LET'S DISCUSS THE FUTURE OF GROCERIES!
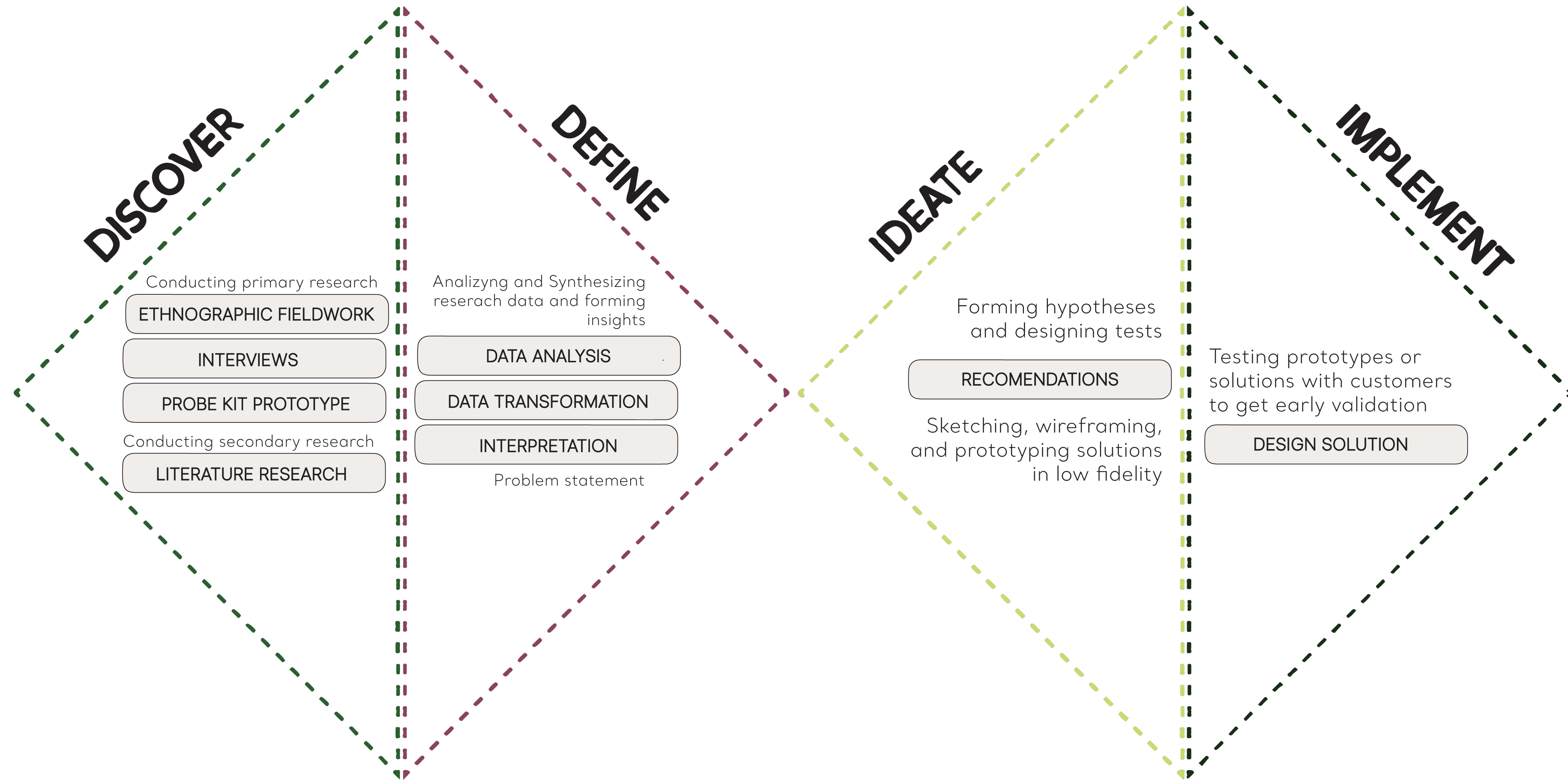
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OVERVIEW

This design research aims to understand people's behavior when shopping for groceries in stores. We aim to know people's most significant pains, needs, and desires when shopping for groceries because we want to enhance the shopping experience.

PROJECT GOALS

1. Formulating Enhancement Strategies: Based on the gathered insights, work towards creating a list of potential strategies or solutions that can enhance the grocery shopping experience. This could range from redesigning store layouts to introducing new technology aids.

THE RESEARCH METHODOLOGY

DISCOVER

Conducting primary research

ETHNOGRAPHIC FIELDWORK

INTERVIEWS

PROBE KIT PROTOTYPE

Conducting secondary research

LITERATURE RESEARCH

DEFINE

Analizyng and Synthesizing reserach data and forming insights

DATA ANALYSIS

DATA TRANSFORMATION

INTERPRETATION

Problem statement

IDEATE

Forming hypotheses and designing tests

RECOMENDATIONS

Sketching, wireframing, and prototyping solutions in low fidelity

IMPLEMENT

Testing prototypes or solutions with customers to get early validation

DESIGN SOLUTION

RESEARCH QUESTIONS

1. What innovations would consumers most like to see in their shopping for groceries experience in the coming years?

2. How do shoppers envision the future of grocery shopping?

METHODS AND APPROACH

1. Etnographic Fieldwork: Identify the activities that impact the in store buying for groceries process.

2. Probe kit prototype: For the prototypes, I seek to understand the audience's in-store grocery shopping habits, focusing on their behaviors, thought processes, and feelings before and after the experience.

3. Interview: Perspectives from 3 grocery shoppers.

4. Literature Review: Analysis of 30 Key Articles.

INSIGTHS

Literature Review:

- Adopt Economic Strategies: Prioritize discounts and healthier food swaps to influence consumer decisions.
- Embrace Innovative Store Design: Try diverse designs and signage for potentially better sales.
- Incorporate Educational Insights: Nutritional labeling is a tool awaiting broader utilization to cater to the well-informed shopper.
- Socioeconomic Sensitivity: A tailored approach based on consumers' socioeconomic profiles is essential for effective interventions.
- Online platforms may be pivotal in shaping consumer spending on food, with the potential to drive healthier choices, especially with the forecasted shift towards online grocery shopping.
- There is a need for robust guidelines on online food marketing to ensure consumers make informed and healthy choices.
- Store type plays a pivotal role in food availability. General stores and independent supermarkets, especially in regional areas, often have limited healthy food options. Interventions in these areas can significantly improve healthy food availability.
- Store redesigns and food tastings can help improve healthy food availability in general stores.

INSIGTHS

Etnographic 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.

INSIGTHS
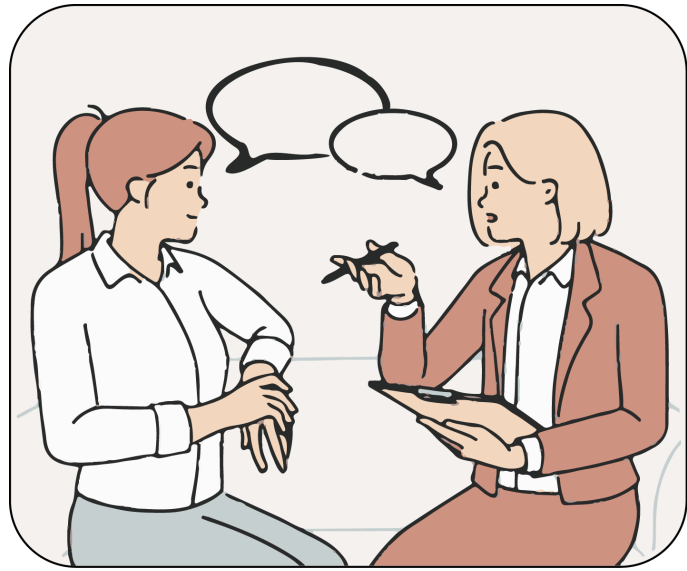
Interviews:

People

- The individual lives with their girlfriend and takes decisions based on collective preferences.
- Family seems to play a significant role in shaping the individual's shopping habits and preferences.
- The person might interact with store employees if they cannot locate items.

Environment

- Nearby Store Preference – Convenience matters. Proximity to the store influences the decision to shop.
- Store Ambiance – Music is a positive factor, enhancing the shopping experience.

Tools

- Typically pays using credit cards, checks offers via promotional brochures in emails, and also takes note of discounts.
- Uses physical lists over digital ones. Emphasizes on tools like bar code scanners and weighing machines in-store.
- Relies on a car for transportation to the store.

Behaviors

- Spontaneous Purchase – Buys unplanned items when they come across them in the aisle.
- Sale-Driven Purchases – Weekly deal advertisements influence the shopping choices.
- Produce Selection – Prefers selecting fresh items and has a set sequence in which they visit different store sections.
- Shopping Frequency – Typically shops twice a week.
- Discounts & Offers – Tends to benefit from store deals and offers.

Preferences

- Fresh over Planned – Buys what's fresh in the store over detailed meal planning.
- Convenience & Time – Prefers to save time by knowing store layout and does not like visiting multiple stores.
- In-Store Experience – Likes organized store layouts and avoids self-checkout for larger shopping trips due to possible complications.

Feelings

- Frustrations & Discomforts – Gets frustrated or upset when they cannot find specific items or when they end up buying items they already have.
- Trust Issues – Has trust concerns regarding the quality of online shopping.

Activities

- Meal Planning – Doesn't involve a strict routine but rather assesses bought items to decide the day's meal.
- Online Shopping – Utilizes Amazon's two-hour services for quick purchases.

Needs & Wants

- Bargain Shopper – Prioritizes low prices and discounts.
- Convenience & Experience – Desires an enhanced and convenient shopping experience.

Motivations

- Family-Centric – Strives to please family members with meal choices.
- Influence of Social Media – Gets inspired by recipes seen on social media platforms.
- Time-Driven – Seeks ways to save time in the shopping process.

INSIGTHS
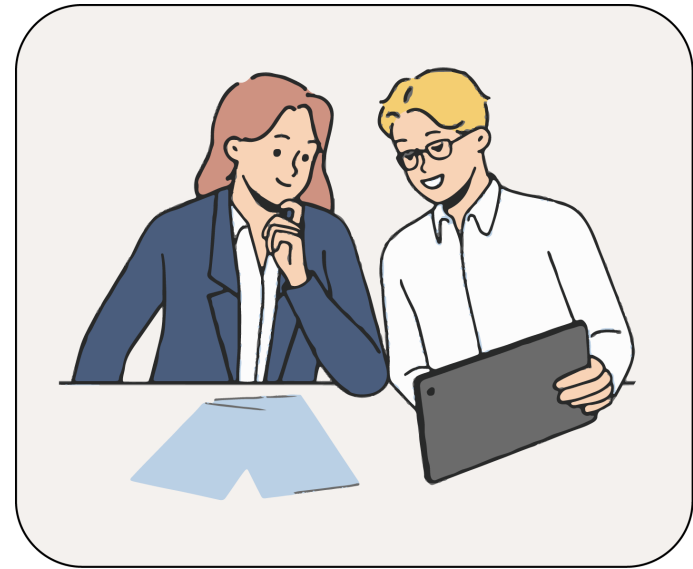
Probe kit prototype:

- 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.

KEY HIGHLIGHTS
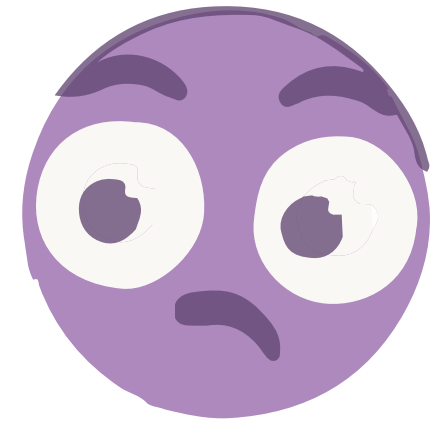
Worried about...

The rise of online platforms is profoundly influencing consumer patterns in food expenditure. As e-commerce continues to penetrate the grocery sector, there's an imperative need to establish robust and clear guidelines for online food marketing, ensuring consumer protection and promoting informed, healthy choices.
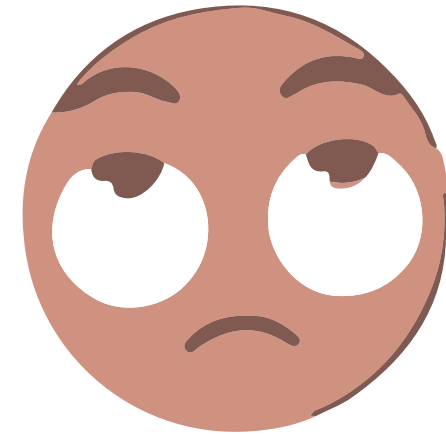
Wrong about...

Customizing shopping experiences according to the unique socioeconomic backgrounds of consumers is pivotal for devising meaningful and effective interventions.

Right about...

There's a vast potential for nutritional labeling to guide the well-informed shopper.

Surprise about...

General stores, particularly in regional areas, may lack ample healthy food options. Strategic interventions can bridge this gap.

MEET

PERSONAS

> " I like to pick it myself. <LIKE TO touch, smell WHEN SELECTING groceries> Yeah, I like to feel it. Sometimes if Im buying apples, I get some of the ones that are ready to eat right away. But some of them I'll pick the ones that can wait for a little bit. "

Name: Sofia Shultz
Age: 55
Occupation: Interior Designer

Sofia's Shopping Habits:
• Sofia values hands-on interaction with groceries, prioritizing the tangible experience of assessing products firsthand.
• Skeptical about online grocery shopping due to concerns over product representation, she tailors her choices based on immediate and future needs.
• While mainstream supermarkets often disappoint her with their lack of unique products, she places utmost importance on freshness, often preferring local or organic produce.
• To enhance her shopping experience, Sofia greatly appreciates insights and recommendations from knowledgeable store staff.

> " So I'll just go to do my grocery shopping as usual and then just check my list to make sure I don't forget anything. And I like to write it down physically instead of typing, because that helped me remember stuff a little better. "

Name: Sajay Signh
Age: 36
Occupation: Data IT specialist

Sajay's Shopping Habits:
• List Dependence: Sajay relies on handwritten shopping lists for better recall but can sometimes forget them.
• Trusted Guidance: In the unfamiliar American market, Sajay seeks advice. Recommendations could be beneficial for him.
• Cultural Fusion: Transitioning from India to the USA, He values clear product labeling for informed choices.
• Culinary Challenges: Passionate about Indian flavors, Sajay's limited cooking skills and a picky child make meal preparations complex.
• Nutritional Guidance: Sajay aims to provide nutritious meals, aligning his food preferences with his child's health.

> " I like to pick it myself. <LIKE TO touch, smell WHEN SELECTING groceries> Yeah, I like to feel it. Sometimes if Im buying apples, I get some of the ones that are ready to eat right away. But some of them I'll pick the ones that can wait for a little bit. "

Name: Anna Simon
Age: 32
Occupation: Artist and Housewife

Anna's Shopping Habits:
• Anna's shopping is strategy-driven, with brochures being her guiding compass. Their contents dictate her weekly store visits.
• Promo Pursuer: Drawn to physical promotional materials, Anna's shopping destinations hinge on the best deals she finds in her weekly mailers.
• Vegetarian Explorer: Anna seeks unique vegetarian products and recipes, though finding on-sale options that match her family's taste can be tricky.
• Deal vs. Brand: While Anna has brand favorites, promotional offers often steer her final buying decisions.

> " So I'll just go to do my grocery shopping as usual and then just check my list to make sure I don't forget anything. And I like to write it down physically instead of typing, because that helped me remember stuff a little better. "

Name: Olive Tomaso
Age: 69
Occupation: Doctor

Olive's Shopping Habits:
• Efficient Routes: Olive tends to remember and stick to the most efficient routes in a store to save time.
• Limited Exploration: Rarely delves into new aisles unless there's a specific need.
• List-Based Shopping: Always comes prepared with a list to avoid unnecessary wandering.
• Loyalty to Brands: Prefers familiar brands, prioritizing trust and consistency over novelty.
• Overwhelming Layouts: Finds mega-store layouts to be confusing and overwhelming.
• Home Cooking Style: Values practicality when cooking.

DATA INTERPRETATION

Reframe the insights into opportunity areas

'How Might We"

→ Transfer the benefits Sofia enjoys in-store to her online shopping experience?

→ Enhance Sofia's fresh produce shopping by increasing nutritional awareness and helping her recognize the health value of products?

'How Might We"

→ Offer Sajay new recipe ideas and cooking methods that emphasize the advantages of our store products?

→ Assist Sajay in determining his grocery needs when he visits the store unplanned?

'How Might We"

→ Guide Anna to the store that best matches her preferences and requirements?

→ Offer Anna a price comparison tool for her groceries?

→ Deliver the freshest groceries to Anna at the most affordable price?

'How Might We"

→ Improve Olive's shopping experience by streamlining store navigation and speeding up product discovery?

→ Help Olive easily access product ingredient information without him having to read every package?

SERVICES

Online platform providing:

- Replicate Sofia's in-store advantages online to ensure she obtains top-tier groceries suited to her preferences without visiting the store.
- Specialized segments showcasing artisanal and handpicked items.
- Quality assurance through freshness commitments and transparent sourcing information.
- Integrated consultation via chat for prompt product guidance, available both in-store and online.

GAINS CREATORS

- Loyalty programs that offer rewards for trying out new products.
- Regularly showcasing or highlighting distinctive products, complete with their stories and possible applications.

PAINS RELIEVERS

- The convenience of exploring specialty items from the comfort of home.
- Assurance of obtaining fresh and quality products without visiting the store.
- Access to prompt product guidance both online and in-store for a consistent shopping experience.

ANDINA fresh delivery

GAINS

- Seamless integration of the tactile shopping experience she enjoys in-store, transferred to an online format.
- Ability to explore and discover specialty products without the limitations of a physical store.
- Assurance of quality and freshness without physically assessing products.
- Getting expert advice and recommendations that cater to her needs.

PAINS

- Concern about the authenticity of online product images.
- Challenges in discovering artisanal and niche products online.
- Skepticism about product freshness when not handpicked.
- Struggles with product variety without clear guidance.

JOBS

- Obtain high-quality groceries that align with her preferences.
- Discover unique specialty items.
- Engage with products to assess their quality from the comfort of her home.
- Consult for guidance on unfamiliar items.

DEVELOP PHASE: IDEATE

GAINS CREATORS

- Community platform for sharing and discovering recipes that fit Sajay's criteria.
- Expert reviews or recommendations on products suitable for his needs.
- Analytics on the digital tool showcasing savings, nutritional intake, and shopping trends.

SERVICES

- Dedicated section for authentic Indian ingredients and their substitutes.
- Recipe suggestions tailored to traditional Indian flavors but aligned with child-specific nutritional guidelines.
- Product education sessions or guides about American products.
- Digital shopping tracking tool integrated with store's inventory system.

ANDINA fresh delivery

PAINS RELIEVERS

- Clear labeling and signage directing to Indian ingredients or suitable alternatives.
- An online or in-app platform that suggests recipes based on the store's inventory.
- Tutorials or workshops focused on blending Indian and American cuisines.
- Reminder notifications on the digital tool for items due for repurchase based on past buying patterns.

GAINS

- Confidence in creating dishes that bring a taste of home.
- Offering nutritious meals that his child also enjoys.
- Broadening his culinary horizons by incorporating new, trust-worthy products.
- Efficient and organized shopping without the hassle of manual lists.

JOBS

- Searching for ingredient substitutes to replicate genuine Indian tastes.
- Exploring new recipes that combine traditional flavors with the nutritional requirements of their child based on the store stocking.
- Navigating the American grocery landscape with a balance of trust and exploration.
- Tracking his purchases to replace written lists and remind him when to buy or replace items.

PAINS

- Difficulty in finding authentic Indian ingredients or suitable substitutes.
- A challenge in merging traditional Indian flavors with the nutritional needs of his young child.
- Unfamiliarity and potential mistrust with certain American products.
- Forgetfulness leading to missed items or over-purchasing.

SERVICES

- An engine curating vegetarian ingredients worldwide.
- Notifications for promotions matching Anna's shopping trends.
- Regular unveilings of vegetarian recipes with potential weekly or monthly features.
- A system reinforcing trust in discounted items through checks, reviews, and seals.
- Compares prices across stores based on Anna's list, guiding her to the most economical option.

GAINS CREATORS

- A curated selection offers Anna diverse vegetarian ingredients to explore world cuisines.
- Tailored notifications alert Anna of relevant promotions, ensuring she gets the best deals.
- A verification system for discounted items ensures Anna buys only top-quality products.
- Price comparisons based on Anna's list direct her to the most cost-effective shopping options.

PAINS RELIEVERS

- Offers a curated selection of vegetarian ingredients sourced globally, eliminating the hassle of searching multiple stores.
- Sends tailored deal notifications, ensuring Anna never misses out on promotions relevant to her preferences.
- Provides regular updates with new vegetarian recipes, preventing mealtime monotony.
- Analyzes and compares prices across stores based on Anna's shopping list, ensuring she always gets the best value.

GAINS

- A vast selection of vegetarian ingredients allows Anna to experiment and enjoy a diverse range of meals.
- Matching promotions to Anna's shopping list means she can save more on her grocery bills.
- Discovering new vegetarian products and recipes keeps Anna's meals fresh and exciting.
- Assured Quality getting her favorite brands at a discount.

PAINS

- Stores may lack diverse vegetarian options, complicating meal prep.
- Promotions often don't align with Anna's shopping list, missing out on savings.
- A scarcity of new vegetarian products or recipes can make meals feel repetitive.
- Steep discounts can raise doubts about product quality for Anna.

JOBS

- Seeks a wide selection of vegetarian ingredients for her meals.
- Pursue store deals that match her shopping list.
- Explore New Flavos with different vegetarian products and recipes.
- Choosing between her trusted brands and enticing promotional offers, to ensure she gets the best value and quality.

ANDINA
fresh delivery

DEVELOP PHASE: IDEATE

GAINS CREATORS

- Personalized store navigational tools based on Olive's preferences, ensuring a quick and efficient shopping trip.
- Suggesting new or trending vegan products aligned with Olive's tastes and past purchases.
- Vegan community-driven reviews and ratings to bolster Olive's purchase decisions.

SERVICES

- A tools that simplifies in-store navigation, ensuring Olive finds vegan products quickly and easily.
- A tool that eliminates the tedious task of reading labels and offers instant verification, ensuring dietary compliance.
- A tool that provides peace of mind by ensuring all chosen items are vegan compliant.

ANDINA fresh delivery

PAINS RELIEVERS

- Augmented reality or GPS-integrated apps guiding Olive, spotlighting vegan products or sections.
- A scan-and-verify app feature to immediately confirm if products align with vegan standards.
- Integrated apps that auto-check and flag items not meeting vegan criteria.

GAINS

- Utilizing technology to provide clear paths and product locations, speeding up shopping trips.
- Advanced tools to instantly determine a product's vegan status.
- Real-time dietary cross-checking ensures Olive's purchases adhere strictly to his vegan standards.

JOBS

- Navigating the grocery store with precision and speed.
- Quickly identifying vegan products, bypassing label scrutiny.
- Leveraging technology to guarantee dietary compliance.
- Balancing in-store shopping's tactile experience with online shopping's convenience.

PAINS

- Wasted time due to inefficient store signage.
- Manually reading every product label is tedious and can lead to overlooked non-vegan ingredients.
- Even with careful selection, there's always the worry of accidentally purchasing non-vegan products.
- The dilemma between wanting the physical experience of shopping and the ease of online browsing can be overwhelming.

1) HMW evolve the purchase process so that people do not have to walk around the store carrying the products?

cereal / milk

Qr Code — People choose the machine they choose!

Qr code — What they want with a QR pay and they get the products they choose! (just not Perishable).

Just carry the Produce that they select.

Qr lector

Order not Perishable before going to the store.

Non Perishables — Have your non Perishables ready to go!

Choose Perishable at the store.

2) How Hight We Port Some of the advantages Sofia finds when shopping in store over to her online experience, through something like VR?

At home = VR Googles

See products on the store through VR.

At store → Camera

Robotic Arm Following Sofias movements.

CAN SEE THE WHOLE STORE AND WALK THROUGH IT — HQ Image with colors.

At home = Fill a list to establish requirements of ingredients Preferences — can be specific about produce Preferences —

She can choose in a window between the Product that she choose from the list.

CAN CHOOSE PRODUCTS FROM A SHOWCASE — AT STORE — AN employee choose the products at the end.

3) How might we give opportunities to Brad to identify new food prep ideas, through recipes and cooking techniques that highlight the benefits of the store products?

Brocoli is good for the lungs.

Screen at the Store. — When people scan the label of the product get acces to learn about the Nutrients, vitamins of the Products and recipes.

Screen at the shopping cart — When people add a Product to the cart, the cart shows a video, showing products characteristics and benefits.

4) How might we support Suzanne to knowledge about the product ingredients without reading the information in the package of every product?

make a list of requirements
- No milk
- No eggs
- No animals
- No gluten

When searching at the shelves by using special glasses Suzanne can identify which products met her requirements.

Vegetal — She can scan the product Qr to know if the product meets her dietary requirements. Everything will be showing in the shooping cart screen.

milk / chips / pasta / rice

5) How Might We help Olive have a more pleasant shopping experience by figuring out ways to help her better navigate the store and find the products she wants more quickly?

• create shopping list

AR Store Map Screen
- Indicating where she can find the products she is planning to Purchase.
- Also the map could suggest a Pathway to follow.

Digital maps located within the store. People can consult what they will purchase and print a map with the products locations hightlighted.

6) How might We inspire Mark to engage with a store by sharing his needs and preferences when shopping for groceries to bring a more enjoyable and personalized experience?

Customer Subscription ↓ Mark Sign up Giving specific details that he wants to share from his personal Preferences about food hobbies & life style.

At store APP
• Mark gets Personalised info about products that could match his preferences.
• Mark get offers tailored for him.
- The store learn about Mark shopping behavior so they make sure Mark always get to have what he needs when visiting the store.

1 shopping list — 1. Mark fills a shopping list before visiting the store.

Non Perishable MARK — When he gets to the store his non Perishable food is ready.

He just go to the Produce & meat to select it.

7) How might we make Joey have fun while he waits in line to get a service (pay, deli, bakery)?

DELI
97
CHEESE HAM

When taking a turn in DELI/BAKERY section Joey get a coupon/price from the store.

TRIVIA GAME
Code = _____

Whenever Joey takes a turn to wait for a service (Bakery/Deli) He goes a code to play trivia the longer he waits the more opportunities he has to win. (Discounts)

8) HMW help John select groceries before going shopping in order to avoid wasting his time wandering and finding the item in the store?

John Shopping List

John can use the store map to create his shopping list.

From his list, he can get this products catalogue

MILK
MILK Cola / Oats / Milk Mars

He can choose what he wants.
As soon as he gets in to the store his box will be ready.

groceries
JOHN

Camara
Can talk with John

STORE EMPLOYEE WEARING GLASSES

Can perform the shopping following John list, using a camara.
John can lead the shopping process, he can see the employee's point of view thanks to the glasses.

9) How might we help Sajay identify what he may need at home when he hasn't planned groceries before visiting the store?

Customer Subscription ★

Because Sajay is an already subscribed customer, he can search for his purchasing habits, history and he can get access to:

STORE APP
→ last shop date ✓
• Products Purchased ✓
• Staples you miss ✓ last visit
• Recommendations ✓ for Sajay
• Prices

> The list could be fed from home, every time a product runs out.
> Sajay can grade the products to remember which ones he likes/dislikes.

AR STORE MAP
Can indicate in real time Which product Sajay may like to buy again when approaching them.

10) HMW improve Sam experience of finding specific items in the stores? around him? the Availability

STORE APP
- Shopping List
- Search for 🔍

Sam can look for an specific item, the APP will let him know if it is available at the store, if it is not the app could suggest similar products.

🔍 Search Engine Tool

specific to Knowledge where to find specific products around your physical location.

• The Tool will let Sam creates a list of products and will bring info about which places are the most convenient for Sam to visit

	Stop & Shop	Target
- Oat milk	5.00	2.00 P.
- Plums	3.00	3.50
- Honey mustard		

Sam will be able to choose between the stores.

• Sam can access to a recommendation of a product with similar characteristics.

11) HMW support Zack to purchase everything he needs to prep the new recipe he wants to try and provide a better service?

→ STORE APP

1) → Link the recipe you want to try?
🔍 (http://Tasty/Chicken)

the app looks for the ingredients needed

2) → Ingredients
3 Chicken Tights ✓
1 Onion ✓
2 Carrot ✓
1 Tomato Sauce ✗

The app shows what they have available and suggest similar products to the ones that they don't have

SWITCH
Tomat Sauce → Tomato Past ⊕

He can check out and pick up his box

ZACK

AT STORE

chicken tight / Pasta Bolognese

Zack can find at the store boxes ready with all the ingredients needed to cook specific recipes.

Each box has a QR code to let Zack check the dish and the cooking process before purchasing it.

Add Pasta
→ Pasta Bolognese
Read QR and watch the video in his phone/tablet.

12) HMW recommend the most convenient store for her based on her needs and wants? How compare the groceries prices for her?
HMW How might we provide a service that offers the cheapest but fresh groceries to her home?

Search Engine
🔍 MAPPLE SYRUP
Looking for food around

Stop & Shop	Walmart	Target

Item	Stop & Shop	Walmart	Target
Mapple Syrup	• $8.40	✗ $5.00	• $7.90
Butter	✗ $3.00	• $2.50	• $3.00

✗ Not available
• Available
Recommended Store

GROCERIES APP

create an App where Anna can easily compare prices between different stores.

① She select the products she is looking for
Stop & Shop / Target / Walmart / Giant
$1.50 / $1.00 / $1.95

| | $4.00 | $3.98 | $4.05 | $4.00 |

② When she finishes comparing Products the APP let her know Which is the most convenient place to shop.

TARGET
Better Prices

DESIGN OPPORTUNITIES

WHAT IS SOFIA TRYING TO GET DONE?

1. Obtain high-quality groceries that align with her preferences.

2. Discover unique specialty items.

3. Engage with products to assess their quality from the comfort of her home.

4. Consult for guidance on unfamiliar items.

DESIGN RECOMMENDATION

1. Replicate Sofia's in-store advantages online to ensure she obtains top-tier groceries suited to her preferences without visiting the store.

2. Specialized segments showcasing artisanal and handpicked items.

3. Quality assurance through freshness commitments and transparent sourcing information.

4. Integrated consultation via chat for prompt product guidance, available both in-store and online.

DESIGN SOLUTION

1. Utilize Augmented Reality (AR) to allow Sofia a virtual, tactile interaction with products, mirroring her in-store experience.

2. Feature a curated section of handpicked, artisanal goods, with frequently refreshed collections, enabling Sofia to effortlessly discover and delve into specialty items.

3. Real-Time Monitoring: Employs sensor-based tracking to constantly track product freshness and recommend the best times for consumption.

4. A chat feature allowing Sofia to communicate directly with a store representative for recommendations or clarifications.

DESIGN OPPORTUNITIES

WHAT IS SAJAY TRYING TO GET DONE?

Searching for ingredient substitutes to replicate genuine Indian tastes.

5. Exploring new recipes that combine traditional flavors with the nutritional requirements of their child.

6. Navigating the American grocery landscape with trust and curiosity.

7. Tracking his purchases to avoid written lists and remember when to buy or replace items.

DESIGN RECOMMENDATION

Dedicated section for authentic Indian ingredients and their substitutes.

→ **5.** Recipe suggestions tailored to traditional Indian flavors but aligned with child-specific nutritional guidelines.

→ **6.** Product education sessions or guides about American products.

→ **7.** Digital shopping tracking tool integrated with store's inventory system.

DESIGN SOLUTION

Interactive recipe tool offering ingredient substitutions tailored to the store's current stock.

→ **5.** A refined search database with combinable filters such as 'Indian recipe', 'vegetarian', and 'child-friendly' for precise recipe suggestions.

→ **6.** Digital guides available for download or in a mobile app, detailing product uses, benefits, and potential Indian recipes they can be incorporated into.

→ **7.** Automatic reminders based on purchase history, nudging Sajay to restock or suggesting alternatives if a product is unavailable.

DESIGN OPPORTUNITIES

WHAT IS ANNA TRYING TO GET DONE?

8. Seeks a wide selection of vegetarian ingredients for her meals.

9. Pursue store deals that match her shopping list.

10. Explore New Flavors with different vegetarian products and recipes.

11. Choosing between her trusted brands and enticing promotional offers, to ensure she gets the best value and quality.

DESIGN RECOMMENDATION

8. A search engine curating vegetarian ingredients worldwide.

9. Notifications for promotions matching Anna's shopping trends. Regular unveilings of vegetarian recipes with potential weekly or monthly features.

10. A system reinforcing trust in discounted items through checks, reviews, and seals.

11. Compares prices across stores based on Anna's list, guiding her to the most economical option.

DESIGN SOLUTION

8. A dedicated search engine that compiles and curates vegetarian ingredients from across the globe, ensuring Anna has access to diverse culinary options.

9. An AI-enhanced notification system that aligns with Anna's purchase history and wishlist, alerting her to relevant store promotions and deals.

10. A digital platform or feature that introduces fresh vegetarian recipes. This could be enhanced with interactive elements like weekly recipe spotlights.

11. A tool that scans prices from multiple stores, cross-references them with Anna's shopping list, and then suggests where she can achieve the maximum savings on her grocery haul.

DESIGN OPPORTUNITIES

WHAT IS OLIVE TRYING TO GET DONE?

12. Navigating the grocery store with precision and speed.

13. Quickly identifying vegan products, bypassing label scrutiny.

14. Leveraging technology to guarantee dietary compliance.

15. Streamline and speed up service processes like ordering at the deli or making payments to reduce waiting times.

DESIGN RECOMMENDATION

12. A tool to simplify in-store navigation for Olive, helping her quickly locate vegan products.

13. A tool to eliminate the time-consuming process of reading labels, ensuring dietary compliance with instant verification.

14. A tool to provide peace of mind, confirming that all selected items meet vegan requirements.

15. Pre-schedule your visit to the quick-service deli and bakery counters at the supermarket.

DESIGN SOLUTION

12. Create a user-friendly mobile app that uses the supermarket's layout and inventory data to guide Olive to the products he wants to purchase in real-time.

13. An app employing image recognition technology to scan product labels and deliver immediate information regarding their compatibility with specific dietary preferences.

14. Create a virtual shopping assistant that analyze his shopping cart to ensure all items are vegan and provide suggestions for vegan alternatives when necessary.

15. Implement an online reservation system for the deli and bakery counters. Olive can pre-select her items, choose a pick-up time, and pay in advance. This ensures a quick and hassle-free experience when she arrives at the store.

ANDINA
fresh delivery

The Andina application has been carefully developed to provide a wide range of unique functionalities, all of which have been thoughtfully designed to enhance and enrich the shopping experience for its users.

ANDINA
fresh delivery

SIGN UP

HOME   LOCATION   HELP   ACCOUNT
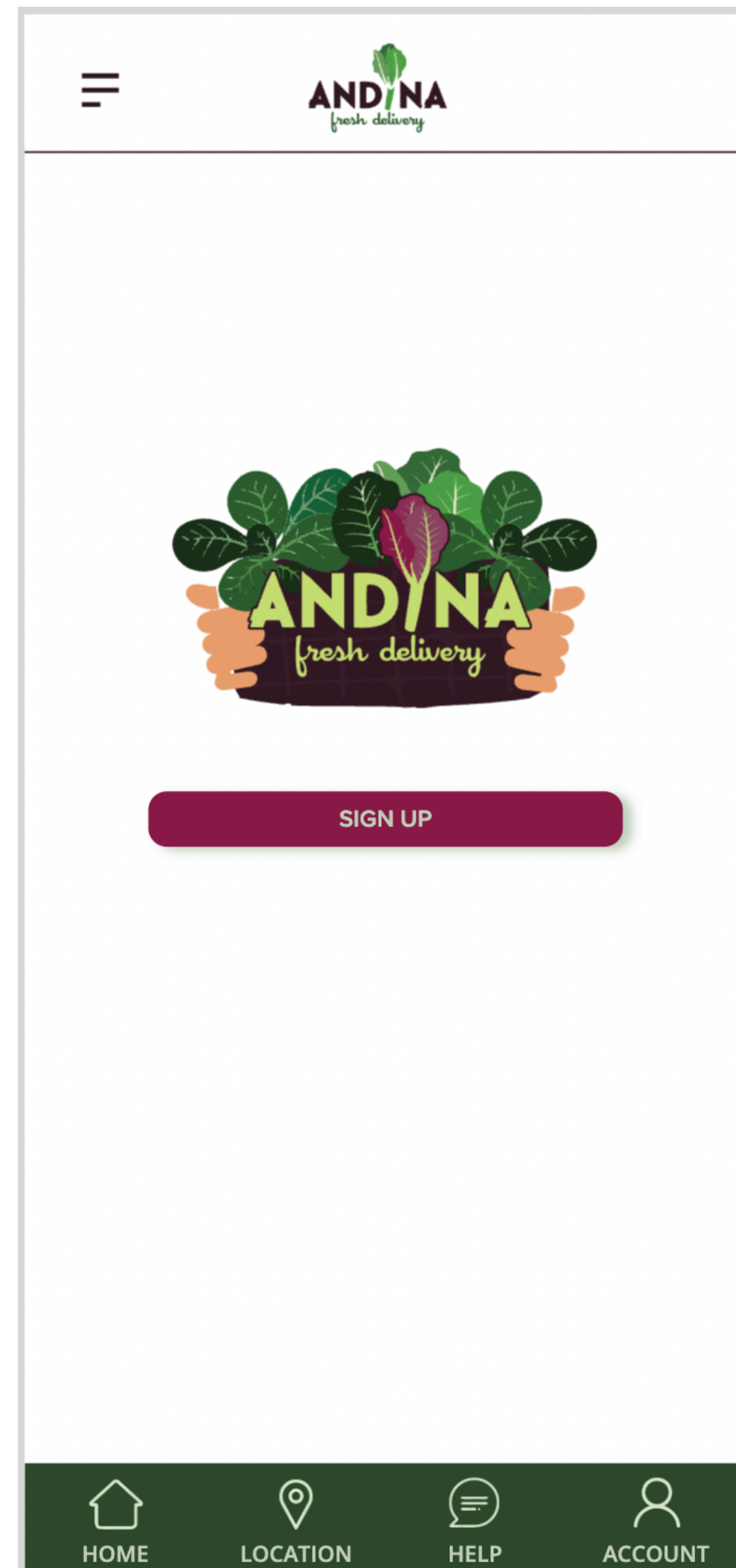
This prototype is an example showcasing my skills in creating prototypes with Axure. To use it, follow the steps explained below. It's important to note that the project's prototype is still under construction.

DESIGN SOLUTION

1. <u>Product Interaction through Augmented Reality (AR)</u>:

The app uses AR technology to allow its users to virtually engage with products, providing them with a hands on experience similar to being in an actual store.
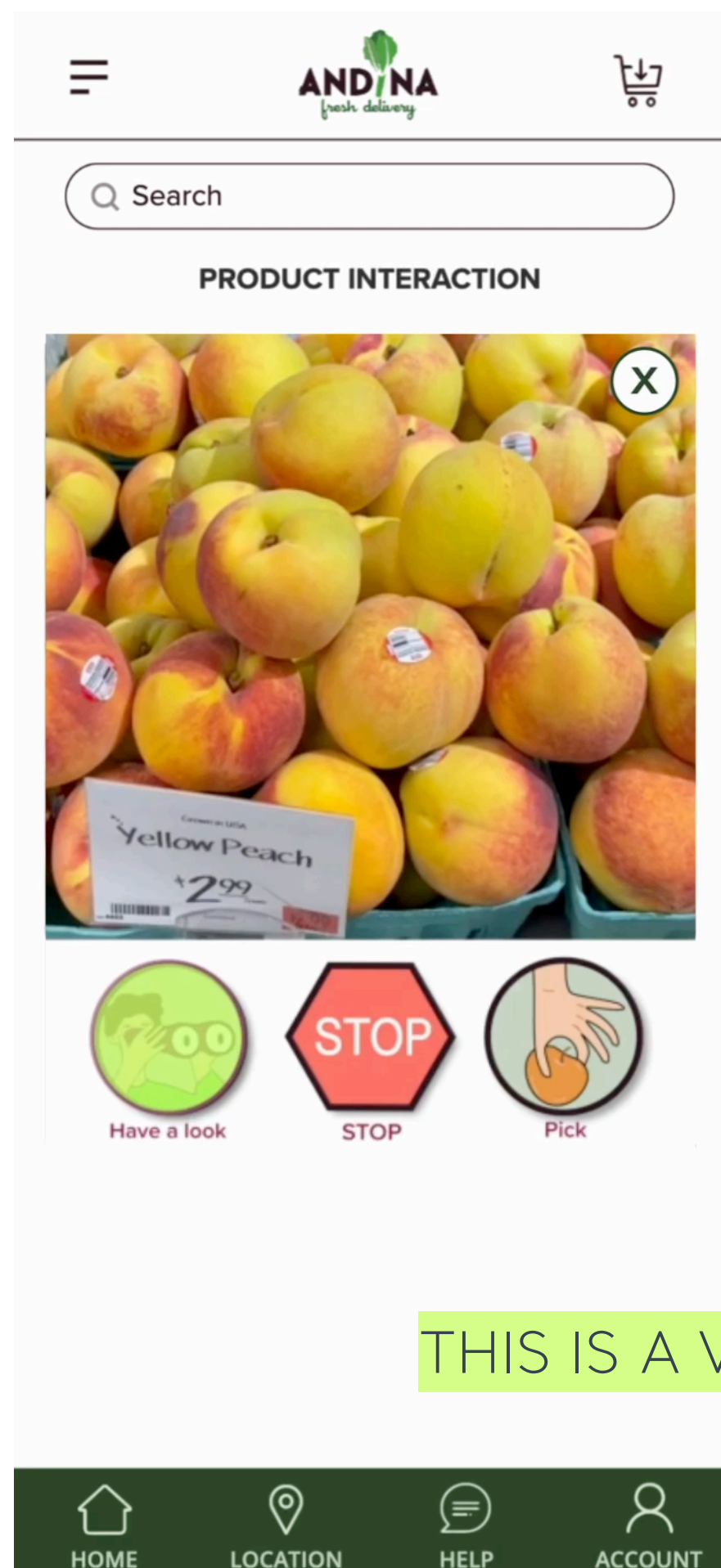
2. <u>Carefully Curated Artisanal Products:</u>

The app showcases a specially selected collection of artisanal goods that are regularly updated, making it effortless for its users to discover unique items.

THIS IS A VIDEO

DESIGN SOLUTION

3. <u>Real Time Monitoring Sensors (Smart Stickers):</u>

Stickers equipped with tiny, non-invasive sensors that are attached to each fruit. These sensors would continuously monitor various aspects of the fruit's condition, such as temperature, humidity, ripeness, and freshness.
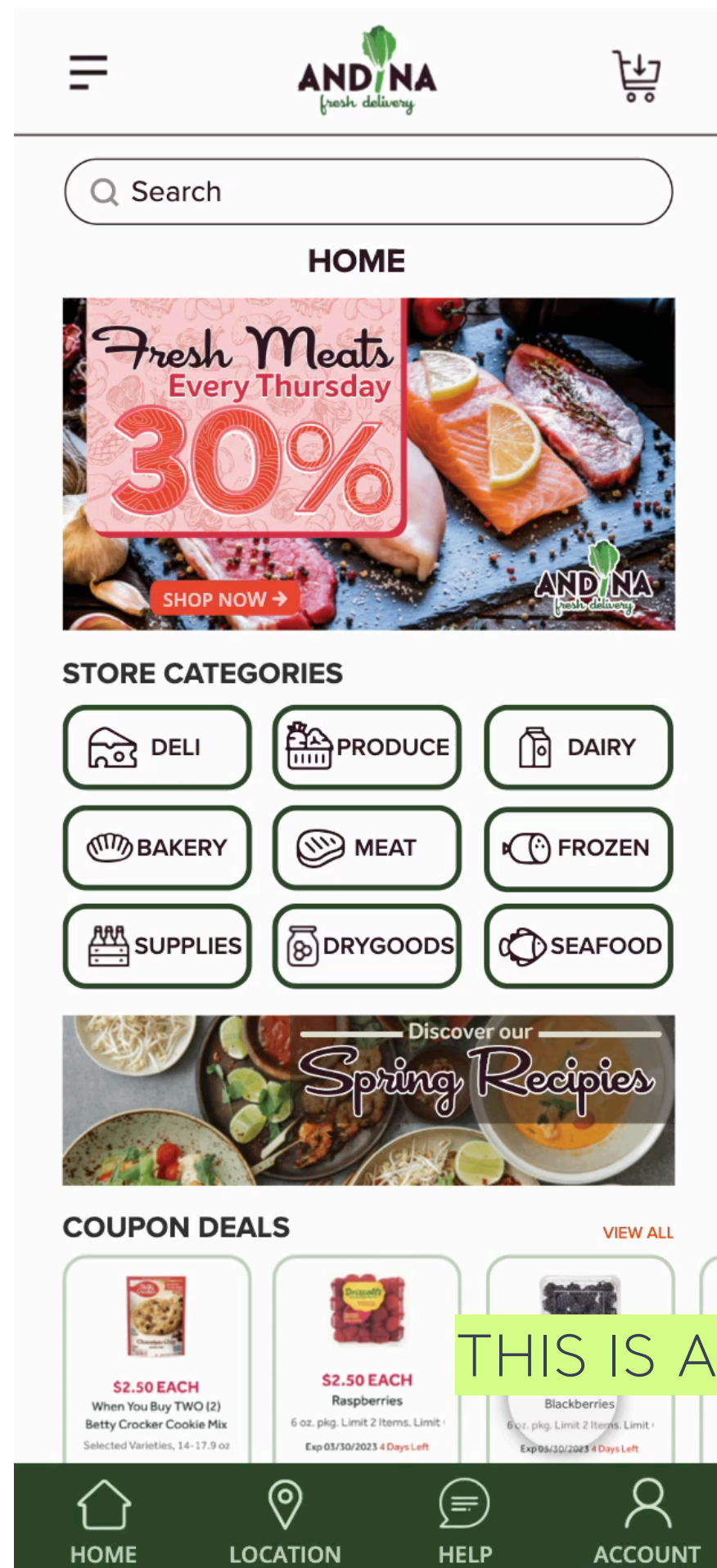
4. <u>Convenient Chat Support:</u>

Users can directly communicate with store representatives through the in app chat feature, seeking recommendations or clarifications as needed.

THIS IS A VIDEO

5. Interactive Recipe Tool:

The app features an interactive recipe tool that recommends ingredient substitutions based on item availability in stock. It also offers customizable filters, allowing users to easily find specific recipe suggestions, such as 'Indian recipes,' 'vegetarian options,' or 'child-friendly dishes.
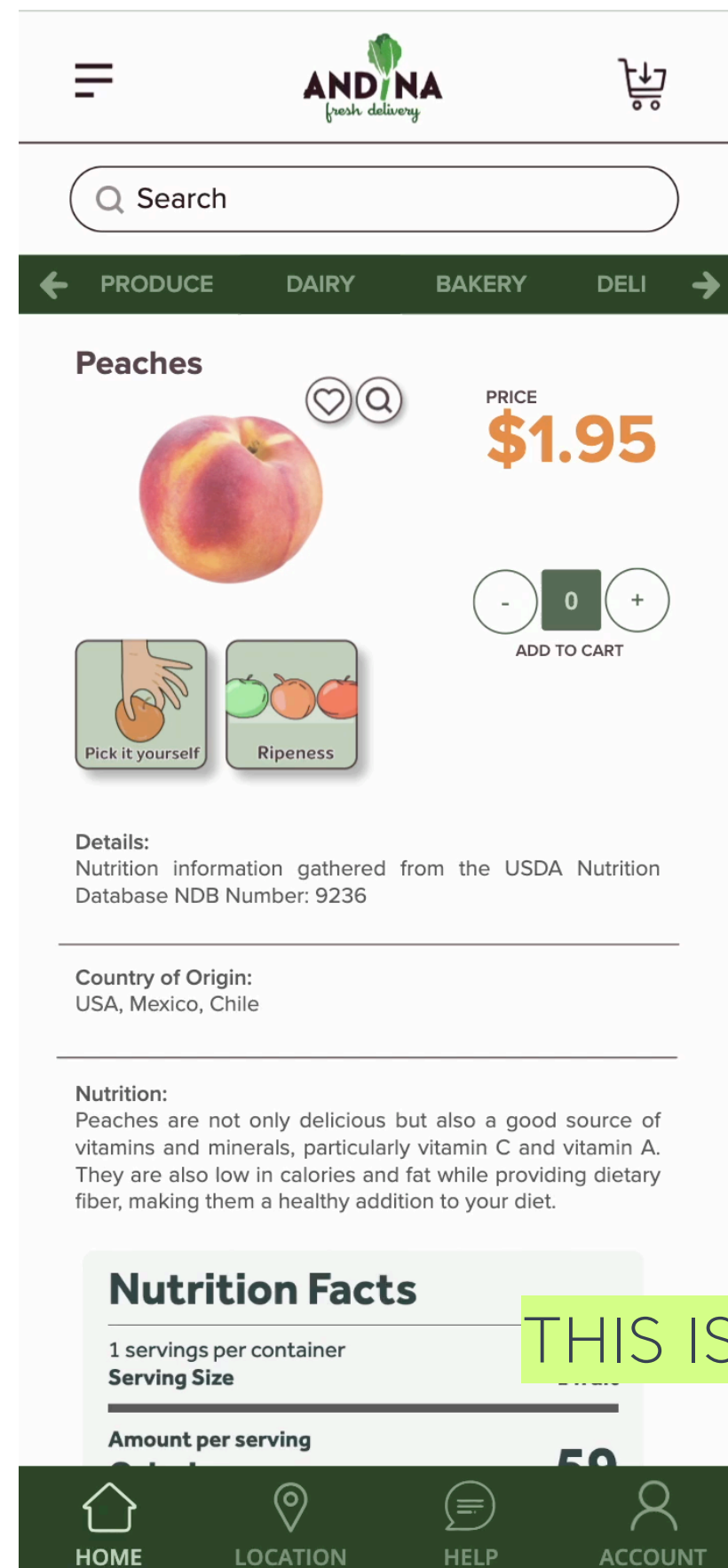
6. Detailed information about products:

Their usage, benefits and recipe ideas are conveniently available for download or within the app to cater to Anna's needs.

ANDINA
fresh delivery

Search

PRODUCE   DAIRY   BAKERY   DELI

Peaches

PRICE
$1.95

- 0 +

ADD TO CART

Pick it yourself   Ripeness

Details:
Nutrition information gathered from the USDA Nutrition Database NDB Number: 9236

Country of Origin:
USA, Mexico, Chile

Nutrition:
Peaches are not only delicious but also a good source of vitamins and minerals, particularly vitamin C and vitamin A. They are also low in calories and fat while providing dietary fiber, making them a healthy addition to your diet.

Nutrition Facts

1 servings per container
Serving Size

THIS IS A VIDEO

Amount per serving

HOME   LOCATION   HELP   ACCOUNT

DESIGN SOLUTION

7. Purchase Reminders:

Based on purchase history, automatic reminders prompt Sofia to restock or explore alternative options when a particular product is unavailable.

8. Global Ingredient Search:

A dedicated search engine that compiles a wide range of vegetarian ingredients from various parts of the world.

THIS IS A VIDEO

DESIGN SOLUTION

9. <u>AI Driven Notifications:</u>

The application sends personalized store promotions and deals that are tailored to its users shopping history and wishlist.

10. <u>Exciting Vegetarian Recipes:</u>

Explore a variety of fresh vegetarian recipes, including weekly recipe highlights.

THIS IS A VIDEO

DESIGN SOLUTION

<u>Price Comparison Tool:</u>

Compare prices from multiple stores, cross check them with the users shopping list and suggest the most economical options.

<u>Real Time Store Navigation:</u>

The app provides its users with real time guidance while they are at the supermarket, making it easy for them to find products effortlessly.
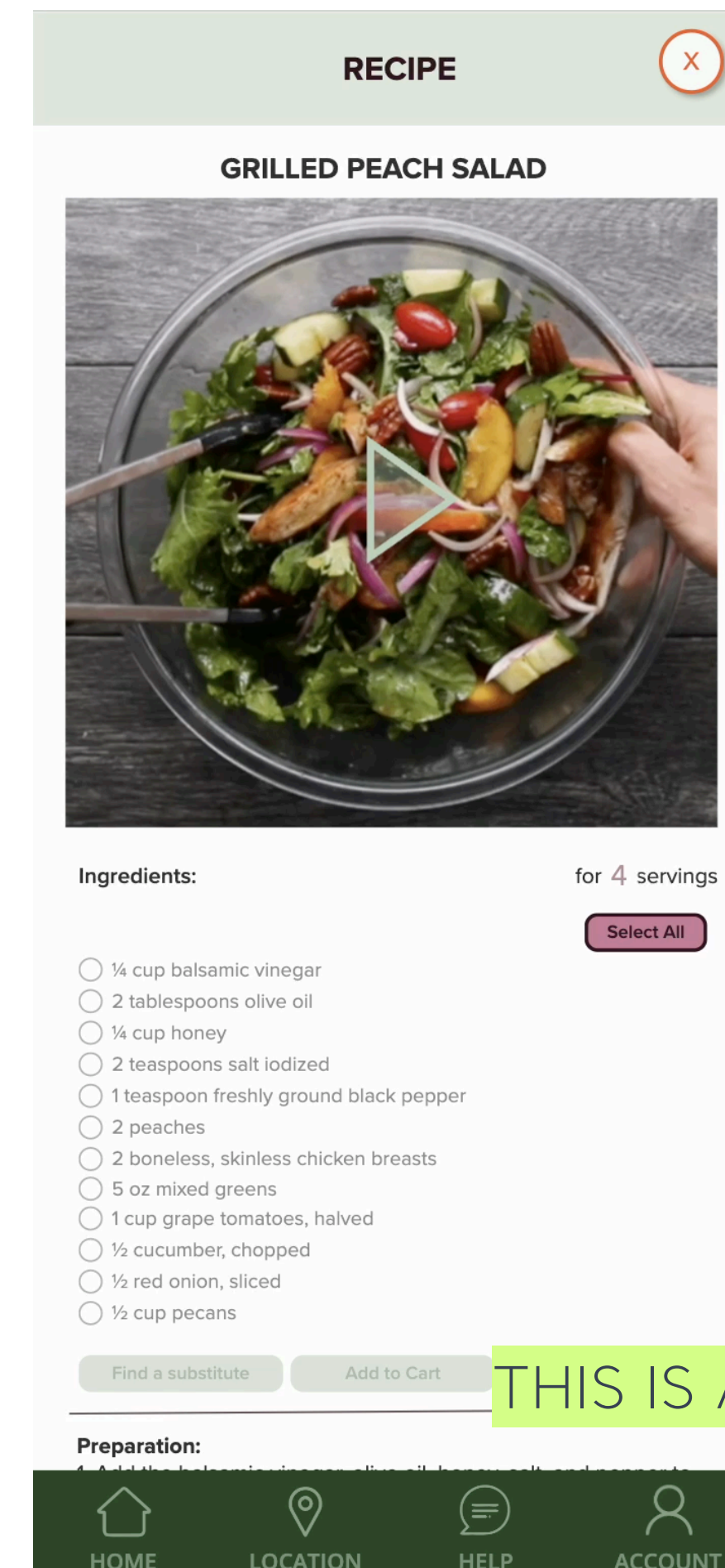
THIS IS A VIDEO

DESIGN SOLUTION

13. <u>Product Label Recognition:</u>

By utilizing image recognition technology, the app scans product labels and offers information regarding dietary compatibility.

14. <u>Virtual Shopping Assistant:</u>

Ensure that the brands users makes vegan choices with the help of a virtual shopping assistant that reviews their cart and suggests alternatives if needed.

THIS IS A VIDEO

15. Online Reservation System:

Implement an online reservation system for deli and bakery counters. This will allow the brands users to pre select items, choose a convenient pick up time and make advance payments for a seamless in store experience.

THIS IS A VIDEO

Scan function

- Check products in stock.

- Make a shopping list

- Purchase at the check-out area

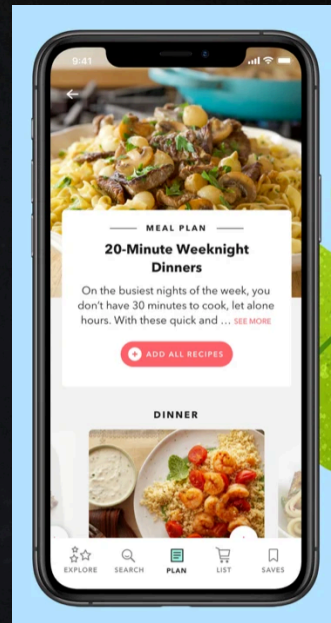- Check the product nutrition information.

- Check the deals and offers.
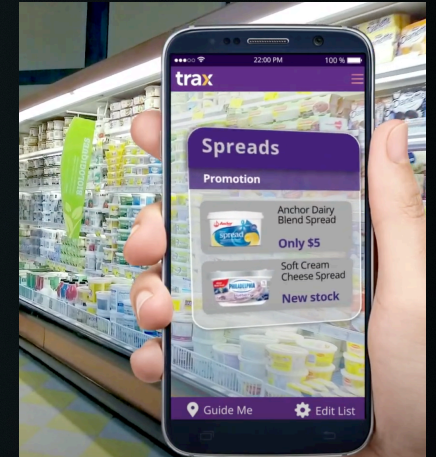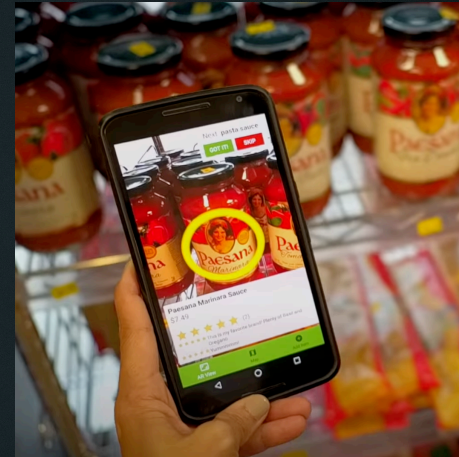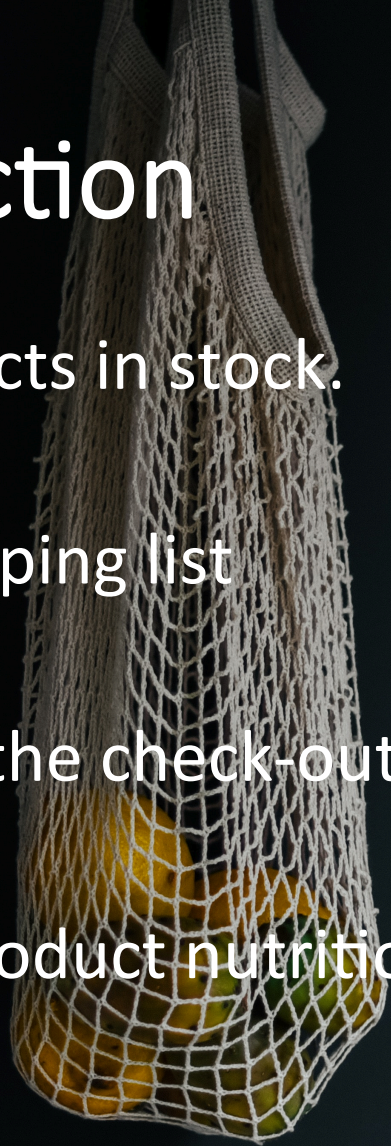
Search engine

- Check product availability

- Provide deals and offer.

- Compare brand and types.
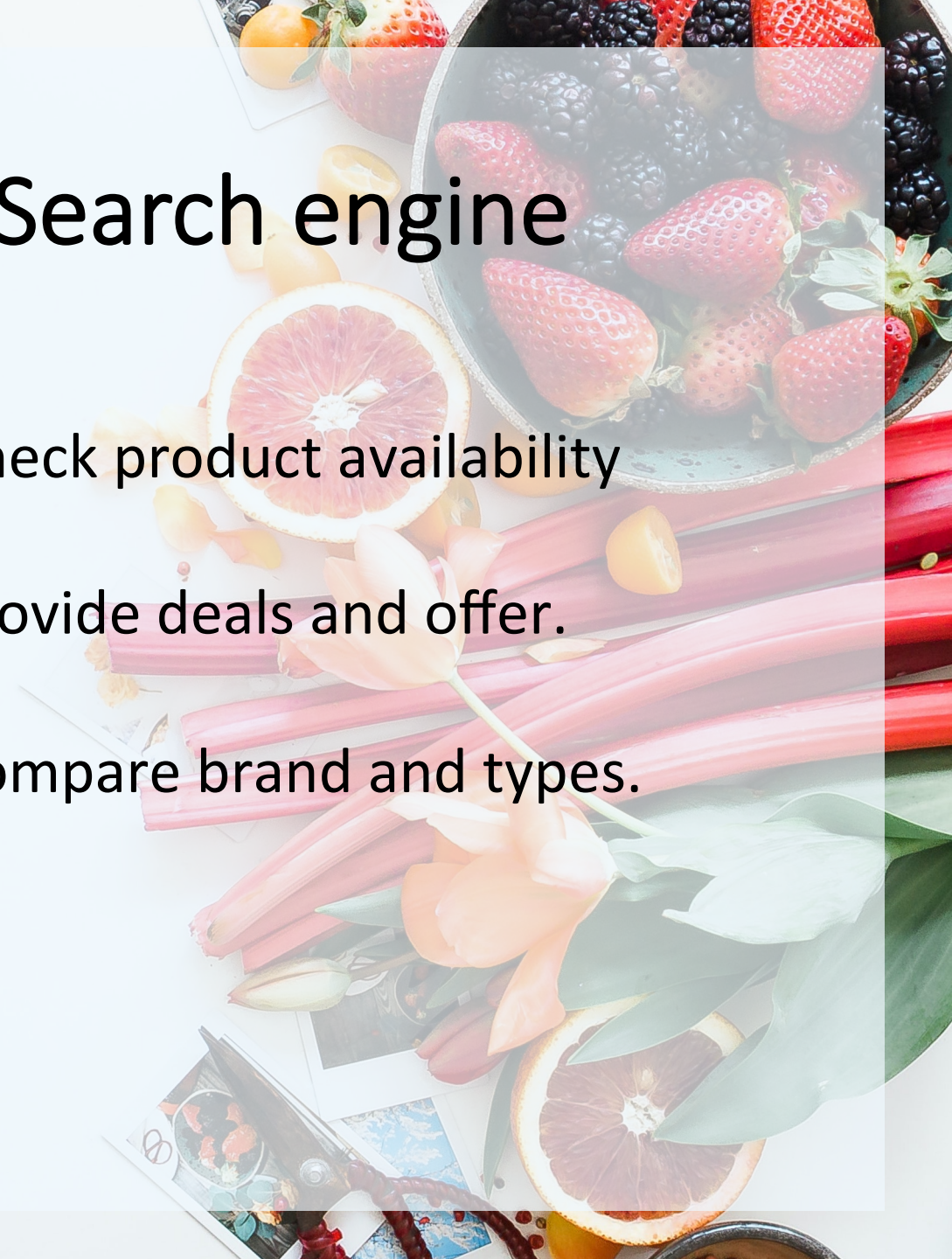
Recommendation system

- Record purchasing preference

- Recommend new products and tailor

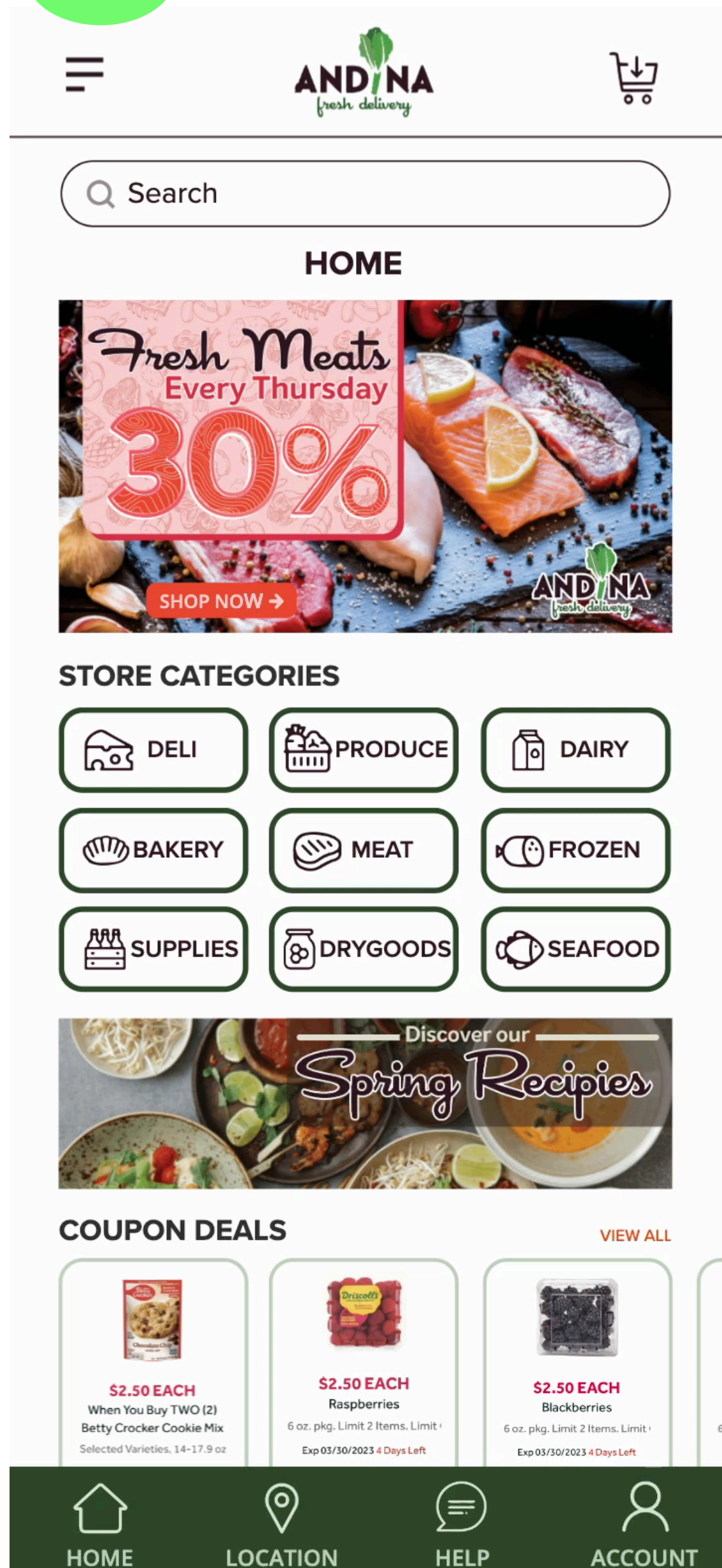- Recommend related recipes.

- Provide cooking video.
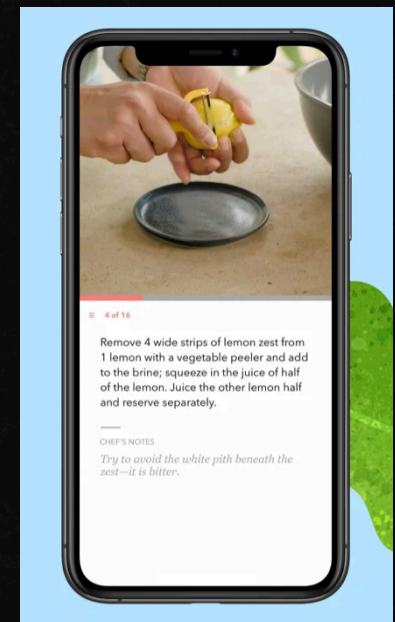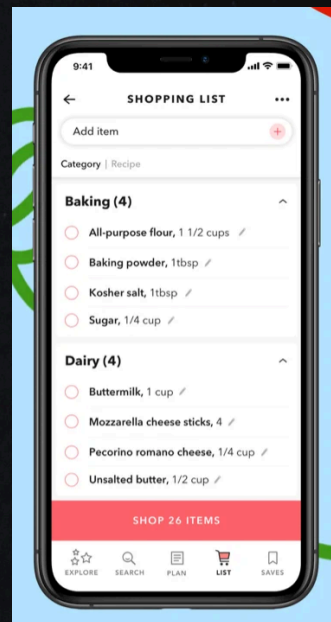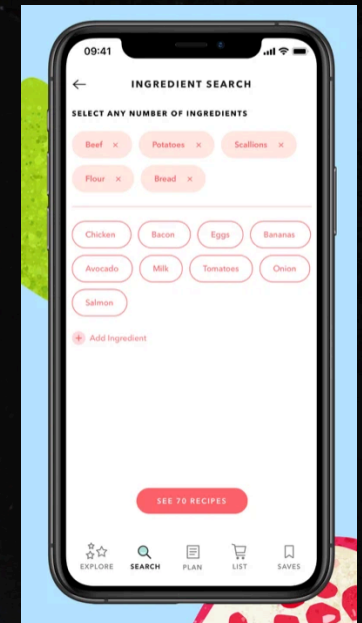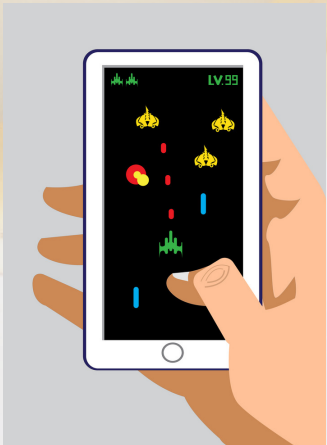
Game & express check out

- Waiting games to earn the discount

- Join the express online check-out list

- Check out with phone.

"When developing the *prototype*, I prioritized important design principles, such as consistency, simplicity, readability, discoverability, feedback, flexibility, and efficiency.

For instance, the consistency principle was maintained by utilizing a standardized circular shape for all interactive buttons, uniform icon style and typography. This help me to create a cohesive and professional-looking interface that promotes a seamless user experience.

The simplicity principle was embraced by incorporating easily recognizable icons, a clean layout, and strategically placed buttons that are user-friendly.

The readability principle was followed by using different text sizes and arranging content in text boxes for easy comprehension.

The discoverability principle was prioritized through the incorporation of commonly used and easily interpretable icons with clear supporting text.

Additionally, the interface is designed with the goal of minimizing user effort, providing quick and easy access to necessary information and functions. By adhering to these design principles, my prototype is intuitive, user-friendly, and efficient, enhancing the overall user experience of buying groceries."
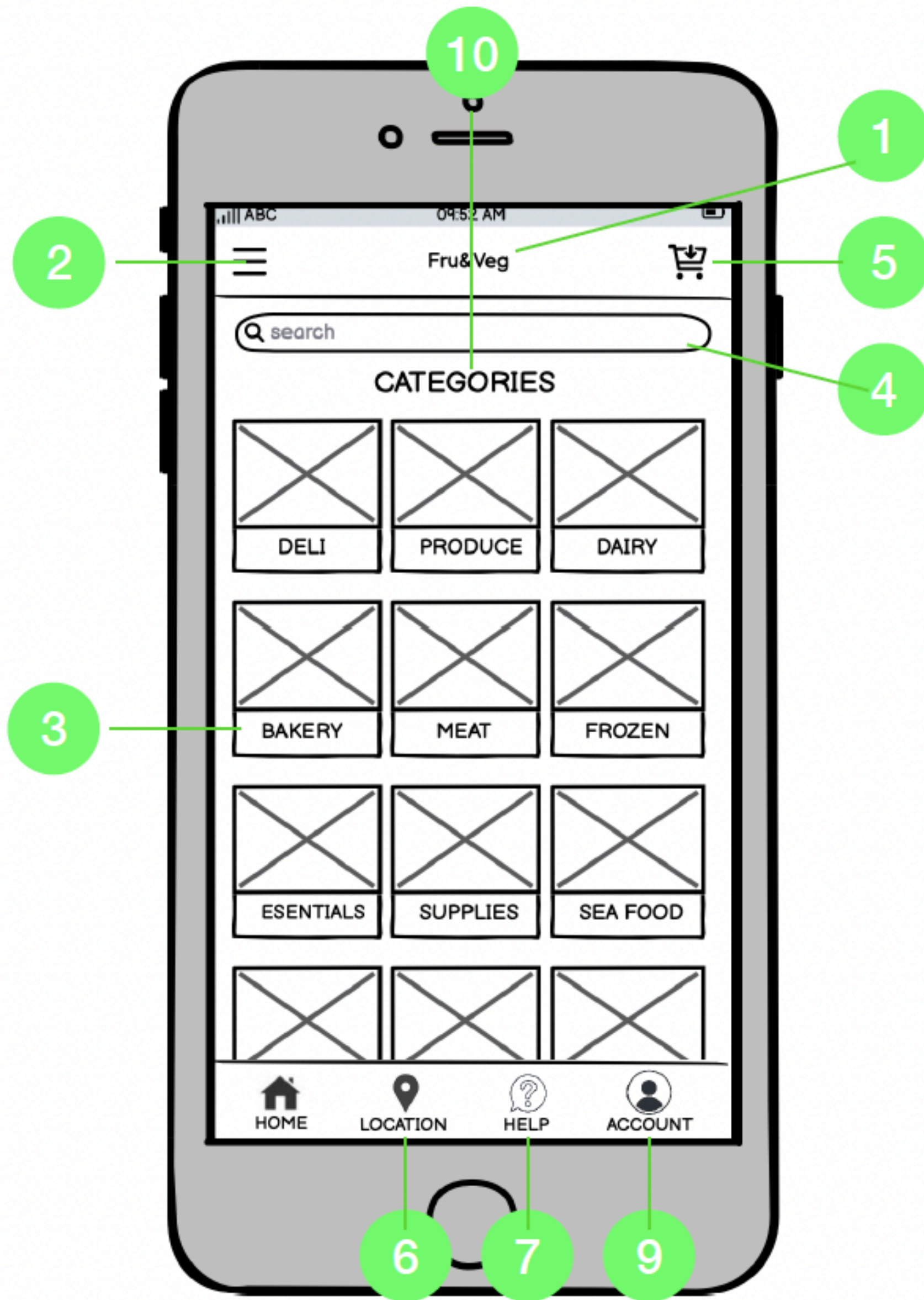
THANK YOU!

HOME
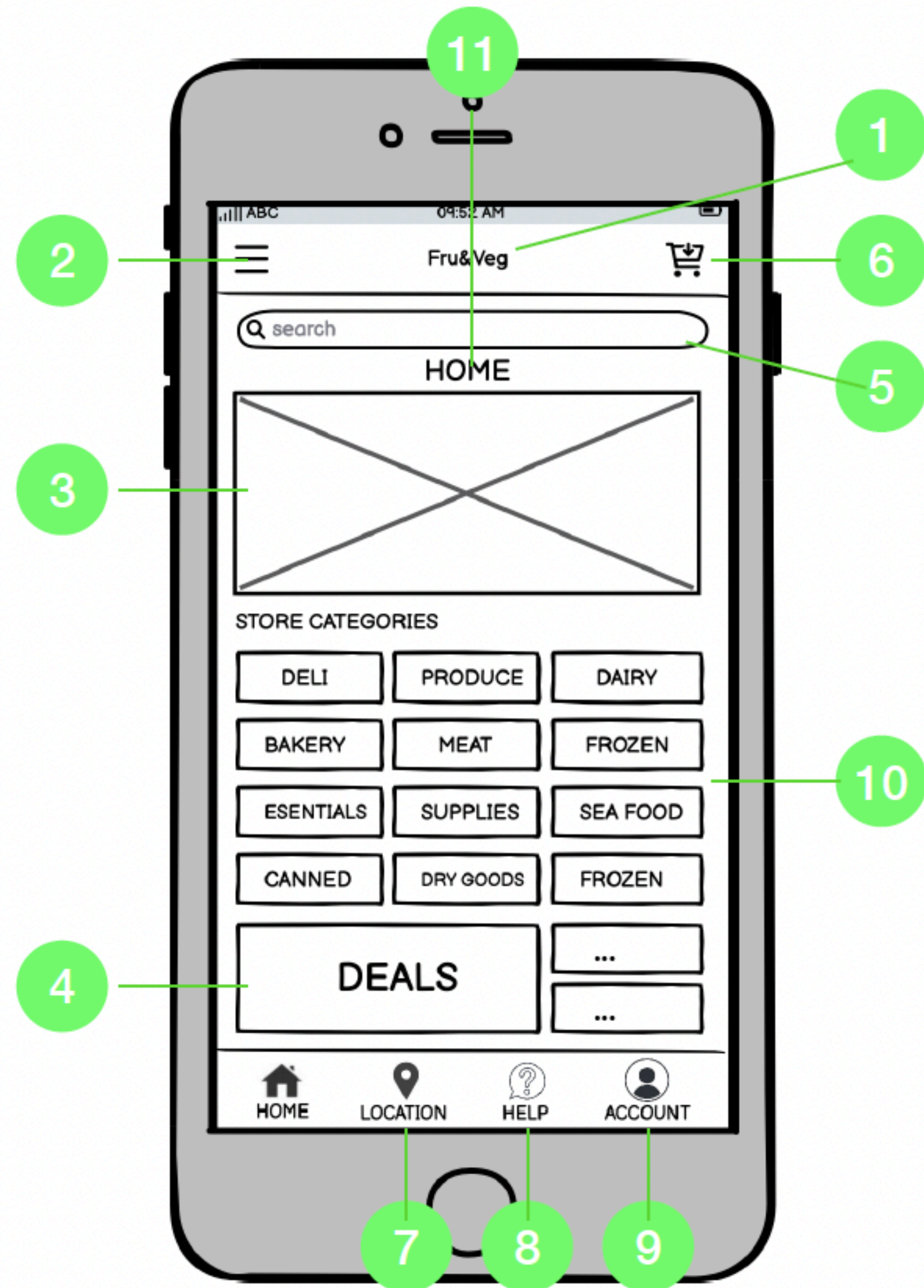
I decided these requirements were essential for the home page.

1. The home page should display the store's branding, including the name and logo.
2. The navigation menu should be easy to find and use, so that visitors can navigate to different pages of the website quickly and easily.
3. The home page should highlight some of the store's most popular or new products.
4. The home page should also display any special offers that the store is currently offering.
5. A search bar should be prominently displayed on the home page to allow visitors to quickly and easily search for specific products.
6. Easy access to the shopping cart allows users to keep track of the items they want to purchase and makes the shopping process more convenient and efficient.
7. If a person prefers to shop in person and is just looking for products ahead of time, the store locator should be in a prominent place on the home page.
8. A chat, like this one, can help visitors get in touch if they have any questions or concerns.
9. Account Button, easy access to a personalized experience where users can find their shopping preferences, set up notifications, and save their store purchase history.
10. For users to start their purchase process, I think that the most organized way is to offer easy access to the product categories.
11. A title that tells the user what page they are on.

CATEGORIES

I decided these requirements were essential for the categories page.

1. The categories page should display the store's branding, including the name and logo.
2. The navigation menu should be easy to find and use, so that visitors can navigate to different pages of the website quickly and easily.
3. All the categories of the store must have easy access, they must be accompanied by images that give the user an idea of what products they can find in this category and must be accompanied by text.
4. A search bar should be prominently displayed on the home page to allow visitors to quickly and easily search for specific products.
5. Easy access to the shopping cart allows users to keep track of the items they want to purchase and makes the shopping process more convenient and efficient.
6. If a person prefers to shop in person and is just looking for products ahead of time, the store locator should be in a prominent place on the home page.
7. A chat, like this one, can help visitors get in touch if they have any questions or concerns.
8. Account Button, easy access to a personalized experience where users can find their shopping preferences, set up notifications, and save their store purchase history.
9. A title that helps the user with the navigation.

PRODUCTS
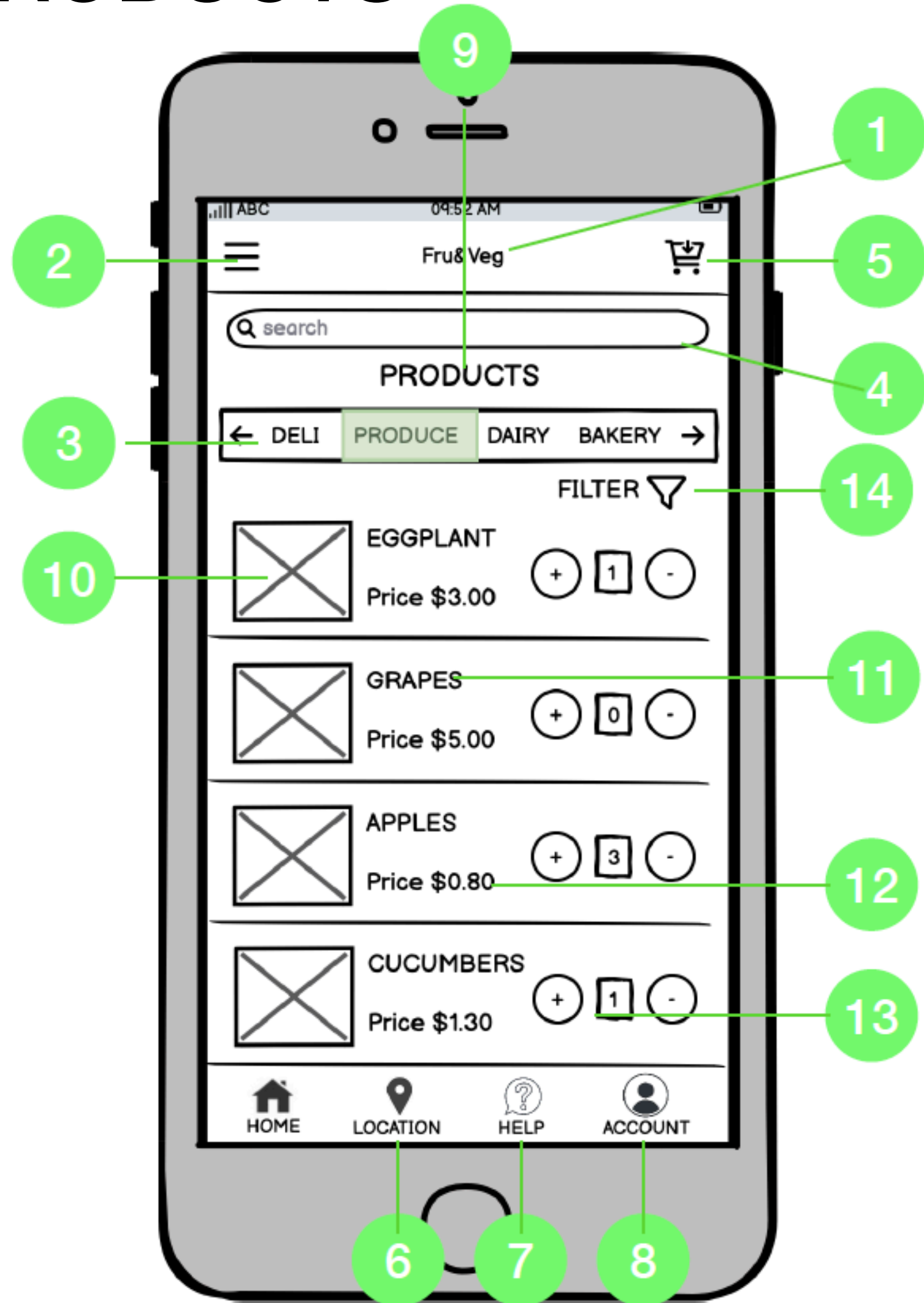
The product section of the website is critical. Here are some key elements that I consider the product section of the website should have:

1, 2, 4, 5, 6, 7, 8, 9 Using the same features of the home page, too create consistency

3. A categories navigation menu, that allows users to quickly browse through the different sections of the website and find the products they need.

10. High-quality product images that show the product from multiple angles. Users should be able to see details.

11. Each product should have a name

12. The price of the product should be clearly displayed.

13. An "Add to Cart" and remove from cart button should be prominently displayed on the product page. Also the user must be able to control the number of items they want to purchase.

14. Users should be able to filter products by various criteria such as price, color, size, brand, and other features.

To design the interface I took into account the principles that I considered important when creating the wireframe of the product page.
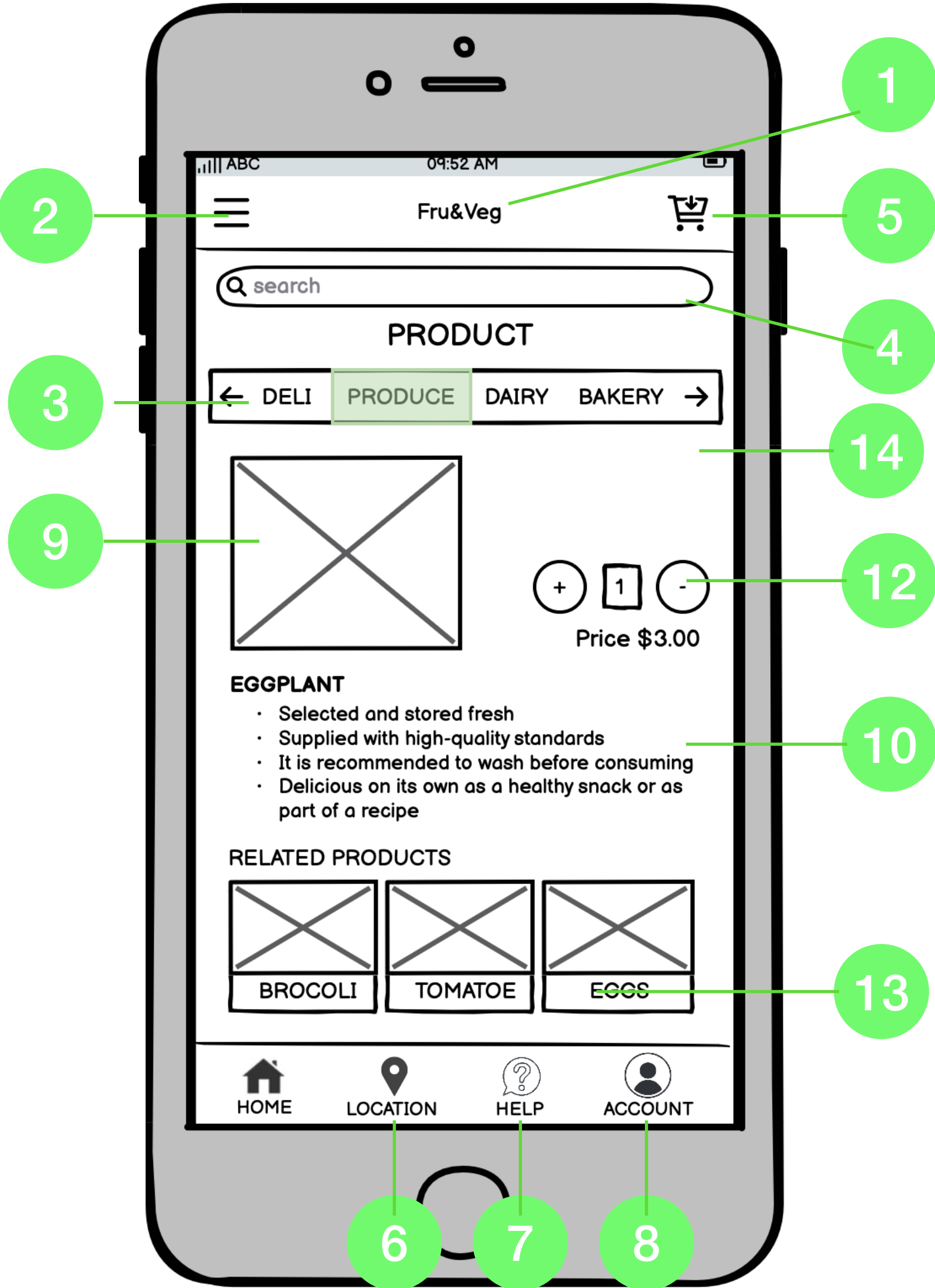
1. The home page should display the store's branding, including the name and logo.

2. The navigation menu should be easy to find and use, so that visitors can navigate to different pages of the website quickly and easily.

3. A categories navigation menu, that allows users to quickly browse through the different sections of the website and find the products they need.

4. A search bar should be prominently displayed on the home page to allow visitors to quickly and easily search for specific products.

5. Easy access to the shopping cart allows users to keep track of the items they want to purchase and makes the shopping process more convenient and efficient.

6. If a person prefers to shop in person and is just looking for products ahead of time, the store locator should be in a visible place on the home page.

7. A chat button, in case visitors want to get in touch to ask questions.

8. Account Button, easy access to a personalized experience where users can find their shopping preferences, set up notifications, and save their store purchase history.

9. High-quality product images that show the product from multiple angles. Users should be able to see details.

10. Each product should have a clear, concise and detailed description, including all relevant features and specifications that highlight the benefits of the product.

11. Add to Cart Button: An "Add to Cart" button should be prominently displayed on the product page. This button should be easy to find, and the user should be able to add and remove the product to their cart with just one click.

12. Showing related products can help users find other items they may be interested in.