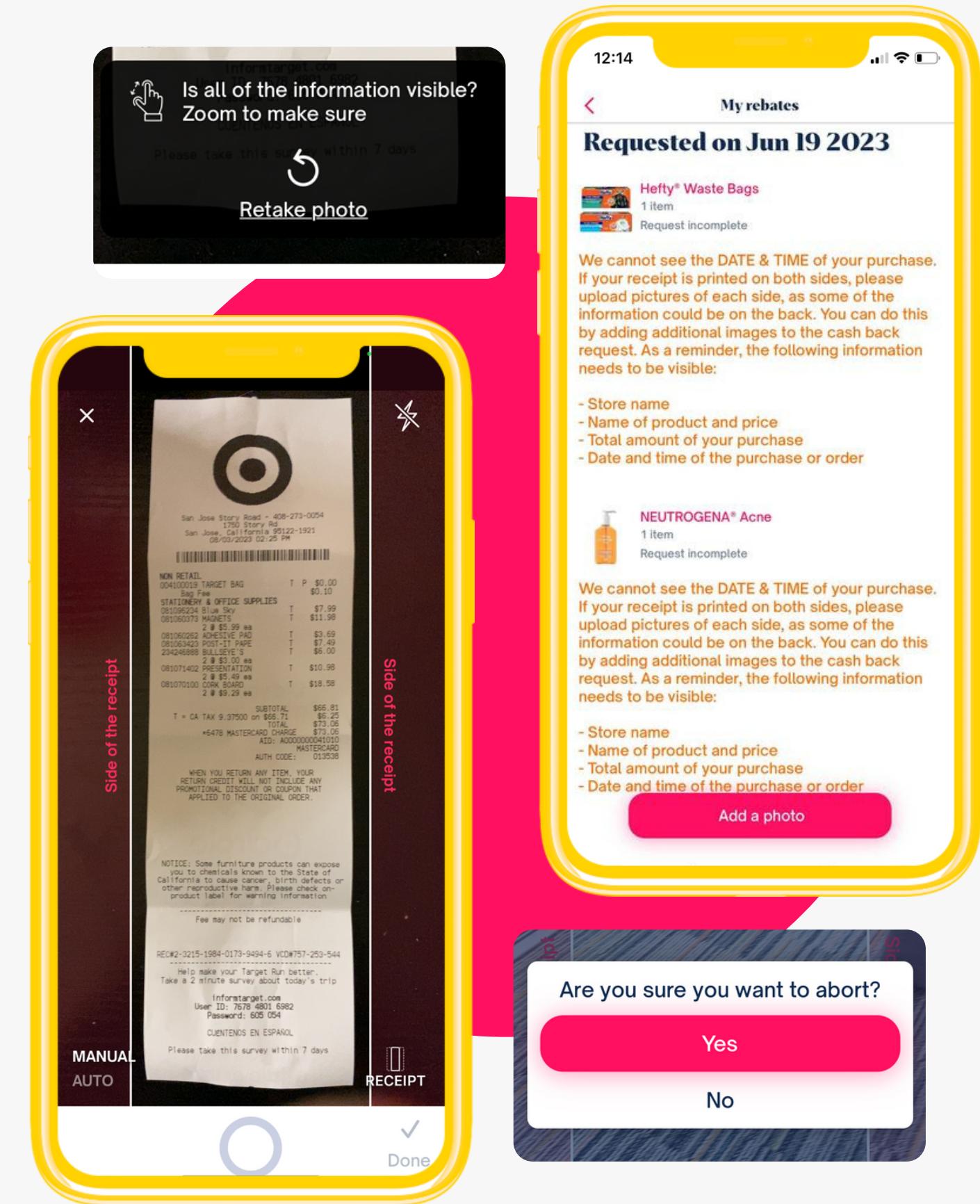
Receipt Scan

Pros

- Multiple receipt input options
 - Capture photo
 - Upload photo
 - Upload file
- Flash option
- Auto vs. Manual toggle
- Receipt positioning support for photo capture

Cons

- If receipt is blurry, the request will not process properly
 - Will notify that it's faulty 1-2 days later
- Odd/Non-specific UX Writing



Features

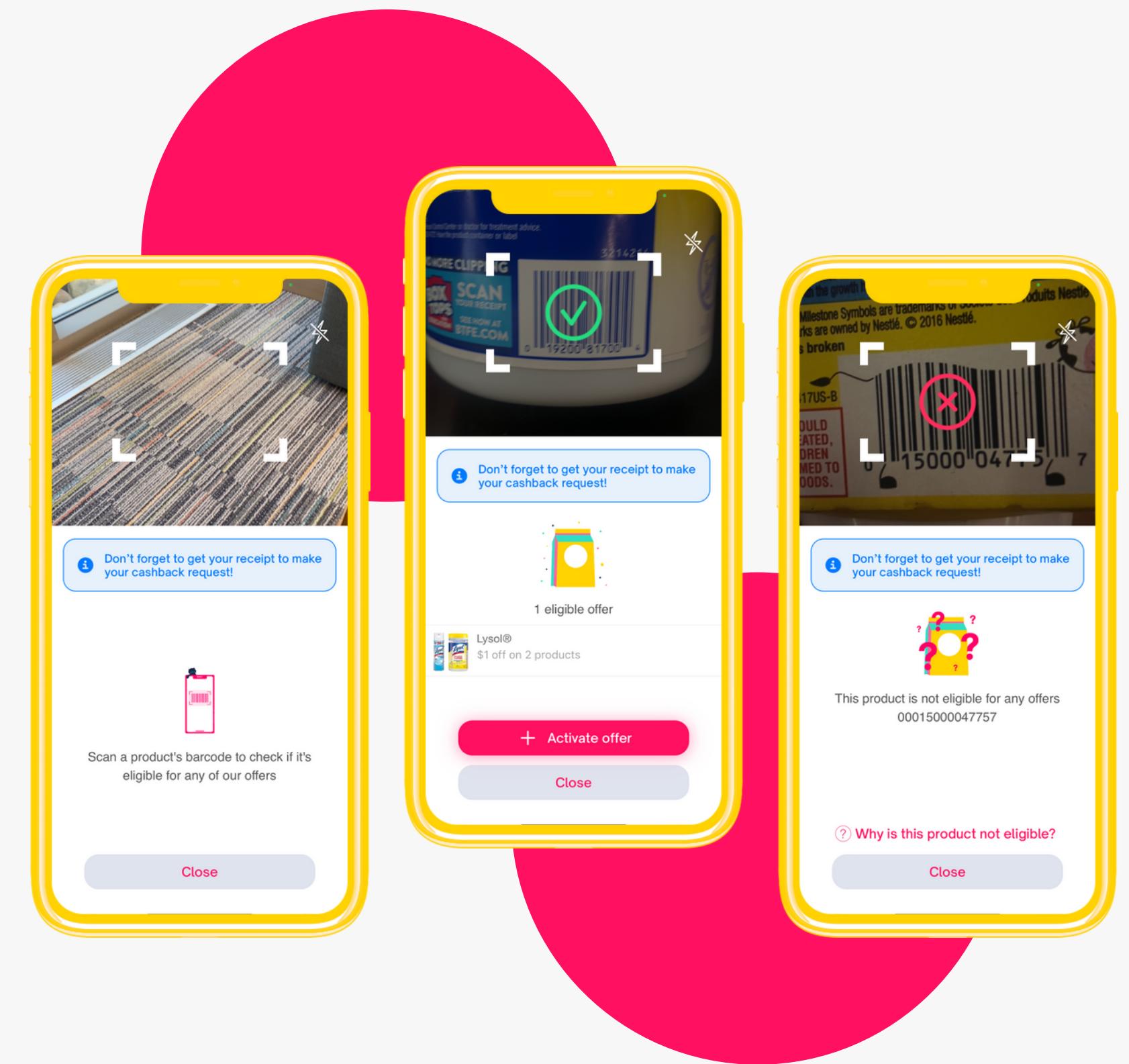
UPC Scan

Pros

- Easy to determine whether a product has an offer available
- Camera doesn't span the entire screen
- Flash option
- Automatic scanning
- Keep receipt reminder

Cons

- Could be more exciting

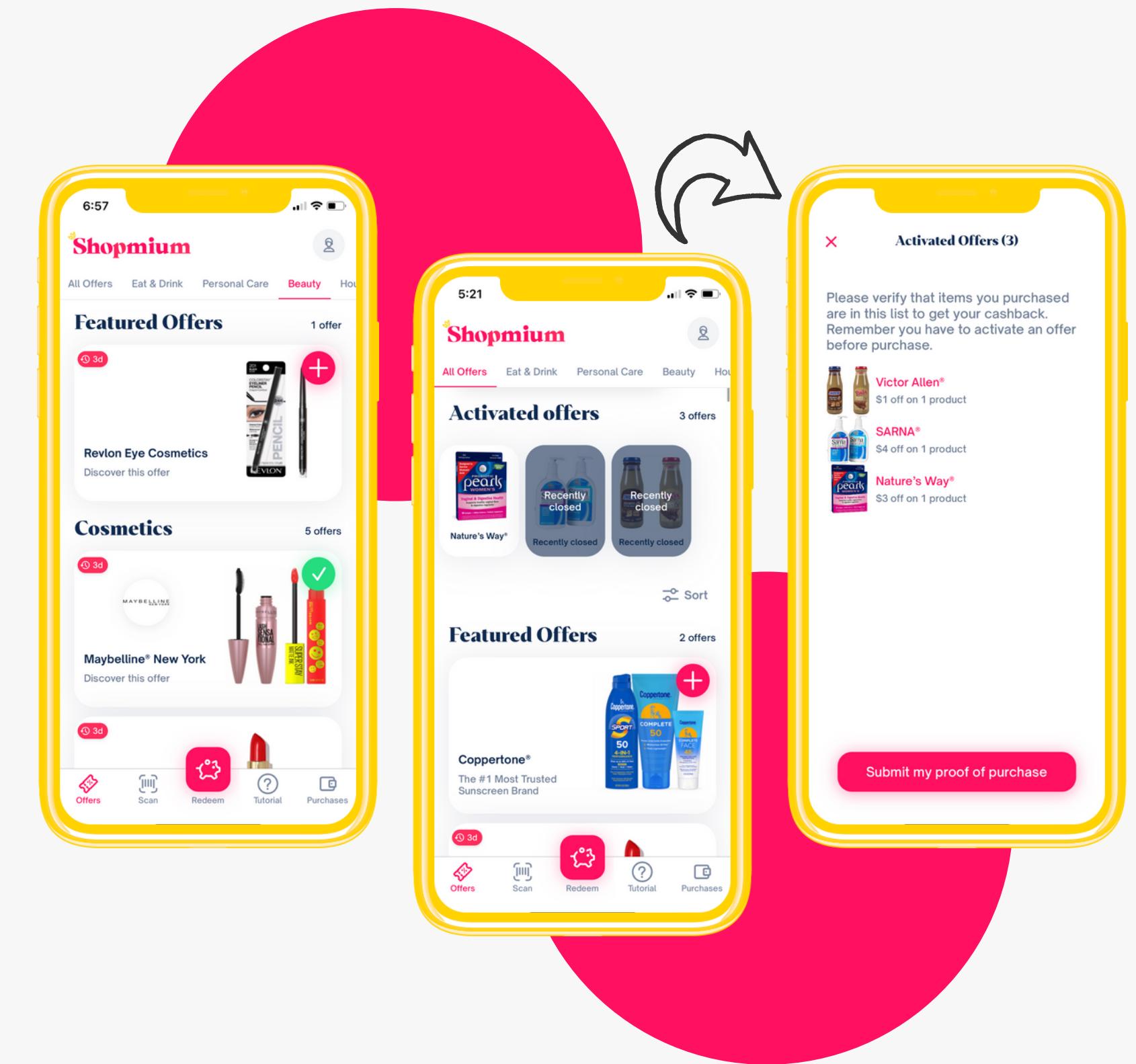


Features

Activating Offers

Pros

- Obvious button “+” to activate
 - Obvious that an offer is activated; changes the “+” to a “✓”
- Can activate offer within offer list screen or within the offer card
- Activated offers are listed on screen before submitting proof of purchase
 - Includes important deal details



Cons

- No way to un-activate an offer
- Recently closed offers are still presented in the “Activated Offers” list
 - Still listed in the screen before receipt scan

Features

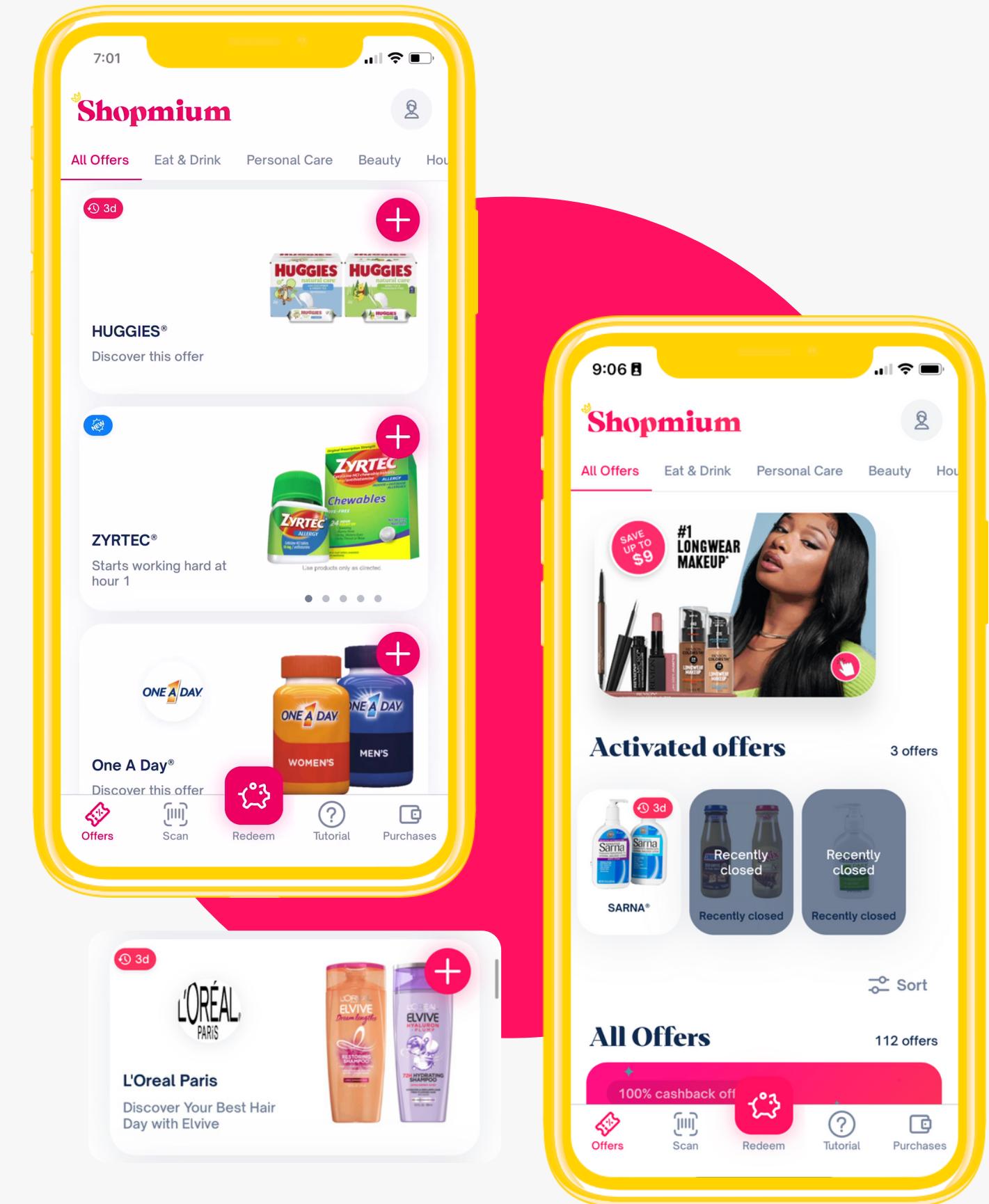
Offer List

Pros

- "New" and "Soon to Close" indicators
- Images and multi-image swiping
- Advertisements
- Indicates number of offers

Cons

- Inconsistencies between offer cards
 - Logo vs. No Logo
 - Logo distortion
- Little distinction between offer cards and corners



Features

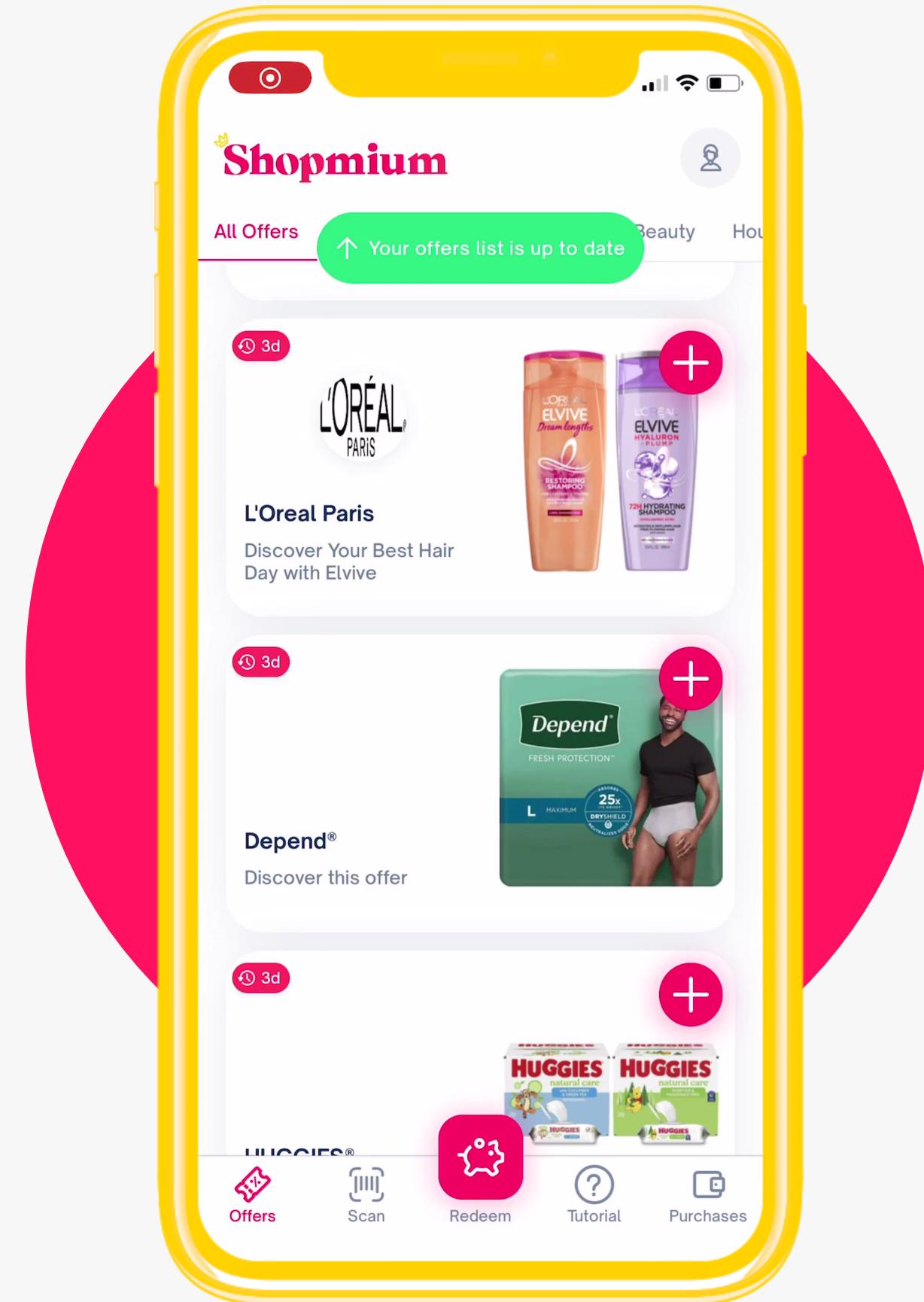
Offer Information

Pros

- Offer restrictions are obvious
- Tutorial presented at bottom of offer
 - Appealing illustrations

Cons

- Non-fluid scroll
- Intense drop shadow
- Tutorial at bottom of offer
 - Doesn't consider icons in current screen
 - No indication of number of steps
- No product information
 - Nutritional facts, Ingredients, Allergens



User Interviews

Screening Process

Age

21-34 years old

Household Income

<\$25,000, \$25,001-\$50,000,
\$50,001-\$100,000

4 Interviewees

1 Minority Female  Iye

1 Minority Male  Jeff

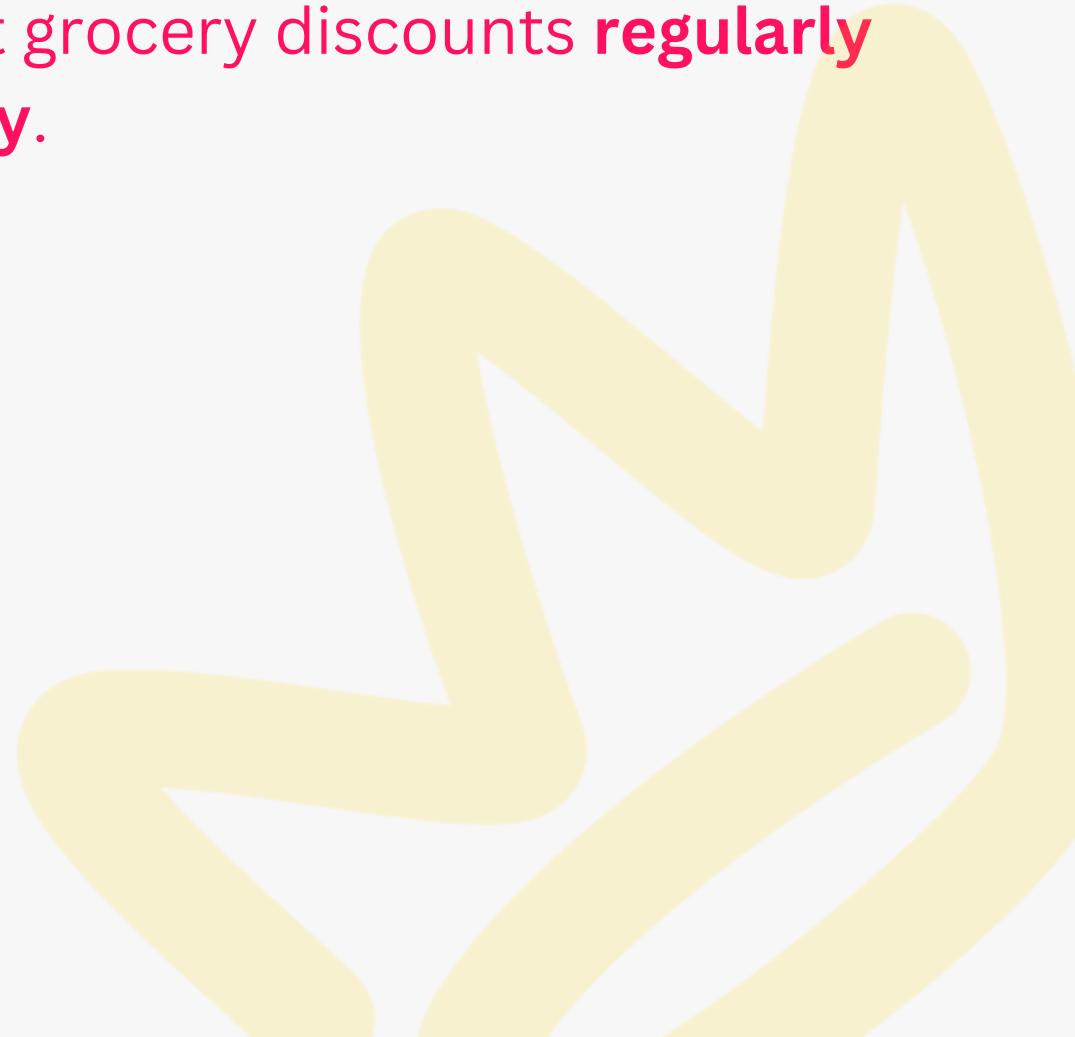
1 White/Caucasian Female  Claire

1 White/Caucasian Male  David

Screener Questions

User (may be alongside their significant other) is the **primary shopper in their household**.

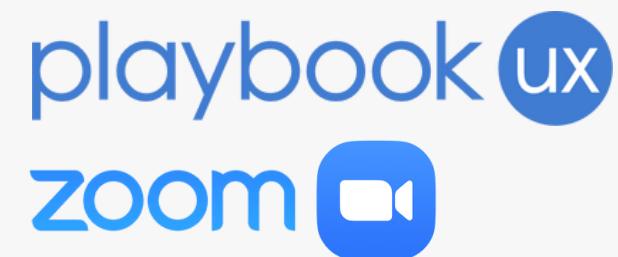
User seeks out grocery discounts **regularly or occasionally**.



User Interviews

Interview Process

Platforms



Duration

1 hour

Question Topics

Preparing to Shop
In the Store/Sacred Products
Post Grocery
Discounts



User Interviews

Key Findings | Pre-Shopping

Shopping Preferences

- All interviewees care about **efficiency**

Trigger to Buy

- **Replenishing common items** weekly
- Gathering items for an **event**
- **Forgetting** things takes time out of another day

Shopping Lists

- All interviewees use some default **notes app** for their shopping lists
- All users tend to follow through with their **routine** weekly shopping items

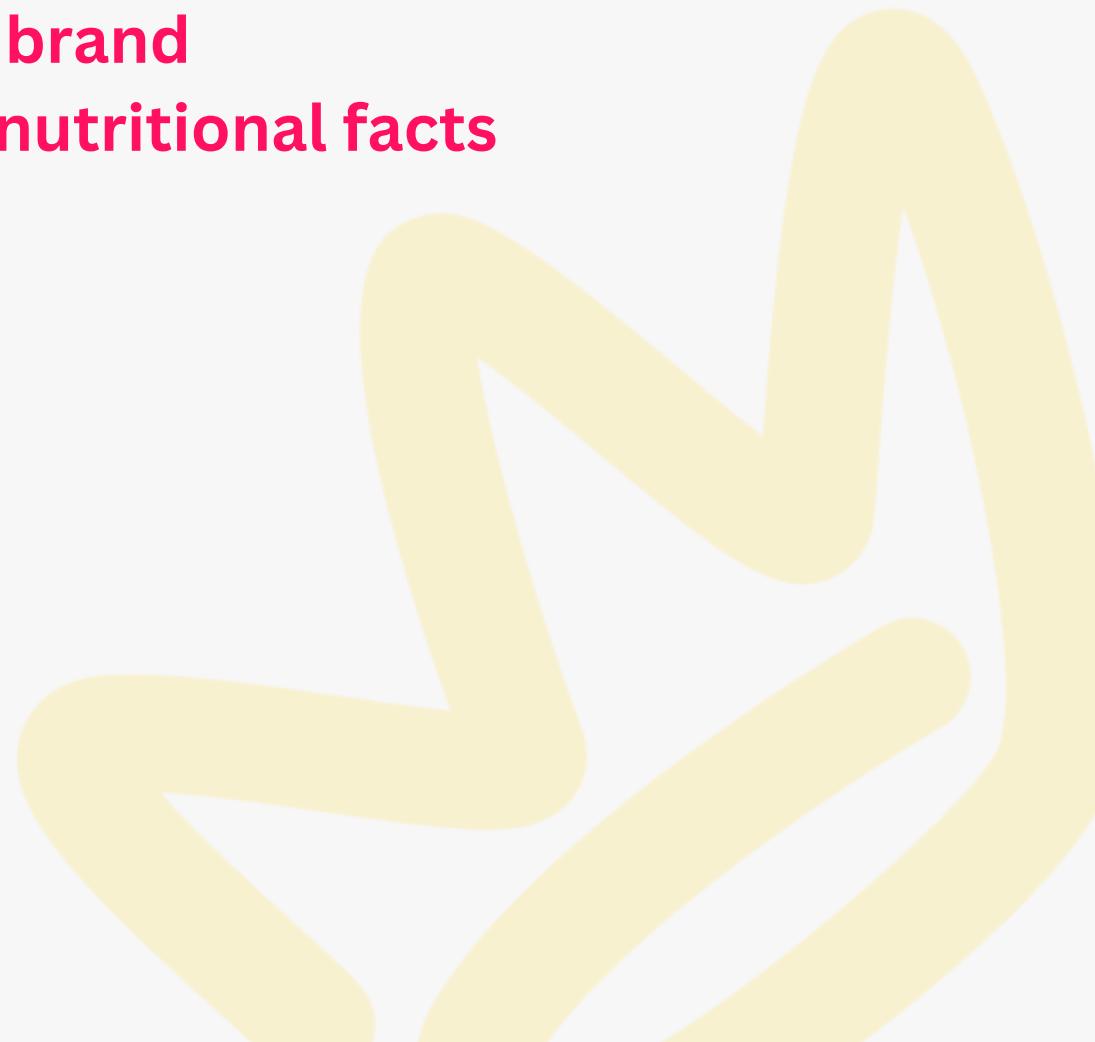


User Interviews

Key Findings | Sacred Products

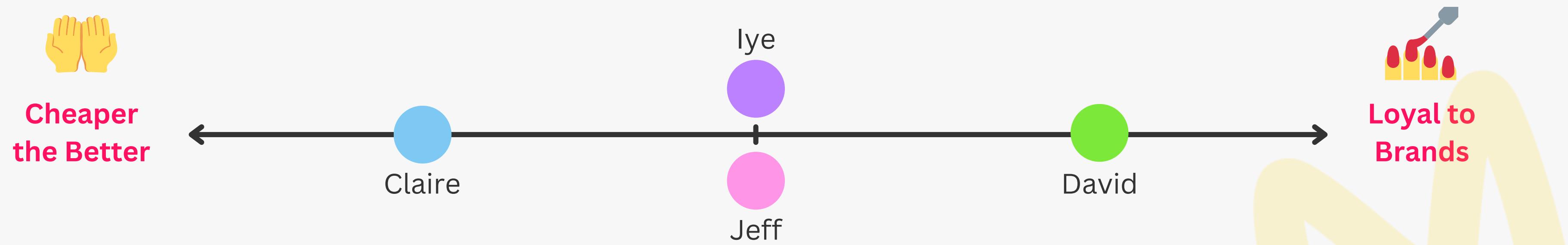
Trying Something New

- All interviewees care about **quality and taste**
 - 3 interviewees (Iye, Claire, Jeffrey) are enticed to try something new if there was a convincing **advertisement** alongside a discount
 - A **bulkier size** of the product may deter shoppers from buying
- All interviewees are more than happy to **try a new flavor that's within a sacred brand**
- 3 interviewees (Claire, David, Jeffrey) are health conscious and care about the **nutritional facts**



User Interviews

Key Findings | Sacred Products

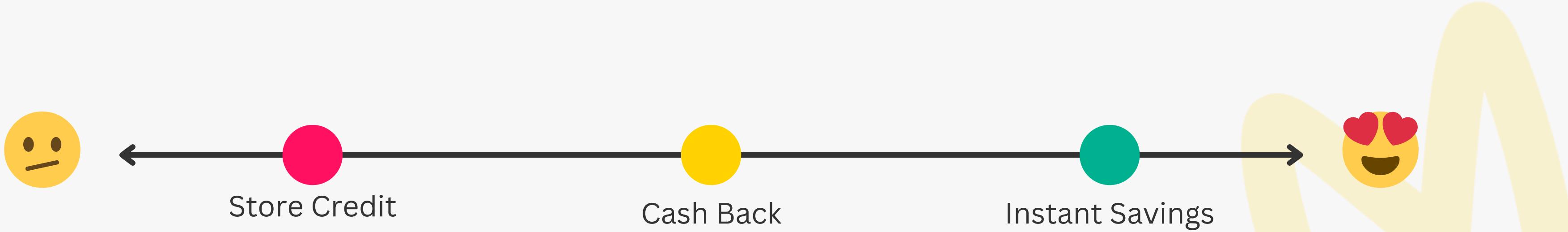


User Interviews

Key Findings | At the Register/Post-Shopping

Claiming Discounts

- All interviewees prefer **instant savings**
 - **Store credit** one of the least favorite options
- 3 interviewees (David, Claire, Jeffrey) also appreciate **cash back**



Budgeting

- All interviewees **do not have a strict budget**
- **Online cost comparison** between items may be **tedious** for some users

User Interviews

Key Findings | Stores/Apps/Websites/Deals

What is Used

- All users use apps/websites that are **specific to the store** they will visit

App/Website Features

- Users prefer **ease of use** in their apps
 - **Fewer steps** are nice
- **Search bar** and **barcode scanner** are useful features for some users

Awareness

- All interviewees notes that they appreciate the **notifications from their savings apps** to be made aware of active deals/promotions
- **High ratings** and websites/apps that **populate first** are more likely to be used
- Coupons that arrive in the **mail** are not useless, but **email** is preferred



General Themes

- Efficiency
- Users need (and want) convincing
- Organization

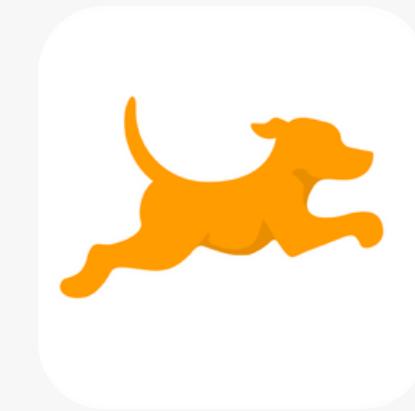


Competitive Analysis

9 Platforms



Shopmium



Fetch



Ibotta



Safeway App



Walgreens App



Target App



Total Wine App

+ Event Pages, Text to Rebate

Competitive Analysis

Common Features

How might we...

AKA questions that **frame** our insights into **opportunity areas** and **innovate** on problems found during user research.

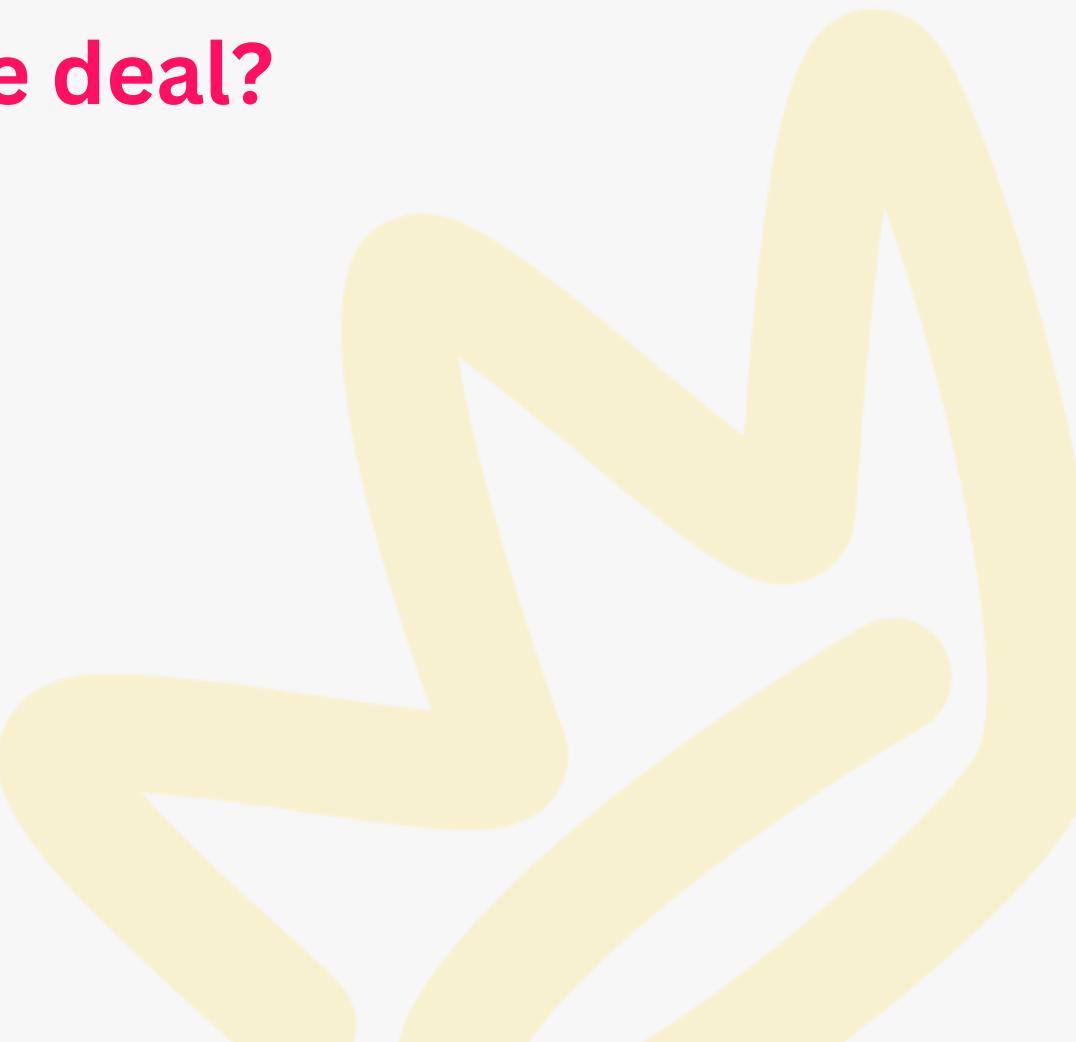


How might we...
support users in their pre-shopping journey?



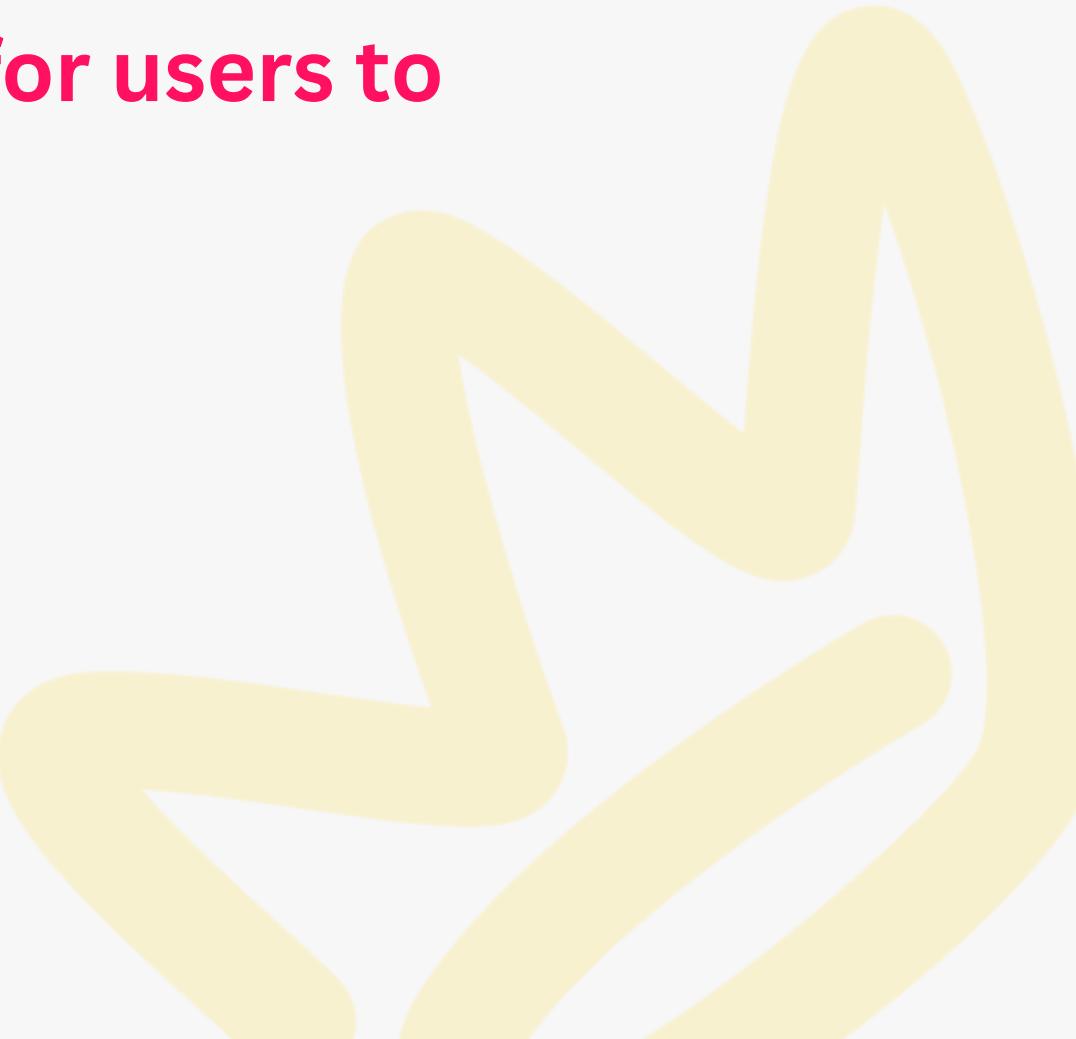
How might we...

encourage users to try a new item through an online deal?



How might we...

**increase awareness and efficiency of our platform for users to
maximize available deals?**



Recommendations

- Animations, Haptic feedback
- A to Z sorting
- Search bar
- Tutorial adjustments
- Deal card details and UI
- Advertisements within the app
 - Opportunity to differentiate corners from offer cards
- 1 step process/simplification
- Personalization
- Receipt scan verification



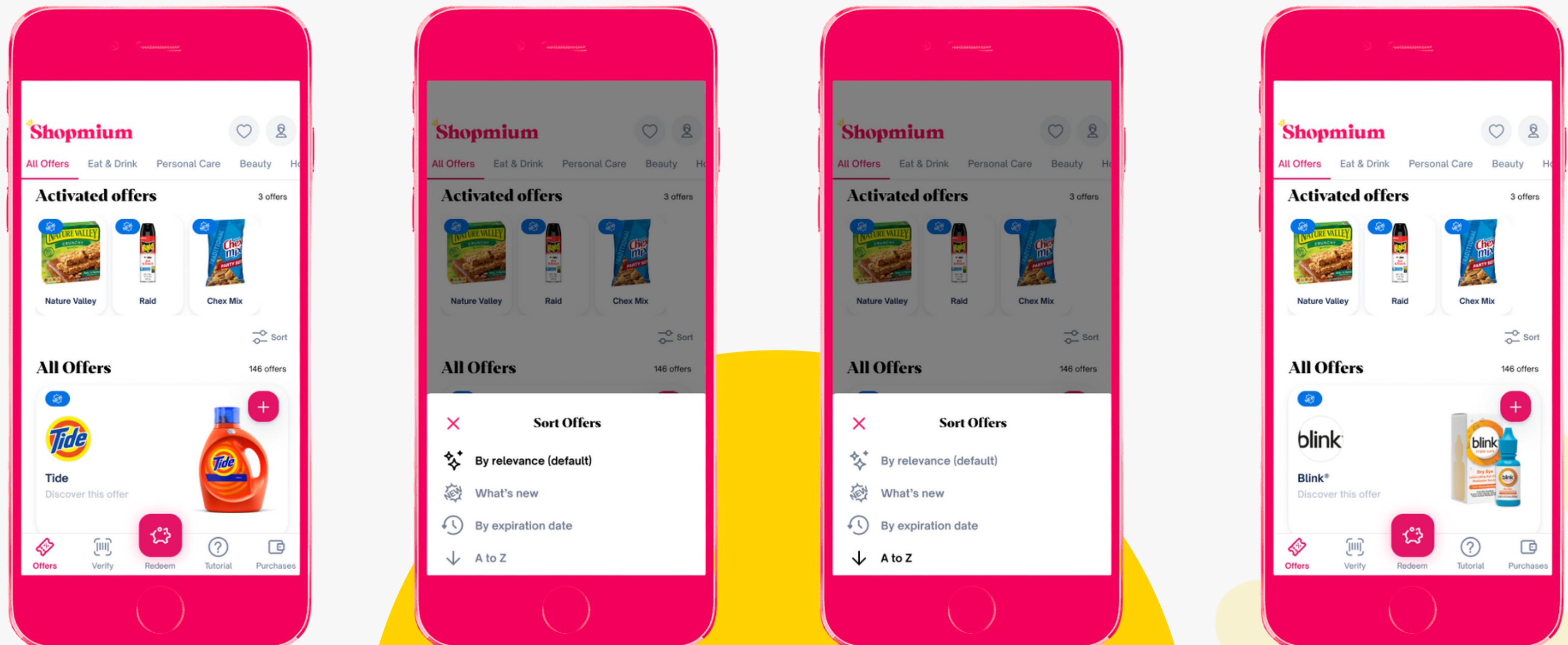
Recommendations

- Animations, Haptic feedback
- **A to Z sorting**
- Search bar
- Tutorial adjustments
- **Deal card details and UI**
- **Advertisements within the app**
 - **Opportunity to differentiate corners from offer cards**
- 1 step process/simplification
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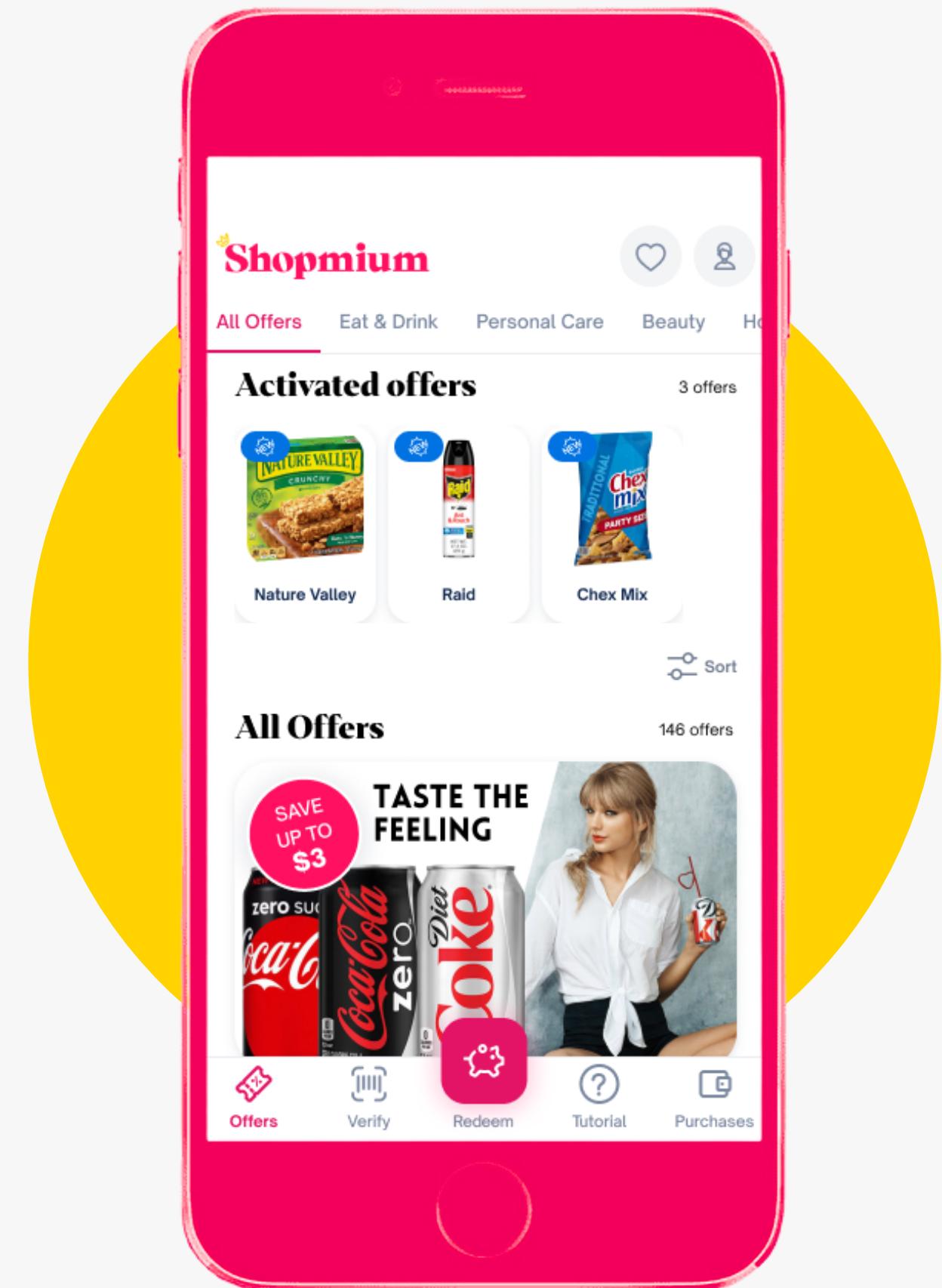
Mock-Ups

A to Z Sorting



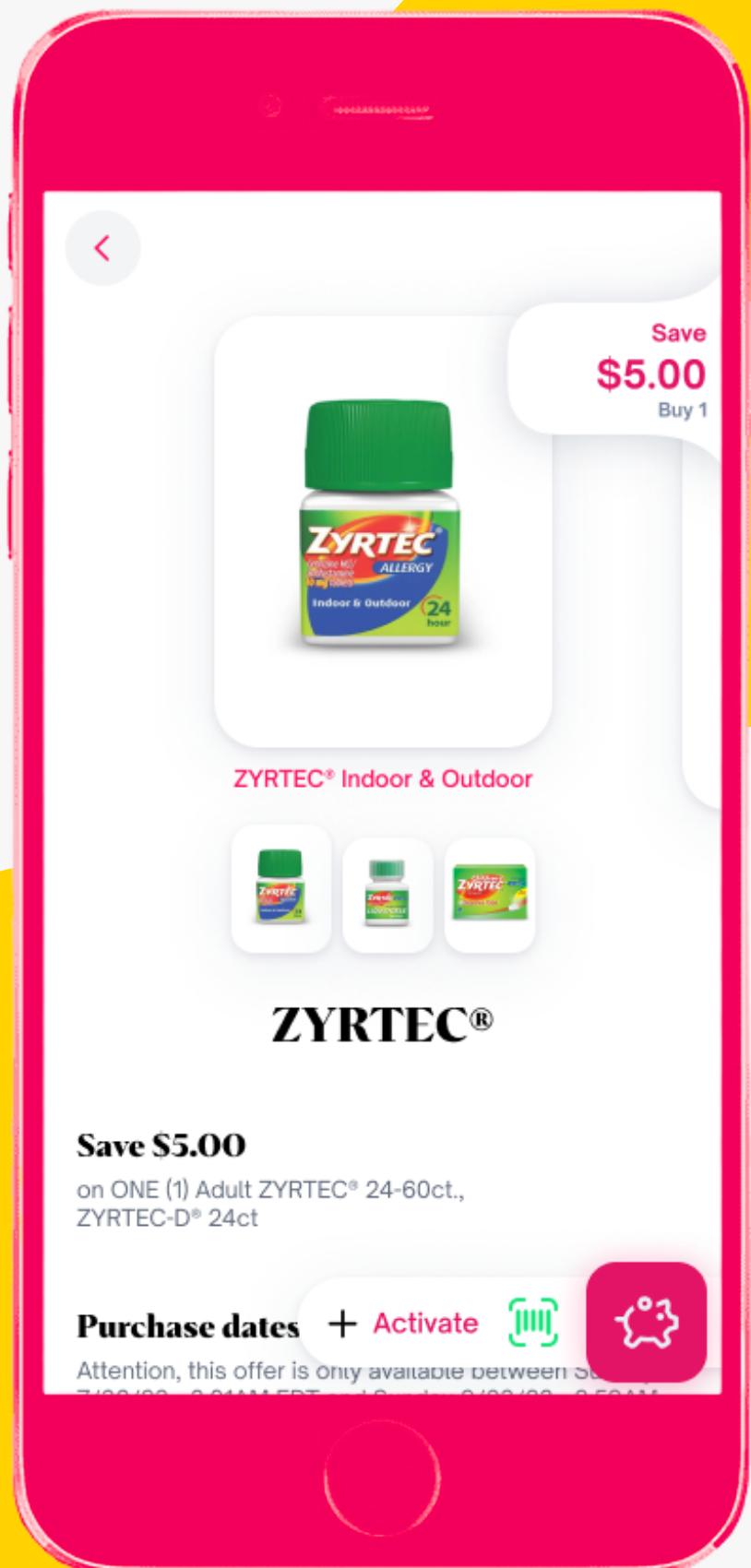
Mock-Ups

Advertisements



Mock-Ups

Deal Card Details and UI



[Figma File](#)

Takeaways

What I learned...

- Wearing **many hats**
 - UX Research
 - UI/UX Design
- Highlighting **key points**
- Synthesizing research takes work
- Feedback matters

What I would do differently...

- Ask for **more feedback**
- **Forget formalities** during analysis
- Consider multiple **perspectives**



Thank you!

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