Need Finding

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Meet the team

Anthony R.

Co-term in Computer Science on the HCI track. Did my undergraduate in Economics. Born and raised in New York City.

Luke M.

Undergrad studying Computer Science on the HCI track. Member of the varsity Men's Volleyball team.

Fei W.

Undergrad studying Computer Science, track undeclared. Visual artist and musician.

Isaac P.

Co-term in Computer Science. Senior in Economics. Grew up in New Jersey.

Domain Background

- Chore Shopping Made Easier
- How did we come up with this
  - Frustrated shopping experiences while buying things as school started
  - Would forget something
  - Lack of transportation
- Became important to us to save time, money, and improve our process of buying the things we need

Date

Methodology

01

Visit Stores

We split up into two different groups and went to a variety of stores around the area.

We went to a variety budget tier stores including Target, Whole Foods, Walmart, and Sur la Table.

02

Met Incoming Shoppers

As shoppers came into the stores, we would ask if they were available to be interviewed while they shopped.

We had one person take notes and record the conversation on their phone while the other asked questions.

03

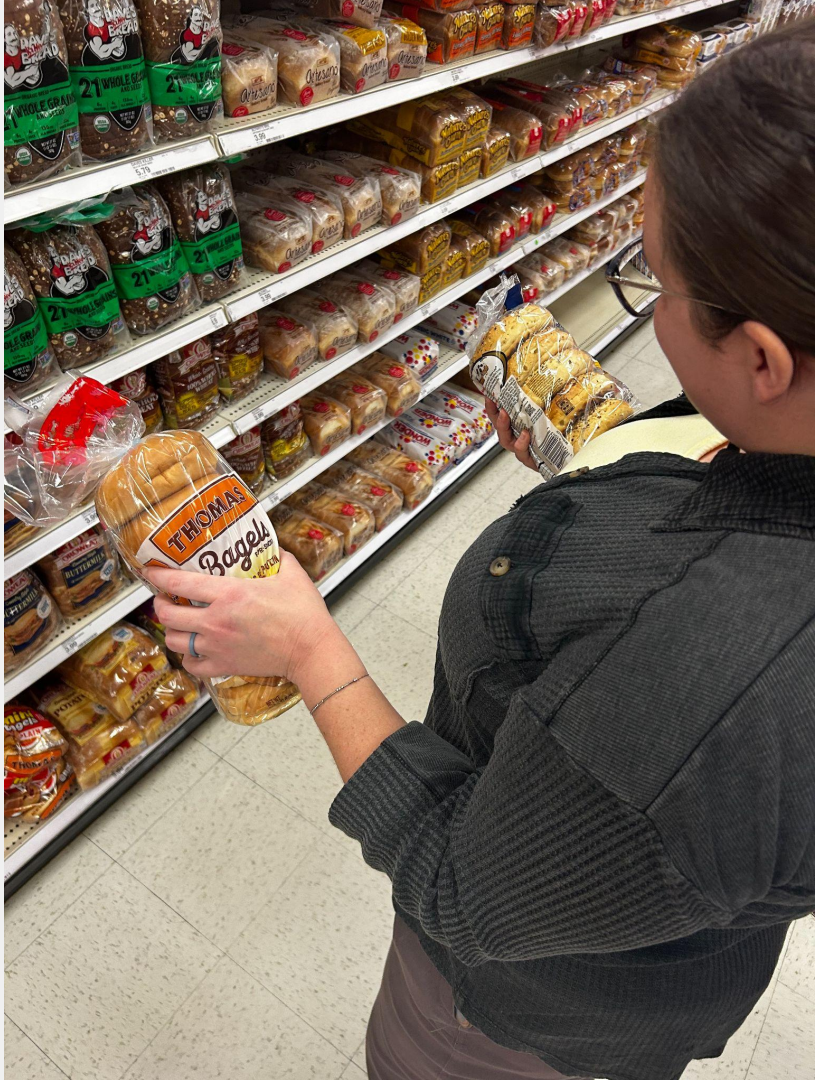
Extreme User: “Candace”

Our extreme user, “Candace”, is a teacher, wife, and self proclaimed “pro shopper”. She consistently buys items in bulk for her classroom.

She had over 10 different shopping apps, followed shopping gurus on social media, and is determined to find any deal possible.

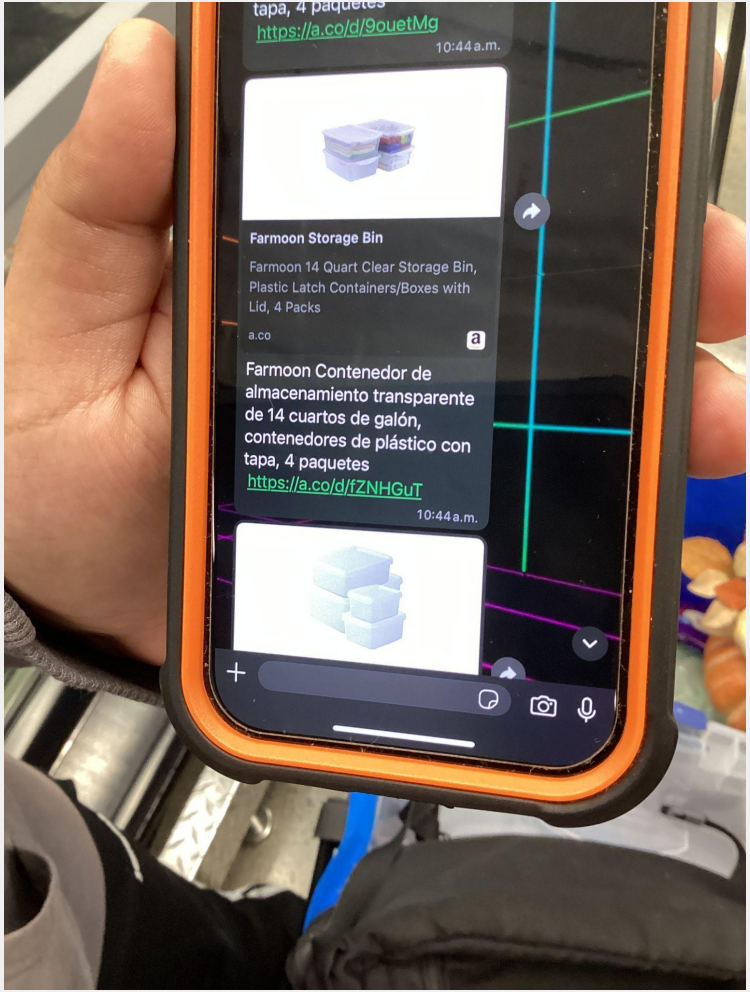
Results of Interview 1

- Who?
  - Teacher from the Fresno area
  - Extreme User
  - Shops for herself, husband, friends, and students
  - Self proclaimed “pro shopper”
- Where?
  - Target
  - Morally conflicted shopping at Target but low prices
- Why?
  - Currently having a clearance sale for Halloween
  - Wanted to buy clothes and supplies for classroom
- Deal hunter
  - Has 10+ apps for shopping and deals
  - Follows shopping gurus on social media
- Artifact
  - Choosing between two different types of Bagels



Results of Interview 2

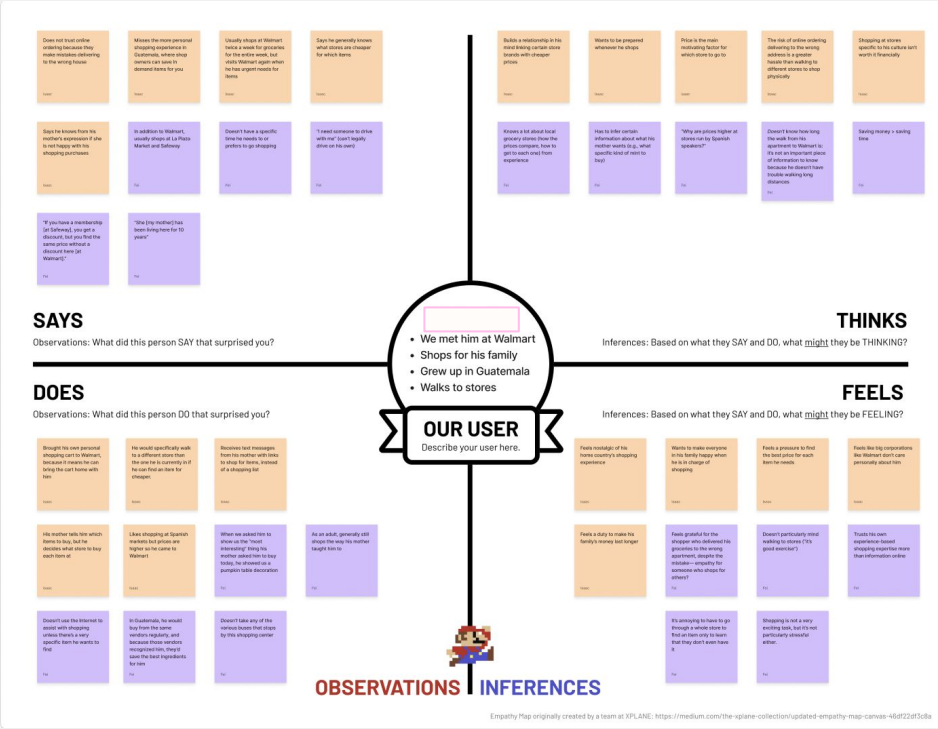
- Who?
  - Shopper from Guatemala
  - Shops for entire family with list that mother makes
  - Walks to the store with his own shopping cart
- Where?
  - Walmart
  - Cheaper than his preferred Spanish market
  - Regular price at Walmart is cheaper than deals at Safeway
- Why?
  - Usually shops twice a week at Walmart for weekly groceries
- Deal hunter
  - Has a mental idea of which stores have cheaper prices
- Artifact
  - Mother sends grocery list on Whatsapp
  - Personal shopping cart in background of photo



Results of Interview 3

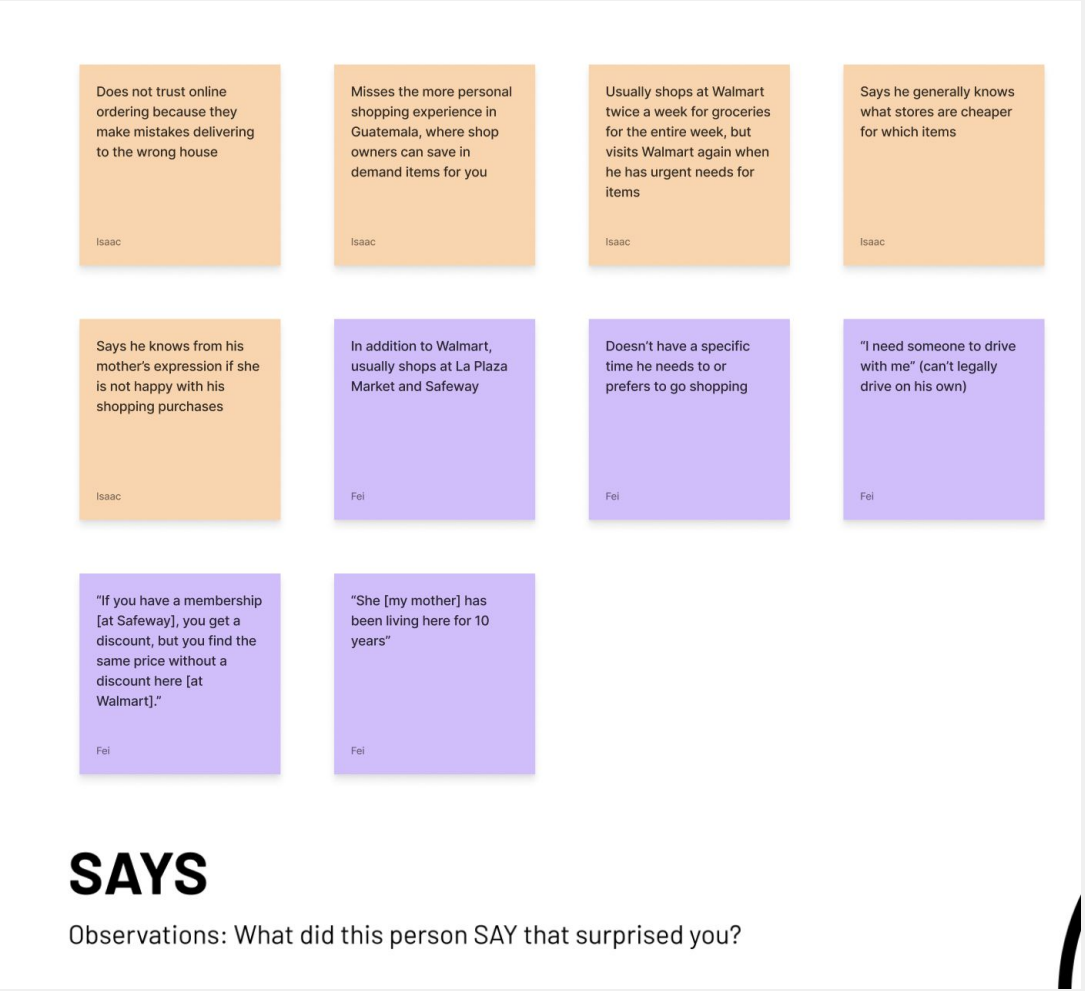
- Who?
  - Non user
  - Moved to Bay Area a couple years ago
  - Wants to complete her 8-set plate collections
- Where?
  - Sur La Table
- Why?
  - Shopped today because there was a 25% sale on dinnerware
  - Only time she bought items for full price was when she just moved and had no plates
- Deal hunter
  - Signed up to receive physical mailers to find out when the 25% sales are
- Artifact
  - Plate to complete her collection

Empathy Maps

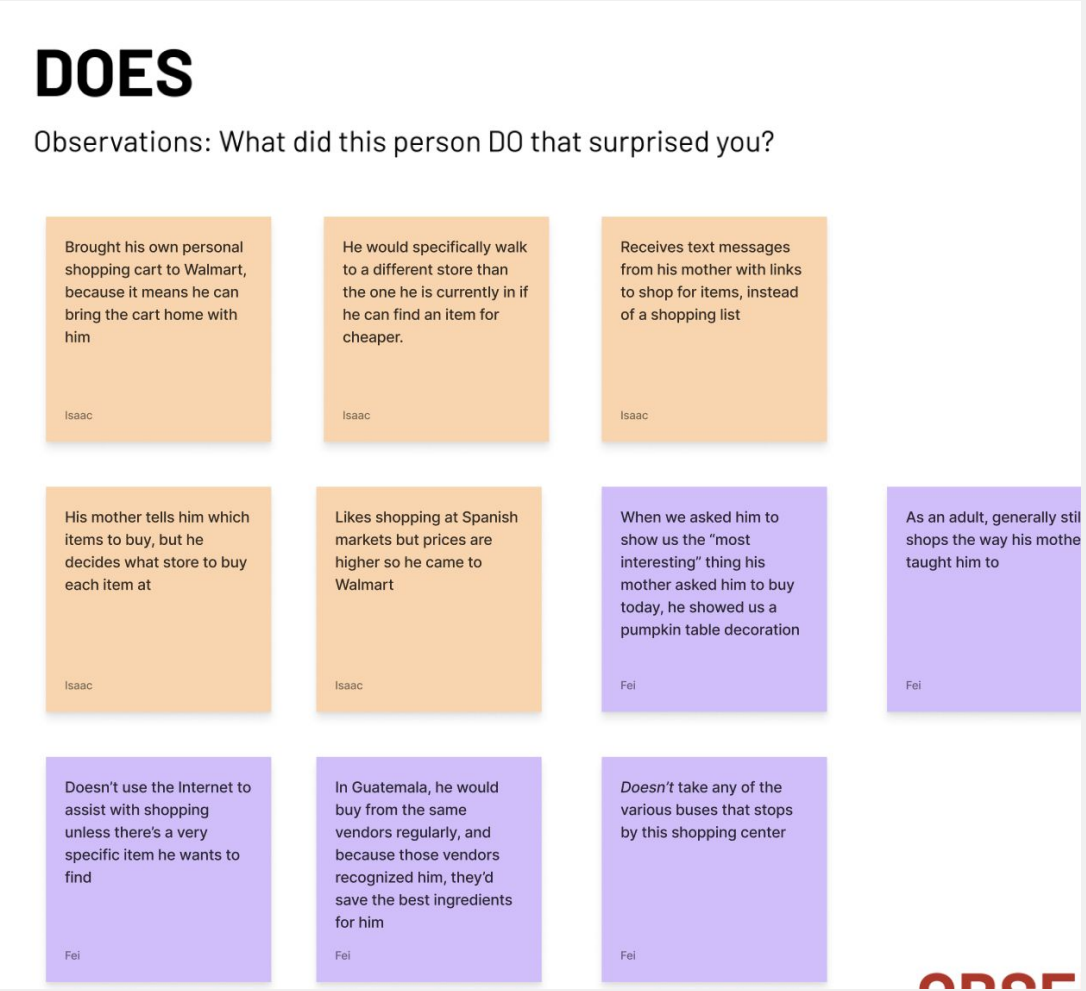


Date

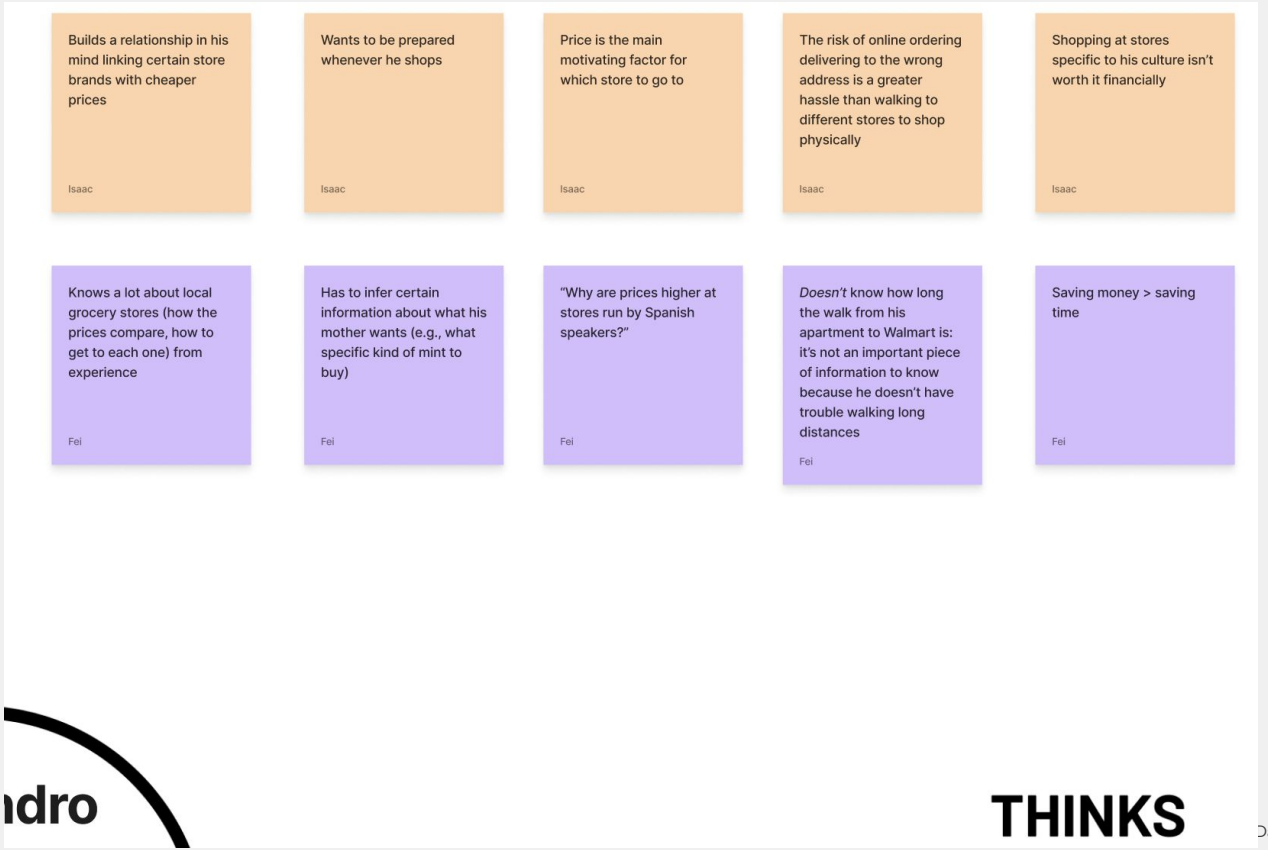
Empathy Maps
Says



Empathy Maps: Does



Empathy Maps: Thinks



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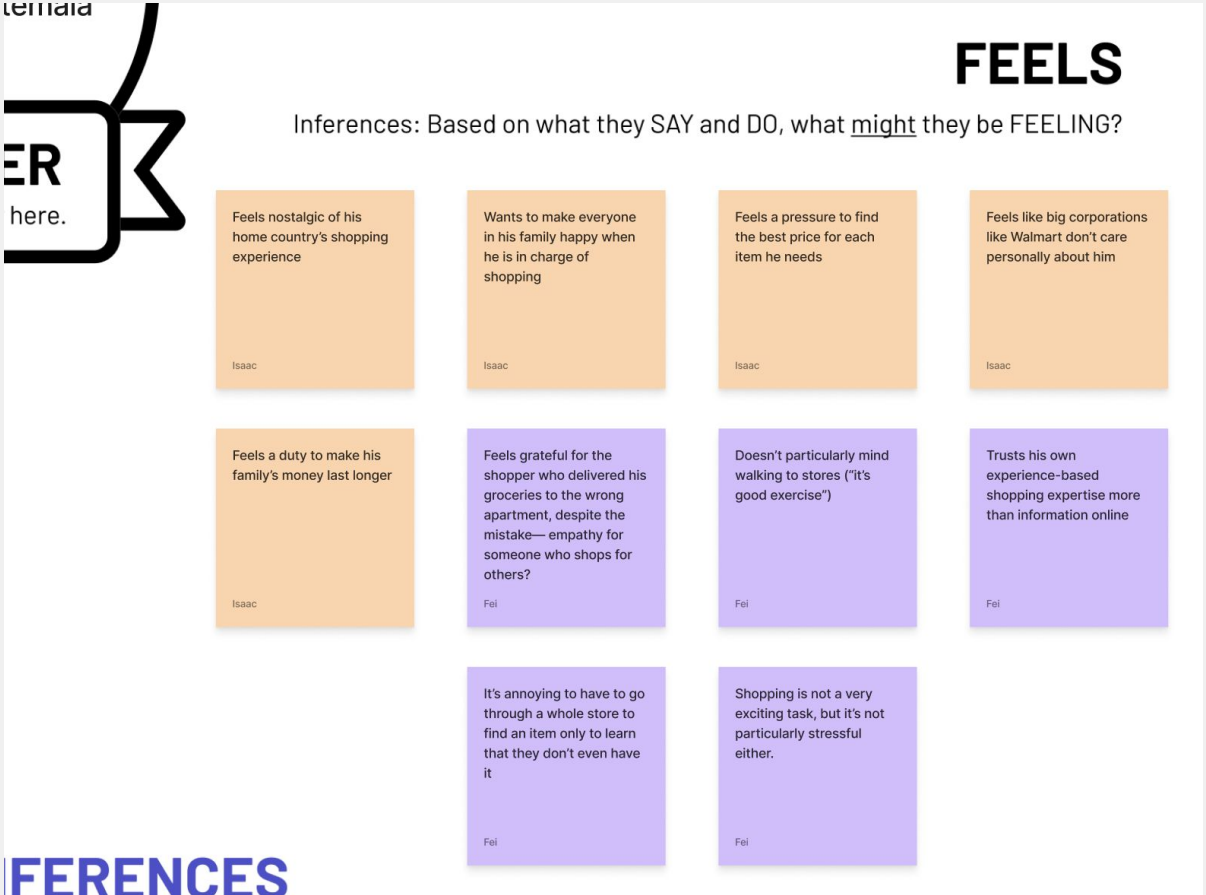
Empathy Maps: Feels



Date

Summary

- People want authentic goods; don’t like online and large branded stores
- People do not want to spend more money than they think they should
  - DEALS, DEALS, DEALS
- People trust their guts
- Shopping is like a game
  - Loyalty programs are key; gaining an advantage
- Our domain tightened
  - We thought that people are driven by saving time while shopping; but they are much more influenced by saving money and improving their shopping experience

Going to A2

- In A1, we discovered our initial assumption was wrong; shoppers are more motivated by saving money
- We met extreme shoppers who spent lots of energy deal-hunting on online apps and social media
- Began to think about how we might bring authentic shopping back
    - How might we enable people to buy what they need without going to stores they don't like
- Also saw the emotional aspect of shopping
    - People love trying to find deals
    - How might we reduce deal hunting time while still making it fun

Thank you!