Snatched Mobile App Case Study

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Snatched

THE PROBLEM:
Sometimes when people are on the run and need to run to the store to get a few items, finding the best deals and locations can be time consuming.

THE SOLUTION:
Our app offers users a way to quickly navigate nearby stores and find the best deals for the items they're looking for.

OUR ROLES: UX designers and researchers

TOOLS: Google Suite, Figma, Miro, Invision

User Research

Interview Plan

Research questions:

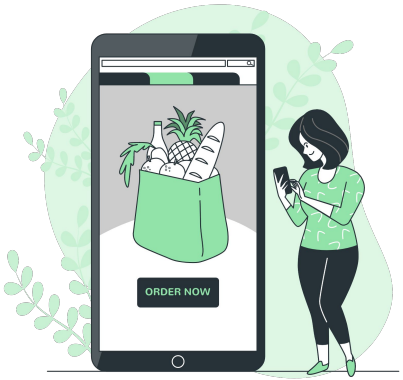
- When you have to run to the store at the last minute what items do you typically have to purchase?
- What do you run out of first before you go grocery shopping?
- How often do you go grocery shopping?
- How long do you spend grocery shopping?
- How many items do you purchase at a time when you go to the store?
- How long does it take for you to get to the store?
- How many grocery stores do you go to when you are shopping for groceries?
- Do you use coupons when you are shopping?
- Would using coupons encourage you to purchase more items?

Objective 1: What last minute items do our users sometime need to purchase?

Objective 2: How do our potential users go about shopping?

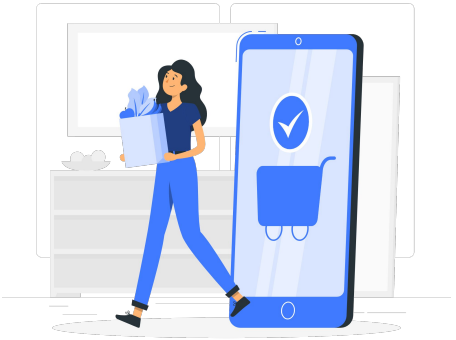
Objective 3: What pain points do users run into when they go shopping?

Interview Transcripts



[Avria]

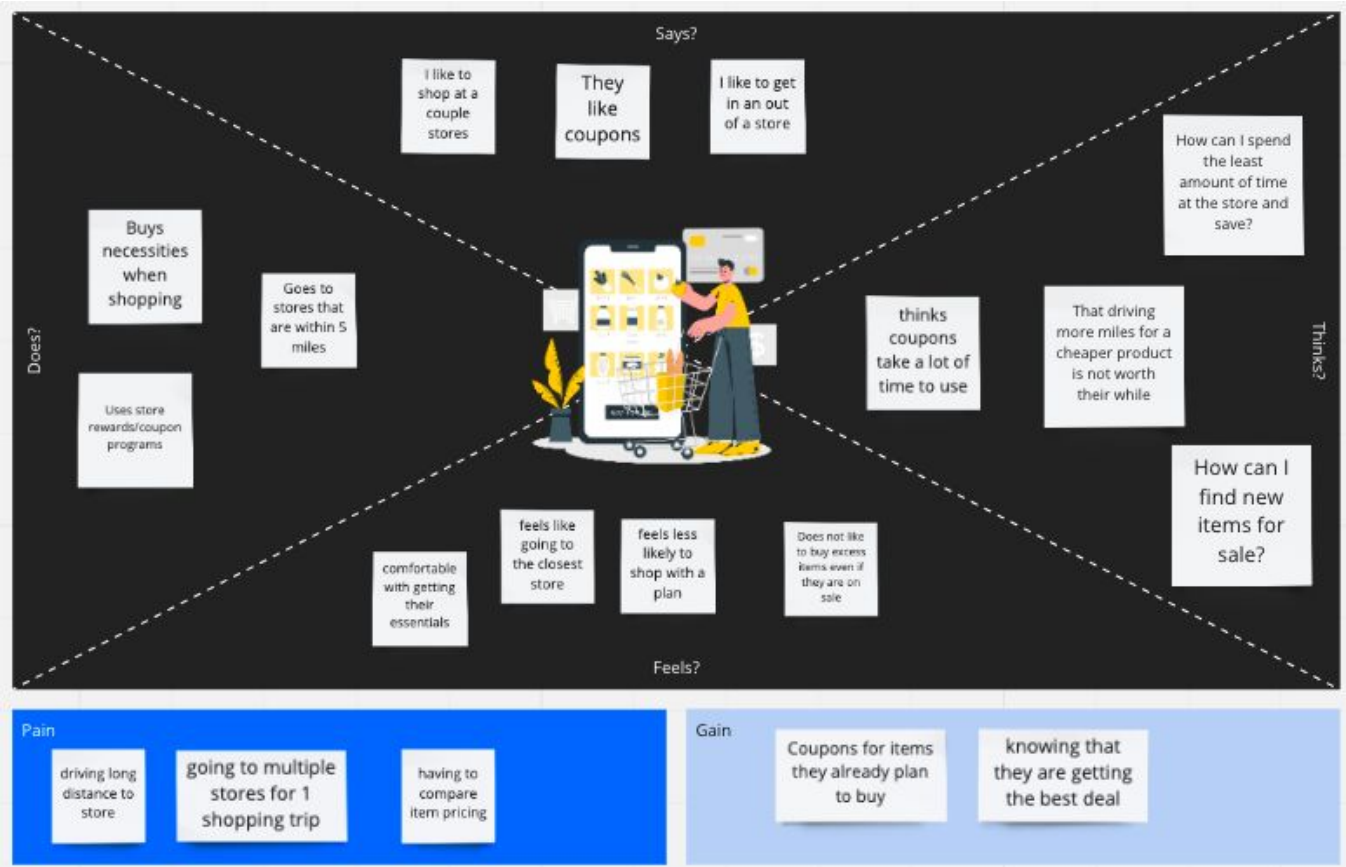
[Brian]



[Anna]

Affinity Diagram

Empathy Map


Says?
I like to shop at a couple stores
They like coupons
I like to get in an out of a store
How can I spend the least amount of time at the store and save?
Buys necessities when shopping
Goes to stores that are within 5 miles
Does?
Uses store rewards/coupon programs
thinks coupons take a lot of time to use
That driving more miles for a cheaper product is not worth their while
Thinks?
How can I find new items for sale?
comfortable with getting their essentials
feels like going to the closest store
feels less likely to shop with a plan
Does not like to buy excess items even if they are on sale
Feels?
Pain
driving long distance to store
going to multiple stores for 1 shopping trip
having to compare item pricing
Gain
Coupons for items they already plan to buy
knowing that they are getting the best deal

User Persona

User Persona

Demographics
Robert Jackson
30 years old
Marketing Manager
Single with a dog
Based in Madison, WI
Bachelor's Degree in Marketing

Behaviors & Habits
Outdoorsman who like to go on walks with his dog. Enjoys going to the bookstore and reading westerns. Likes to stick with a schedule and tries to not go to the grocery store if he doesn't have to. He also likes to eat healthy and often needs to run to the store to purchase fresh produce.

Pain Points & Frustrations
Spending too much time in the grocery store.
Having to compare item pricing.
Driving long distances to the store.
Doesn't like to waste time or energy on tasks that he deems uninteresting.

Needs & Goals
To be able to run into the store and grab what he needs fast. Would like to go to the closest store that offers the best price. Wishes he was better at finding and using coupons but is unsure how to start. Robert wants to know that he is getting the best deal with his grocery store purchases.

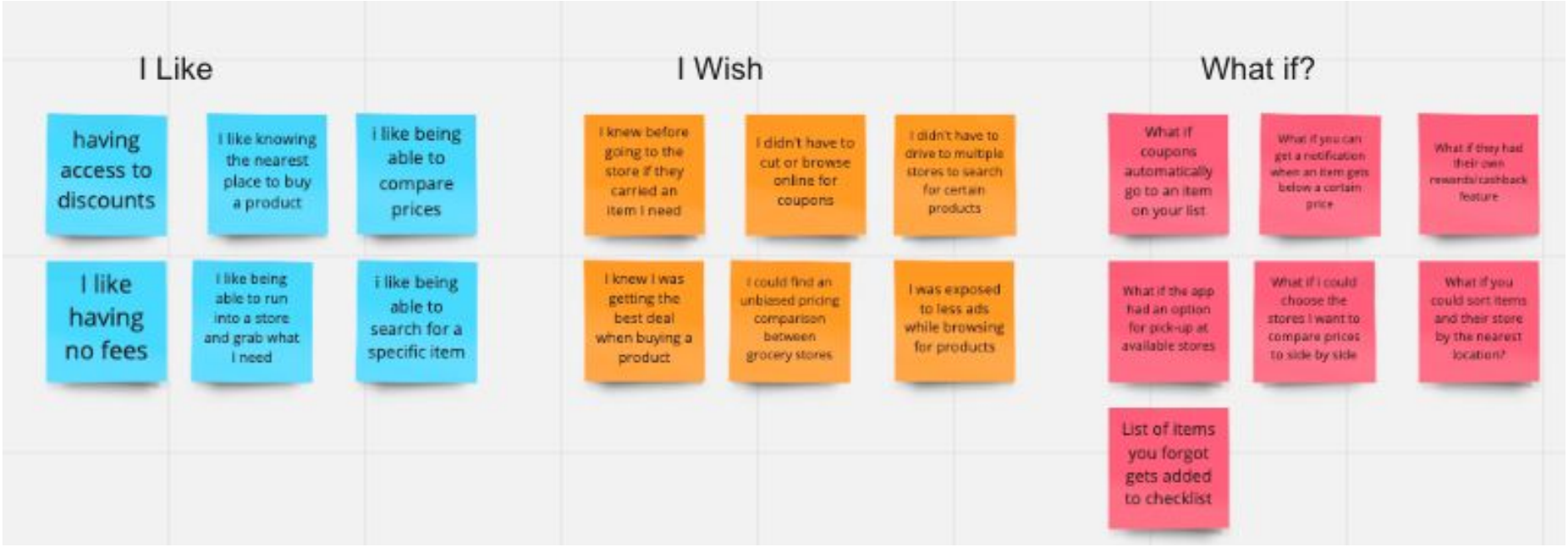
Definition & Ideation

User Insight and Problem Statement

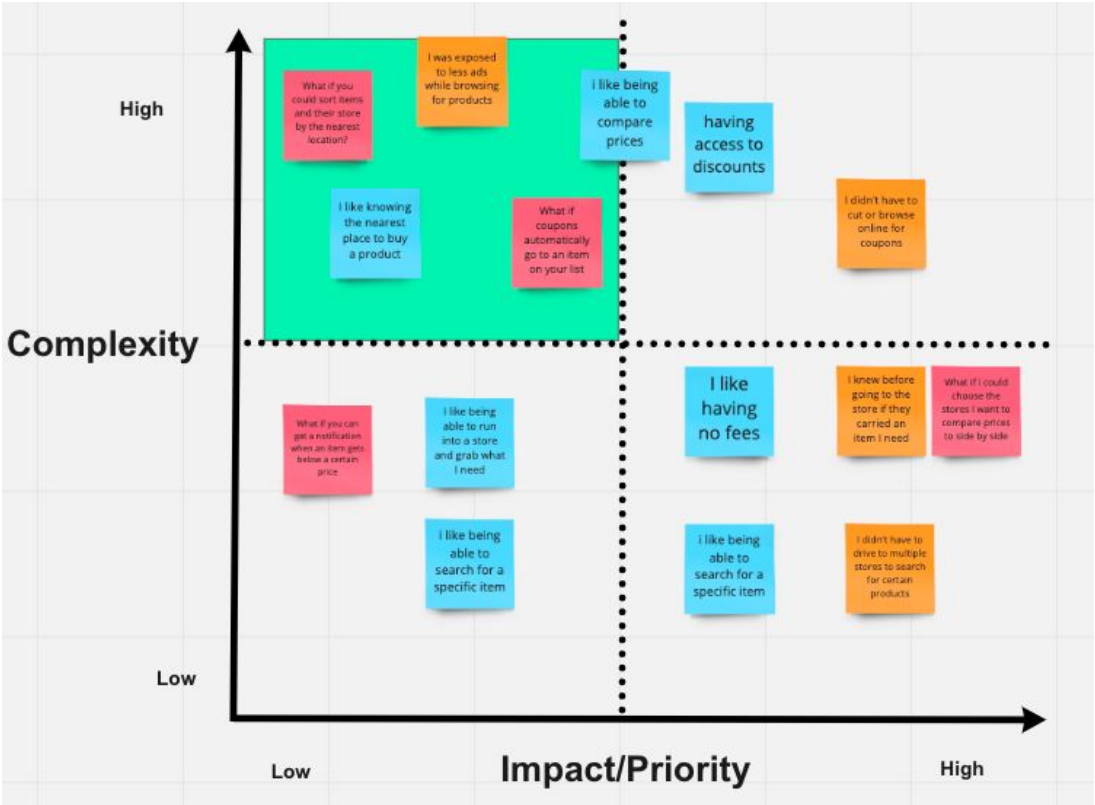
We believe that giving our users the means to find the best price for the items they want to purchase and tips around location and grocery store offers will help our users find the most affordable options and will help them save money and time while also encouraging them to use our app.

Snatched was designed to achieve fast, affordable, item pricing for grocery store shoppers on the go. We believe that our product will help our users find single items that they need and potentially give them promotional pricing. How might we improve on the go-shopping experiences so that our customers can successfully find the products they are looking for, save time, and also save money?

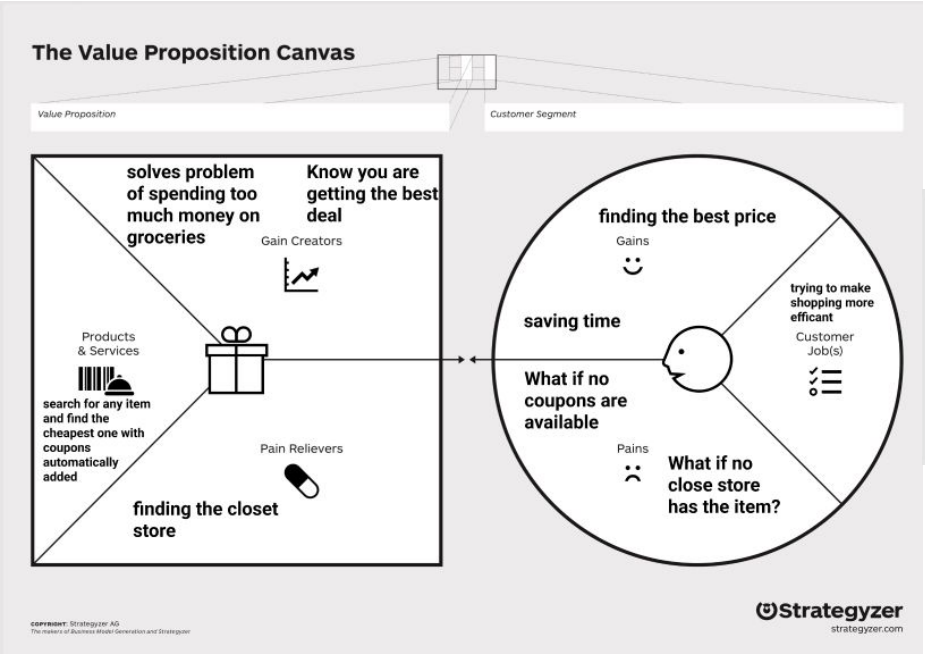
Ideation


I Like
having access to discounts
I like knowing the nearest place to buy a product
i like being able to compare prices
I like having no fees
i like being able to run into a store and grab what I need
i like being able to search for a specific item
I Wish
I knew before going to the store if they carried an item I need
I didn't have to cut or browse online for coupons
I didn't have to drive to multiple stores to search for certain products
I knew I was getting the best deal when buying a product
I could find an unbiased pricing comparison between grocery stores
I was exposed to less ads while browsing for products
What if?
What if coupons automatically go to an item on your list
What if you can get a notification when an item gets below a certain price
What if they had their own rewards/cashback feature
What if the app had an option for pick-up at available stores
What if I could choose the stores I want to compare prices to side by side
What if you could sort items and their store by the nearest location?
List of items you forgot gets added to checklist

Feature Prioritization Matrix



Value Proposition



My organization **[Snatched]** is developing **[a better way to shop]** to help **[the everyday shopper]** to solve **[the pain of trying to find the best price and closest location for a specific item]**.

We're better because **[we automatically apply any coupon you select in the app to your order]**.

We're believable because **[we continue to see people come back]**.

Storyboard

1. Robert dislikes grocery shopping

Robert Jackson dislikes grocery shopping but always forgets to buy enough produce to last two weeks. Because of this he often finds himself having to go to the grocery store and sometimes runs into issues finding everything he needs. He also knows that sometimes he isn't getting the best deal.

2. Robert hears about an on the go shopping app

Robert hears about Snatched from a friend and tries it out based on their recommendation. He knows that the last time he went to the grocery store he forgot to purchase several items, so he knows that eventually he will need to go to the store soon.

3. Downloads the app

Robert downloads the app when he runs out of avocados for his toast. Unfortunately he needs to go to the store but he doesn't know which of the nearest stores offer avacados at the best price. While browsing he sees that his local Trader Joe's has a coupon for his avocados.

4. Robert finds a nearby store on the app

Robert finds out that avacados are on sale at a nearby Trader Joes. He compares the avacado pricing with other nearby stores and sees that they are not offering similar deals. He also compares the distance to each of the stores and sees that the Trader Joes is within 5 miles of where he lives. Robert leaves to pick up his avacados.

5. Robert makes his purchase

Robert buys his avocados on sale at Trader Joes with a coupon that was on the app. The app also lets him know where in the store he can find produce.

6. Robert makes himself brunch

With his avacados in hand Robert makes avacado toast and enjoys his brunch. He is pleased with the app and is planning to use it again the next time he needs to run to the store for a single item.

User Journey Map

0

User Name

Robert Jackson

Age

30 Years

Occupation

Marketing Manager

Location

Madison, WI

User Motivations

Robert has a bachelor's degree in marketing, is single, and loves to go outside and go on walks with his dog.

1

UX Scenario

Robert hates spending way to much time at the grocery store. He likes to go to the closest store available and stick to a schdule when he is there. He wishes there was a better way he could use coupons to also save him time and money when making some last minute runs to the store.

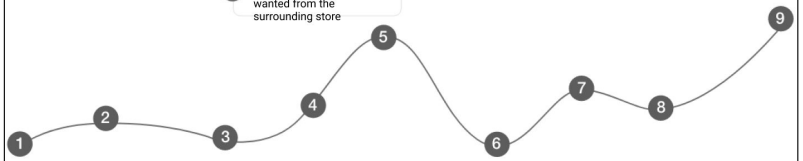
Goals

Robert would like to get better at using coupons so that he can be getting the best deals possible.

2

The Experience

1. Robert is frustrated about having to go grocery shopping after work
2. Robert hears about the Snatched app from a friend
3. Robert downloads Snatched app
4. He signs ups and is relived that there is a quick sign up option using Gmail
5. Robert starts browsing the app and looks at the items he wanted from the surrounding store
6. He then realizes he also out of avocados
7. While browsing the app he sees that avocados are on sale at his near by Trader Joe's
8. Robert makes his trip to Trader Joe's and purchases his avocados
9. Robert makes it home with his purchase and is able to make his avocado toast



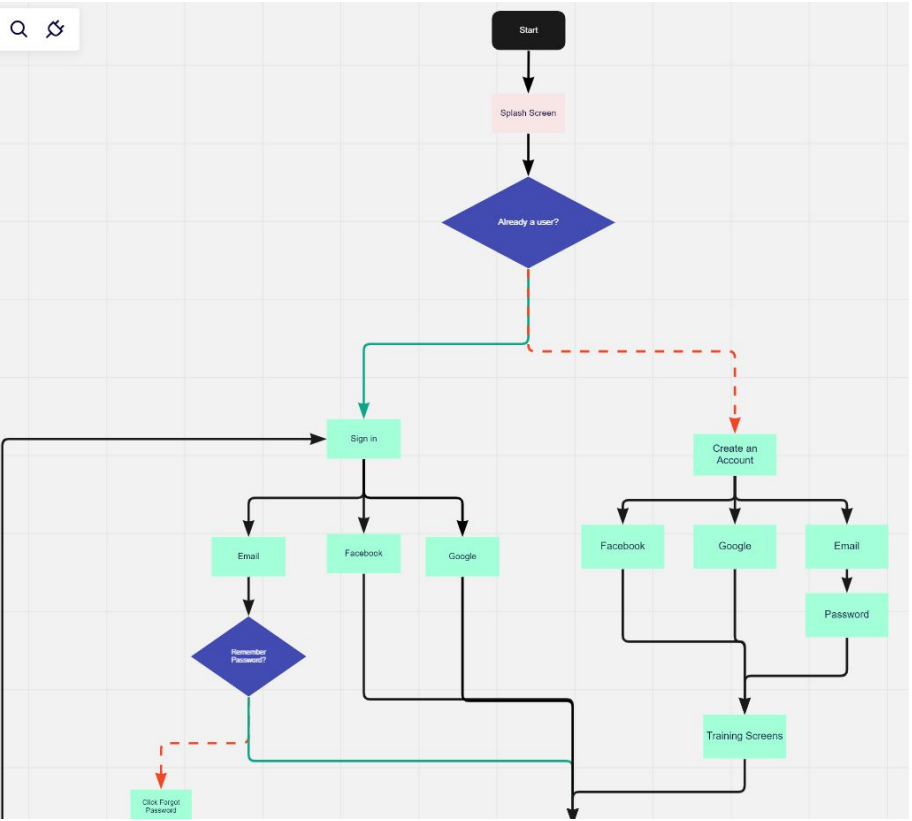
3

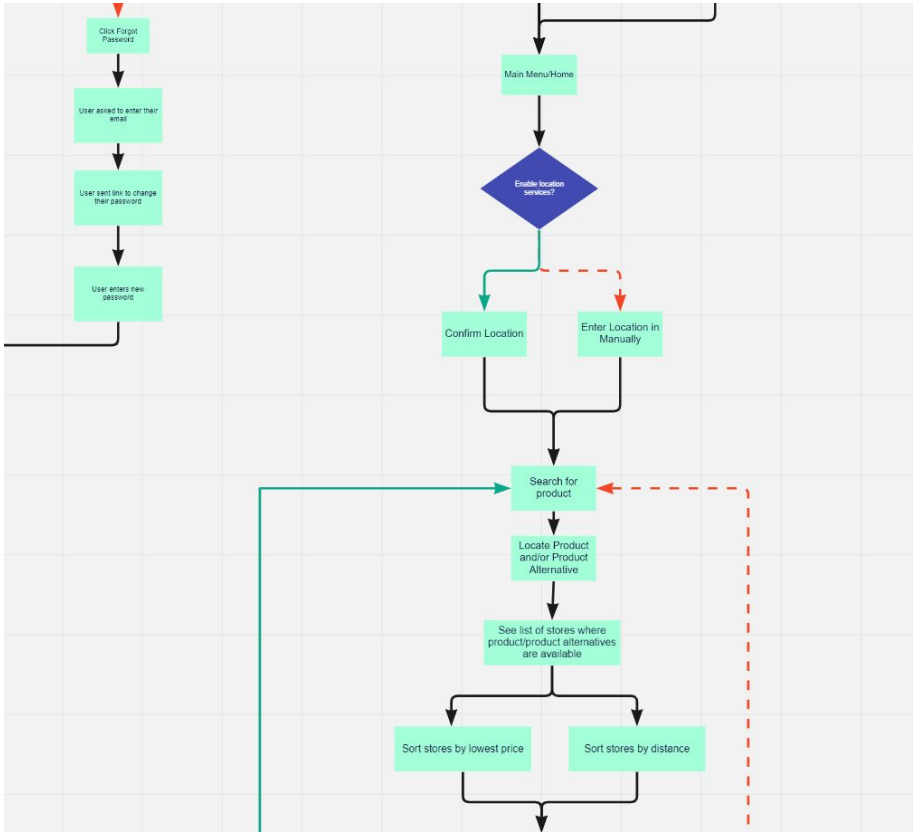
Opportunities

- Getting a coupon for a product before you go to the checkout counter.
- Knowing the exact distance and potentially a gas cost estimate to help him determine if one store location is better than another.
- Potentially keeping a list of items Robert forgot during his last run to the grocery store to help him out while he is in the store making his last minute purchase.
- Seeing a list of diferent brands that also offer similar/off brand products.

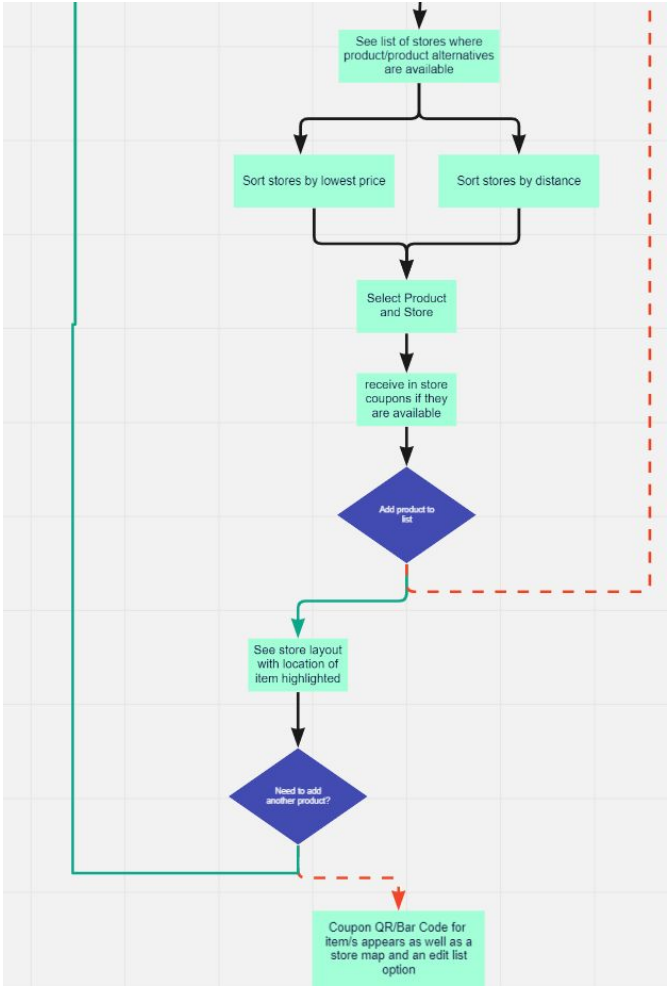
  Although these products might not be the same they might be more affordable substitutions to what he is looking for.
- Potentially having a store map which shows exactly where Robert might be able to find the item he is looking for.

User Flow


Start
Splash Screen
Already a user?
Sign in
Email
Facebook
Google
Remember Password?
Click Forgot Password
Create an Account
Facebook
Google
Email
Password
Training Screens


Click Forgot Password
User asked to enter their email
User sent link to change their password
User enters new password
Main Menu/Home
Enable location services?
Confirm Location
Enter Location in Manually
Search for product
Locate Product and/or Product Alternative
See list of stores where product/product alternatives are available
Sort stores by lowest price
Sort stores by distance

User Flow

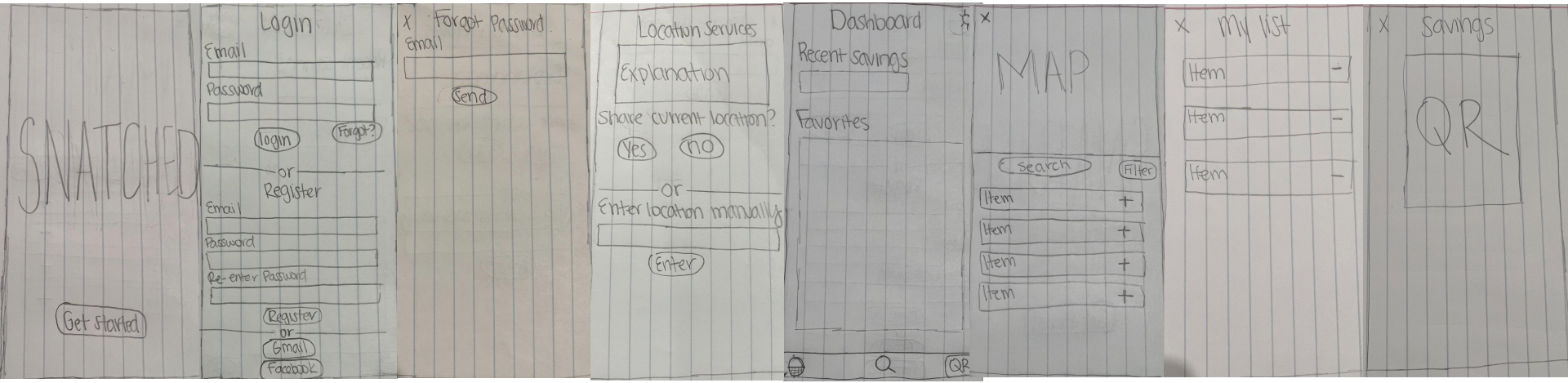

See list of stores where product/product alternatives are available
Sort stores by lowest price
Sort stores by distance
Select Product and Store
receive in store coupons if they are available
Add product to list
See store layout with location of item highlighted
Need to add another product?
Coupon QR/Bar Code for item/s appears as well as a store map and an edit list option

Prototyping

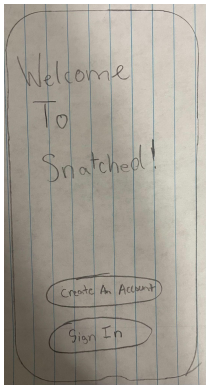
Competitor Analysis

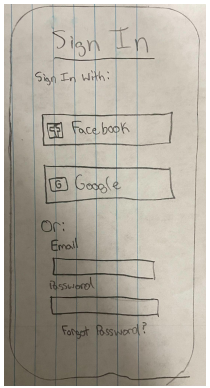
Onboarding Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews	General Notes	Questions/Notes to Team
DIRECT COMPETITORS							
Insta Cart	is an app that compares prices for groceries and also a food delivery service	automatically compare prices for items on your shopping list and tell you which store you should visit to get the best deal	also has a food delivery service, dont have to have memberships (Costco, Sam's)	can have delivery fees and pickup fees	Customer service is not the best, fees can add up. Refunds can take awhile to come back to you	allows you to compare prices on the app and then pickup or have you groceries delivery to you.	Can we avoid needing customer service if users are not buying the product directly from our app? We probably will not need to have any fees as the users are not buying the products directly through our
Basket https://basket.com/	Compares item pricing while also allowing user to create shopping lists.	Compare in store and online prices. Uses crowd-sourcing and real shoppers to share real-time prices on products.	Allows you to create a shopping list. Stores do update pricing.	Crowd-sourced, relies on app users to provide the pricing. Timing wise this might not be the best for a new app and it might not always be reliable.	Easy to use app interface with multiple price comparisons. Because many stores have their own brands pricing comparison between items can be difficult unless you look up what the product is.Wonderful customer privacy practices.	Meant for grocery store shopping for multple items. Can be used for a single item. Price sorting is not an option and some of the prices are outdated.	Can we have filter and sort criteria for the items users search for? How can we ensure that our data is current and accurate?
INDIRECT COMPETITORS							
ShopSavvy	scan items while shopping in order to see the price of that item online or at another store	Instantly see the best prices for any item that you scan	you can set up notifications to let you know if a product is on sale	you have to scan a physical item in order to use the app	Results are almost always large chain items with online pricing options only. Also has a lot of ads. Common complaint, does not show all options and shows very few instore options.	Scans item by barcode to let you know where else it is sold/where else you can buy it for potentially more affordable prices	Can we avoid having ads in out app? How do we avoid only having online items listed?
coupons.com	Browse through both printable and digital coupons, category specific differential, cashback offers	Printable coupon option	Wide variety of brands to choose from including store specific	Not able to compare prices of stores, no way to search for a specifc type of item,	Limit of coupons of two per phone number, need number verification to get more	No search feature, shows a bar at the top reflecting the amount of savings you potentially have as you clip coupons, able to choose from 51 stores	Can we have an option where a user can choose two stores specifically and price compare from those stores?

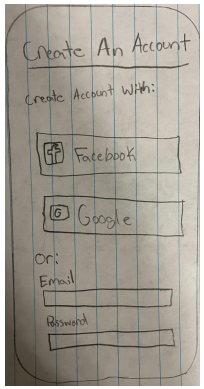
Sketches Steven

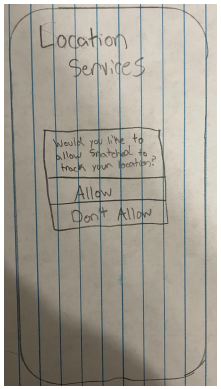


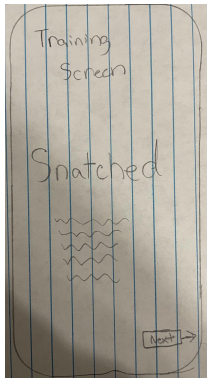
Sketches Thomas

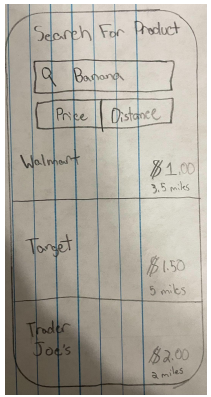


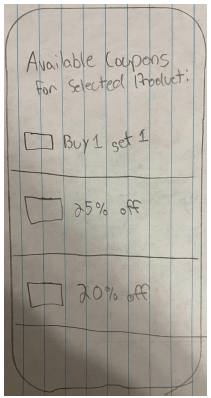


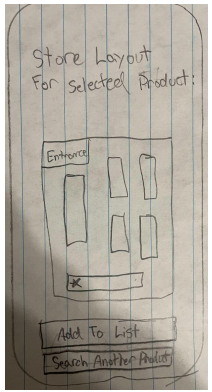


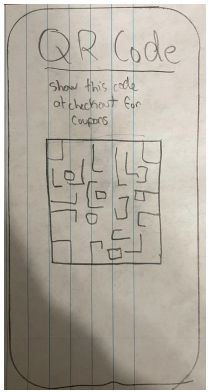




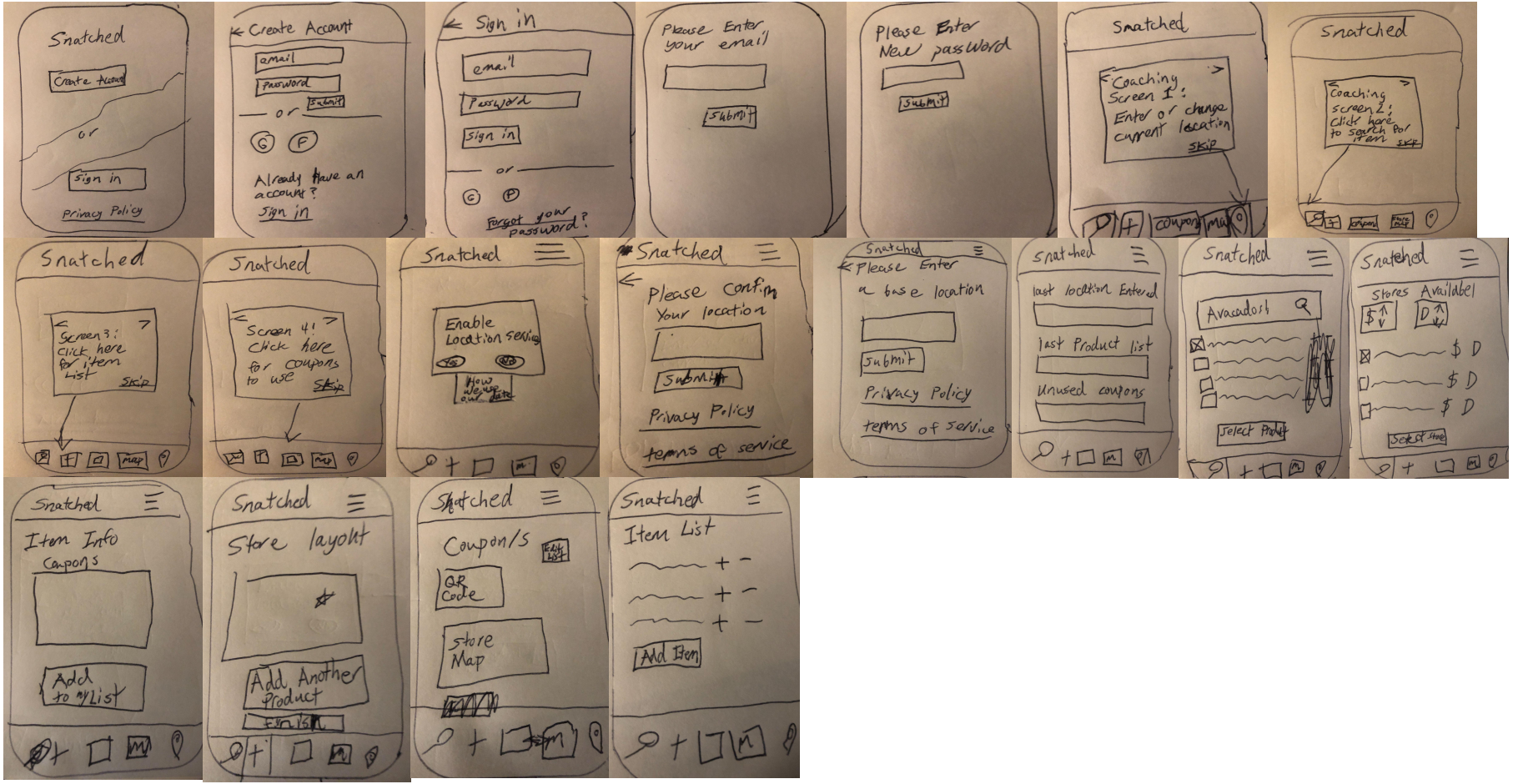








Sketches Sara



Testing and Iterating

Paper Prototypes

Steven's Prototype: https://invis.io/X612VXS8A54G

Sara's Prototype: https://invis.io/JB12VSFKR8A7#/468499722_1

Thomas' Prototype:
https://tmdevita.invisionapp.com/console/share/X6TFPRKUWZ9/934779293

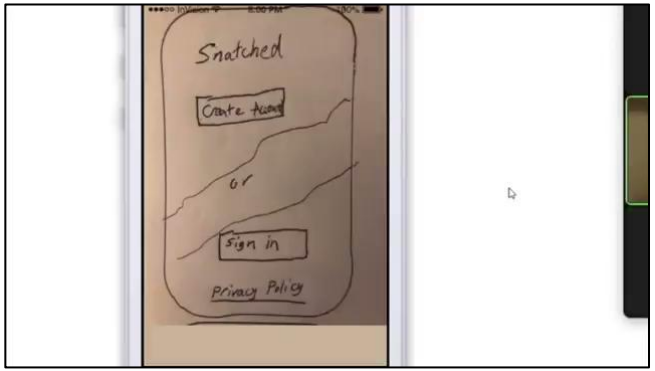
Testing Plan

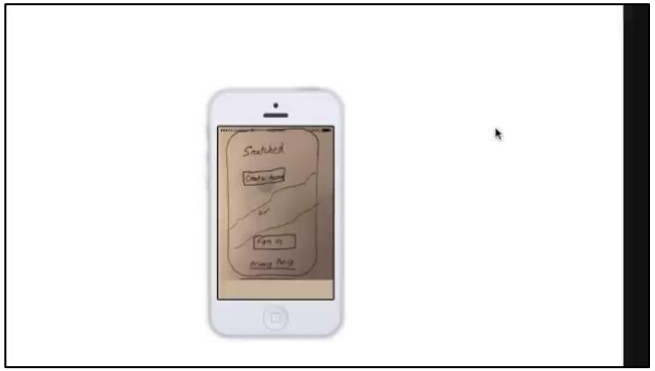
GOAL/OBJECTIVE:	Users are able to successfully complete all tasks and successfully navigate the app.
TASK 1:	
Research Question:	Can users successfully complete onboarding/signin?
Goal/Output:	User successfully creates and account
Assumptions:	All or most users will be able to create an account, however some may chose to skip onboarding.
Scenario/Steps:	1. User clicks create account using email, Google, or Facebook 2. User accesses the tutorial page/s
Success Criteria:	Users complete onboarding and set up an account.
Notes:	Users were successfully able to complete onboarding and sign in on all three of the apps.
TASK 2:	
Research Question:	Can users successfully update their location?
Goal/Output:	user successfully changes or updates their location
Assumptions:	Users might find this confusing and/or not want to give out their location information.
Scenario/Steps:	1. User clicks a button to update their location 2. User chooses to either have the app use their location data or picks to manually enter in their data.
Success Criteria:	User updates their location either by having the app use their location data or by manually entering in a location.
Notes:	Users were able to successfully update their locations on all of the apps. Simple interface is better, however some users might want the app to save their location.

Testing Plan

TASK 3:			
Research Question:	Can users successfully add a product to their list?		
Goal/Output:	Users are able to add a product to their list		
Assumptions:	Some users might be confused by this step as we will have a lot of options around filtering and manually adding a product to a list.		
Scenario/Steps:	1. Users figure out how to search for the item 2. Users click a button to add a product to their list 2. Users understand how the sorting works		
Success Criteria:	Product has been added to list		
Notes:	Users were able to add products on most of the prototypes. Sara's app had too many icons and was a bit confusing.		
TASK 4: Version 1		**TASK 4: Version 2**	
Research Question:	Can users see/access their coupons or see the store location?	Research Question:	Can users successfully see the store location?
Goal/Output:	Users can see or get a hold of their coupons or see a store location map	Goal/Output:	Users can see a store location map
Assumptions:	User has selected a product on the app	Assumptions:	User has selected a product on the app
Scenario/Steps:	1. Users are able to find coupons for the products they add to their list 2. Users are able to access their coupon's QR code if it is available	Scenario/Steps:	1. Users search for an item 2. Users add item 3. User is prompted to store map screen
Success Criteria:	User sees available coupons for selected product	Success Criteria:	User sees where the product is located in the store
Notes:	Some of the app it was hard to understand to location data vs the store map. Most likely because these were rough wireframes.	Notes:	Users were a bit confused by the store location being an image but our wireframs will help clarify this.

2 Recorded User Tests





Key Learning from User Test: Steven

- Onboarding process was straightforward
- Clean layout with easy accessible buttons
- Difficulty with know with what buttons mean, such as a basket meaning a list
- Training screens are important to have after sign-in process

Key Learning from User Test: Thomas

- Sign-in/create an account is self explanatory
- User was able to share location easily
- Add a page that shows all items on list
- Show map of the stores proximity
- Be able to add product to list before showing map of store
- Add menu to navigate better in the app

Key Learning from User Test: Sara

- App had too many icons and steps making it confusing
- Ran into issues differentiating the store map and the user location
- The onboarding experience was a bit long (5-training screens)
- The Google and Facebook buttons were messy and needed to become more clear
- The update location feature was too repetitive

Iterations Made Based on User Test

- Created a navigation menu on the bottom
- Added a hamburger menu in the top right
- Added option to log out
- Added a home page
- Added option to manually enter location by address
- Able to now see current list before searching for an item
- See exactly where your items will be in store

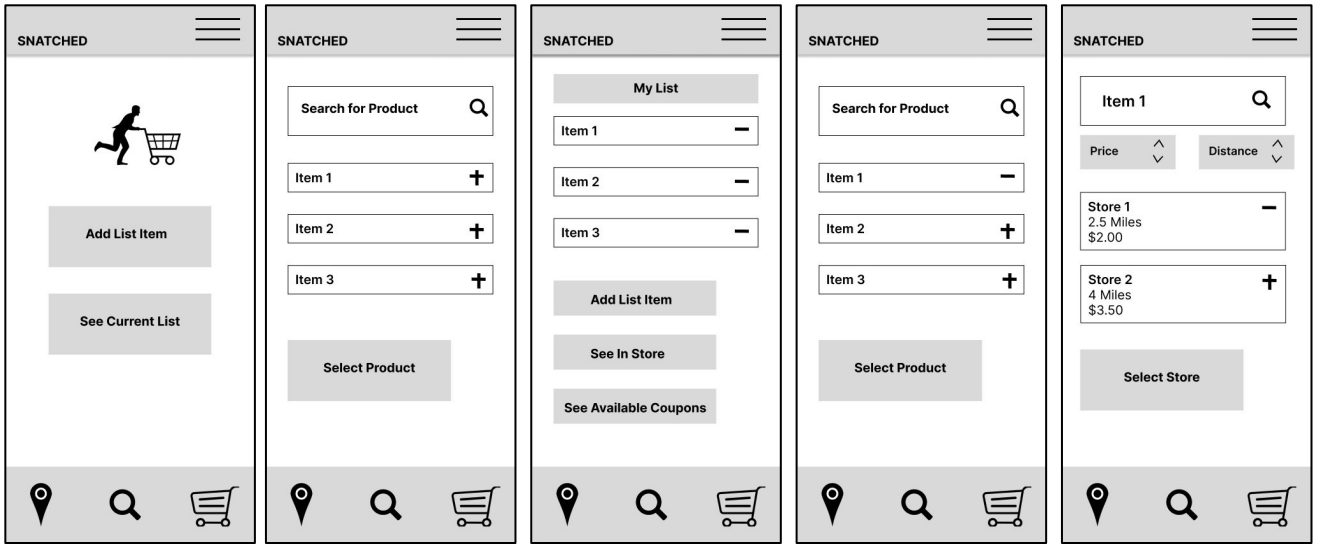
Wireframes & Prototype

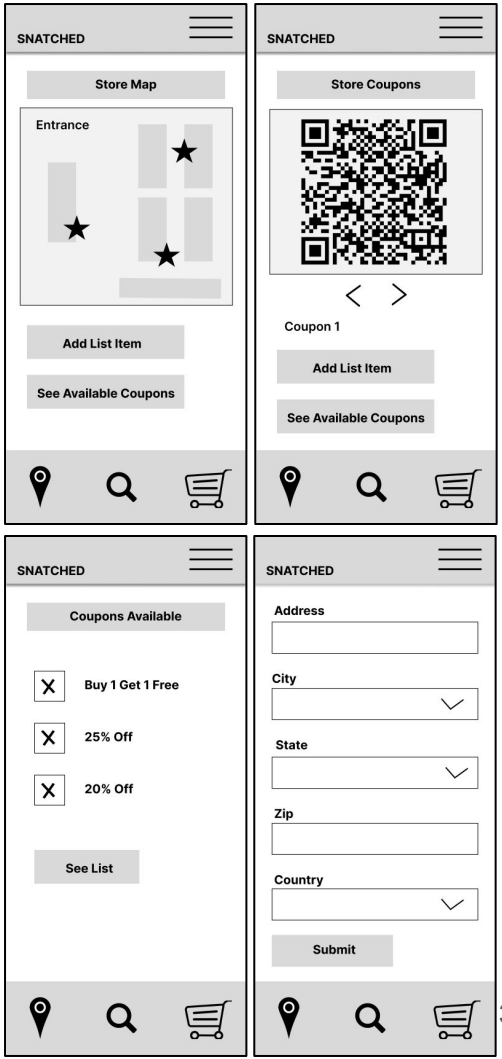
Digital Wireframes and Prototype

Onboarding and Training

Digital Wireframes and Prototype

Tasks and List Items





Final Thoughts / Conclusion

As a group, we learned a lot about the typical grocery store shoppers pains and gains when shopping. Through different interviews and surveys, we found that many people want to go to a store and be in and out as fast as possible, so we added those features to our app to make this happen. Finding the best price for an item at a grocery store closest to you is the goal we set out to achieve. We struggled early on deciding what items would be the basis for the app, whether it was just grocery store items or also electronics or appliances? In the future, we plan on adding a feature to view the stores by map or by list.