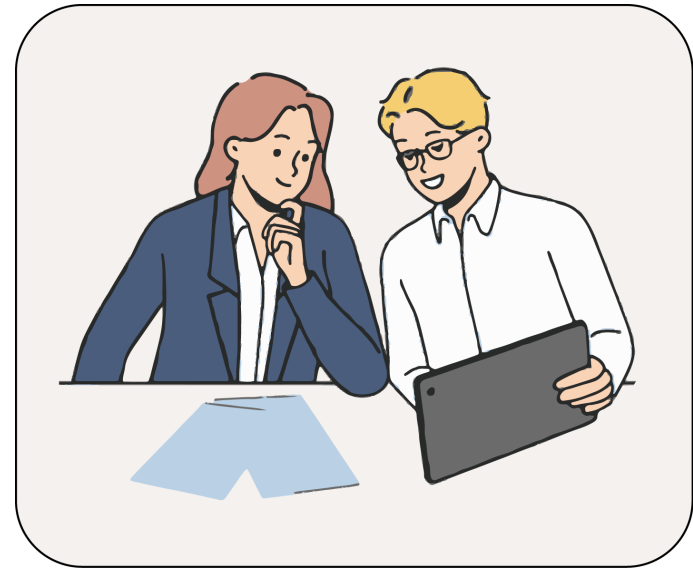


DEFINE: ANALYSIS AND SYNTHESIS

INSIGHTS



Probe kit prototype:

- Interactivity & Engagement: The workshop effectively tapped into participants' feelings and experiences during grocery shopping, facilitated by the use of visual aids and thought-provoking questions.
- Pick-Up Service: Despite its intent for convenience, the in-store pick-up service was perceived as non-beneficial, as the participant still had to physically visit the store.
- Pharmacy Choices: Medicines are preferred to be sourced directly from their primary doctor, reflecting a trust-based decision.
- Use of Scale: Even with a penchant for recipes, the store's scale remains unused.
- Produce Preference: The produce section's aesthetics, accessibility, and layout stand out positively, enhancing the overall shopping mood.
- Aisle Semiotics: Participants expressed a need for clearer signages in aisles to aid in product exploration and purchase decisions.
- Deli Dilemma: The deli section faced criticism for its cluttered information, perceived high prices, and lack of clear product insights, posing challenges especially for novice buyers.
- Breakfast Offerings: A call for a more diverse breakfast section was made, given its current limitation to mainly cereals.
- Frozen Section Placement: A logistical suggestion emerged to place the frozen section near the checkout to maintain product quality.