

# Rethinking Grocery Shopping for Supermarkets

List and Locate System

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# As I grew...



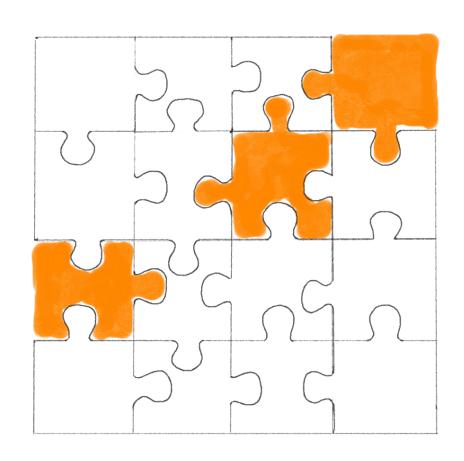
# Over the years...





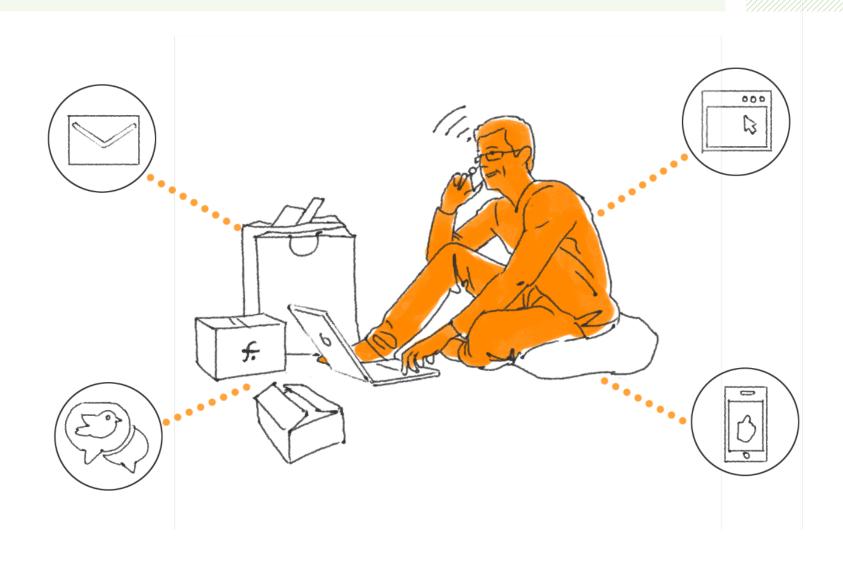


### Point 1

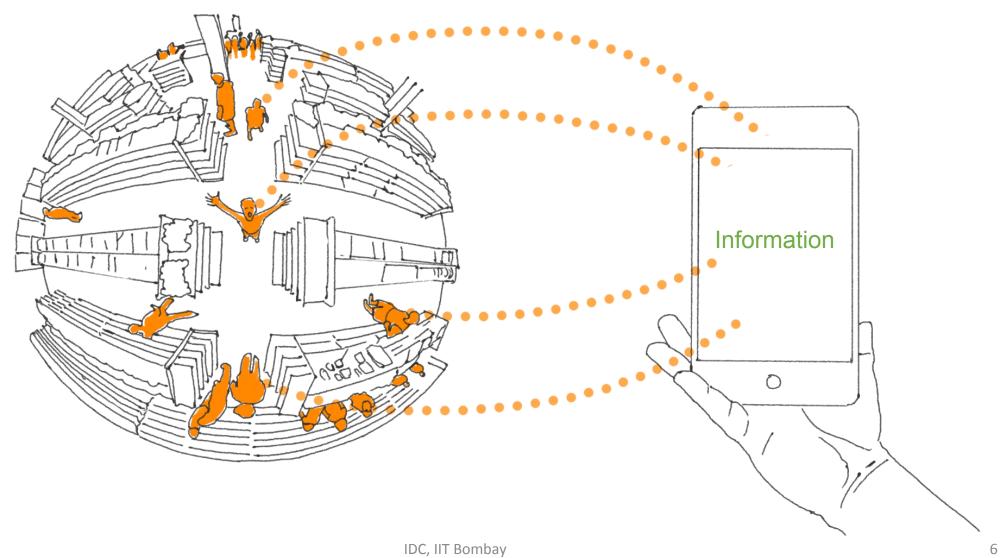




### Point 2

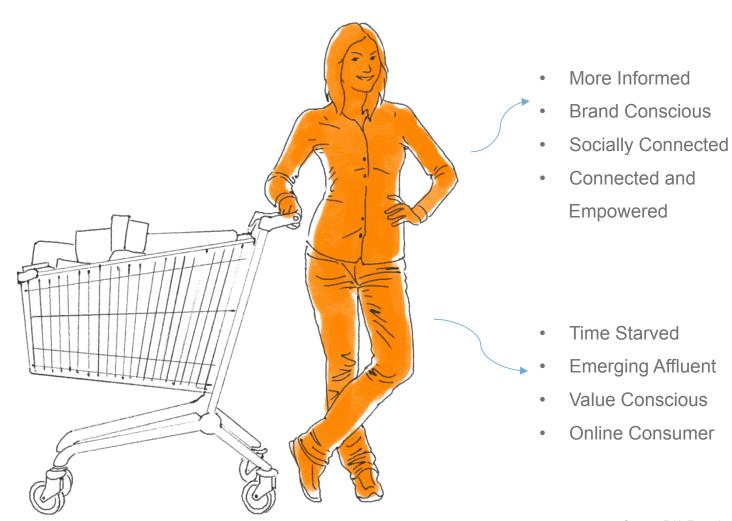


### **Initial Intention**

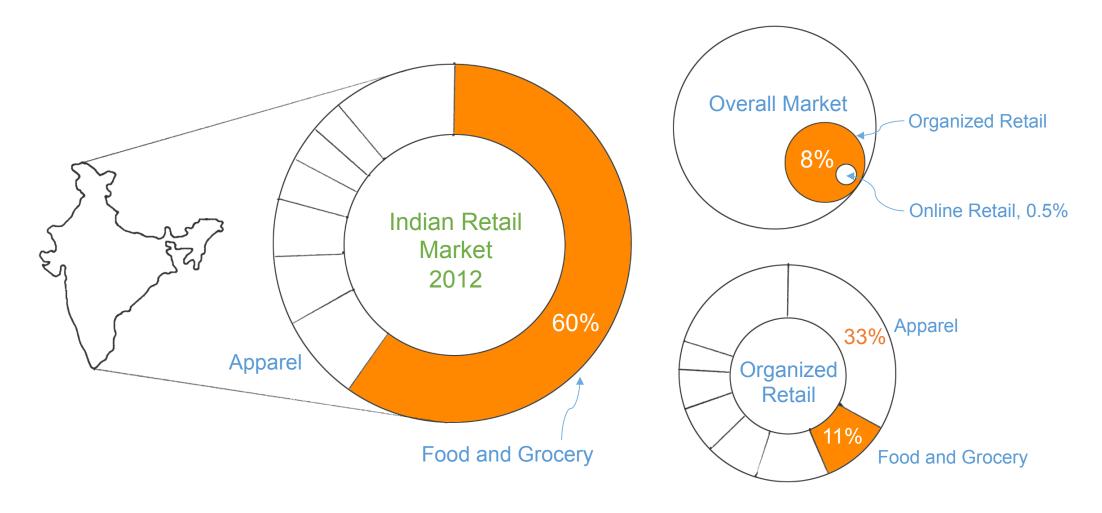


# **Secondary Study**

# Emerging consumer segment

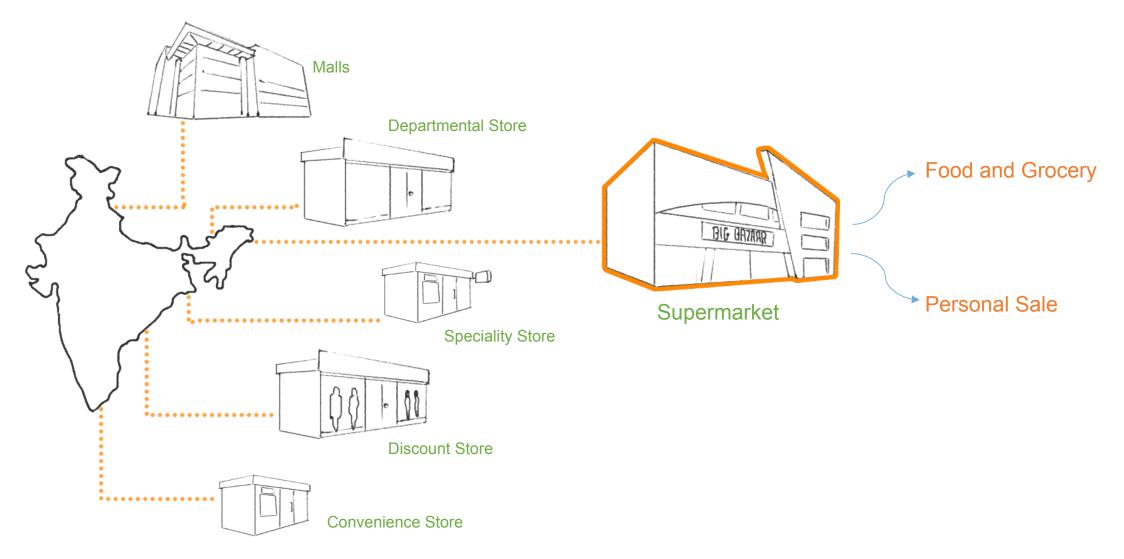


# Retail industry in India



Source- http://business.gov.in/Industry\_services/retailing.php

### Why Supermarket Format?



# Supermarkets future needs?



#### Supermarket

- · Variety under one roof
- Shopping Experience
- Touch and feel factor
- Packaged and uncommon items



#### Technology

- Increasing penetration of mobile internet
- Higher purchases of smartphones
- Need for ease of shopping
- Time and convenience



#### Online Retail

- Variety at one click
- Shopping in parts
- COD, search, compare
- No physical stress



#### Kirana Store

- Daily day to day items
- Regional items
- Personal relationship
- Close proximity
- Home delivery of items

Source- RAI, Emerging Consumer Segments in India, Retail leadership summit 2014

### **Case Studies**



Localbanya



Kada



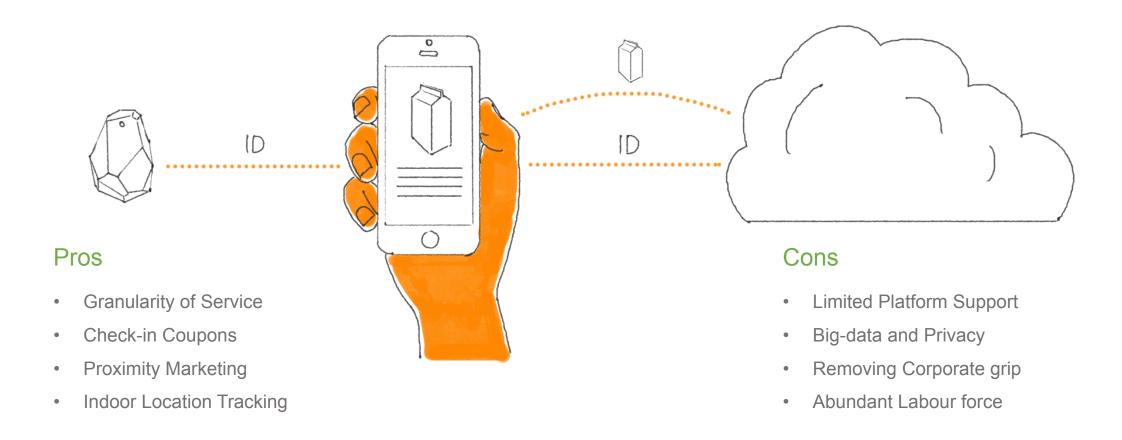
#### Features

- Familiar Information architecture
- Delivery slot system

#### **Problems**

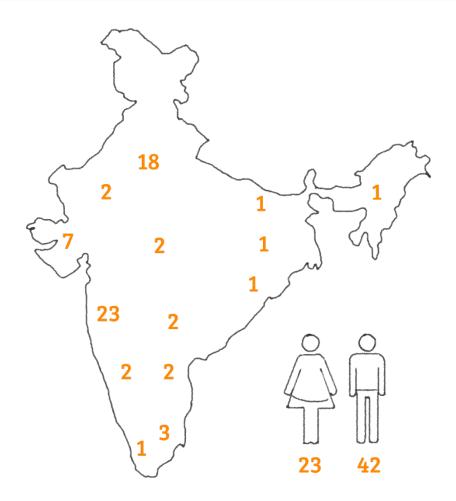
- Waiting of 3-4 days for slots
- Cannot use order list in future
- Product like rice and dal needs to be seen physically

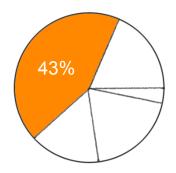
### Retail technology- BLE devices



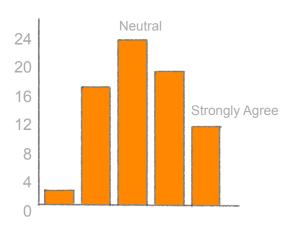
# **Primary Study**

# User Study 1- Findings





Majority of users went to supermarket 1-2 times per month



Shopping at Supermarket is considered as time consuming

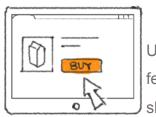
# User Study 1- Findings



List involve items which repeat frequently



Item's Size and frequency of purchase help in locating it inside store



Users are use to features of online shopping



Shopping time needs to reduce for repeat items



Smartphone can be used for giving product insights inside and outside store



Use of smartphone for searching items and getting product insights

# User Study 2

#### Primary users



22-25 years, **PG** students

10 Users



26-35 years, Working

06 Users

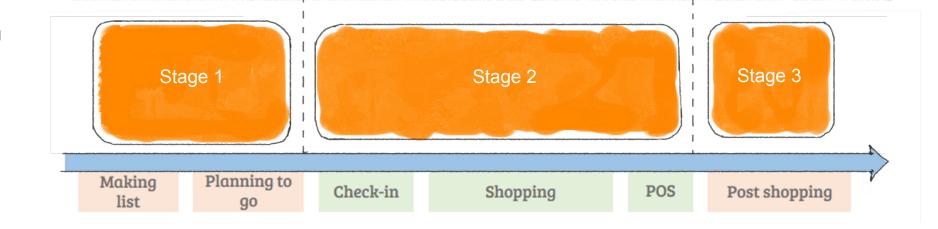
#### Secondary users



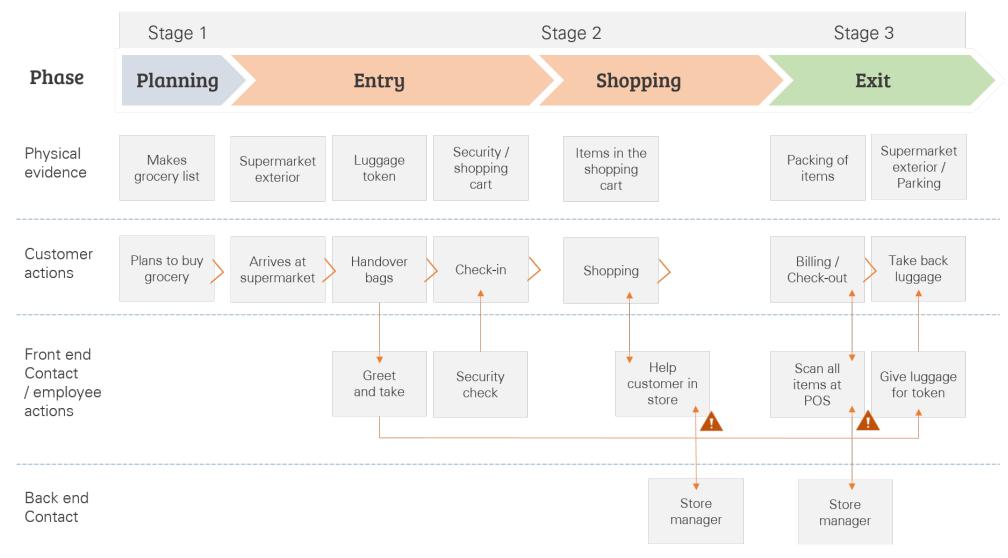
Retailers

02 Users

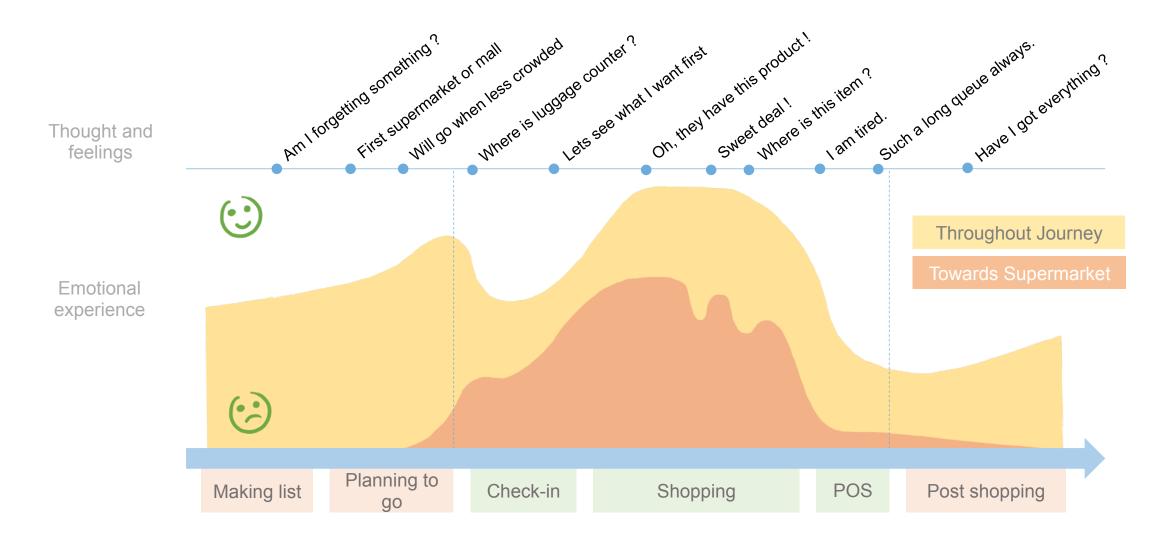
### **Shopping Process**



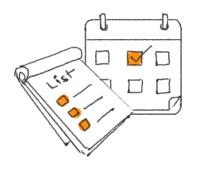
# User Study 2- Service Blueprint



# User Study 2- Experience map



# User Study 2- Findings



Visiting supermarket requires planning and making list



Repeat users have a mental map of store but not specific location



After a point users are fatigued and stop exploring



Need for a planner that can help in this stage



Some items require navigational help inside store



Reduce effort for repeated activities

### **Restated Brief**

#### **Final Needs**

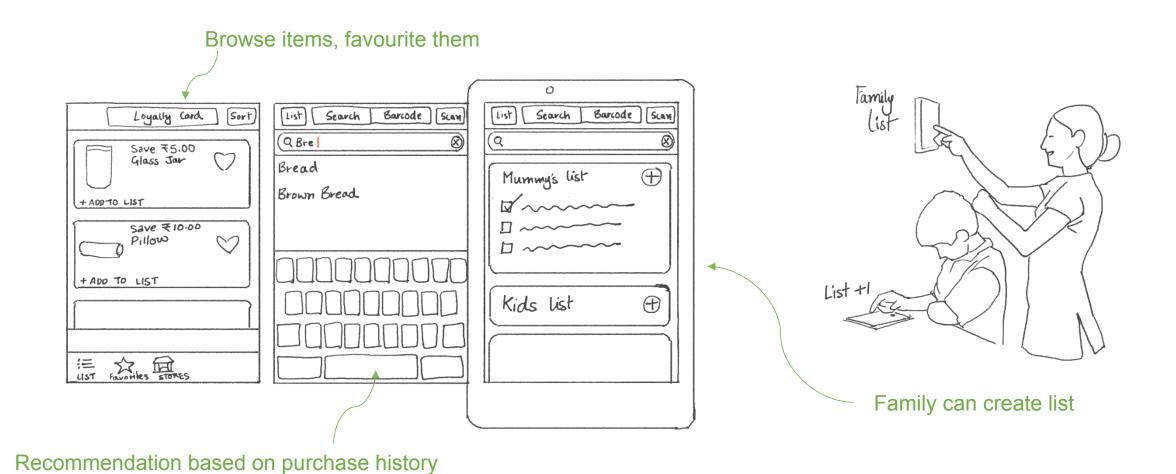
- Need for a list planner
- Reduce effort for repeated activities
- Use of smartphone to provide product insights
- Allow users to search, locate and collect items

#### **Final Goals**

- Provide a decision aid system that works outside as well as at the physical grocery store.
- Provide consumers with product insight using which retailers can provide a differentiated experience.

# Ideation

### Make list and reserve items



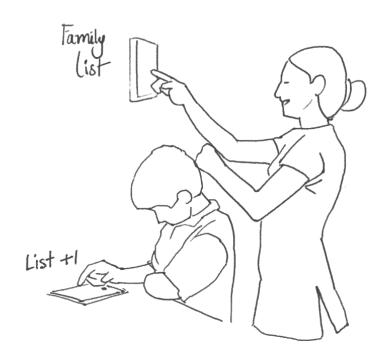
### Make list and reserve items

#### Concern

• IT infrastructure required from retailer

#### Taking forward

- Reserve items on list
- List created overtime
- Reduce checkout time
- Giving recommendation



### Click and collect



### Click and collect

#### Concern

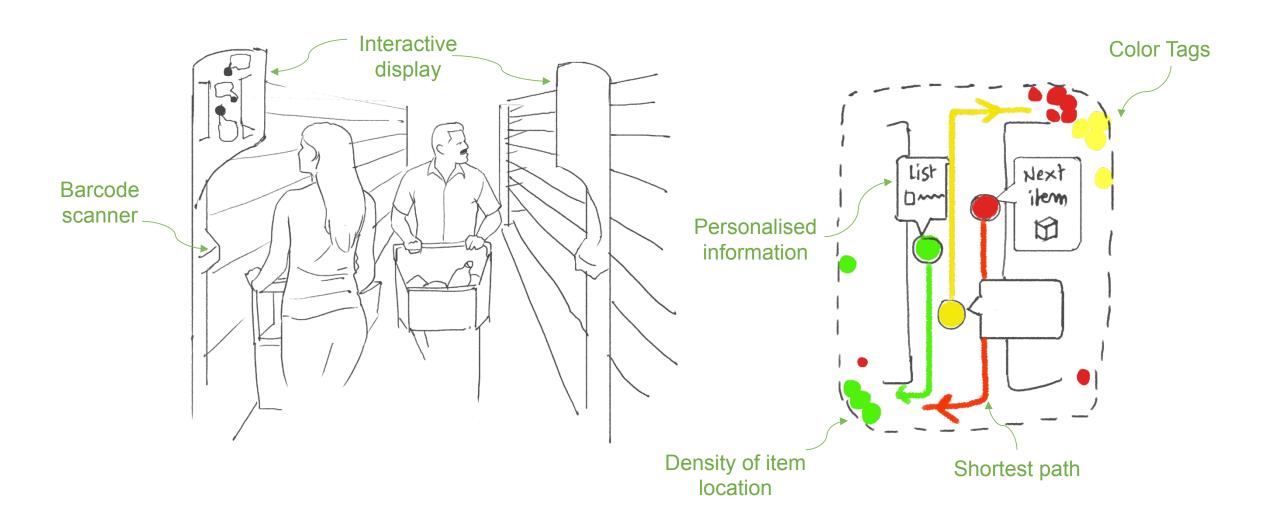
• Why order at store, order online

#### Taking forward

- Reduce checkout time
- Reduce effort for basic items



### **Interactive Aisle**



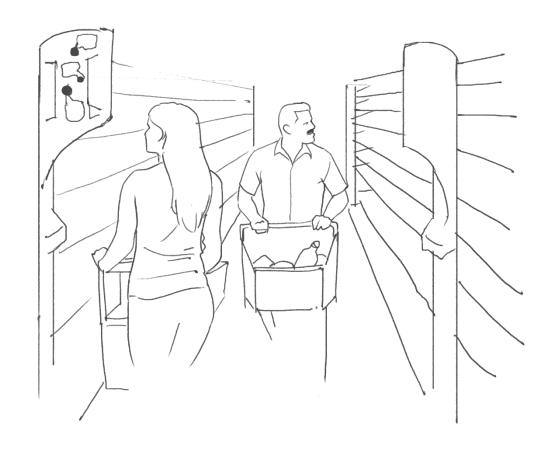
### **Interactive Aisle**

#### Concern

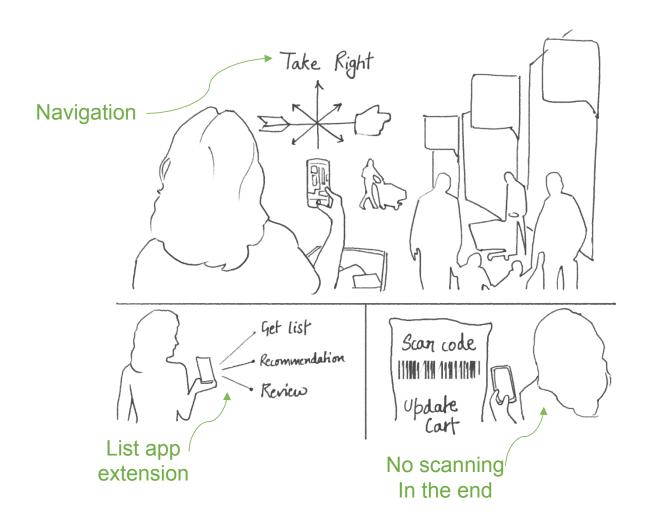
· Will not work in dense crowd

#### Taking forward

• Interactive Navigation



# Smartphone shopping assister





# Smartphone shopping assister

#### Concern

Platform limitation

#### Taking forward

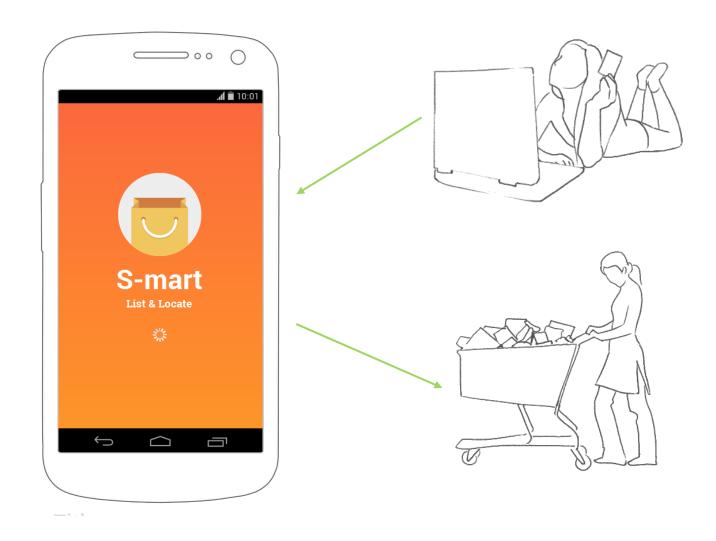
• Provide a smartphone platform



### Connecting the dots

#### Final Features

- Reserve items on list
- List created overtime
- Reduce checkout time
- Giving recommendation
- Reduce checkout time
- Reduce effort for basic items
- Interactive Navigation
- Provide a smartphone platform



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### Visual Design



### Colour palette

 Bright colour such as orange and yellow is used to give a sense of excitement and curiosity

### Roboto Slab Roboto Slab

# Roboto Light Roboto Light

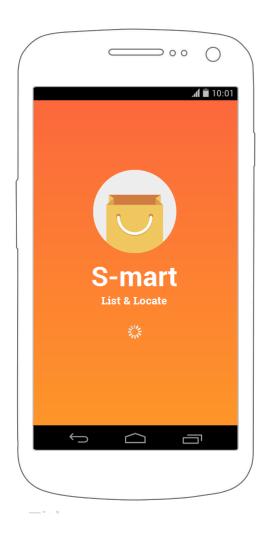
#### Typeface

- Roboto is created specifically for the requirements of UI in Andriod platforms.
- Roboto Slab as heading font and Roboto as body font



#### **Platform**

 The UI was developed for Andriod kitkat



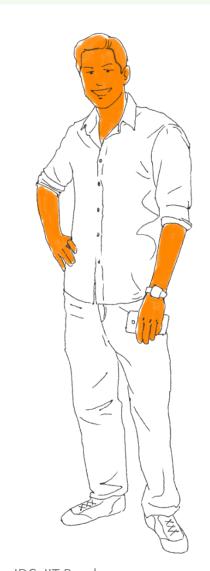
### Persona- Gautam Patel

#### **Quick Stats**

- 26 years old
- Bachelor
- Placed in an IT company
- · Recently shifted to Bengaluru
- Shares flat with 3 other friends

#### **About Gautam**

- · Goes to gym and trying lean diet.
- · Goes to a local kirana shop for small purchases.
- Is health conscious, prefers to cook himself.
- Many of the items are only available at supermarket,
- Maintains an items list before visiting supermarket.
- He actively looks for deals in store and takes time to make choices.

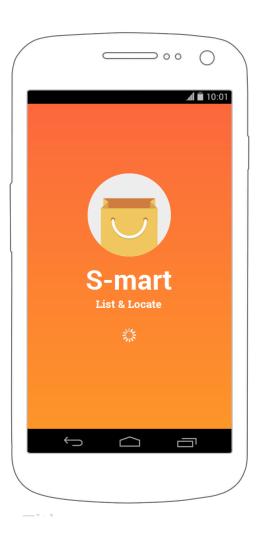


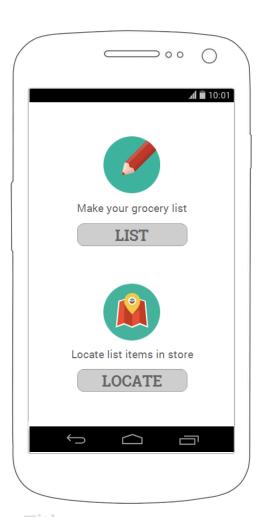




# Final Concept: S-mart







### **Evaluation**

#### Goals of the evaluation

- From user's perspective the goals of evaluation is to examine the usability of newly proposed retail solution.
- And examine the perceived usefulness of the service, whether proposed shopping solution is better and more useful than the traditional one.

#### Criteria for recruiting participants

Required participants: 6 (3 male, 3 female)

- Age range: 20-30 years old
- Smartphone user- advanced beginner, competent performer
- Independently living and doing his/her own grocery shopping
- High exposure to media and services
- Visits supermarket at least once a month.

### **Evaluation**

#### Introduction

- The participants will be given a brief of the application.
- The participants will receive an overview of the usability test procedure.
- Participants will complete a pretest demographic and background information questionnaire.

#### **Evaluation Test**

- The user will be asked to perform a no of unfamiliar task.
- Evaluation Criteria: Completed or not, no of tries required to complete the task, time required to complete the task.
- Users will be asked to do readaloud while performing tasks.

#### Post-test Questionnaire

- User will be asked to fill a posttest questionnaire, which will use likert scale for rating.
- Users will be asked to rate the features in terms of usefulness and tasks in terms of how easy they were to perform.

### **Evaluation Task**

#### Task 1. Add a new Grocery list

- 100% completion rate
- Make add new list icon more prominent

#### Task 2. Open and navigate through an existing grocery list

- 100% completion rate
- What is the use of check-box
- Can I delete other person's items

#### Task 3. Search and add Tropicana Juice to an existing grocery list

- 80% completion rate
- Can I select both supermarkets
- Sort-by menu is not prominent

### **Evaluation Task**

#### Task 4. Add a juice using the browse category feature

- 0% completion rate
- Rename list to browse
- Give a prompt to select which list to add to

#### Task 5. Go back to home screen, open locate feature and locate item in store

- 60% completion rate
- What if I have given collect but want to locate later

#### Task 6. Can you find the recommended item during shopping

- 80% completion rate
- Discount information about the recommended product

### Post-test Questionnaire

#### Feedback

- The supermarket list feature is overall found to be very useful by all the user,
- Sharable list feature was found very useful by users who are living with other roommates
- The idea of recommended list was not clear with some users
- The basic task of adding items, browsing were found to be easy by the users
- The task of locating list in store was done successfully by all users
- Navigation within store was not fully clear as it was done on a prototype

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# Learnings from project

- Going through the design process from start to finish.
- Different experience from working in group
- You have to be disciplined and stick to deadlines
- Taking design decisions

# Thank you ©