

# Need Finding



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Summary

# 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



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

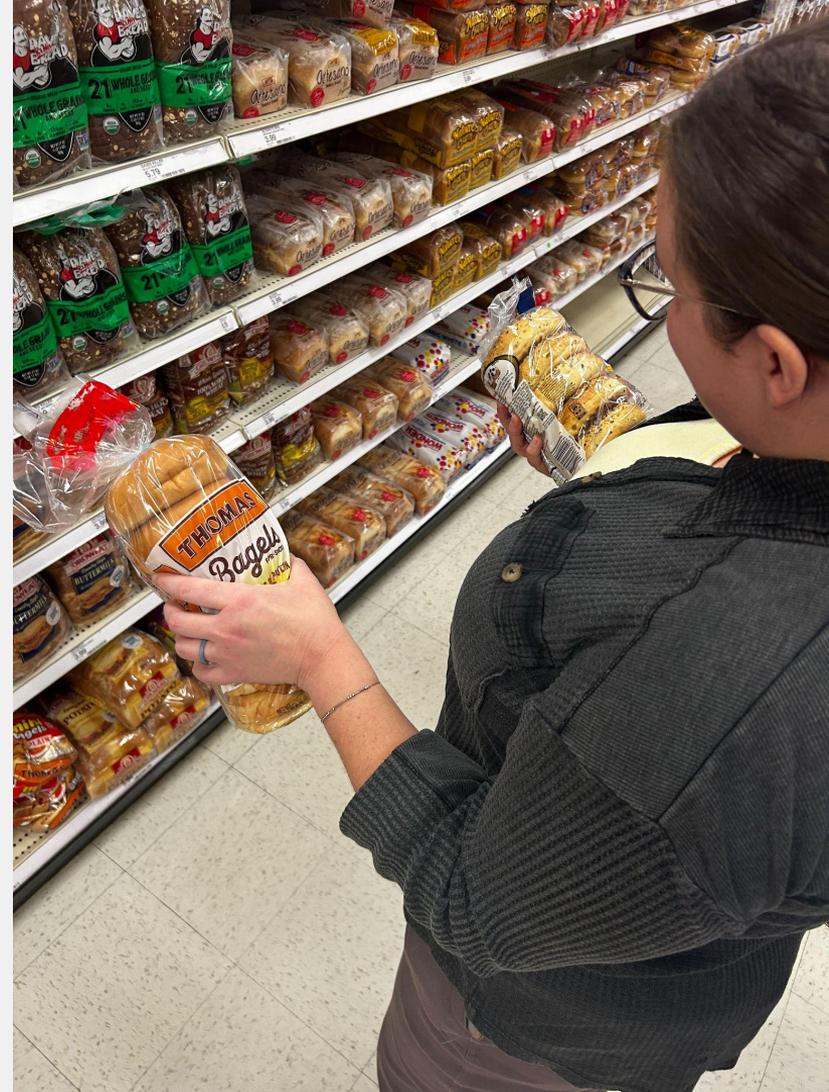
## Extreme User: “Candace”

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.

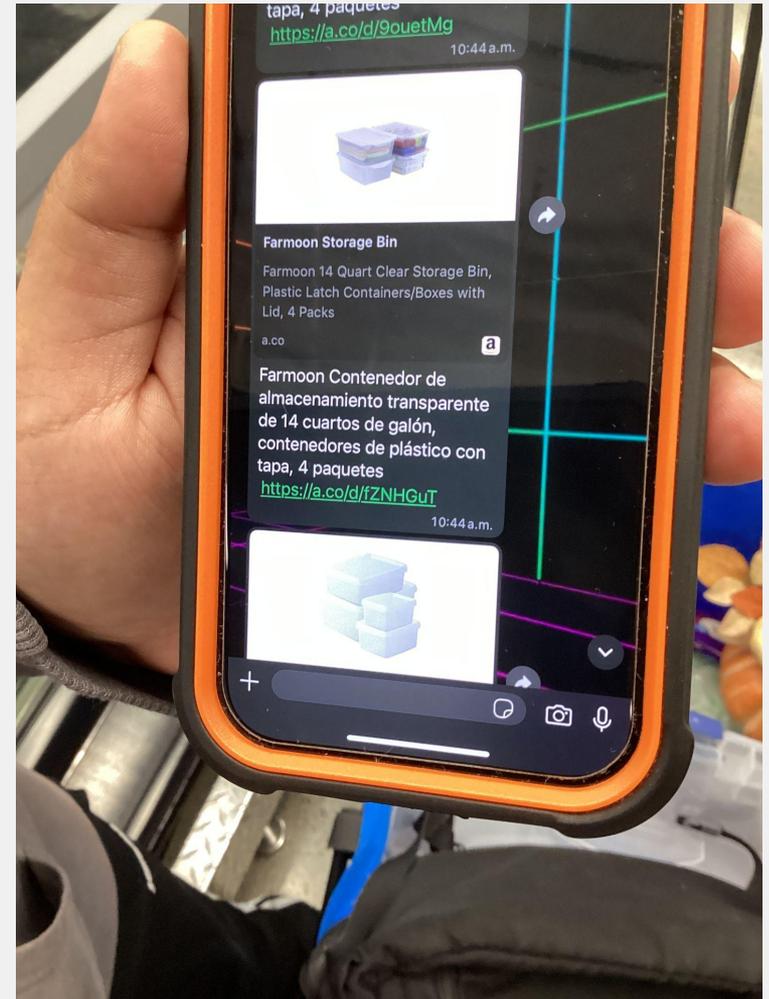
# Results of Interview 1

- 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

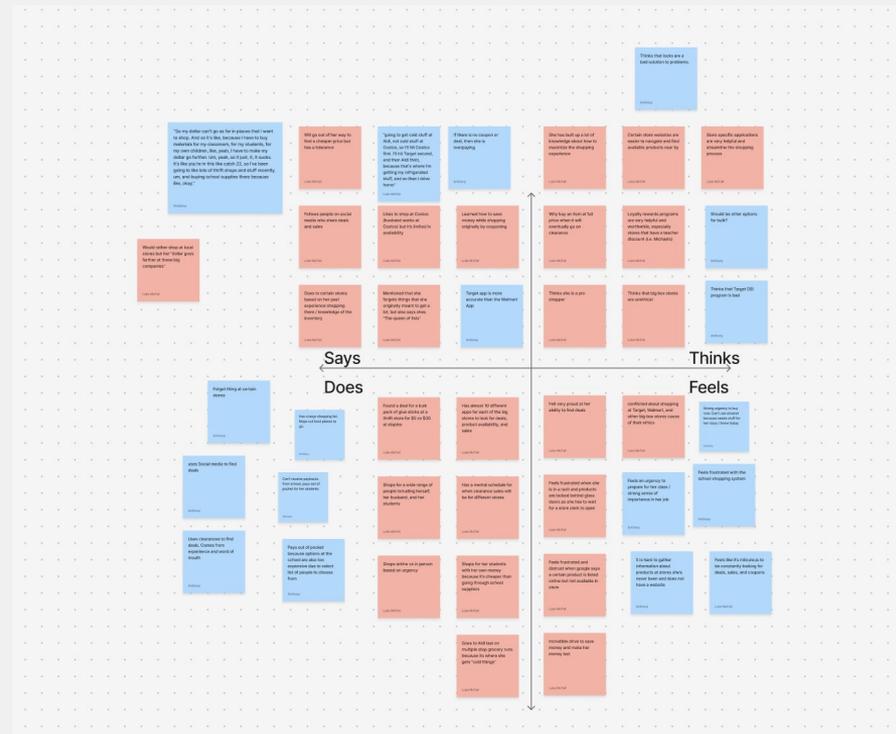
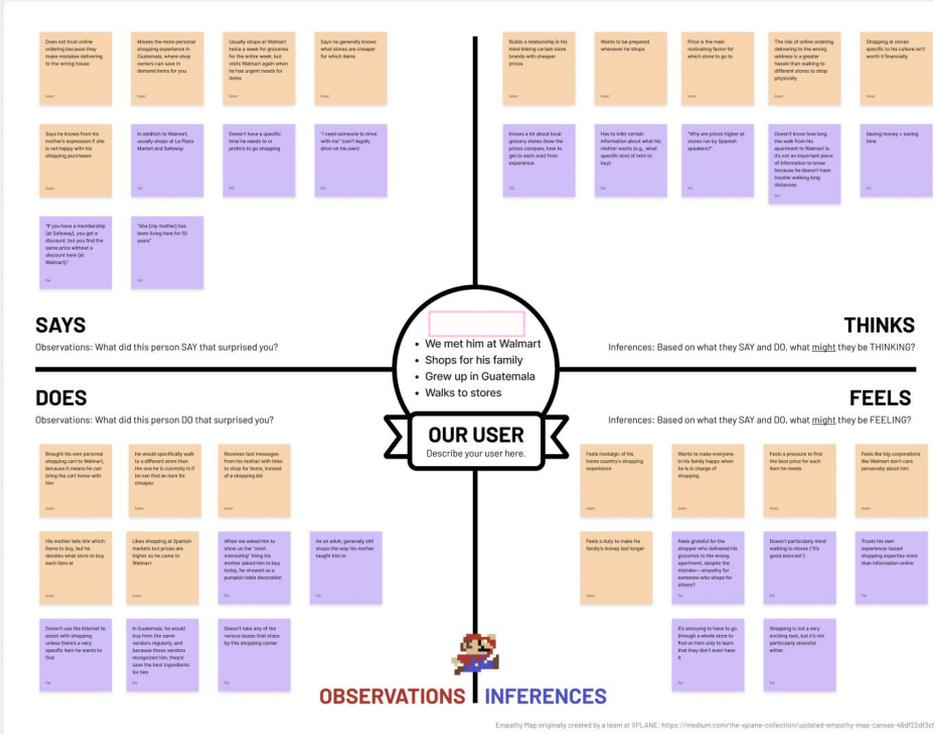


# Results of Interview 3

- 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



# Empathy Maps

## Says

Does not trust online ordering because they make mistakes delivering to the wrong house

Isaac

Misses the more personal shopping experience in Guatemala, where shop owners can save in demand items for you

Isaac

Usually shops at Walmart twice a week for groceries for the entire week, but visits Walmart again when he has urgent needs for items

Isaac

Says he generally knows what stores are cheaper for which items

Isaac

Says he knows from his mother's expression if she is not happy with his shopping purchases

Isaac

In addition to Walmart, usually shops at La Plaza Market and Safeway

Fei

Doesn't have a specific time he needs to or prefers to go shopping

Fei

"I need someone to drive with me" (can't legally drive on his own)

Fei

"If you have a membership [at Safeway], you get a discount, but you find the same price without a discount here [at Walmart]."

Fei

"She [my mother] has been living here for 10 years"

Fei

## SAYS

Observations: What did this person SAY that surprised you?

# Empathy Maps: Does

## DOES

Observations: What did this person DO that surprised you?

Brought his own personal shopping cart to Walmart, because it means he can bring the cart home with him

Isaac

He would specifically walk to a different store than the one he is currently in if he can find an item for cheaper.

Isaac

Receives text messages from his mother with links to shop for items, instead of a shopping list

Isaac

His mother tells him which items to buy, but he decides what store to buy each item at

Isaac

Likes shopping at Spanish markets but prices are higher so he came to Walmart

Isaac

When we asked him to show us the "most interesting" thing his mother asked him to buy today, he showed us a pumpkin table decoration

Fei

As an adult, generally still shops the way his mother taught him to

Fei

Doesn't use the Internet to assist with shopping unless there's a very specific item he wants to find

Fei

In Guatemala, he would buy from the same vendors regularly, and because those vendors recognized him, they'd save the best ingredients for him

Fei

Doesn't take any of the various buses that stops by this shopping center

Fei

# Empathy Maps: Thinks

Builds a relationship in his mind linking certain store brands with cheaper prices

Isaac

Wants to be prepared whenever he shops

Isaac

Price is the main motivating factor for which store to go to

Isaac

The risk of online ordering delivering to the wrong address is a greater hassle than walking to different stores to shop physically

Isaac

Shopping at stores specific to his culture isn't worth it financially

Isaac

Knows a lot about local grocery stores (how the prices compare, how to get to each one) from experience

Fei

Has to infer certain information about what his mother wants (e.g., what specific kind of mint to buy)

Fei

"Why are prices higher at stores run by Spanish speakers?"

Fei

Doesn't know how long the walk from his apartment to Walmart is: it's not an important piece of information to know because he doesn't have trouble walking long distances

Fei

Saving money > saving time

Fei

# Empathy Maps: Feels

temata

ER

here.

## FEELS

Inferences: Based on what they SAY and DO, what might they be FEELING?

Feels nostalgic of his home country's shopping experience

Isaac

Wants to make everyone in his family happy when he is in charge of shopping

Isaac

Feels a pressure to find the best price for each item he needs

Isaac

Feels like big corporations like Walmart don't care personally about him

Isaac

Feels a duty to make his family's money last longer

Isaac

Feels grateful for the shopper who delivered his groceries to the wrong apartment, despite the mistake—empathy for someone who shops for others?

Fei

Doesn't particularly mind walking to stores ("it's good exercise")

Fei

Trusts his own experience-based shopping expertise more than information online

Fei

It's annoying to have to go through a whole store to find an item only to learn that they don't even have it

Fei

Shopping is not a very exciting task, but it's not particularly stressful either.

Fei

INFERENCES

# 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!