

Background questions

Before we start using the apps, I'd just like to ask you some simple background questions.

Personal questions

Gender and age: Woman, 27 years old

Occupation: Engineer

Where do you live? Coventry

How do you access the internet?

Home? Work? Phone? Home, through phone and laptop

Do you own a laptop or desktop? Laptop

Do you have broadband? Yes

Do you use website/apps on your laptop/smartphone? Yes

What sort of website/apps do you use? Online shopping apps (fashion), grocery shopping app, Cashback app

Grocery shopping online

Have you ever done shopping online? What kind of shopping online you usually do?

Yes, I usually do shopping online for buying clothes or groceries

Specifically, have you ever done grocery shopping online?

I started buying groceries online since the beginning of the pandemic. At that time Tesco was the only one that had slots available to me. At the beginning I was not sure about the service: would they pick the fresh food for me? Would the bread arrive to me smashed? But I found that the food selected for me was better than the one I can pick by myself in the shop.

What is usually the main reason for doing grocery shopping online?

The delivery at home, especially because I don't own a car. Better visibility of offers and easier to apply vouchers/rewards.

Where and how do you usually perform this task? At home, in the office or elsewhere?

At home, usually while sitting on the sofa.

Do you use your mobile phone or your computer?

Only my mobile phone. Sometimes I talk with my mum at the phone while doing shopping online.

Which grocery shopping online company have you used in the past? Any preferred websites/apps?

I use mainly Tesco and I prefer it over the other. For example in case the item I selected is missing, they send me an alternative with a matched price. If the alternative is more expensive, the price will be reduced as the item I intended to buy, but if it is cheaper I will charge me the cheaper price. I trust Tesco, it is my favourite.

Describe the last time you did grocery shopping online.

Last time I used Iceland. It was a couple of weeks ago and I needed some basic items like potatoes, onions, etc. But they are heavy so I decided to buy them online.

Did you completed the task that day? Yes

How much time did you spend to complete the task?

In total, only for the shopping, it took me half an hour. But I think, since the delivery slot selected is reserved for one hour before proceeding with the payment, it took me one hour to complete the task. In the meantime I was at the phone with my mum and I was also trying to remember, and checking with her, what else I needed to put into the trolley.

Is time important for you while doing grocery shopping online? No

Do you usually buy same sort of items? Or try new things?

I usually buy always the same products. But I do not use the Favourites option, as I like to check if they have any new option or better offer for the item I need to purchase than the option I usually buy.

Have you ever used the “favourite items” page while shopping online (in general)?

With the fashion app yes. Usually I save my favourite clothes when my size is not available at the time, or if I want to return to it later on, especially the sales season.

Have you ever used the “favourite items” page while shopping online (while doing grocery shopping)?

No, never. But I find useful that at check-out Tesco flashes some of the products you are not buying this time, but you bought previous orders.

Have you ever had items in the basket but you completed the purchase in a second moment?

Yes, when delivery slot are not available at that time, I may return back (hours or days later) to check if new delivery slot have become available to me.

Do you have any particular worries or concerns when doing grocery shopping online? Now no

Overall, how do you find the experience of grocery shopping online? It is ok. I prefer buying online than in store. Better visibility of range of products and offers.

Is there anything you would do differently the next time? No

Sainsbury's App

HOME PAGE

Can you go to the Favourites page please?

- 16.55 ● User is confused to see the "Favourites" word two times in the homepage. She taps on the bottom one but nothing happens.

FAVOURITES PAGE

What do you see on this page?

- User is happy to find a list of items, she likes that each item features the price and a button to add it directly into the basket.

She says that images are excessively big.

Can you please put in the basket some (e.g.) lemons, browsing from the Favourites page?

User quickly notice that products are not grouped into categories.

- *"Should I scroll down the list of 191 items to find lemons?"*
- *"If I have to scroll down, why pictures are so big? They could have been smaller, maybe a grid of pictures, or maybe put in a way that I could zoom out and see many items in the same screen."*
- *"This is the reason why I don't see the utility of the favourite page."*

- 19.11 ● User tries the Search box on the top of the page to see if this can help to find product within the Favourites page.

- ● She is disappointed to ascertain that the Search box look up into the whole website, so she comments that it is not useful.

- *"I don't think I am able to find lemons within the Favourites page."*

Can you please put in the basket some (e.g.) salmon, this time browsing only from the Favourites page?

- 21.21 ● User tries the "Sort by" option and then chooses "Categories". She comments she was expecting to see a list a categories, but software leads her directly to the previous page.

● *"I see that items have been sorted into categories, and the situation is even worse, as there is a big title on each item that take so much space."*

21.50 ● User is confused, as she doesn't understand why there is a category called "Diary, eggs & chilled" and then a subcategory "Vegetarian, vegan& diary free", then there is again another "Diary, eggs & chilled" category with another subcategory.

"It doesn't make sense."

You are welcome to browse from the search box again, if you want to, but please try to select the Favourites Salmon from the list that will come up.

23.45 ● User sees a number of items (all salmons) and, scrolling down, notice that only one has the "heart" icon highlighted, so she understands that salmon is the item in the favourites page.

Can you please put in the basket some (e.g.) Philadelphia, please use the Filter option this time. Please describe what you see from the Filter screen.

23.55 ● User reads the terms from the Filter screen. She is confused by the ones into the Dietary.

● User expects to find Philadelphia into the list of Top Brands, or into a Category called Dairy, but can't find it. User says that Filters is not a useful feature.

25.25 ● *"In Categories I would have expected to see Vegetables, Meat, Fish, Dairy, etc. It would have been much easier to find Philadelphia."*

25.55 User comments that the Option "Offers" is a "nice to have" but the Categories for her is a "must have".

27.20 User tries to select the filter "Keep refrigerated" and, only after scrolling up and down a few times, she finds Philadelphia.

You now want to look out for what are the items in the favourites list that are currently discounted. How would you recognize them?

29.55 After applying the Offers filter, user is confused by the way items are presented in the list.

The first item discounted in the list has a red note "Only £1, Save 50p".

30.45 The second item has the note "Save 20p / Was £1, Now 80p".

● *"This sentence makes more sense. There is the old price and the new price stated and the discount applied."*

31.00 ● She says it seems that there is no structure into this discount notes.

Filter screen. What do you think “New” filter will lead you to?

32.00

User has not a clear expectation

- *“Since Favourites is a list of items you usually buy, none of them should be “New” to you.”*
- *“Nutella is certainly not a new item. I don’t understand why “New” is highlighted close to the item. Nutella is in the shops from ever.”*

Asda App

HOMEPAGE

Can you go to the Favourites page please?

- 34.12 User comments that she likes more this screen, as she is more attracted by the green colour. She also likes the tabs on the bottom of the screens with small icons.

FAVOURITES PAGE

Can you please put in the basket some (e.g.) lemons, browsing from the Favourites page?

- 35.00 ● User quickly notices that items in the list are already sorted under categories e.g. "Fruits".
● She appreciates also that there are two items in each row so the list is shorter to scroll.

● *"I also like that it gives you alternatives close to the items currently missing."*

- ● User tries the option Refine, and she is glad to find Categories/Departments this time.

"This is what I was expecting from Sainsbury's too"

- 36.10 User is annoyed by the message: Something missing? Go to the last page of your list to see unavailable items and suggested alternatives.

● *"I don't like it, also where is the last page? Does it mean the end of this page? Anyway I just hate it, I would just like to be able to close it as it takes ¼ of the screen."*

- 37.50 ● User puts many items into the basket simply selecting first the relevant Department and within 3 taps (Fruit/Oranges, Bakery/Bread, Cereals/Kellogg's)

- 42.55 ● User is confused to see that there are two similar categories ("Vegetables" and "Vegetables and Potatoes") and that these categories contain different products. She would have liked to have the departments "Fresh vegetables" and "Frozen vegetables".

You now want to look out for what are the items in the favourites list that are currently discounted. How would you find them?

- 44.55 ● User is not able to check items that are currently discounted. She tries the Sort by Price (Low-High) but she is only able to see what items are on discount, as they have a red box saying what the offer is.

● *"Sainsbury's filter about items that are in offer was useful. But still, here you can spot easily the offers."*

Conclusions

46.40 Overall, what did you think of that experience?

- I would not buy in Sainsbury's via app, based on my experience today. I would definitely not use the Favourites feature.

Asda app was ok, it did not offer anything extra in terms of functionality. It allowed me to perform the task (Sainsbury's didn't), but still I would not chose Asda over other companies as it did not offered anything that made the experience "seamless" or "remarkable".

Was there anything you particularly liked or disliked about that process?

- I disliked the naming of the categories of the Sainsbury's app and also that the "Sort by Categories" didn't lead me to choose a Category.

Was there anything you expected to see but did not?

- I expected to find a Filter by category in Sainsbury's. I expected a more sophisticated interface too.
- Filter options were weird.
- There was a lack of attention to details. The design seemed poor and basic things were missing.

Was there anything you were surprised to see?

- I was surprised by how bad designed was Sainsbury's app, as it is one of the leading supermarkets...

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 list.

Do you mean you didn't choose to put the item into the favourites?

Exactly, this is how it works.

- I don't like this. I want to decide by myself if an item is favourite or not.