

User Research and Top Findings

Michael Hintze, Dave Lester, Gaurav Shetti, Aijia Yan

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Purpose and Objective

Research can help refine and confirm concept direction.

Study Dates

Name	Segment Type	Location	Date
Kelly Schalow	User	Google Hangout	09/30/12
Sean Ren	User	SF coffee shop	09/30/12
Ellen Lester	User	FaceTime	09/29/12
Annie Wishengrad	User	4th street shops, Berkeley	09/29/12
Kiehl's Store Manager	Business	4th street shops, Berkeley	09/29/12
Title Nine Store Manager	Business	4th street shops, Berkeley	09/29/12
Young's Backpacking Store Manager	Business	2508 Telegraph Ave.	09/28/12

Equipment

Notebooks, pens, markers, post-its, stock paper, and mobile phones.

Interview Toolkit

Introduction

inStore is a Mobile App that helps consumers to find out what's going on in the stores they love. Our goal is to help you find amazing deals, and discover new products. We are just getting started on our mobile app and we would like to ask you to help us refine our ideas and discover things that are currently missing.

The interview today will consist of three parts. First we'll ask you some questions about yourself, and your shopping habits. We will then give you a chance to design your ideal shopping app. Finally, we will wrap up with a walkthrough of some of our early ideas about how we can improve your in store shopping experience.

Additionally, I wanted to point out that you are under no obligation to complete the session, feel free to leave at anytime.

If you're ready, let's get started.

Interview Questions

Part One: Demographics

1. Gender
2. Age
3. User Segment (retail shopper or store manager)
4. Type of business
5. Owns a smartphone? If Yes, what OS?

Part Two: Shopping Habits

1. How often do you go to retail stores? Can you tell me about your last couple of in-store shopping experiences?
2. When you go shopping do you tend to go to one particular store, or many stores in the same area?
3. Do you prefer to shop at stores to shop on internet? What types of things do you tend to buy online vs. in the store.
4. How do you decide to buy something online vs in the store?
5. Do you tend to find yourself doing a lot of research about a product before hand?
6. Do you currently use any app to find any good deals?
7. How do you feel about receiving deals on your smartphone when you are close to nearby stores?

8. Do you care more about the brand of a product, or the cost of the product? (How does the type of product influence their answer?)

Part Three: App Experience

1. How would you organize the information, do you care more about stores/brands, or about the products/deals themselves?

2. What features would you like to see in the app (ex. saving your credit card for purchases, or subscribe to newsletters for weekly deals)

Concept Walkthrough

We would like to show you some early ideas that we came up with. These are not final designs or finished products, but we would like to get your feedback and understand what you think is valuable.

The walkthrough is centered around the following moments:

- Explore/discover businesses and deals (nearby and categories)
- Navigating between categories (filters and search)
- Business detail page
- Redeeming a deal

Closing

1. What did you like or dislike about the concept?

2. Is there anything you wanted to tell us that you didn't have a chance to?

Top Findings and Planned Action

We created an affinity diagram in order to organize the notes collected from interviews with our users and merchants. We color coded the notes in order to group and organize them. This allowed our group to focus on the key aspects of our product.



Users:

	Findings	Planned Action
1	When shopping in physical retail stores, people initiated visits in pursuit of particular brands or stores, rather than individual deals.	The interaction of a user in the application should begin with a categorization of brands or stores, rather than a list of deals.
2	Customers usually have one or two stores in mind before they go shopping in physical retail stores.	We must consider the transition of users between different business pages in the application, which may mean a navigational gesture between businesses instead of a hierarchical relationship between a list of businesses and businesses which would add steps while switching between businesses.

3	Customers only want to see promotions when they matter to them. Although the idea of the in store flyer was useful in conveying the value of particular information, users were concerned that there would be too much information being delivered to their phone at once.	Providing an option for users to mention interests in their profile. That will highlight the deal they are looking for when they check in to a particular store
4	Users tend to go online for discounts and are more willing to pay full price in stores. An opportunity for real time comparison shopping.	Simplified app navigation to other store content for comparison shopping.
5	Categories of brands are more important than brands nearby and the maps view. Users are more likely to know what they are looking for rather than serendipitously discovering products.	Solved by (3)

Merchants:

	Findings	Planned Action
1	Currently merchants manage promotional content across a number of fragmented channels. They require an and easy way to manage all their promos in a unified interface.	The business-management side is out of scope for this class project, but we have considered how deals are being shared on other platforms like Facebook and Twitter, and would like integration with existing platforms.

2	<p>Merchants lack the ability to track the usage and success of their promotional offerings. They want to be able to know which customers are using the promos the most and continually find ways to re-engage with them.</p>	<p>Granularly track the redemption of promotional offers, and offer merchants and actionable insights for re-engaging customers.</p>
3	<p>We interviewed businesses of varying types, from big box stores to the local mom and pop shop, and one thing remained clear across each of them. Each store is in its own neighborhood with its own clientele. They serve a very local audience.</p>	<p>The ability for business pages to be personalized to their local clientele, both in visual design and content.</p>
4	<p>Not all merchants are created equal. Merchants range from big box stores, like Target, to small local stores. There are variations in number of locations, the size of the store, and the unification of the brand.</p>	<p>Our platform needs to be flexible and able to accommodate the varied work flows of the businesses we are trying to serve. We need to serve multiple administrators, various locations, and content across various touch points.</p>