

DEFINE: ANALYSIS AND SYNTHESIS

INSIGHTS



Ethnographic Fieldwork:

- Personalized Shopping:
 - Shoppers value tailored experiences and assistance.
 - There's an interest in buying personalized products.
 - Help is needed when they can't find specific products.
- Product Selection:
 - Shoppers emphasize choosing fresh produce carefully.
 - They often compare product prices and qualities.
 - Reading product labels is common.
- Deli Experience: Acquiring a turn is essential before being served.
 - Pros: Personalized attention and the flexibility in product quantity are appreciated.
 - Cons: Waiting times are a common deterrent.
 - Feelings: The waiting induces impatience.
- Self-Checkout: People often have to choose between traditional cashiers and self-checkout.
 - Pros: Self-checkout offers independence, pace control, and multilingual options.
 - Cons: Technical glitches often interrupt the process, requiring assistance.
 - Feelings: A mix of self-reliance and occasional confusion.
- Accessibility Concerns:
 - The store layout and facilities pose challenges for people with disabilities, particularly those in wheelchairs.
- Carrying Products:
 - There's a varied preference on how shoppers carry their products – using personal carts/bags, store-provided options, or simply holding items.
- Underutilized Store Benefits:
 - Many store resources, like one-time product scanning, promotion coupons, or device-based deli ordering, remain underused.
- Shopping with Children:
 - Parents often shop with their children, leading to mixed experiences. Some kids dislike the store environment, causing stress for accompanying adults.
- Shopping Lists:
 - Most shoppers adhere to a shopping list, either digitally on phones or traditionally using paper.
- Store Tool Maintenance:
 - Shoppers often neglect to return carts or baskets to designated areas post-use.