# Background questions

## Personal questions

**Gender and age:**  Man, 42 years old
**Occupation:** Design engineer
**Where do you live:** Coventry
**How do you access the internet?** Mostly from my phone, sometimes from my computer
     **At home, at work or elsewhere?** At home and at work
**Do you have a broadband?** Yes
**Do you have apps installed on your smart phone?** Yes
     **What kind of Apps?** Social networks, Mail, App for purchasing musical instruments, software to communicate with others, software to play music, online shopping apps.

## Grocery shopping online

**Have you ever done shopping online? What kind of shopping online you usually do?**
I usually but personal items, grocery items, Amazon, everything you can find on the web.

**What is your main reason to buy groceries online?**
I started during the pandemic as I didn't want to go out and meeting with other people. It then became an habit, since it is useful when you have kids and you don't have to go out to do shopping.

**Where do you usually like to perform this task?**
Usually at home with my smart phone or laptop.

**Which grocery shopping online company have you used in the past?**
I used Tesco, Sainsbury's and recently Fresh from Amazon.

**Describe the last time you did grocery shopping online.**
A few weeks ago I used Fresh from Amazon. I was on Amazon to purchase very last minute flowers as a present and it brought me to their platform called Fresh, connected to other websites like Tesco, Sainsbury's... There was a threshold over which I could have had free delivery, therefore I started browsing for basic fresh items to reach the required amount.

**Did you complete the task that day?**
Yes, as I needed the flowers asap.

**How much time did you spend to complete the task?**
Since it was my first purchase on that Amazon part called Fresh, it took me sometime. I needed to keep an eye on the amount I was reaching, my objective was to achieve the free delivery.

It wasn't easy as I had the impression that I was not saving money. There were just a limited number of items available and I think that I could have saved money if I would have bought them using Sainsbury's or any other app.

**Is time important when doing grocery shopping online?**
It is when this is your last resort, when you realize you went out of milk or other basic items. Usually you want to complete this task as soon as possible, receive the item at home as soon as possible and spend as little as possible.

**What kinds of items you usually buy?**
Breakfast stuff, eggs, ham, fish, frozen items.

**Do you like to buy the same sort of items or try new things?**
While browsing, I keep an eye on the items that are similar to the ones I usually buy. I am usually quite conservative in my choices. I prefer items that I have always liked. When I find something similar to items I used to buy in the past, but are not available anymore, I put them in the cart.

**Have you ever used the Favourite page while doing shopping online (in general)?**
Since Amazon remembers my orders, I like to browse from there to find the items I purchased in the past and I liked.
Sometimes, while browsing, Amazon highlights the items I have already purchased in the past into the result page. At times it comments with the day of the purchasing and I find it useful.
For example, when I buy coffee and I purchase the same brand but a different flavour, knowing the item I purchased more recently help me understand if that was the item I liked most.

**Have you ever used the Favourite page while doing grocery shopping online?**
No

**Do you have any worries or concerns while doing grocery shopping online?**
Yes, they are related to the freshness of the items. In a shop I always do comparison between items and I can pick up the more fresh option, I can choose the ripeness and the size of fruits and vegetables. In the shop I can compare on the base of the expire date too. But when I do shopping online I don't have choice, somebody has done this choice for me.

**Overall, how do you find the experience of grocery shopping online?**
It is ok, mostly because the shops allows me to refuse the items I am not happy with, especially when there are substitution that aren't aligned with the items I purchased.

**Is there anything you would do differently next time?**
Maybe I could use the Favourite page more, as I realize that if I search for "tomatoes" it can give me different results as fresh tomatoes, canned tomatoes, tomatoes in bottle, while in favourites I could save the kind of tomatoes I like to buy.

## Sainsbury's App

### HOMEPAGE

**Can you go to the Favourites page please?**

🟢 User taps on the Favourites box in the middle/top of the screen.

### FAVOURITES PAGE

**What do you see on this page?**

User notices that each listing has a picture, a description, the +/- icon to add the item into the cart and the heart that confirms it is one of the favourites items.

04.30 🔵 He notices the list doesn't follow an order so he assumes they are sorted from the most recent to the least recent purchase, or by the most frequently purchased first.

**Can you please put in the basket some lemons browsing from the Favourites page?**

05.25 🔵 User would like to try the "Sort by" feature. He expect this will lead to a few choices like: by alphabetical order, by price, by department.
*To find lemons, I would "Sort by department," then I would look into the vegetable or fruits department.*

07.10 🔵 User notices the search box and decides to search for lemons from there. He doesn't notice that software put him out of the favourites page.

🟢 He notices the heart icon close to one item in the results list, so he is sure that it belongs to the favourites list.

🟢 The arrows on the top left leads him successfully to the Favourites page.

**Without using the search box, is there a way to find the mince meat from the Favourites page?**

08.50 User would like to try the Filter option. He expect this will help him to narrow down the options. User expects he is going to find departments.

🔵 *If I am looking for mince meat, I would filter for Meat Department.*

🔴 User is surprised to find Sainsbury's Home into the Filter by brand, as this is a grocery app.

10.10 🔴 User is confused by the category Dietary as the words under this don't share a common pattern.

🔴 *I can't find mince meat using Filters for sure. It doesn't help me.*

10.53 🔵 *Being a filter I would have expected something like: Vegetables, Meat, Fish, Beauty, Toys, Cereals.*
User decides to try the "Sort by" option, he is then surprised to see just a few options, then he decides to select Categories. The list of items now shows names of the Categories.

🔴 *Now there are Categories, but in reality there is one item for each Category so it doesn't help.*

12.25 🔴 *Also the Categories don't make much sense to me, as many are similar but with different extension.*

🔴 *I need to scroll through a infinite list of items to find the mince meat.*

🔵 User expects that filters are changed now that items are sorted by categories.

**Behaviour / Mental model / Positive interactions / Pain points**

**14.05** 🔵 User has a try with a number of filters, then he select the "Keep refrigerated"one.
He now can see only items that need to be kept into the fridge but he is disappointed with not finding mince meat just after the ham (as he thinks they should be in the same department).
He decides to clear all the filters.

🔴 *Filters don't help me at all.*

**14.50** **Can you please look for cereals within the Favourites page?**

**15.20** 🔵 User decides to go to filters and select the brands he likes, like Kellogg's. As he can't find Kellogg's quickly, he says that the list of brands should be in alphabetical order. Since they aren't, he needs to read each brand in the list. He is surprised to not find Nestle' into the list.

**15.50** 🔴 *When I go to the shop, into the Cereals aisle, I am sure I can find Kellogg's, Nestle', Sainsbury's and lots of other brands.*

**How would you find items that are currently discounted?**

**17.30** User applies the filter Offers, than he notices that all the item in the list have the price in red colour.

🔴 He notices the inconsistency in the descriptions of the items currently discounted.
Some items have a comment like: Save 20p, it was £1 now it is 80p.
Other items have a comment like: Only 80p, save 20p.

# Asda App

## HOMEPAGE

● ● User is surprised to see that the top of the page says *Hi*, instead of *Hi Adele*. He is not sure if I was successfully logged in.

**Can you go to the Favourites page please?**

23.45 ● User can't find easily where is the Favourites button.

## FAVOURITES PAGE

**What do you see on this page?**

24.00 ● User notices the 2 tabs, Product and Recipes. He thinks that Recipes is to narrow down the list of items to built a defined recipe.

24.40 ● User reads the message on the top of page (Something missing?) He comments he doesn't see the relevance of this message.
User notices that items in the listed are already sorted by Categories/Departments.

● *This is already a more pleasant experience as I was struggling before -with the Sainsbury's app- as there was no order for the item in the list.*

**Can you please put in the basket some bread from the Favourite page?**

25.40 ● User scrolls down, saying *I expect to find a "bread" category.*

● User finds the bread under the Bakery category.

**Can you please put in the basket some eggs from the Favourite page?**
*I know where to find eggs in the shop but I don't know the name of their categories here.*

● User wants to use the search box at the top of the page, but he is not sure if is going to be led out of the Favourites page.

28.50 ● After typing Eggs, software gives a list of results. Each listing has a small picture and only a partial description that doesn't help the user to identify the item currently into Favourites.

**Can you please put in the basket some frozen salmon from the Favourite page?**
User wants to try the Refine button. He thinks it is something to filter or to sort out the items.

● User is happy to find the Departments.

31.30 ● *I think I can do this task with this App.*
*I don't know if "Fish and Seafood" includes both fresh and frozen items. So I would select the "Frozen" option too.*
User can't select more than one option at a time.

32.45 ● *This is something I wouldn't expect, I would like to be able to select a couple of options.*
*For example, If I was here just to buy milk, butter and fish, I would have selected the Diary and the Fish option together.*

<span style="color:magenta">**Behaviour**</span> / <span style="color:blue">**Mental model**</span> / <span style="color:green">**Positive interactions**</span> / <span style="color:red">**Pain points**</span>

🟢 **Can you please put in the basket some cereals and carrots?**
User selects the relative Departments, once a time, and successfully completes the tasks.

**How would you find items that are currently discounted?**
36.20 🔴 *I don't think I can find discounted items using Refine.*

# Conclusions

**Overall what do you think of this experience?**

36.45 🔴 Sainsbury's app was not user friendly. I found it very confusing . It was difficult to find the categories of the items. There was a repetition of the same categories and this was making my research more difficult, so I ended up not using them. They were not useful at all.

37.50 The Asda app looked much more user friendly, but I couldn't find a way to search for discounted items into the Favourites page.

39.30 **Was there anything that you particularly liked or disliked about the process?**
🟢 I liked Asda most, especially the fact that items into Favourites were organized by categories.
🟢 Filters had a sense to me, compared to the ones on Sainsbury's.

**There was anything you expected to see but you didn't?**
39.40 🔵 On the Sainsbury's app I expected to see categories that had a sense.

**There was anything you were surprised to see?**
🔴 On the Asda app I was surprised to not see the favourites icon close to the items in the result page.

**I want to tell the last thing, since you don't usually use the Favourites page on the groceries app. The reason why the list of the items into Favourites is so long, is because each time I buy an item (even if it is for the first time, it is a present for somebody else, etc.) that item goes straight into the Favourites lists.**

41.30 🔵 I though that you put the heart on each item into the Favourites.
This is not how it should work. Your favourites should be YOUR favourites.

**Behaviour** / **Mental model** / **Positive interactions** / **Pain points**