

(Kevin Lu Luu)
(IDEO: Shadowing & Narration)

Target Users: Low-income college students

Shadowing

College Student #1

Age: 22

Job: Part-Time Coder at Student Center

Time: 30 minutes

- Trader Joe's just for a specific item
- He does not know what he wants when he goes grocery shopping.
- Said he would make a list if it were convenient
- Off brand juices are cheaper than the regular branded ones at other grocery stores
- Bananas are 19 cents per banana instead of pound
- Close to where he lived and had everything he wanted that day
- Can also go to Target if he knew if some items were cheaper

Narration

College Student #2

Age: 21

Job: Unemployed

Time: 20 minutes

- Albertsons because it is within walking distance from apartment
- He writes a list of grocery items on his phone before going to the store
- He likes spending as little time in the store as possible
- Goes every two weeks
- Does not think about cross pricing because this is the only close store
- Has EBT
- Would like a more organized grocery listing system
- Currently using IOS notes.

(Xu Wang)
(IDEO: Surveys & Questionnaires)

Target Users: general, college students

Link: <https://forms.gle/FQRfq6DUGFg9RczUA>

How many items are on your grocery list on average?

- 37.5% people have 1-10 items
- Another 37.5% people have 11-20 items
- 25% of people have more than 20 items.

Do you have a budget for grocery shopping?

- 37.5% people have a budget
- 62.5% people do not

Are you willing to shop in different stores to save your money if they have a lower price?

- 87.5% of people would go to different stores if they could save money.

Do you prefer in-person shopping or delivery?

- 87.5% people would like to do in-person shopping.

If English is not your native language, do you have trouble during grocery shopping because of language?

- 12.5% people have trouble during grocery shopping since English is not their native language.

How often have you seen stores have different prices for the same item you want to buy?

- 37.5% people always see different prices
- 62.5% people say sometimes they would see different prices.

If there is an application that lets you see all the prices in different stores, would you prefer a mobile application or website?

- 87.5% people would like to have a mobile application.

Would you prefer to create an account for such an application to save your grocery list?

- 75% would like to create an account
- 12.5% would not
- Another 12.5% say maybe.

What other troubles do you have during your grocery shopping?

- Items not in stock
- Not enough money. Label price doesn't match selling price. Not enough things are sold for one person/individual.
- Sometimes that store doesn't have my item but yet online it says it does so I'm wasting my time driving to another store when I could be using that time to cook
- It is getting too expensive everywhere and multiple different places have different items I require so I must go out of my way to different stores in order to get all the food items I want
- Distance to commute

(Vanna Phan Vuong)
(IDEO: Extreme User Interviews)

Target Users: Non-english speakers & elderly

Non-English Speaker

- Age: 51
- Primary language: Vietnamese
- Questions:
 - 1) How often do you go to the grocery market?
 - a) 3-4x per week
 - 2) What's your goal when you go grocery shopping? (lowest costs, quality ingredients, product variety)
 - a) depends on what she's shopping for
 - i) General goods/biweekly restock: product variety (i.e. Costco, Sams' Club)
 - ii) Specific recipe: lowest costs + quality ingredients (meet in the middle)
 - 3) Do you use any apps to help you shop? If so, which ones?
 - a) uses the sams' club app to check out
 - b) besides this nothing else
 - 4) Do you use any coupon apps/websites?
 - a) No
 - b) She may browse the Costco website for deals sometimes
 - 5) If you consider yourself price-sensitive, how do you find deals?
 - a) Yes, sometimes she looks at the physical Costco catalog to browse deals
 - b) Recognize deals in stores or word-of-mouth (typically for Vietnamese stores)
 - 6) How do you go about shopping when language becomes a barrier?
 - a) Ask her daughter to accompany her or ask the worker for help
 - 7) What struggles do you have with grocery shopping, if any?
 - a) Stores are out-of-stock of certain items, which forces her to drive around
 - b) This is frustrating because she is a busy mom, who tends to do her grocery shopping after a long full-day of work

Elderly

- Age: 79
- Primary language: Vietnamese
- Questions:
 - 1) How often do you go to the grocery market?
 - a) Due to limited mobility and inability to drive, around once a week
 - b) Her husband or son goes shopping for her
 - 2) What's your goal when you go grocery shopping? (lowest costs, quality ingredients, product variety)
 - a) Lowest costs
 - b) She tends to visit different stores to find the lowest prices and best deals, even if it may be inconvenient
 - 3) Do you use any apps to help you shop? If so, which ones?
 - a) No, she's not tech savvy
 - 4) Do you use any coupon apps/websites?
 - a) No
 - 5) If you consider yourself price-sensitive, how do you find deals?
 - a) Grocery store newspapers in the mail
 - b) Word-of-mouth from friends and family (Vietnamese markets)
 - 6) How do you go about shopping when language becomes a barrier?
 - a) Ask her son to go shopping for her
 - b) Don't go
 - c) Ask her other kids to buy things for her
 - 7) How do you go about shopping when transportation becomes a struggle?
 - a) She always has her husband drive her around
 - b) He will wait in the car as she browses or he pushes the cart for her in the market
 - 8) What struggles do you have with grocery shopping, if any?
 - a) Not being able to read and understand labels and may buy wrong items
 - b) Goes for the cheapest deals, without understanding the trade off (lower quality food, wrong item)