β BetaTesting

Shopping App
Online Reporting Example
Primary Tasks & Survey

Prepared For:
APPXXXXX

December 3, 2018

SHOPPING_APP - Android Primary Survey Example

1.

☑ Task

SHOPPING_APP is a "one app fits all" mobile app for anyone who shops for groceries. It combines shared shopping lists, local deals, and a unique scan-to-cart system that can save time on checkout!

The goal of this focus group is to test:

- Setting up the app

- Creating your shopping list

- Using the app in-store as you shop for groceries
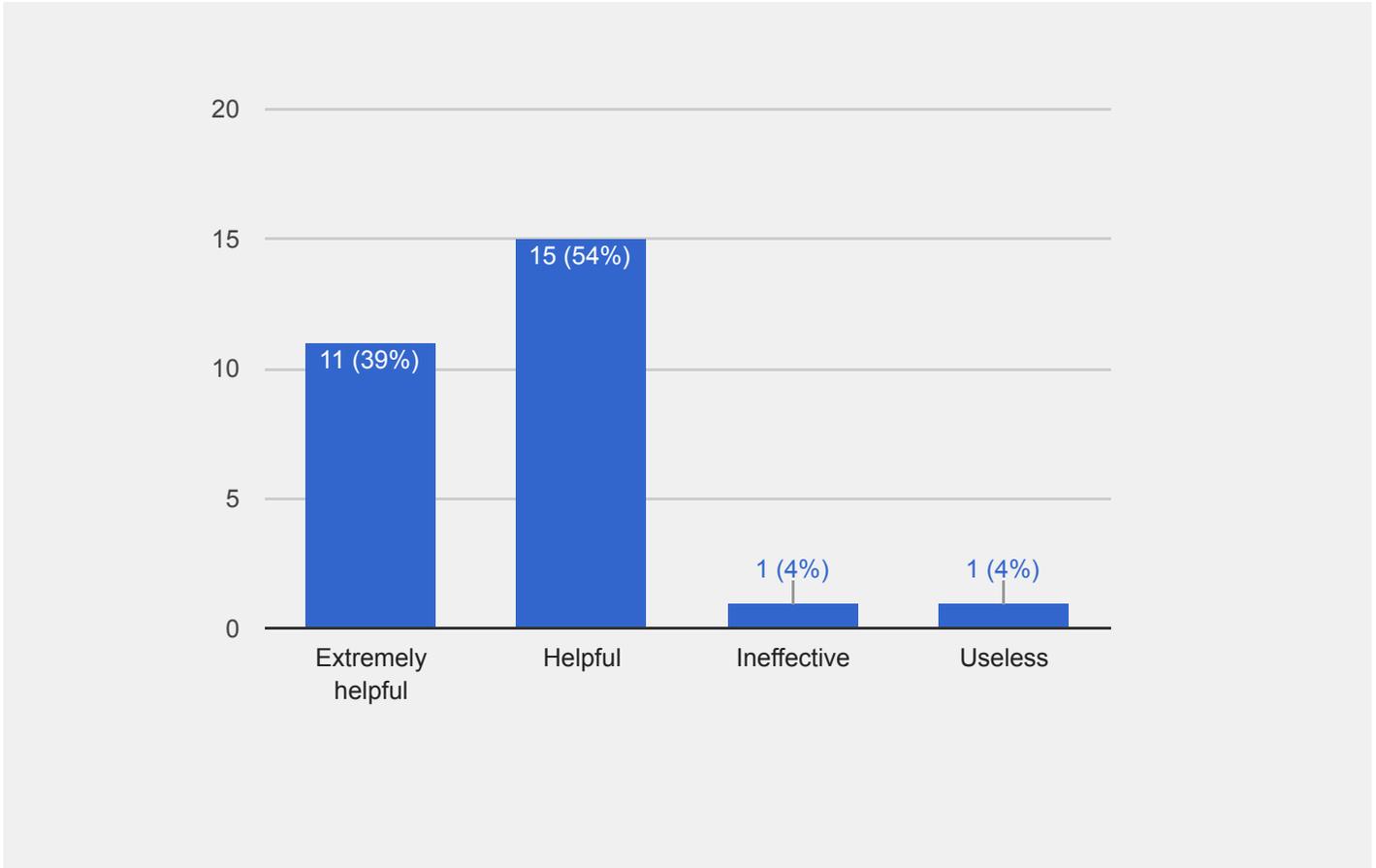

2.

☑ Task

After downloading the app on either iOS or Android, please open the app. Create a new account via any of the three (Facebook, Twitter, Google) account options.

3.

◎ **Multiple Choice**

The information in the tutorial was:

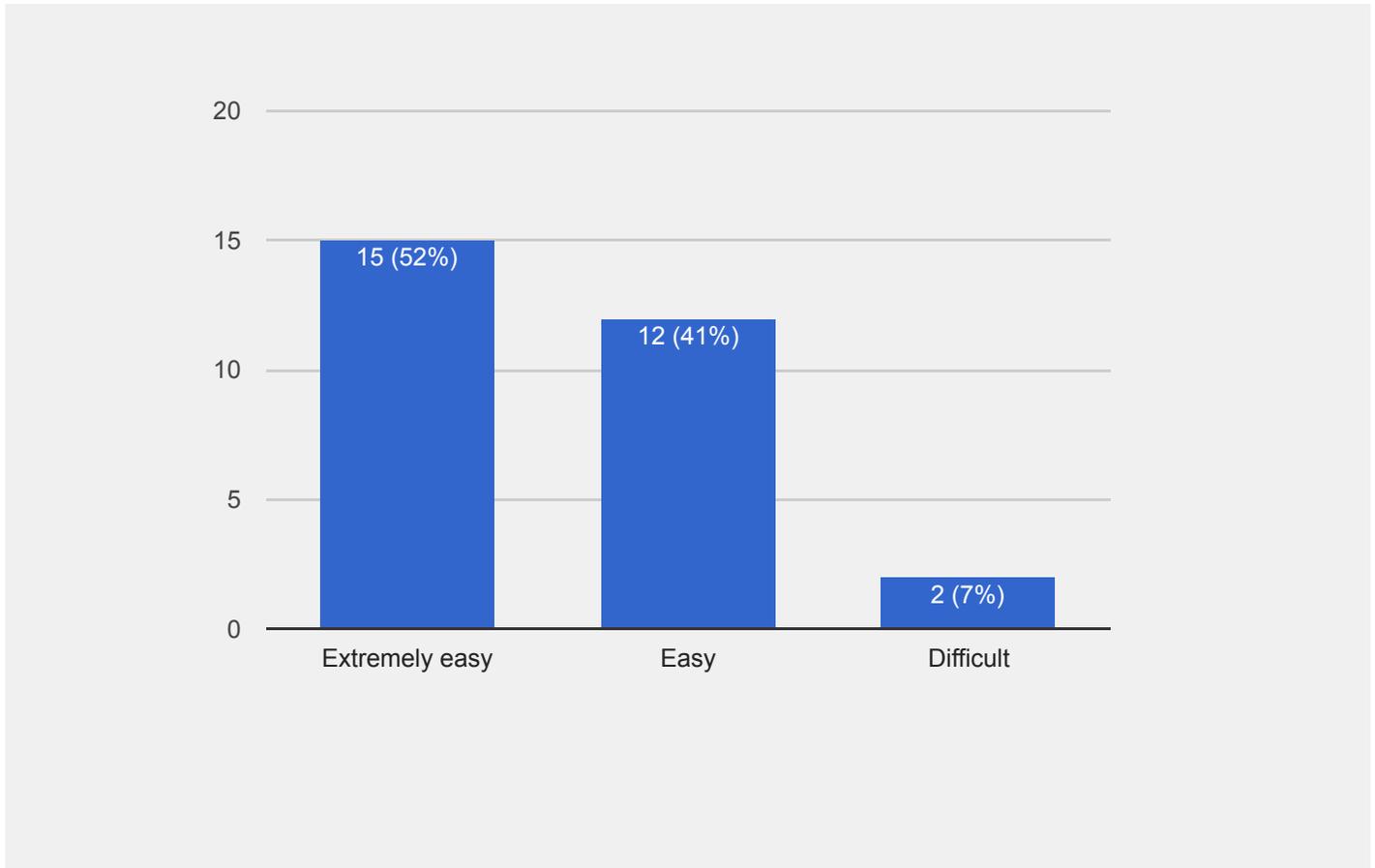| Response	Count
Extremely helpful	11 (39%)
Helpful	15 (54%)
Ineffective	1 (4%)
Useless	1 (4%)

4.

☑ **Task**

Create your first shopping list. (Ideally this is your actual shopping list as a future step will have you go to the store and use this). Start by naming your list, and adding at least five items.
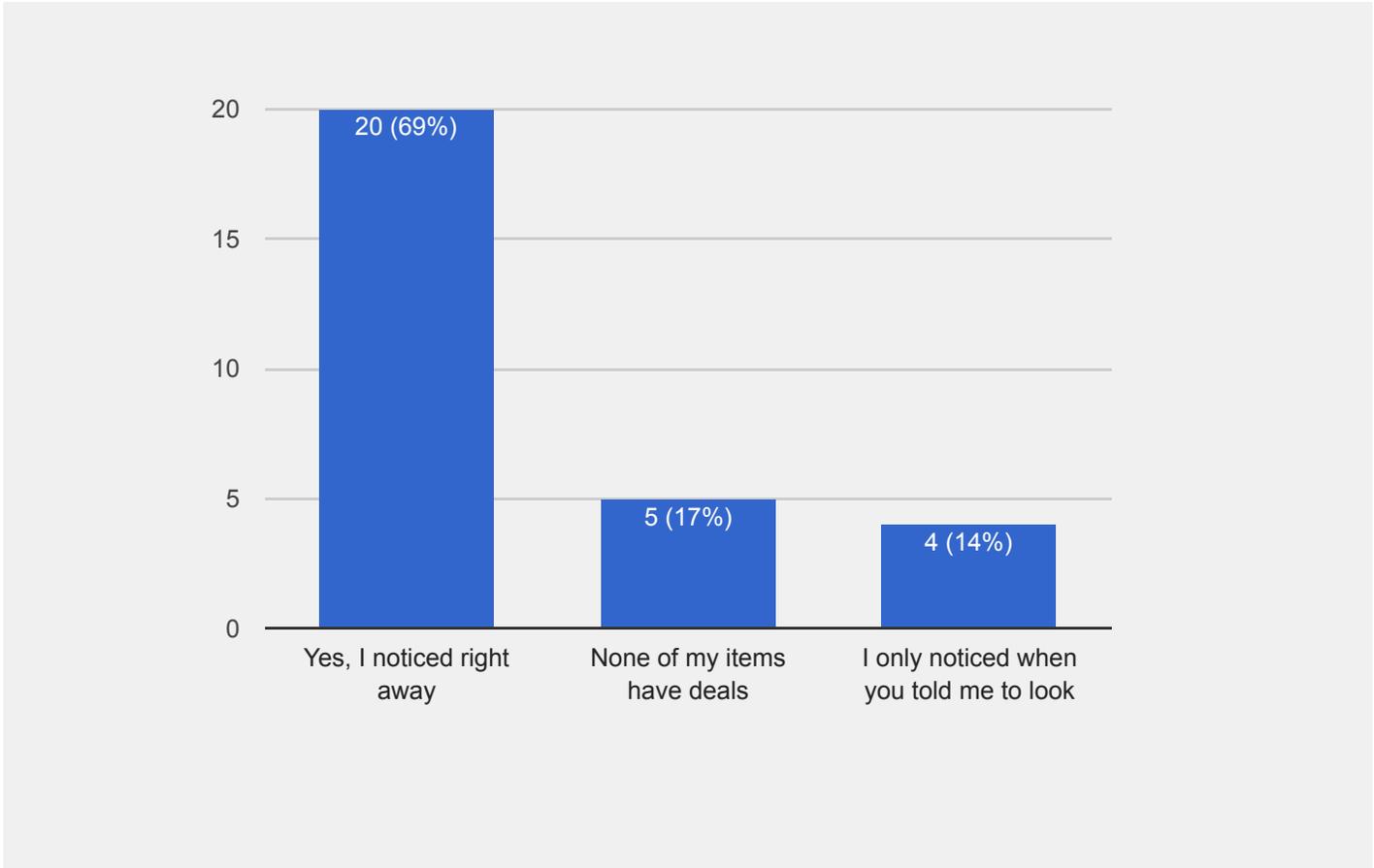
5.

◎ **Multiple Choice**

**How easy or difficult was it to add items to the shopping list?**

Bar chart showing responses:
- Extremely easy: 15 (52%)
- Easy: 12 (41%)
- Difficult: 2 (7%)

6.

◎ **Multiple Choice**

Did you notice that some items had "Deal$" symbols next to them?

Bar chart showing responses:
- Yes, I noticed right away: 20 (69%)
- None of my items have deals: 5 (17%)
- I only noticed when you told me to look: 4 (14%)

7.

◎ **Multiple Choice**

Did the deals offered change which stores you planned on shopping at?

8.
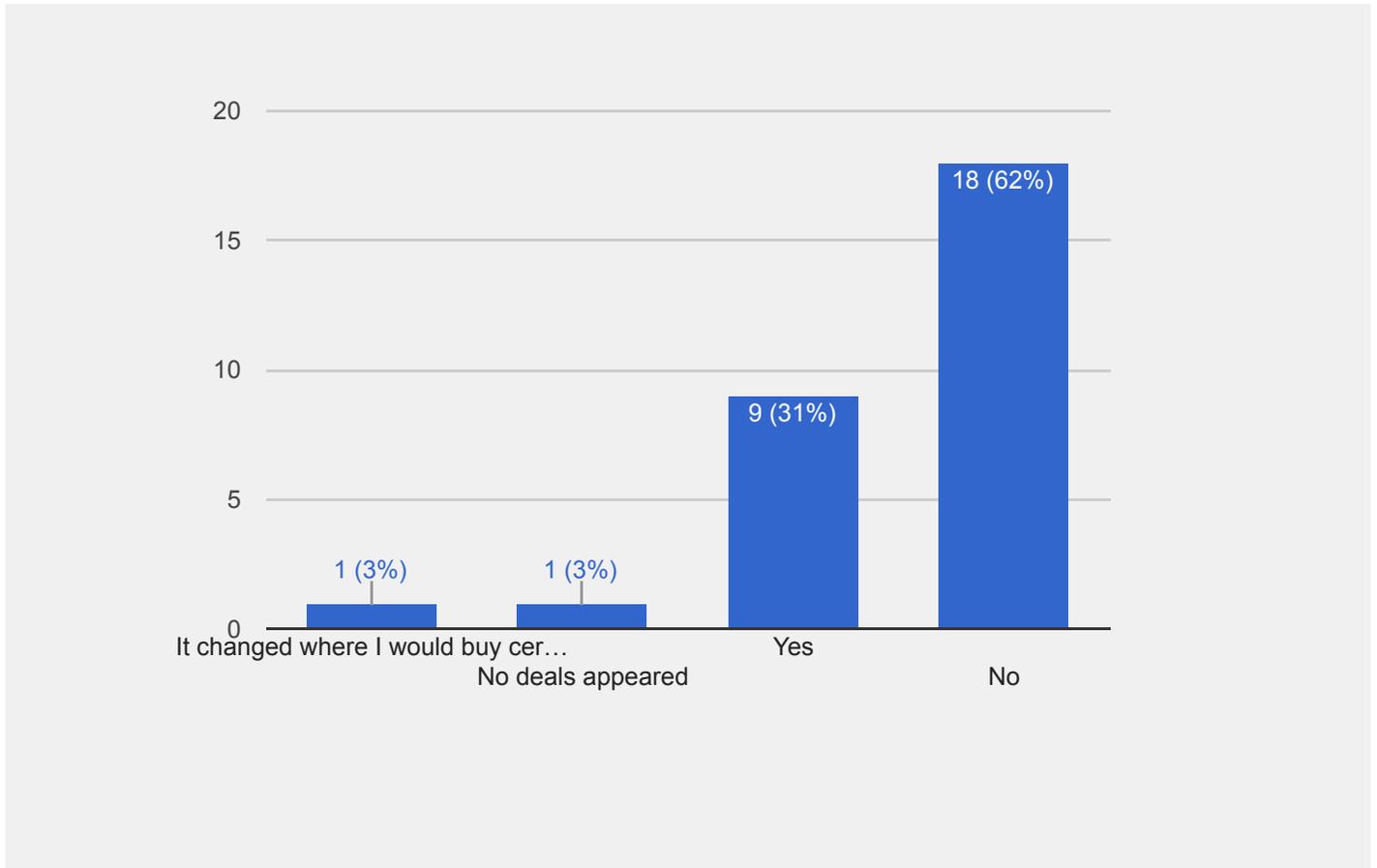
Is there any information you would like to see in the "deals" section?

agraves 2/28/2017

It would have been nice to see the deals section linked to an app like Ibotta or Checkout51. I use those apps to determine what brands to buy, based on the coupons and cash back amounts that are available. If I added an item to my cart and the deals section in SHOPPING_APP showed me that a certain brand had a 50 cent cash back offer, I would be more likely to buy that brand.

navyaiska 2/28/2017

when i tap on deals$ beside the item, it directs me to the 'details' section. it would be lot more easier if it directs me to 'deals' page/section.

Carkansas 2/28/2017

No, I think the deals section is perfect the way it is.

Jake 2/27/2017

Distance from me to the specific store with each deal. Maybe I will make the trip if it is close by. Maybe push alerts or other notifications when you get close to a market and there is a good deal on an item at the store that is also on your list.

powitzkys 2/27/2017

I think it would be a brilliant idea if the "deals" section allowed you to see all of the items on your list that are available at the same location so that you can better decide where you would like to shop. That is, if I could see on one screen that four of the five items on my list that say "deal" were available all at the same store, I would be more inclined to go to that store specifically.

SeeStephSay 2/27/2017

Put the store logos where you see the store names to more quickly be able to differentiate where each deal is purchasable from.

David S. 2/27/2017

Expiration date of offers.

skhollie 2/27/2017

No the deals section showed everything it needed to show. It included place, price, and a picture of the product.

Sandy15 2/27/2017

I would have like to see more every day essentials. I saw a lot of beer and wine. I don't purchase these often.

Adrian A 2/26/2017

I would like to know when the various promotions expire (date, and/or time, if applicable). It would not be good to go all the way to the store, just to find out that the specific item is not on sale anymore.

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raevirtue 2/26/2017

It would be good to be able to filter by stores you prefer rather than stores with deals. For instance, Walgreens had a deal on pizza, but I do not shop there because their prices are so high. I'd like the ability to exclude stores. Target kept popping up and I don't like shopping there either.

Galaplease 2/26/2017

Maybe how long that deal would be avaliable, or how often.

Andrea 2/26/2017

Here are some ideas:
- General information about average store hours.
- A way to copy some of the information in these boxes.
- A call link. (which would especially be helpful for pharmacy purchases) (cough drops, Tylenol etc)
And this is probably a big ask but:
- Allergy information for items (contains gluten/soy/nuts etc)

Justin 2/26/2017

Cannot give feedback on this as no deals appeared for me, but things I'd generally find useful and like to see are:
- Scannable coupons
- Specials (buy 1 get 1)
- Deal days (earn x amount more points by shopping on this day)
- Cash back offers (some apps out there right now offer you $$ back for buying specific items and scanning you receipt to prove your purchase)

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bignoch 2/26/2017

I would like it to open right to the deals section instead of onto the details tab. I would like to be able to sort the deals based on certain factors (i.e. distance, price). I am not totally sure what the checkmark at the top right is suppose to do.

George 2/26/2017

No, this is a great feature! Is there a way to specify which stores to display? There are some stores with deals that I haven't heard of or know where they are. I would also like to be able to see deals at my favorite store.

RubyD23 2/25/2017

I would have liked to have seen it work

RiyaB 2/25/2017

I would like if there was a filter to select a store name in the deals sections. Also if there were any available coupons for a particular product it would be great to have access to it in the deals section as well.

Katie 2/24/2017

A way to sort by type of item, and a way to sort by store. I didn't see either of these options, AND I had to scroll through what felt like ENDLESS deals on all types of alcohol that I had zero interest in seeing just to get to the more useful stuff. And then, for example, seeing "Cheerios" on sale 5 times in a row because it's on sale at every store nearby was annoying. I hated every aspect of that section.

Pam83 2/24/2017

It would be easier if you could view all the deals for every item at once instead of having to view them one by one.

FavoredMomma 2/23/2017

The addition of store directions or a locator would be nice. Some stores have location only deals even when they are apart of a chain.

Philip 2/23/2017

I think the deals section is nice and easy to see. The only thing I would recommend is make the store name bold or standout more, because it took me a second to see it. Also if you could sort deals by store it could make it easier to see.

ceo053 2/23/2017

Not really, they don't usually change my mind in any way and I continue to go to the same store regardless where they have their store brand if I'm looking for any deals on items.

Ashley C 2/23/2017

I love how it lists where the deal is, the cost of the deal, and extra descriptions like if an item is organic, type of cut for meat and poultry, and variety of product.

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maureenkk 2/23/2017

I was unable to view the deals. I would love to see the actual price comparisons.

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racm311 2/22/2017

browse deals by categories instead of scrolling endlessly

Danny 2/22/2017

Store location and proximity would be nice. Then I can calculate if it's worth it to drive there. Also, automatically choosing the preferred deal would be nice, and then doing that for the whole list + choosing the best store to get the best price on my entire list would be cool.

AbbyR 2/22/2017

I would like there to be a way to filter the big "see all deals" section. I don't drink alcohol, and yet I still had to scroll through a million beer & wine sales to see anything else.

Luv1240 2/22/2017

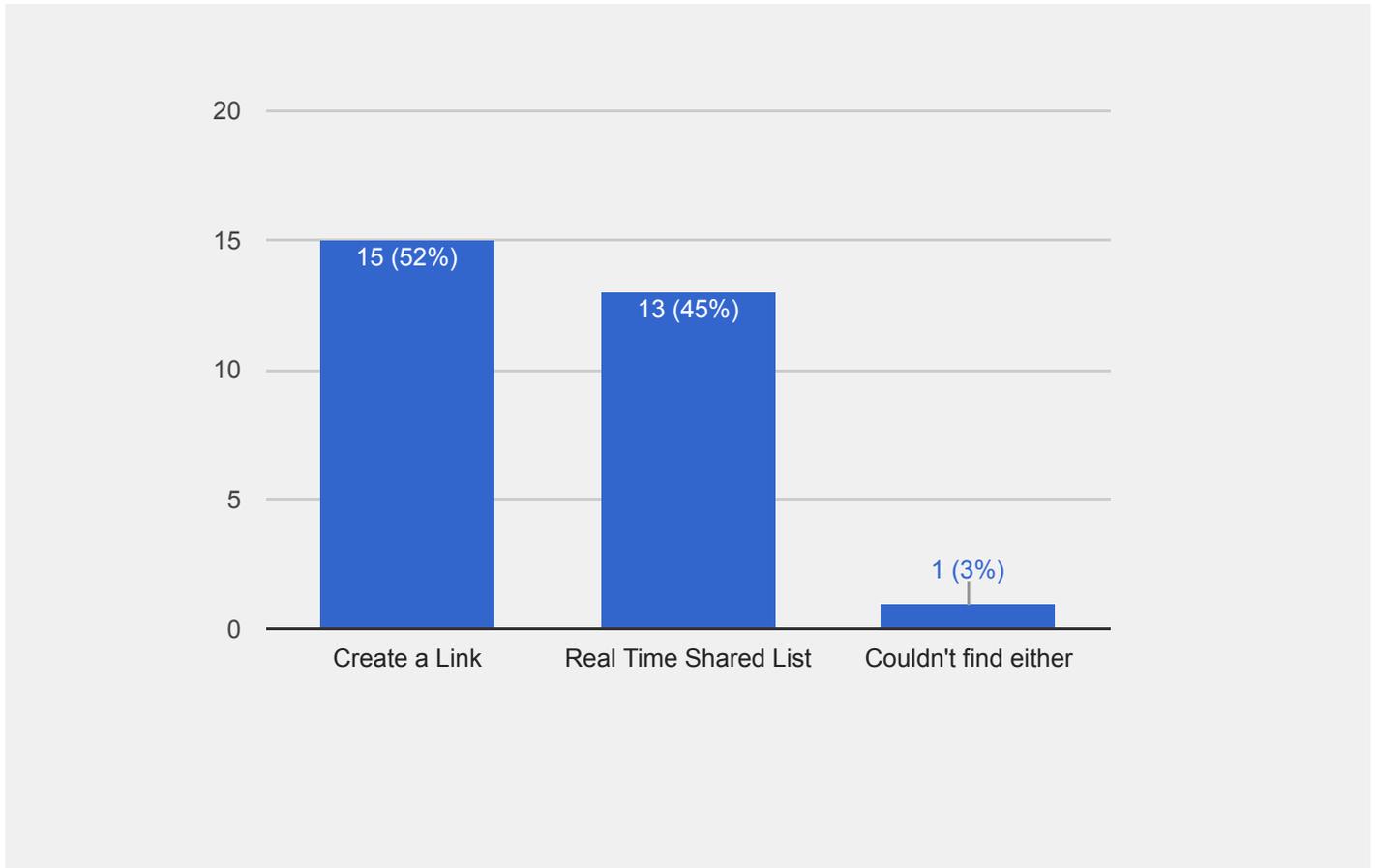Not really the information provided was clear.

9.

☑ **Task**

Share your list with someone. If you do not want to share with someone you know, please share your list with XXXXXXXXXX
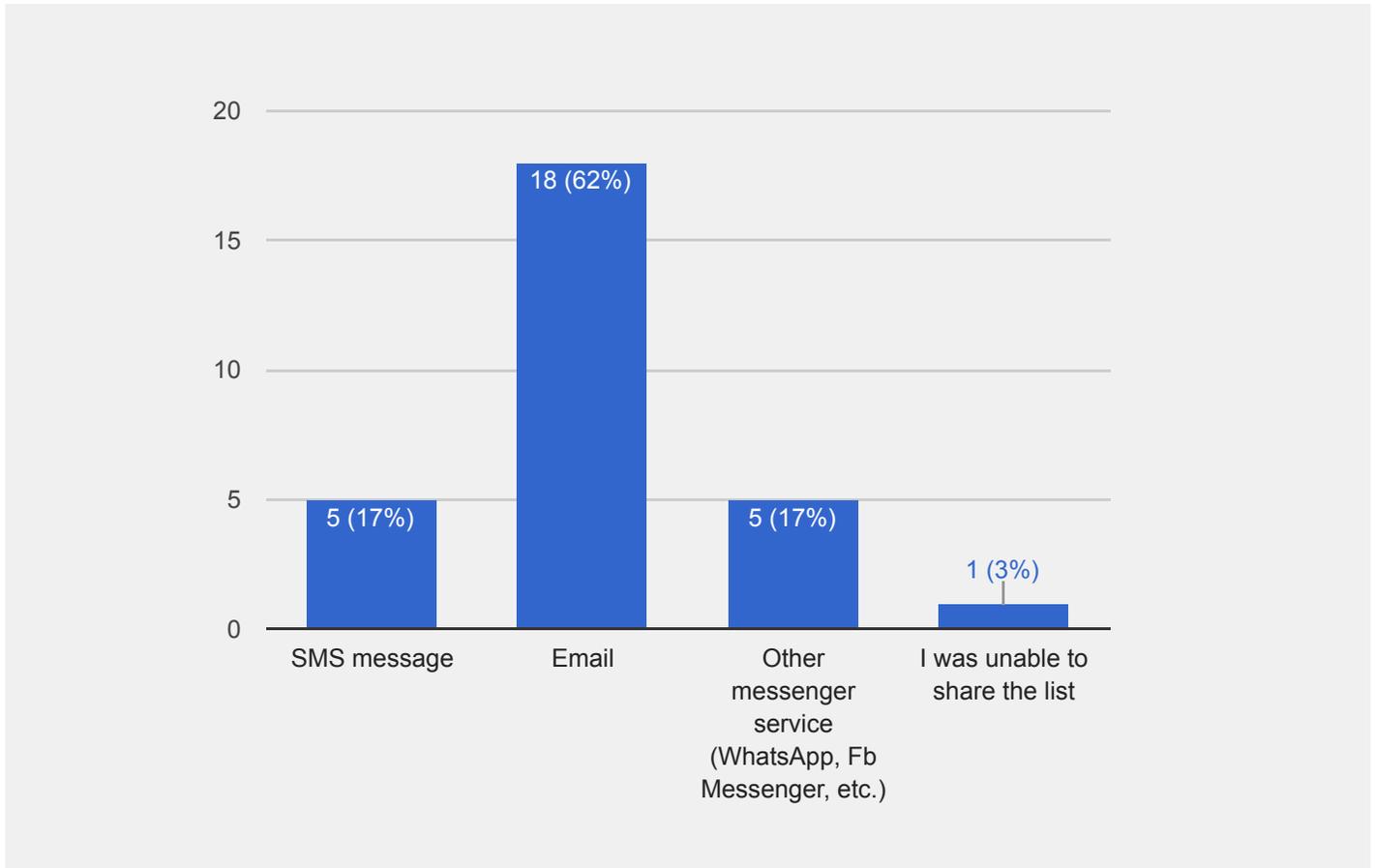
10.

◎ **Multiple Choice**

Did you use the "Create a Link" share or the "Real Time Shared List" share feature?
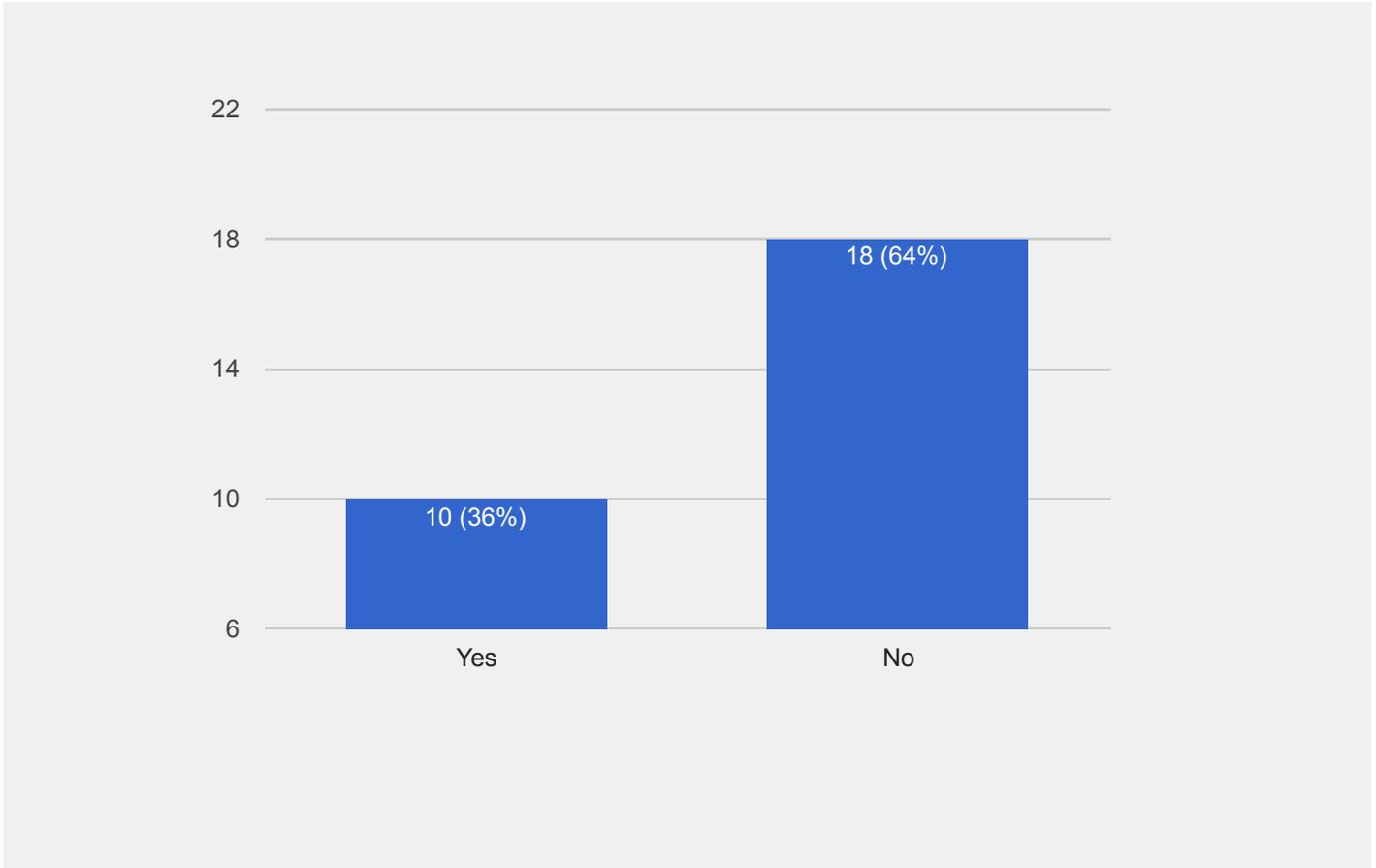
11.

◎ **Multiple Choice**

How did you share the list with this person?

12.

◎ **Multiple Choice**

Did you notice any changes to your shared shopping list?
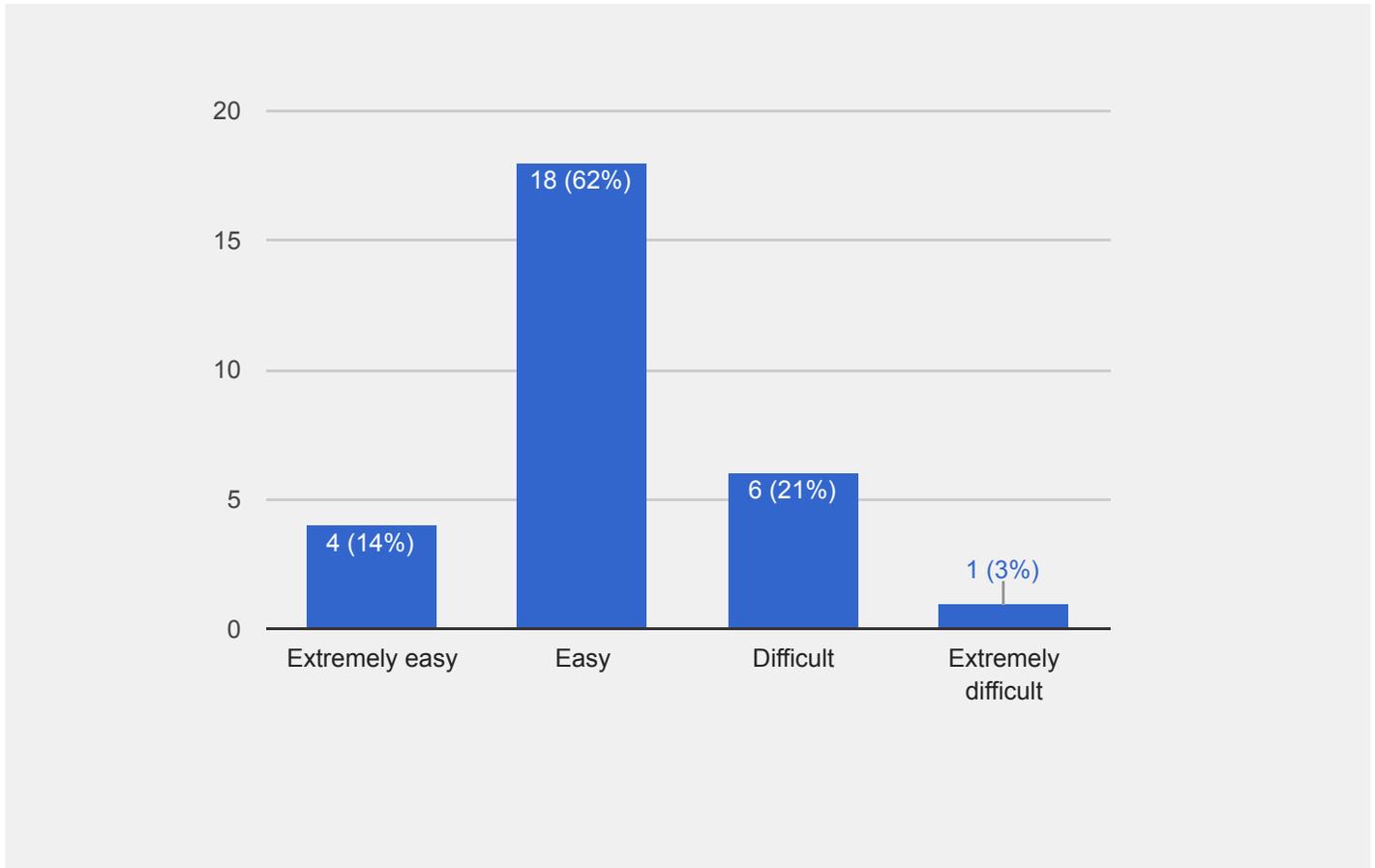

13.

☑ **Task**

Add a store loyalty card to your app.

14.

How easy or difficult was it to add a loyalty card within the app?

15.

☑ **Task**

During the test, visit a grocery store to purchase the items on your grocery list.

When you get to the store, "Check in" to the store in the app.

16.

◎ **Multiple Choice**

Were you able to check in to the store?
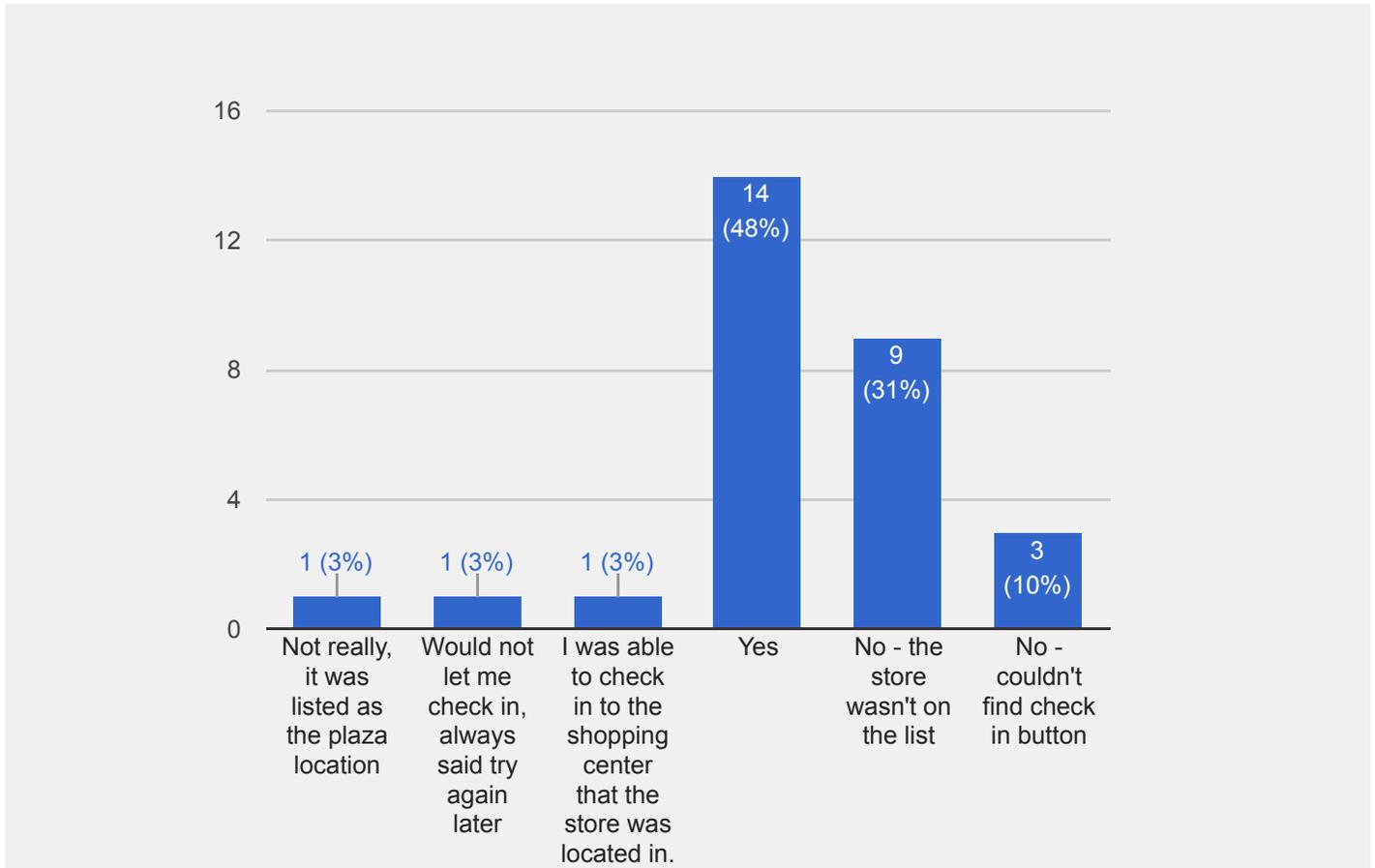
17.

☑ **Task**

Find the first HALF of the items on your list and add them to your shopping cart. While you are shopping, mark off the items on your list as you add them to your cart.

For the second half of your list, specifically use the main "Scan to Cart" button.

18.

◎ **Multiple Choice**

How did you mark off the items you added to your cart?

Bar chart values:
- ...ying to use the scan button i...: 1 (3%)
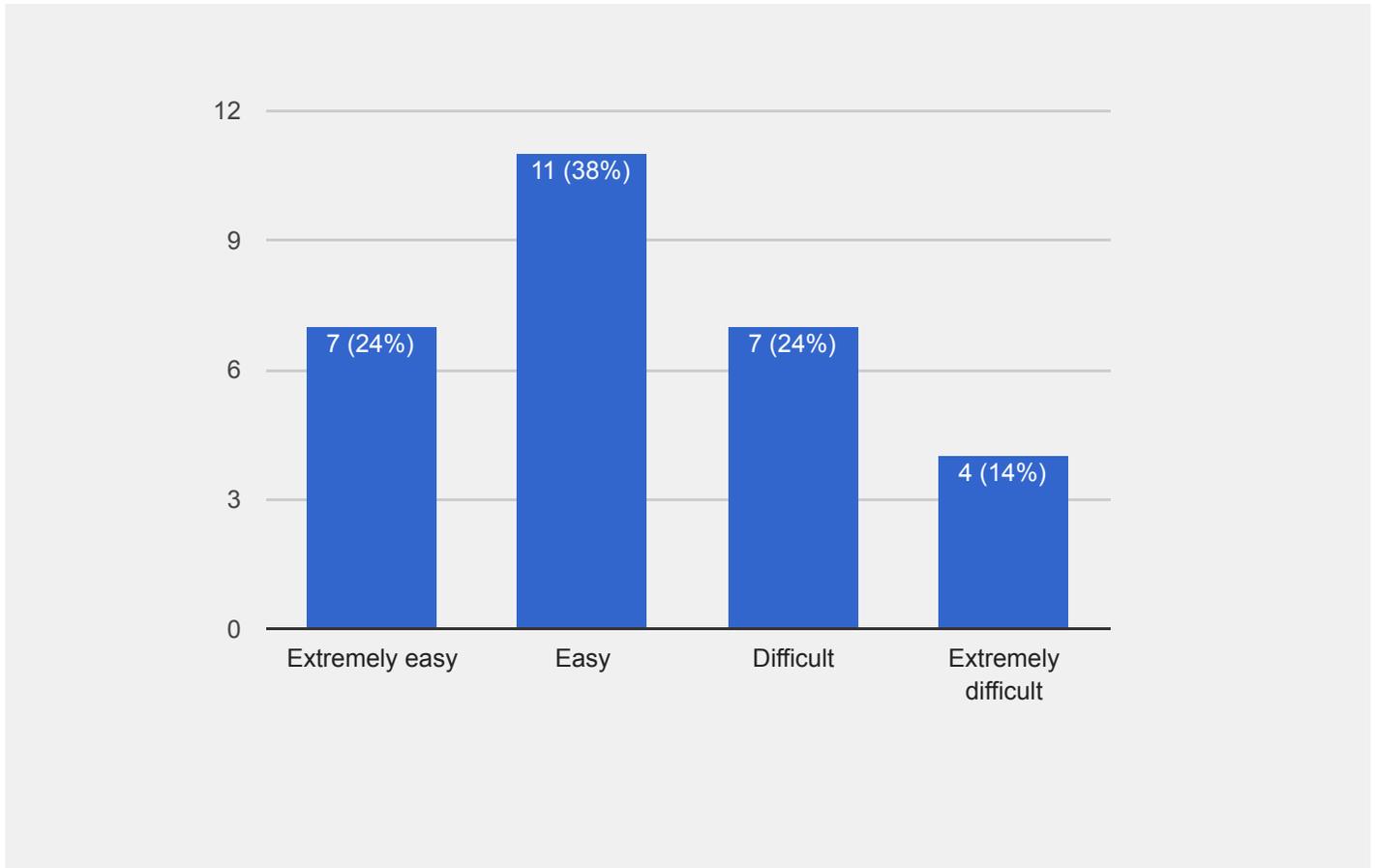- ...hen I click the shopping cart icon,...: 1 (3%)
- i could not check off items and scan...: 1 (3%)
- I didn't know how to mark the items...: 1 (3%)
- I didn't think to delete them as I put...: 1 (3%)
- I marked the items/ products that di...: 1 (3%)
- I added the items manually: 1 (3%)
- Also used the "Got it" button. Neith...: 1 (3%)
- For the first half, I couldn't figure ou...: 1 (3%)
- I tried scanning and although it look...: 1 (3%)
- I used the scan button and also use...: 1 (3%)
- I used the scan button on the item s...: 14 (36%)
- I deleted items I put in my cart: 9 (23%)
- I was unable to mark off items (plea...: 5 (13%)

16

19.

◎ **Multiple Choice**

How easy or difficult was it to scan items into your cart?

20.

What issues came up when scanning items into your cart, if any?

Graves 2/28/2017

A few items took a while to process while scanning the barcode, but it was a relatively quick process. The closer the barcode to the camera, the faster it seemed to process it.

navyaiska 2/28/2017

no. it was perfect.

Carkansas 2/28/2017

No issues came up.

Jake 2/27/2017

The "Scan to Cart" option. Once the camera noticed the bar code it did not freeze/take a picture of the bar code and it kept it in camera mode using more battery and I didn't know if it had taken the scan or was just 'thinking' more. Other than that it worked quite well.

powitzkys 2/27/2017

Barcode would appear to be scanned but nothing showed that bing the case in the app. Prices didn't appear, items weren't marked off, nothing. It was a bit frustrating and would have made me stop using the app if I weren't testing it.

StephSay 2/27/2017

Every item that I scanned went into my shopping cart went into it just after and crossed it off my list.

David S. 2/27/2017

None.

There's no section for this but I wanted to add that upon checkout, even though the app worked well, it didn't save us much time. In fact it took us longer as the cashier still had to verify we weren't taking other items not scanned. We had all our items in our reusable bags but still had to take them out and have her verify on screen that she did scan them from the app. We had a couple of angry customers behind us glaring as we took longer than normal upon checkout.

skhollie   2/27/2017

I had no issues.

Sandy15   2/27/2017

At Aldi, very few of the items were found specifically by the barcode. I had to type in a name for them. It wasn't until after I went grocery shopping that I got emails that were helpful in how the app features worked.

Adrian A   2/26/2017

I encounter the following issue: the scanner is not always able to scan the item properly. I sometimes have to scan the item multiple times for the app to capture the bar code information. It is frustrating at times to see that the item is not scanned, and the information pertaining to that specific item is not added to the list, and checked off the list. I also do not like the fact that no error message is displayed. I am never sure if the item is added to my cart or not. I would like to have some type of message that displays on the screen whenever a bar code is not properly scanned by the app.

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raevirtue   2/26/2017

The wrong items kept coming up or the item would not scan no matter how much light was used

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Galaplease   2/26/2017

Some items wouldn't scan the correct item. But that could be a store error.

Andrea   2/26/2017

I only bought 2 items this way but I didn't see any issues.

However I do have a suggestion about user experience. It would go a long way to have vibrate, visual, and sound confirmation after a item is added. Much like how iBotta works after confirming a correct item.

Justin   2/26/2017

Sometimes it took a minute to get the focus/lighting right so the barcode could be scanned. Pretty standard issue with barcode scanners as far as I can see however.

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bignoch   2/26/2017

It feels like it takes a bit longer because now I have to find the bar code on the item instead of just marking it in the app

George 2/26/2017

Initially, the camera would not capture a photo. From then on, every time I attempted to scan items, the app would crash.

RubyD23 2/25/2017

Nothing with that part but I knew that I wasn't going able to complete the task because of the signing in part. Also the store card was giving me issues too. Probably because I couldn't sign in. Mind you , I tried two different stores.

RiyaB 2/25/2017

Some of the items were not found from scanning the bar code, I had to manually enter the name of the product.

Katie 2/24/2017

General lag, and then not understanding what to do exactly and why. Do I scan the produce or item barcode? Do I scan the price on the shelf? Do I just scan the box? Why does the picture look so distorted? Why won't it work? What even is the point/benefit to doing this? All of these were the questions that sequentially popped into my head that eventually resulted in me giving up on doing that, as I've got kids and no one has time for that.

Pam83 2/24/2017

It wouldn't scan some items like the fresh fruit. Also it took some time to scan.

FavoredMomma 2/23/2017

The scan got stuck a couple times, but closing and reopening the app fixed the issue.

Philip 2/23/2017

The scanning function worked but was slow and laggy at times. I would scan the item, it would be recognized and then load for a while so I wasn't sure if it worked or I needed to hold the camera over the barcode the entire time. But eventually it would pop up.

ceo053 2/23/2017

No issues at all, pretty simple yet again.

Ashley C 2/23/2017

Most of my items would not scan and some didn't have barcodes. Either the code was too glossy or the app could not read it. A suggestion would be to add a button to push as a scanner.

maureenkk 2/23/2017

No issues although some barcodes took a little longer to scan.

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racm311 2/22/2017

half the screen turned gray

Danny 2/22/2017

Pressing the scan button made my 85% of my screen black, with a tiny window to scan, and it did not detect a barcode.

AbigailRausch 2/22/2017

It was hard to get them to focus. I had to manually move the items and the camera to try to get it to focus, instead of the camera doing any focusing.

Luv1240 2/22/2017

No issues this time. Although the different ways to scan is confusing.