# Instashop User Research Report

# Background

Online grocery shopping in the recent years has dominated a large part of the grocery market. The forecast looks bright with online grocery sales set to surge and grab 20 percent of market by 2025.

By creating a cohesive online grocery shopping solution, Instashop will be better able to capture more of the market and serve a growing population of tech-only shoppers.

# Research Plan

- A master research plan was drafted to outline and lead the research on both the market, competitors and gathering data from the target market in regards to their behaviors, motivations and attitudes around online grocery shopping

- Users were interviewed 1:1 style. Due to project target market, all participants interviewed fell into the category young, busy professional living in metropolitan areas.

**Instashop** UX Research Plan
Author: Veronica Erick - UX Designer
Steakholders: Instashop Investment Team

Last Updated On:
February 11, 2017

**Background**
Modern day consumers increasingly turn to technology to solve many kinds of problems or to assist with daily responsibilities and tasks. Online grocery shopping in the recent years has dominated a large part of the grocery market. By creating a cohesive online grocery shopping solution, Instashop will be better able to capture more of the market and serve a growing population of tech-only shoppers. The purpose of this research is to identifying customer behaviors, attitudes and likes/dislikes around online grocery shopping.

**Research Questions**
1. Target Audience/demographic data - who are the online grocery shoppers? What is the market size?
2. What do consumers like about buying groceries? What do they dislike?
3. Why do users choose to online shop over in-person grocery shopping? What do they find most valuable about the online experience?
4. What are their biggest frustrations or most common issues that users feel they face with current online grocery shopping options?
4. At what steps during the online shopping process do they get stuck? What are the sources of customer loss or aversion?
5. What is most important to consumers in selecting a service? Are they most concerned with ease-of-use, saving money, saving time, or any other factors?
6. If they aren't current online grocery shoppers or no longer consider it an option: what would persuade them to give it a shot? Is there anything holding them back (inaccessible, l learning curve, don't feel safe with online checkout, etc)?

**Methodology**
1. Secondary research: use to determine what is known already and what new information is required to carry out additional research.
2. Surveys: to collect data to analyze to collect answers to the above research questions - would probe for answers to the above questions that weren't answered in secondary research. Include questions about frequency, companies used, etc. For quantitative: ask subjective questions about attitudes and feelings around online grocery shopping.
3. Interviews: discover pain points, likes, dislikes and common issues that consumers face when online grocery shopping. Gather sentiments about experiences and past successes and failures when it comes to this behavior.
4. Observation: observational note taking and contextual inquiry will allow me to gather data regarding consumers behaviors organically to uncover missing pieces of the process that weren't covered in interviews - cannot  solely rely on subjective information from consumers.

**Participants**
Any user of online grocery shopping products that have used the product at least once, as well as: young professionals, millennials, wealthy city dwellers, tech savy middle-age, non-car owners.

**Schedule**
Day 1: Secondary research
Day 2: Surveys
Day 3-4: Interviews
Day 5-6: Observation and field work
Day 7: Compile and analyze data

# Personas

- Persona's were created to narrow down potential Instashop users to assist in pinpointing goals, frustrations and needs around online grocery shopping.
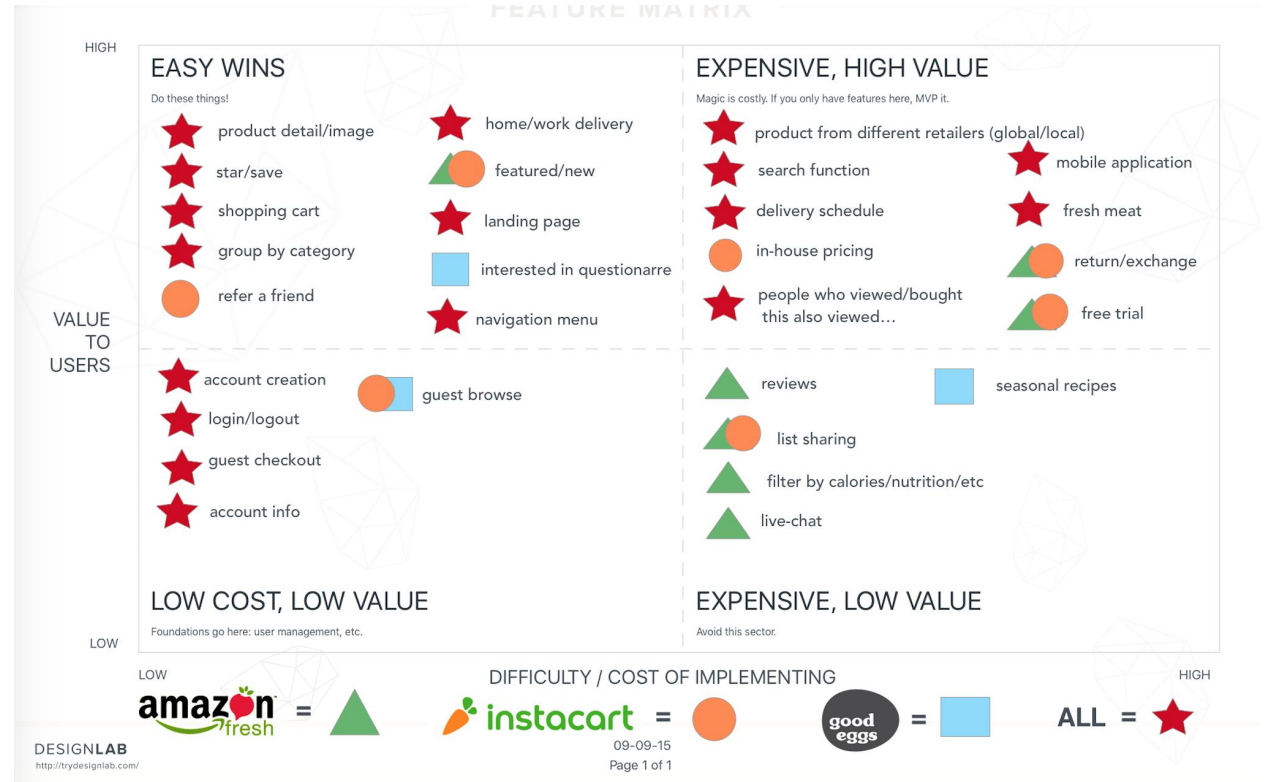
# Empathy Map

- An empathy map is used to compile information to build understanding the emotional state of our user(s).

- Building empathy around our users helps us to uncover surprises, contradictions and confirm attitudes and feelings of our users.

Modified **2/21/17**

EMPATHY MAP

## DOING
What does a typical day look like for your user?

- Wake up at 8, snoozes a few times before getting up. Checks email in bed.
- Gets up, showers, has coffee and rushes out of the door at 9am.
- Arrives at work, attends two client meetings and is at her desk working on projects.
- Goes to a late lunch/happy hour with her boss and discusses upcoming projects
- Thinks of going to Trader Joes but decides to snack on leftover catered lunch from yesterday.
- Stays at the office until 9, wraps up work and commutes home.
- Gets home, jumps on couch. Checks work emails and tasks and falls asleep.

## THINKING & FEELING
What are your user's hopes, dreams, or fears?
What is important to your user?

- Im so tired, should have gotten more sleep!
- Im going to be late for work, don't have anything quick to eat even though im starving - ill just have coffee
- I'm going to kill these client meetings, I hope my boss notices all the work i've put in
- I hope there is something healthy on this happy hour menu, I feel sort of 'yuck'…
- I have been working all day but feel like this is neverending.
- I am exhausted, but I should keep working on this project; if i can finish it tonight ill have a free afternoon tomorrow

## SEEING
What is your user's environment like?

- Computer screens, co workers, dogs and whiteboards.
- Reports, emails, post-it notes, social media - catches up on news and tech articles
- Loft-like office building, kitchen with lots of pastries and coffee machines.
- Burgers, nachoes and bar food on menu at happy hour

## HEARING
What influences your user?

- Great Job Erica! Keep it up. We heard about yesterdays meeting.
- Ads playing on spotify while listening to music.
- Coworkers commenting on bags under eyes
- Podcasts on the way to and from work

**Erica Sanders**

## PAINS
What obstacles or challenges does your user have?

- Getting enough sleep, feeling rested and like there's any time in the day for personal matters
- Desire to eat healthy, but lack of actions and willpower to set work aside to make this possible.
- Not knowing if she is being considered for a promotion, creates alot of tension. Works longer hours.

## GAINS
What does your user hope to achieve?
How might your user measure success?

- Being promoted, getting more autonomy and flexibility in schedule.
- Eating healthy to increase energy and overall health. Losing weight would be a great addition.
- Finding time in the evenings to watch TV, relax, read without needing to always be 'on'.
- Leaving weekends free to travel and rest to amp up for the upcoming week.
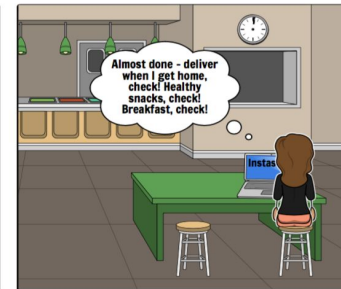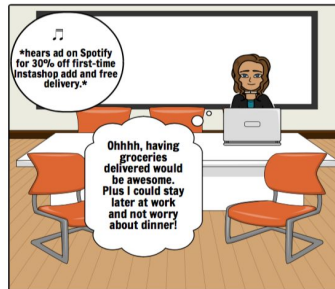
# Competitor Analysis

- Competitor analysis helps us to understand the features and capabilities of other providers within this market.

- Specifies which features are most important to be included in our application versus ones that are costly and add little value.



FEATURE MATRIX

HIGH

### EASY WINS
Do these things!

- product detail/image
- star/save
- shopping cart
- group by category
- refer a friend
- home/work delivery
- featured/new
- landing page
- interested in questionarre
- navigation menu

### EXPENSIVE, HIGH VALUE
Magic is costly. If you only have features here, MVP it.

- product from different retailers (global/local)
- search function
- delivery schedule
- in-house pricing
- people who viewed/bought this also viewed…
- mobile application
- fresh meat
- return/exchange
- free trial

VALUE TO USERS

- account creation
- login/logout
- guest checkout
- account info
- guest browse
- reviews
- list sharing
- filter by calories/nutrition/etc
- live-chat
- seasonal recipes

### LOW COST, LOW VALUE
Foundations go here: user management, etc.

### EXPENSIVE, LOW VALUE
Avoid this sector.

LOW

LOW          DIFFICULTY / COST OF IMPLEMENTING          HIGH

amazon fresh  =  ▲      instacart  =  ●      good eggs  =  ▢      ALL  =  ★
09-09-15
Page 1 of 1

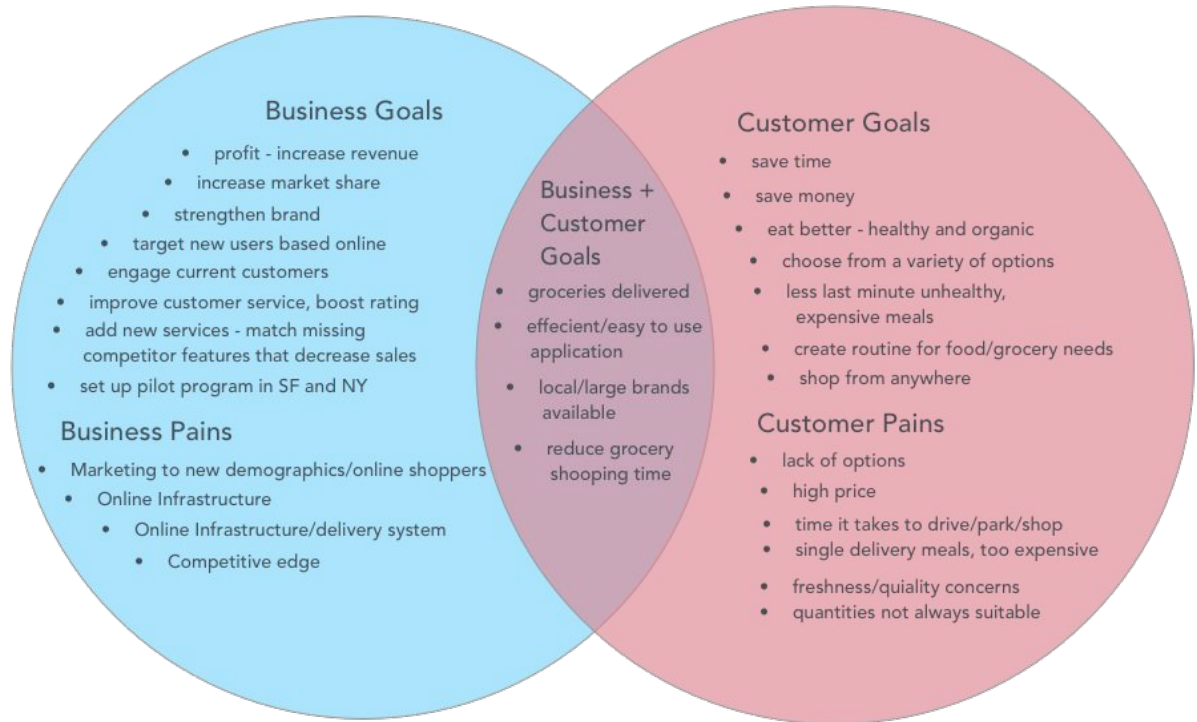DESIGN**LAB**
http://trydesignlab.com/

# Story Boarding

- Storyboards illustrate a typical day in the life of a user and how they might go about finding and shopping on Instashop. This helps us understand a typical user experience.

# Business Goals & User Needs

- Highlighting the business goals as well as the customer goals helps us keep the end goals in sight as well as identifying the overlap of these two areas



**Business Goals**
- profit - increase revenue
- increase market share
- strengthen brand
- target new users based online
- engage current customers
- improve customer service, boost rating
- add new services - match missing competitor features that decrease sales
- set up pilot program in SF and NY

**Business Pains**
- Marketing to new demographics/online shoppers
- Online Infrastructure
- Online Infrastructure/delivery system
- Competitive edge

**Business + Customer Goals**
- groceries delivered
- effecient/easy to use application
- local/large brands available
- reduce grocery shooping time

**Customer Goals**
- save time
- save money
- eat better - healthy and organic
- choose from a variety of options
- less last minute unhealthy, expensive meals
- create routine for food/grocery needs
- shop from anywhere

**Customer Pains**
- lack of options
- high price
- time it takes to drive/park/shop
- single delivery meals, too expensive
- freshness/quiality concerns
- quantities not always suitable

# Card Sorting Exercise

- Card sorting increases understanding of how users naturally organize and sort categories and information.

- The results formed our site map that is the starting point for the categories available to users.

**Shopper 1**

| Produce | Dairy | Deli | Canned Foods | Bakery | Produce | Baking | Coffee/Tea | Health foods | Sauces | Bulk | Snack | Pasta | Spice | Cereal | Supplements |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Romaine Lettuce | Soy yogurt | Boneless chick | Black beans | Baguette | Bananas | Cake mix | Oslo Coffee | Health life granol | Spaghetti sauce | Pecans | Lays chips | Whole wheat rav | Rosemary | Oats | Power bars |
| Strawberries | Chocolate almon | Smoked salmo | Peanut butter | Banana bread | Braeburn apples | | Decaf | | Medium salsa | Quinoa | Beef jerkey | | | | |
| Brussel sprouts | 2% milk | | | Rye bread | | | Green tea | | | | Multi grain tortilla chips | | | | |
| Ginger root | Salted butter | | | | | | | | | | Gluten free cookies | | | | |
| Avocados | Low fat yogurt | | | | | | | | | | Apple sauce | | | | |
| Broccoli | Organic eggs | | | | | | | | | | | | | | |
| Tangerines | Free range eggs | | | | | | | | | | | | | | |
| Lemons | Non-fat yogurt | | | | | | | | | | | | | | |
| Baby carrots | Soy milk | | | | | | | | | | | | | | |
| Garlic | Fat free milk | | | | | | | | | | | | | | |
| Spinach | | | | | | | | | | | | | | | |

**Shopper 2**

| Fruits | Veggies | Coffee/Baking | Grains/nuts | Canned/Sauces | Dairy | Baked | Snack | Spices | Meat |
|---|---|---|---|---|---|---|---|---|---|
| Bananas | Romaine lettuce | Oslo coffee | Pecans | Spaghetti sauce | Chocolate almon | Baguette | Lays | Rosemary | Boneless skinless chicken |
| Braeburn apples | Brussel sprouts | Decaf coffee | Whole wheat rav | Black beans | 2% milk | Banana bread | Beef jerkey | | Smoked salmon |
| Strawberries | Ginger root | Green tea | Oats | Peanut butter | Salted butter | Gluten free cooki | Multi-grain chips | | |
| Tangerines | Avocado | Cake mix | Quinoa | Apple sauce | Low fat yogurt | | Power bars | | |
| Lemons | Broccoli | | Healthy life grano | Medium Salsa | Eggs | | | | |
| | Baby carrots | | | | Free range eggs | | | | |
| | Garlic | | | | Non-fat yogurt | | | | |
| | Kale | | | | Soy Milk | | | | |
| | | | | | Fat free milk | | | | |

**Shopper 3**

| Produce | Bread | Drinks | Nuts | Dairy | Vegan/health | Meat | Snacks | Grains | Canned | Baking |
|---|---|---|---|---|---|---|---|---|---|---|
| Romaine lettuce | Baguette | Oslo coffee | Pecans | 2% milk | Chocolate almon | Boneless skinles | Lays | Whole wheat rav | Black beans | Cake mix |
| Braeburn apples | Banana bread | Decaf coffee | | Salted butter | Soy milk | | Beef jerkey | Oats | Apple sauce | |
| Strawberries | | Green tea | | Low fat yogurt | Gluten free cookies | | Multi-grain chips | | Spaghetti sauce | |
| Brussel sprouts | | | | Organic eggs | Healthy life granola | | Power bars | | | |
| Gingeroot | | | | Free range eggs | | | Peanut butter | | | |
| Avocados | | | | Non-fat yogurt | | | | | | |
| Tangerines | | | | Fat-free milk | | | | | | |
| Lemons | | | | | | | | | | |
| Baby carrots | | | | | | | | | | |
| Garlic | | | | | | | | | | |
| Spinach | | | | | | | | | | |
| Rosemary | | | | | | | | | | |

# User Flows & Site Map

1) User flows illustrate the potential paths or routes that a user would take to complete an action. Our user flow graphic shows a user completing a purchase and checking out after browsing products.

2) A site map shows the pages of Instashop and how they are related/connected. We are able to see pages, categories and overall architecture of Instashop.
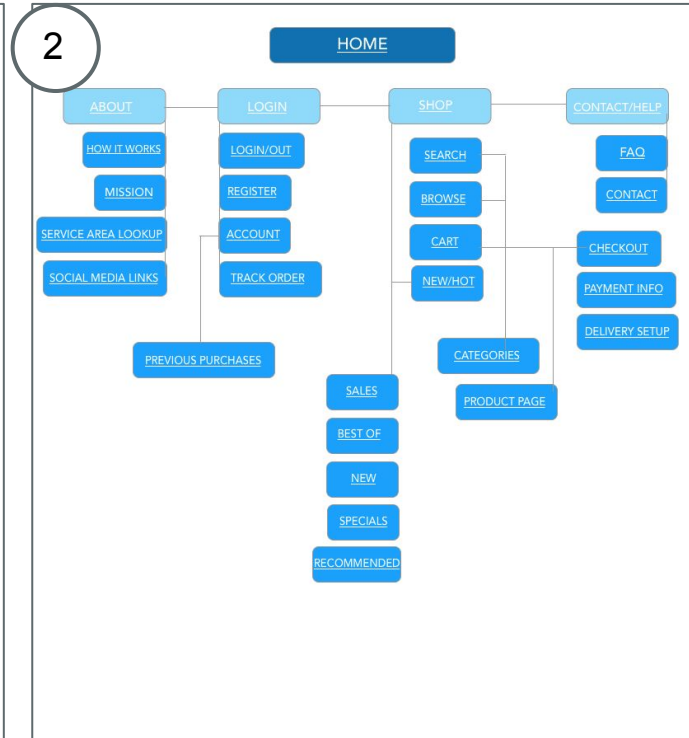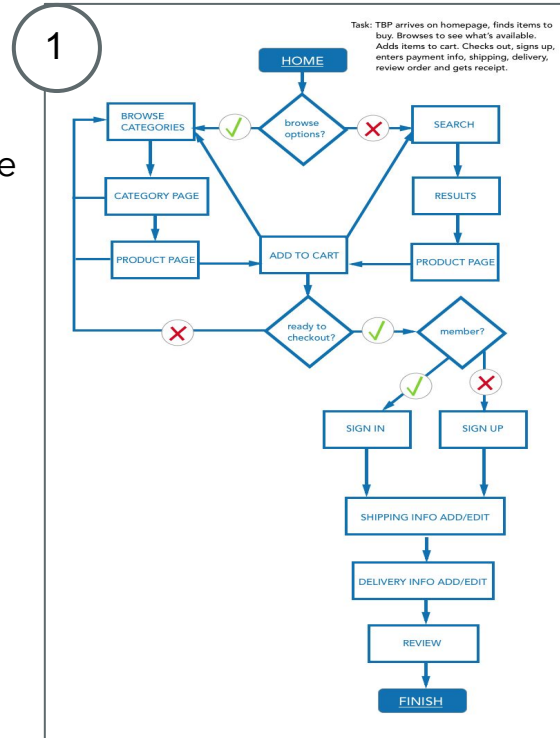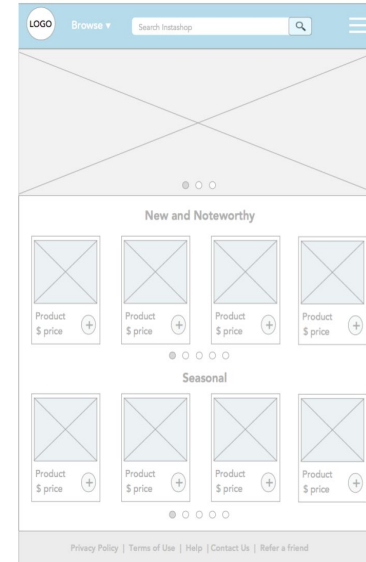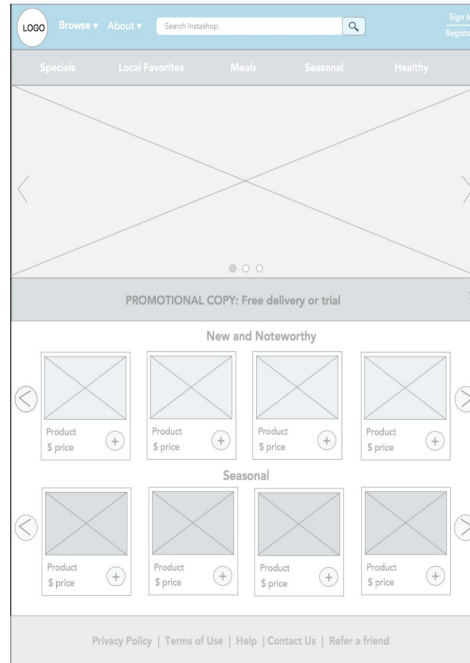
# Site Map + Wireframes

- Wireframes integrated with the site map show integral features and give us a plan of action for design as we move forward.
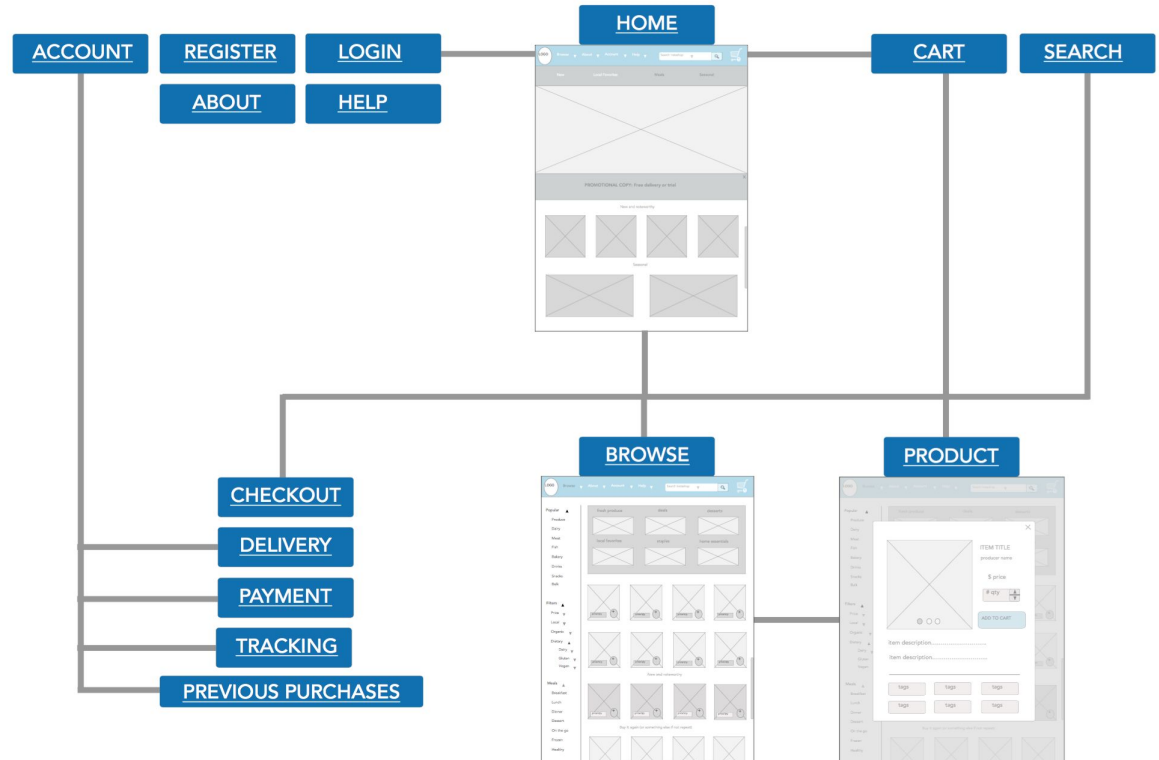
# Responsive Wireframes

- Desktop wireframes to show the different component layout depending on screen size of the users device.
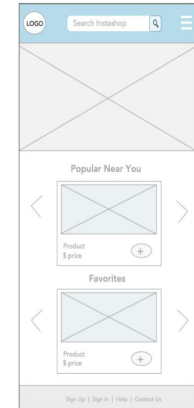
# Mobile Design

- Mobile design shows the variation on the types of ways users can interact with the shop and complete actions. Design patterns for forms and checkout out flows were taken into consideration.
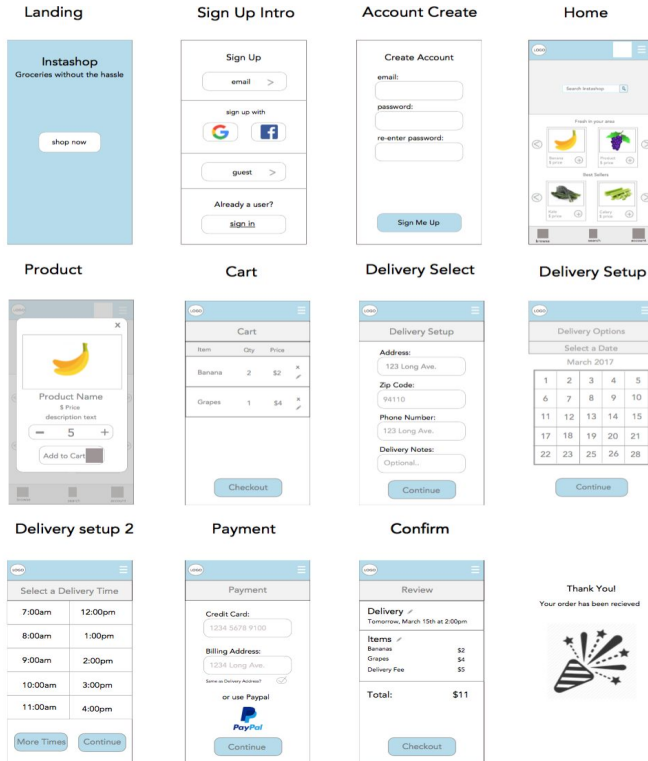
# Usability Test Plan

- To validate and test our design, a test plan was crafted to outline the goals and plan to ensure testing coverage of the prototypes is done successfully and to completion.

---

Instashop Usability Testing Plan

Test Objectives:
• See how the user interacts with the app:
• how are they navigating per screen?
• Can the easily find the calls to action per screen?
• Add a product to their cart?
• Find the checkout option?
• How many times do they attempt the navigate through something thats not the
• designated call to action?

Test Subject:
Test will be given to one participant via a laptop using the invision desktop app.

Test Methodology:
I will watch the participant walk through the app, without giving feedback or clues. I will reassure them that there is no 'right' way to go through this. Participant will be asked for feedback when the walkthrough is complete, having the app available for reference to any specific views or pages to discuss.

Participants:
I will gather 2 in person participants to complete the task separately as not to influence behavior. They will be computer literate and familiar with mobile applications. Additionally I will through Slack ask others to complete a test and collect the results.

Recruiting Plan:
I will use two participants who are similar enough to some of the personas from the previous exercises and that have availability to complete the walkthrough and time for follow up questioning. Going past non-in person testing, there were be a sheet with instructions along with the public link to the app on invision.

Script Procedure:
Welcome to participant - thank them for taking the time to help me with this. Small talk, build rapport. Explain the project and necessity for validation through testing. Describe Instashop and its goals and services. Make sure they understand this isn't a typical "test", that there is no

correct way to do this to ensure they walk through it with no added pressure to do anything a certain way or they way they think they should do it. Follow up with questions that asses their experience and any issues they faced, as well as going over points of confusion. Ask about what they think would improve their experience.

Tasks, Errands:
• Enter through the landing screen
• Sign up through Facebook, Gmail or email
• Add a product to their cart
• View cart
• Checkout
• Set up delivery time

Test Goals:
Seeing how the user navigates through the designated path
If they are able to complete all of the designated errands
If not, how many were they able to complete successfully
Does the user feel the UI is easy to understand without previous training on the product
Can the user articulate what they find confusing

Task Completion rate:
100% - users able to complete assigned task: sign up, add an item to cart, checkout and complete the delivery setup, payment setup and confirm.

Error Free Rate:
80% - two users got confused when after adding an item to cart by being navigated to the cart screen. They wanted to add more to the cart or keep browsing and I had forgot to add a back button from the cart view. Next iteration will change the direction from add to cart -> cart to add to cart -> home.
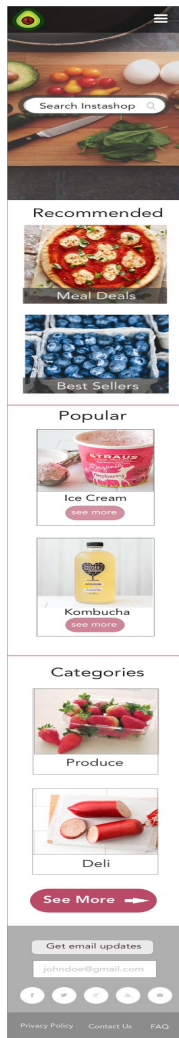
# **Affinity Map**

- An affinity map highlights the successes of users as they take the usability tests, the errors that took place while interacting with the interface as listing changes to be made to the interface after testing has been done.
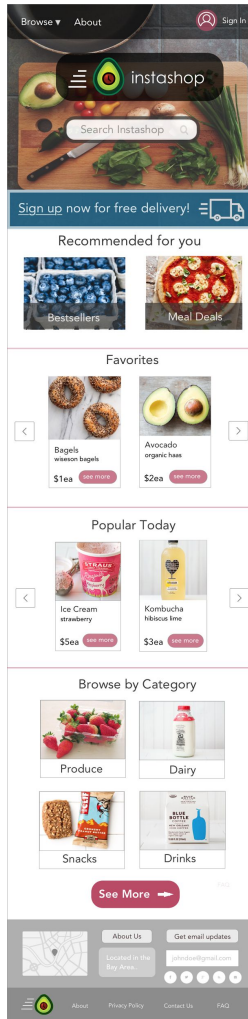
**Successes**

Adding items to cart had a 100% success rate

Comments that the calls to actions were clear

Payment form, confirm form were clear and navigated with ease

**Errors**

Users unable to get back to browse home after only one item added to cart

Missing option to add more than 1 qty per item on some items confused users

Forms unfilled had users clicking each form item, need to be pre filled in

**Changes**

Make getting back to browsing screen an option from all other screens

Forms should be completed for the user to clarify user flow for tasks

Add more options to get back to cart from the browse section

Fix headers to avoid cutoff

- Mobile

- Midsize

- Large