

GOOD BEAR GROCERY (CANADA)

PROBLEM STATEMENT

Good Bear Grocery is a (from Vancouver, Canada), is a medium scale grocery franchise based only in Vancouver. Although their customer satisfaction ratings have remained relatively constant over the last 4 years, their market share has been decreasing by 8% each year. If they continue at this rate for another year or two, they'll be forced to shut their doors.

Through some market and user research they've determined that this decline is most likely due to the increase in online grocery ordering & delivery products, like Fresh Direct and Good Eggs.

Many customers prefer these products to shopping in store because they're faster, easier and more convenient - customers can shop from their desks, homes, or in line at the coffee shop. Good Bear Grocery believes that if they allow their customers to shop and buy their products online, they can expand their customer base and market share.

VISION STATEMENT

Good Bear Grocery has put together the following vision for their new online product: Good Bear Grocery is a grocery shopping tool that helps customers quickly and easily shop and purchase groceries online, and then have them delivered promptly at little to no cost .

PERSONA A: THE BUSY PROFESSIONAL

In order to figure out which customers to target with their product, I needed to observing customers in their stores and talk with users of competing businesses.

My findings found that Good Bear Grocery has many busy young, health conscious professionals that make up a large portion of their product's target market. So I created the main persona called 'The busy professional (TBP)' to describe the qualities of the type of user to focus on.

WHAT WE KNOW ABOUT BUSY YOUNG PROFESSIONALS WHO WILL LIKELY USE THIS PRODUCT:

- Age 25-35
- Tend to live alone or with one roommate
- Have limited time
- Are tech savvy and tend to use iPhones over Android phones.
- Work long hours (most said 9am-7pm, but have some flexibility)
- Go out about half the nights of the week



PARTICIPANT #1

CARDS SORTED - IVAN

MEAT	VEGETABLES	FRUITS	BEVERAGES & FRESH	BREAKFAST	DAIRY & EGGS	DOUGH PRODUCTS	OTHER (?)
1: Raw	Carrots	Almonds	Orange juice	Rice crackers	Eggs	Baguette	Olive oil
2: Cooked	Broccoli	Avocados	Bottled water	Oats	Milk	Whole wheat ravioli	
Boneless skinless chicken (1)	Kale	Bananas	Apple sauce		Soy Yogurt	Cookie dough	
Roast beef (2)							

FORMED 8 CATEGORIES:

For MEAT category, the participant identified two subsets: Raw & Cooked. He pointed out that it's important to have separate subsets for easier search of roast products. Not sure regarding the categorization for Apple sauce (formed a combined category for Beverages & Fresh) and for Olive Oil (moved to OTHER category).

PARTICIPANT #2

CARDS SORTED - RONAN

MEAT	FRUITS & VEGETABLES	WATER	HERBAL PRODUCTS	SNACKS	MILK & EGGS (?)	FLOUR PRODUCTS
Boneless skinless chicken	Avocados	Bottled water	Orange juice	Rice crackers	Eggs	Baguette
Roast beef	Bananas		Apple sauce	Almonds	Milk	Whole wheat ravioli
	Carrots		Olive oil			Cookie dough
	Broccoli		Soy Yogurt			Oats
	Kale					

FORMED 7 CATEGORIES:

Participant identified more general categories like HERBAL PRODUCTS, FLOUR PRODUCTS.

PARTICIPANT #3

MEAT	FRUIT & VEGETABLES	BEVERAGES	NUTS & DRIED FRUITS	GRAINS & PASTA	DAIRY & EGGS	BAKERY	SEMI-FINISHED PRODUCTS	COOKED FOOD	JAMS	OILS & SAUCES
Boneless skinless chicken	Broccoli	Bottled water	Almonds	Oats	Eggs	Baguette	Cookie dough	Roast beef	Apple sauce	Olive oil
	Avocados	Orange juice		Whole wheat ravioli	Milk	Rice crackers				
	Carrots				Soy Yogurt					
	Kale									
	Bananas									

FORMED 11 CATEGORIES:

Separate category for Roast Beef - COOKED FOOD. Has put forward good proposal with NUTS & DRIED FRUITS category, despite there being no dried fruits on the list. Plus OILS & SAUCES category.

PARTICIPANT #4

CARDS SORTED - IVY

MEAT	VEGETABLES	FRUITS	NUTS	GRAINS & PASTA	ESSENTIAL	BAKERY & SUPPLIES	BABY FOOD	BEVERAGES	YOGURT
1: Raw	Carrots	Avocados	Almonds	Oats	Eggs	Baguette	Apple sauce	Bottled water	Soy yogurt
2: Cooked	Broccoli	Bananas		Whole wheat ravioli	Milk	Rice crackers		Orange juice	
Boneless skinless chicken (1)	Kale				Olive oil	Cookie dough			
Roast beef (2)									

FORMED 10 CATEGORIES:

For MEAT category participant also identified two subsets: Raw & Cooked. Participant identified more general category for Olive oil, Eggs, Milk - ESSENTIALS.

PARTICIPANT #5

CARDS SORTED - ALEX

MEAT	FRUITS & VEGETABLES	LIQUID	COOKING SUPPLIES	CEREALS & GRAINS	BAKERY
Boneless skinless chicken	Avocados	Orange juice	Almonds	Rice crackers	Baguette
Roast beef	Bananas	Milk	Olive oil	Almonds	Cookie dough
	Carrots	Bottled water	Eggs	Oats	
	Broccoli	Soy Yogurt			
	Kale				
	Apple sauce				

FORMED 6 CATEGORIES:

General category for all liquid products - LIQUID. The only participant who has formed a COOKING SUPPLIES category.

PARTICIPANT #6

CARDS SORTED - BEN									
MEAT	VEGETABLES	FRUITS & NUTS	WATER	JUICE	DAIRY & EGGS	GRAINS & PASTA	BAKERY	BABY FOODS	OILS
Boneless skinless chicken	Carrots	Avocados	Bottled water	Orange juice	Eggs	Oats	Rice crackers	Apple sauce	Olive oil
Roast beef	Broccoli	Bananas			Milk	Whole wheat ravioli	Baguette		
	Kale	Almonds			Soy yogurt		Cookie dough		

FORMED 10 CATEGORIES:

For participant it was more logical to have separate categories for drinks: WATER, JUICE. Nuts in the same category with fruits.

RESULTS

Based on conducted survey with the card sorting technique the following categories were defined.

MEAT	FRUITS	VEGETABLES	NUTS & SEEDS	BEVERAGES	DAIRY & EGGS	GRAINS & PASTA	BAKERY & SUPPLIES	OILS & SAUCES	JAMS & BABY FOOD
1: Raw	Avocados	Carrots	Almonds	1: Water	1: Eggs	Oats	Rice crackers	Apple sauce	Olive oil
2: Cooked	Bananas	Broccoli		2: Juice	2: Milk	Whole wheat ravioli	Baguette		
Boneless skinless chicken (1)		Kale		Bottled water (1)	3: yogurt		Cookie dough		
Roast beef (2)				Orange juice (2)	Eggs (1)				
					Milk (2)				
					Soy yogurt (3)				

RESULT NOTES- FORMED THE 10 FOLLOWING CATEGORIES:

1. MEAT with subsets. Raw, Cooked. Participants pointed out that it's important to have separate subsets to differentiate cooked food (#1 & #4).
2. (FRUITS) / 3: (VEGETABLES). 3 of 6 participants formed separate categories for fruits & vegetables, so it's better to keep it like this.
4. NUTS & SEEDS. Participants #3 & #4 formed separate categories for nuts, participant #6 pointed out that nuts should be a part of a category name (for better navigation and searching) - FRUITS & NUTS. In the result category there are also mentioned Seeds, because these types of products are similar and located side by side on market shelves.
5. BEVERAGES with subsets. Water, Juice. 4 participants defined a single category for water & juice. For purposes of clarity (and to split types of products) - two subsets were added to this category.
6. DAIRY & EGGS with subsets: Milk, Yogurt, Eggs. 4 participants defined the same category. No clear decision was made about Soy yogurt to this category. So three subsets were created for the purpose of clarity.
7. GRAINS & PASTA. 4 participants defined a category with a similar name for Oats & Whole

wheat ravioli. Participants #1 & #2 formed more general categories for this.

8. BAKERY & SUPPLIES. 4 participants formed BAKERY as a category. No clear decision was made with the Cookie dough item, some participants included this item to more general categories like DOUGH PRODUCTS, FLOUR PRODUCTS, SEMI-FINISHED PRODUCTS, COOKING SUPPLIES. Because of this and for understanding the category is called BAKERY & SUPPLIES.

9. OILS & SAUCES. 2 participants (#3 & #6) formed an OILS category, other participants included Olive oil to a more general categories like OTHER, HERBAL PRODUCTS, ESSENTIALS, COOKING SUPPLIES. I liked the proposal from participant #3 to continue oils and sauces there.

10. JAMS & BABY FOOD. Apple sauce is the most unclear item for participants. Categories with this item are different for all participants (except #4 & #6, BABY FOOD). Based on proposed categories the name JAMS was chosen to be more appropriate. Two participants also associated this product with Baby food, so was decided to create a combined group for purposes of clarity.

For subsequent designing it would be better to have a tag system for all products, because participants very often associate items with some term. For example it can be related to meals (Breakfast, Snack), general type of products (dough, flour, cooking supplies), catering for specific age (babies) and so on.



USER FLOWS

ARRIVES TO HOMEPAGE

User has heard from his co-worker about Good Bear Grocery mobile application for online shopping and decides to try it out.

FINDS ITEMS TO BUY

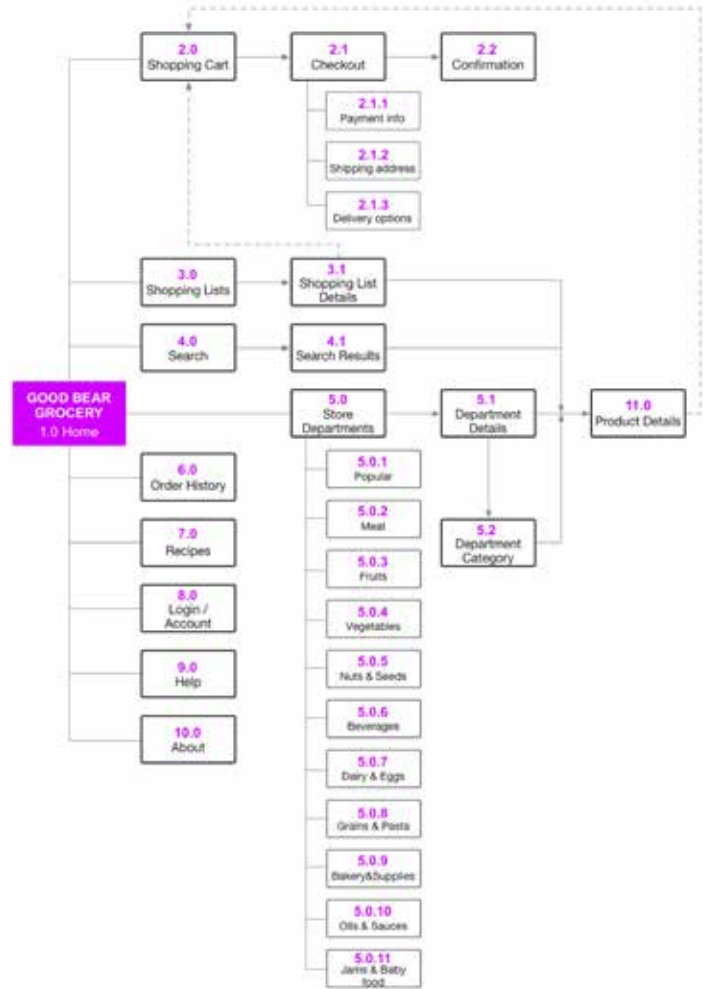
ADDS ITEMS TO CART

CHECKS OUT

SIGNS UP IN THE PROCESS OF CHECKING OUT



SITE MAP



PRODUCT UI REQUIREMENTS

1 USER TASKS

ARRIVES TO HOME PAGE, FINDS ITEMS TO BUY.

REQUIREMENTS

A homepage as a start point for browsing and navigation through content, finding items to buy. Store department pages for browsing within particular section. Search results page to provide suitable set of items for user's searches.

PAGES TO DESIGN

Homepage. Store Department page. Search results page.

HOW THE DESIGN COULD ACHIEVE THESE REQUIREMENTS

The homepage design will have clear top-level navigation with sub-categories, will contain user's shopping lists, browsable store departments with collections of products that the user might like to buy. The page will allow user to get access directly to shopping cart. Store department page is dedicated to the set of products for particular department divided by subcategories. Search page allows user easily search the entire inventory of products.

FEATURES, ACTIONS AND CONTENT THAT EACH PAGE WILL CONTAIN

High-level navigation and sub-categories, user's shopping lists, collections of products (potentially based on popularity, season, holidays, history of purchases, etc.). Search by store departments, products and product tags. When user just started with entering of search query it suggests latest and popular searches. Search can be done by entering product name, department, or by tag, results (groceries) are grouped by store departments.

2 USER TASKS

ADDS ITEMS TO CART.

REQUIREMENTS

Homepage and store department pages which allow to add a unit of product to shopping cart. Individual product pages and shopping lists page which allow users to set needed quantity of product that should be added to the cart.

PAGES TO DESIGN

Homepage. Store Department page. Product Detail page - there are available multiple templates depending on the type of product. User's Shopping Lists page, Detail page of shopping list.

HOW THE DESIGN COULD ACHIEVE THESE REQUIREMENTS

Product detail page should have clear structure of the content and provide comprehensive description of the product, suggest similar products, discounts and special offers for it with call to action to add the product to cart and continue shopping. Shopping lists are created by user or created automatically based on frequently ordered products. Their aim of this page is to add favourite products to shopping cart easily in one click. Detail page of shopping list allows user to add to cart the whole list or any quantity of each product separately.

FEATURES, ACTIONS AND CONTENT THAT EACH PAGE WILL CONTAIN

Product detail page should contain following elements: product title, high quality photo, price / price with discount, special offers (if any), short description which can be expanded if user would like to, related (similar) products, UI control that allow the user to specify quantity of product (in required units) and add it to shopping cart. Shopping lists page should contain collection of product lists with separate "Add to cart" button for each list item, so user can add the whole list in one click. User also is able to create new shopping list from this page - there should be "New Shopping list" button for this. Detail page of shopping list should contain collection of product items with product title, high quality image and price / price with discount, special offers. It should have general button to add the whole list to the cart, button to edit shopping list and separate "Add to cart" button for each item to handle a case if user wants to add only few products from the list.

3

USER TASKS CHECKS OUT, SIGNS UP.

REQUIREMENT

The need for a checkout flow that requires a user to log in or sign up before completing fields for: shipping address, billing address, credit card information, delivery options, confirm and pay. If user has completed checkout process earlier (has placed an order once) then all those info should be saved and filled automatically for next checkout processes without need to enter it again each time. Delivery confirmation should appear when checkout process is done and the order is placed.

PAGES TO DESIGN

Shopping cart page. Login / Sign up forms. Checkout page with three subsections: Payment info, Shipping address, Delivery options (date & time). Confirmation / Place order page.

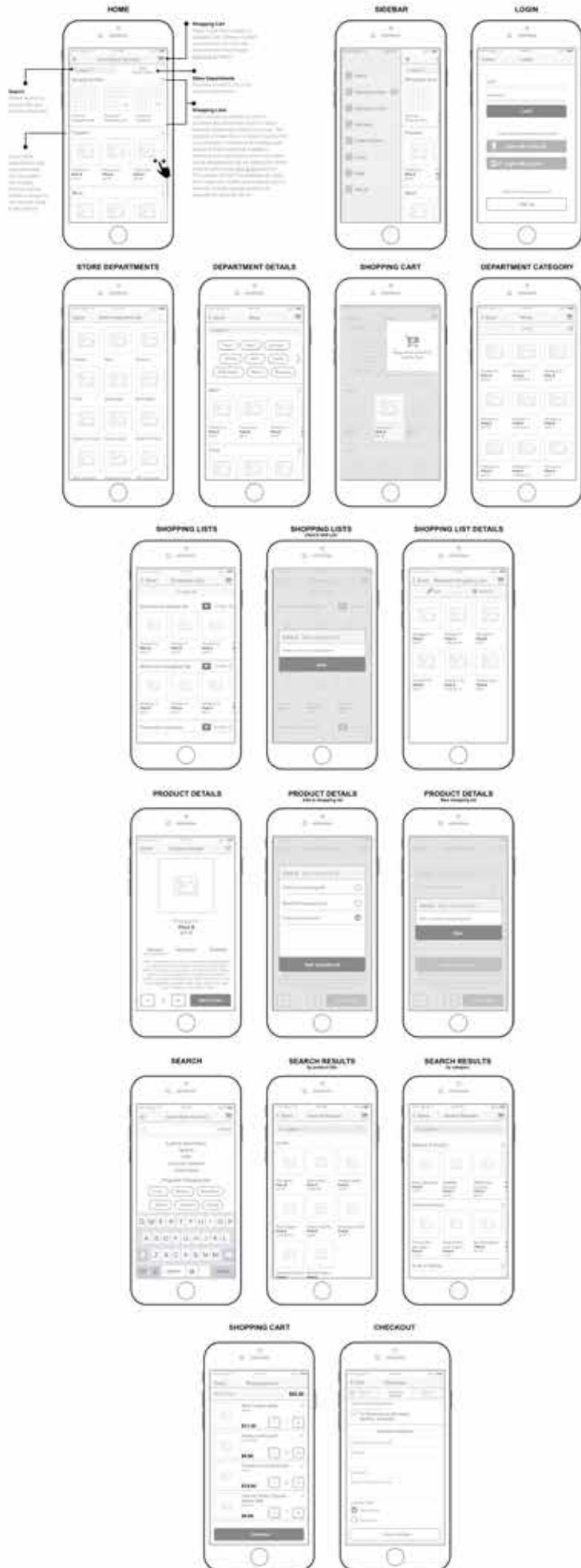
HOW THE DESIGN COULD ACHIEVE THESE REQUIREMENTS

For the not logged in user we need a design for login / sign up process that appears / feels short. For first time users the checkout process should appear smooth and consistent and ask user to enter all needed info gradually, step by step, provide tooltips where its needed. Delivery confirmation should appear to inform user that his order has been received.

FEATURES, ACTIONS AND CONTENT THAT EACH PAGE WILL CONTAIN

Shopping cart should contain a feature to edit / remove items from the cart, "Checkout" button to start checkout flow. User should be able to Login / Sign up with an email or social account. Checkout page should contain subsection for each portion of information that should be entered: Payment info, Shipping address, Delivery options. All info should be filled automatically if user did it in past sessions. Confirmation page informs user that his order has been received. Appropriate error messages for incorrectly entered info.

WIREFRAMES



USER JOURNEYS

SITE KEY:

- User 1: Buying a Pork product
- User 2: Make a New (or) Use a saved Shopping List
- User 3: Login / Search and select Apple & Snack

