

Mark Daybell

User Interviews (Part I)

Happy Foods

Ideas to consider

- Focus on the concrete and specific by encouraging storytelling
- Follow up, i.e., if they say they use coupons, check to see they do
- Capture quotes verbatim
- Focus on goals first, tasks, second
- Ask follow up questions, such as, “What did you do next?”
- Ask open-ended questions

Questions

How often do you shop?

- Once a week sometime twice for light shopping

Do you have a regular shopping schedule?

- Yes, weekends, primarily Sundays

Are there any special occasions or unusual events that cause you to shop?

- Dinner parties
- Celebrations
- Out of town visitors

How do you know you need to go to the store?

- No food for upcoming week

Did you make a shopping list?

- “Yes, but it is a mental shopping list”

How did you make your shopping list?

- Follow usual supermarket routine
- Also check cabinets and refrigerator

How did you decide which store to go to?

- Location, price and good selection

What did you like best about this experience?

- Speed
- Convenience
- Usually have stocked shelves
- “Short and quick lines
- Discount for bringing own bags (follow up, likes the idea of not being wasteful and not using so much plastic, i.e. concerned about the environment)
- Upscale clientele
- Well lit
- Friendly cashiers

- Plenty of shopping carts

How did the shopping environment affect the experience?

- “Isles are wide enough to get buy people,” “Food is fresh,” “It is always well stocked”

What frustrated you?

- Too little parking
- Not enough organic meat choices
- Bad bakery
- No C.O.G. (Country of Origin) labels for produce

How did you work around any problems?

- Go at low volume times
- Buy meats from local butcher or Whole Foods Market
- Buy breads/pastries/desserts from local bakery
- Buy produce from local farmer’s market

In general, what makes a good shopping experience for you?

- “To be honest, the store has what I need and I can get in and out quickly”

What can happen that drives you crazy?

- “Ralph’s doesn’t have the item in stock, especially if it something I get every week or something went there just to get” “For example, two weeks ago I went for some frozen bagels and they [Ralph’s] were out of them”

Is there any aspect of shopping that you’d prefer not to do?

- “Don’t like it at all but have to do it, don’t like going to the grocery store at all”

Anything you procrastinate on?

- “No, usually get the same things,” “I usually follow the same routines,” “...it is something I have to do based out of necessity”, “...it is not like shopping for clothing,” “I just wish I could hire someone to do it.”

Follow up question: When asked what do you like about shopping for clothes

- “Don’t know what I’m going to find,” “...it is something to wear, not something to eat”

Interviewee Background

Name: Kirstin
Age: 35-40
Gender: Female
Occupation: Production Accountant
Marital Status: Married
Kids: No
Household Occupants: 2
Store: Ralph's
Location: Studio City (Ventura & Coldwater)

Conclusions

Key findings

1. Kirstin does not enjoy grocery shopping
2. Kirstin is very regular in her shopping habits
3. Kirstin has three primary factors that affect her patronage: convenience, environment (global environment, not store environment) and reliability (of stocked items)
4. Kirstin is impatient
5. Kirstin likes surprises
6. Kirstin is more loyal to her ideals than any grocery store

Key goals

1. Kirstin wants to "get in and get out"
2. Kirstin wants globally and environmentally minded products
3. Kirstin's ultimate goal is not to have to grocery shop at all