

Background questions

Personal questions

Gender and age: Woman, 40 years old

Occupation: Developer

Where do you live: Coventry

How do you access the internet? From my phone and my laptop

At home, at work or elsewhere? At home

Do you have a broadband? Yes

Do you have apps installed on your smart phone? Yes

What kind of Apps? Messenger, shopping app, banking, school app.

Grocery shopping online

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

I usually buy groceries, toys, coffee...

What is your main reason to buy groceries online?

Since I work full time during the weekdays and the shops are very busy during the weekend, I prefer to buy online.

Where do you usually like to perform this task?

Usually at home with my smart phone.

Which grocery shopping online company have you used in the past?

I used Ocado, Amazon, Amazon Fresh, Sainsbury's, Tesco. I like Amazon Fresh because it is easy to order, since I am a prime member.

Describe the last time you did grocery shopping online.

Last week I did an order with Tesco. I have a list of items I frequently buy: fruits, bread, milk, vegetables, snacks, meat, juice.

Did you complete the task that day?

Yes I did the same day. But I usually start in the morning and during the day I keep adding items into the cart.

Sometimes it is easy going to the shop, as when I walk through the aisles I can pick items and put into the trolley. In the same way, when I do shopping online, I imagine the aisles and the products on display.

Is time important when doing grocery shopping online?

Yes, because the reason I do shopping online is to save time. The fact that I imagine the aisles in the shop is mainly to reduce the time.

Do you like to buy the same sort of items or try new things?

I usually buy same sort of items.

Have you ever used the Favourite page while doing shopping online (in general)?

Yes, as I am lazy and I don't want to remember or have a memo. Instead, I find more easy tapping on the hearth of an item I like.

Have you ever used the Favourite page while doing grocery shopping online?

Yes, I do the same.

Do you have any worries or concerns while doing grocery shopping online?

Yes, about the quality of the items, as in the shop I can pick the most fresh items.

On the app there is an option about the substitutions for unavailable items, but I don't use this option anymore, as last time I bought pork but they gave me chicken liver as replacement.

Is there anything you would do differently next time?

I noticed that I tend to spend more when doing grocery shopping online, as the app keeps suggesting me some discounted products and special offers, both while browsing and when I want to check-out.

Sainsbury's App

HOME PAGE

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? Please describe.

- 01.00 User says that the items into the Favourites list are the favourite items or the ones that are frequently purchased.
- Under the Sort by she expect to have the options "the most frequently purchased", "previous orders", "alphabetical order" and "price".
- 03.00 Under Filter she expect to see "Categories", like diary, greens, sauces.

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

- 03.20 User taps on Filters, then she scrolls up and down the page but she says "**Not easy**". She decides to return to the previous screen - Favourite page.
- 03.41 User taps on the Search box and types "lemon".
- She then spots the heart on the item currently in Favourites.

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

- 06.10 **I think that filters don't work.**
- She tries Dietary (inside Filters) looking for "Fresh" but there is any category like this.
Maybe this Dietary is useful for vegetarian, Vegan.
- She then uses the search box again.
- I expect this search box will look just inside my favourites list as I am into the Favourites page. But I see that just the item on the top got the heart, followed by other items.**
- 08.40 **This is acceptable, but I would expect the first/favourite item being inside a box, as I almost didn't see the heart.**

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

- 9.10 **I hope that into Dietary there is a Fish option.** As she can't find it, she uses the search box again.
- She is surprised to see Featured/Sponsored products on the top of the list instead of the favourites.
- She notices that these items got a coloured box around, what she expected for the favourites items.

Can you please put in the basket Philadelphia browsing from the Favourites page?

- User expects to find the brand Philadelphia into the Filters/Top Brands.
- 12.15 **Now I know the name of the brand... but it isn't into the Top Brands.**
- User tries the Sort by option and selects Categories but she find the items just scrolling down and without reading the name of the categories.

Can you please look for fish fingers within the Favourites page?

15.05 User goes to the Filters/Dietary and select "keep frozen". Also she selects Sainsbury's and Bird's Eye from the Top Brands.

16.25 ● *I can compare the price of the Sainsbury's and the Bird's Eye in the same page.*

Can you please look for items currently discounted in the Favourites page?

● User selects the filter Offers. She can tell that the items are all discounted as their prices are in red colour.

17.50 ● *I see the bagels are Only £1.20, save 50p, but I can't see the "Price dropped" as on the other items.*

Asda App

HOMEPAGE

Can you go to the Favourites page please?

User can't find easily where is the Favourites button. When she finds it at the bottom bar, she says she would expect this bar being at the top of the page.

19.55 ●

FAVOURITES PAGE

What do you see on this page? Please describe.

User notices the 2 tabs, Product and Recipes. I asked what she expect Recipes do.

● *I think that if I save my favourite recipes in it, it should recommend a list of groceries to buy to make that recipe. Probably there are recipes already saved from Asda or BBC.*

22.30 ● User thinks Refine is to save the ingredients of the favourites recipes.

Can you please put in the basket some mince meat from the Favourite page?

23.20 ● Since there isn't a Filter or Sort by button, I need to scroll down to find it.

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

● User uses the search box at the top of the page, typing "bread". She gets a list of bread.

24.15 ● *But I can't see which one is my favourite bread. Also the listings are too small.*

26.05 ● *If some of these breads are in my favourite list, they should have a heart like on the Sainsbury's app, or it should be at the top of the list.*

● She thinks that the only way is to tap on each of the items to find out which one has a heart.

26.57 ● She says she can't find an order into this list (she doesn't notices the name of the categories). When user taps on Refine, is surprised to find the options to filter and sort by.

27.30 ● *I used to work with oil refinery company, so for me the word Refine was confusing. I though it was a list where I could add items.*

● *Now I can filter for Departments. This is what I was expecting from the Sainsbury's app and their Filters.*

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

User filters by Department/Yogurt and completes the task quickly.

28.40 ● *It's easier now.* (Using the filters)

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

● User selects the filter Department/Chicken, Meat & Fish but she can't find the salmon.

User returns back to the filters, then she notices that there is also the filter Department Fish & Seafood.

I think they need to clean this up. (Referring to the word used in these departments)

How would you find items that are currently discounted?

31.00 ● I think I can't find items currently on offer as there isn't any filter to do that.

Conclusions

Overall what do you think of this experience?

- 33.25 You narrowed down my decision making, asking to use mainly the Favourites page from Sainsbury's and Asda app.
I think both the apps have pros and cons.
The Sainsbury's app is more clean and neat and I could easily find the items on offer, but I couldn't sort by or filter items by departments or categories.
With Asda I can't find the items currently discounted in my favourites but it has a filter for departments and the sort by function.
They hid these functions behind the Refine button... Also the word is confusing.

There was anything you expected to see but you didn't?

- 36.40 ● The buttons Filter and Sort by were missing on the Asda app. There is no need to hide them, also in this way the user needs to taps one additional time.

There was anything you were surprised to see?

- 37.15 ● On the Asda app I expected the menu bar at the top of the page. Maybe is just a preference but if it was on top I could easily reach for orders and favourites.
● On the Sainsbury's app I was surprised to not see the filter by department. I think the filter by Top Brands is important but not a priority.

- 39.10 **I want to tell the last thing. In the Sainsbury's 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.**

- I thought that you put the heart on each item into the Favourites.
So this heart means that you bought this item last time... I don't like it.
I just want two lists: one is the list of the items in my last order and one is the list of my favourites, favourites I set.
- Because sometimes I buy an item only once, I don't want that item in my favourite list.
- The word Favourites... this list should include my favourite items, not my ordered items. So I would like to keep these lists separated.