

Grocery AI – Discussion Guide

Name:

Date/Time:

Prompt to sign Consent and NDA

- Before we get started, I'd like to get your signed consent to record this interview (audio/video) and take some pictures.
- Everything that we gather will be kept confidential. Nothing that we gather will be posted on social media or the internet. It will be used for internal purposes only.
- Also, I would like for you to sign this non-disclosure agreement, indicating that you will not share the details of our conversation with anyone else (questions we asked, discussions we had, the name of our company); but you may share that you participated in some research about grocery shopping and the use of technology in the process. And you can say that we talked in your home and went to the grocery store together.

Reminder on Compensation

- You will be compensated \$150 for our 1-1.5 hour discussion here
- You will be compensated \$150 for our trip to the grocery store

Introduction to the Research

- I work for a large grocery retail chain. We provide groceries, basic household items, and prepared foods. Additionally, we offer home delivery and curbside pickup. We are curious to learn about several things in this research study: 1) what sort of things are working well in your grocery shopping experience today and what things are not working well today (frustrations or pain points); 2) what kinds of needs do you have in your current grocery/food shopping experience; 3) if and how you use AI (artificial intelligence) tools or services in other areas of your life; and 4) your thoughts on AI enabled services in the grocery/food shopping experience.
- Please feel free to think out loud during this process. And we'd love to hear any stories you have related to grocery shopping. No matter how big or small the stories are.
- Any questions before we begin?

Warm Up questions

1. Could you tell us a little about yourself?
 - a. Where you are from?
 - b. How long you have lived here?
 - c. What sort of work do you do?
 - d. Any hobbies you may have?
2. Could you tell us about your living situation here?
 - a. With whom do you live? (is that constant or does it change?)
 - b. What kind of food needs do you all have?
 - i. Breakfast
 - ii. Lunch
 - iii. Dinner
 - iv. Snacks
3. What percentage of the time do you eat at home and what percentage do you eat out?
4. Do you tend to eat the same meals for dinner every week? How often do you try new recipes? Where do you typically get your recipes?
5. Do you typically go to one grocery store or multiple?

Current Shopping Experience

6. Can you describe a typical grocery shopping experience for you? What steps do you take, from beginning to end? (follow up: from planning, to going to the store, shopping in the store, purchasing, and getting the purchased items in your home where you want them, what do after shopping is done?)
7. How do you (and the people you live/eat with) usually decide what to buy for groceries and household items?
8. What prompts you to finally make the order or make a trip to the grocery store?
9. When it comes to eating, what sort of things matter to you the most?
 - a. If struggle to answer, probe with things like
 - i. Quality

- ii. Affordability
 - iii. Health
 - iv. Taste
 - v. Ease of preparation
 - vi. Appearance
10. Mental model: card sorting exercise
11. What sort of expectations do you have of the grocery store 1) before you go 2) while you are there, and 3) when you get everything home?
12. What are the most frustrating aspects of your current grocery shopping experience, whether in-store or online? Tell us a story of something frustrating that has happened to you recently.
13. How do you feel about the time it takes to complete your grocery shopping? Could anything be improved?

Unmet Needs

14. How important is personalized service to you in grocery shopping, and do you feel it is currently being met?
15. What challenges do you face when trying to find deals or discounts on groceries?
16. Is there any additional information would you like to have about products when shopping either in-store or through the app?
17. Is there anything that you feel is currently lacking in the current shopping experience?

AI

18. Do you use any artificial intelligence or smart technology tools in your life? Voice or virtual assistants, smart home devices/speakers (alexa), personalized recommendations (netflix, amazon). ChatGPT?
19. Do you use any AI or smart tech in any of your shopping experiences? Sizing for clothes, or see an item in your home or on you (shoes).
20. Do you have any concerns or complaints about AI or smart tech?
21. What do you think or feel about some sort of technology service that did the following
- a. Suggests recipes based on your past purchases and preferences? Why or why not?
 - b. Create shopping lists based on your past purchases and preferences? Why or why not?

- c. Offers personalized product recommendations or special offers based on your shopping habits? Why or why not?
 - d. Suggests recipes based on your family's eating preferences (what they like) and your comfort level with cooking (novice to expert chef)? Why or why not?
 - e. Predict when you're likely to run out of certain products and ask you if you would like to reorder them? Why or why not?
 - f. Provide you with a virtual shopping/cooking assistant that can help you answer questions, make decisions about shopping or cooking, or find what you need in the store? Why or why not?
22. What potential concerns do you have about using AI-powered features for grocery shopping?

Wrap up

23. If you had a magic wand to fix something about the food/grocery shopping experience, what would you do with it?
24. If we were to introduce AI-enabled enhancements, what areas of the grocery shopping experience should we prioritize first?

Card Sorting Exercise

1. Identify Needs
 - Meal Plan
 - Breakfast
 - Lunch
 - Dinner
 - Snacks
 - Recipes
 - Dinner Guests
 - Party Planning
 - Healthy
 - Tasty
 - Affordable
2. Grocery Shopping List
 - Digital Grocery Shopping List
 - Produce

- Meat & Poultry (or alternative)
- Dairy
- Canned Goods
- Frozen Foods
- 3. Travel to the Store
 - Travel to the store
 - Parking
 - Getting a shopping cart
- 4. Shopping
 - Shopping route in store
 - Want more product info at store
 - Can't find what I'm looking for
 - They are out of what I need
 - Mobile Phone
 - Handwritten Grocery List
 - Shopping Time (duration)
 - Promotions/Sales in store
 - Online Promotions/Sales
 - Do I have enough of this at home?
- 5. Checking Out
 - Checking Out/Paying
 - I forgot something
- 6. Getting Back Home
 - Travel back home
 - Putting Grocery Cart away
- 7. At Home
 - Putting Groceries Away
 - Grocery Bags
- 8. AI
 - Automated digital shopping lists
 - Predictive restocking alerts
 - Personalized meal planning
 - Automated customer service/support
 - Recipe recommendations
 - Alexa
 - Google Home speaker
 - Smart Watch