

SHOPPING APP

BetaTesting ran a 2 week test with a stealth shopping app to collect user experience feedback from testers that used the app when grocery shopping.

The scope of the test included targeted user recruiting to find the right testers, survey-based

feedback, usability videos, and bug reporting

The following document highlights the outcome of the test along with key metrics and recommendations from the BetaTesting platform management team.



"The app was easy to install and I loved the UI until I got to the payment page. I was confused and it kept me from checking out."

-- Andrew W., 35, Chicago



"The Deals section was my favorite part of the app. I could see myself using it more if it had a few more store and location filters to find deals faster."

-- Stacy S., 26, London

TESTERS



COMMUNITY. We invited 2,000 targeted users to apply to participate.



TESTERS. Out of 2,000 invites, 100 testers were accepted and completed the test



SCREENING. Testers had to shop on sites besides Amazon & be over 25-45 to participate in the test.

TEST SETUP



DATES. This test ran from June 14 - June 30th and had 3 different sessions during that time.



LOCATIONS. This test represented people from 24 states and 4 countries.



OPERATING SYSTEM. This test was run on Android and iPhones and involved an app download.

RESULTS



BUGS. Over 500 bugs reported by 125 users during the test.



USABILITY VIDEOS. 212 usability videos were uploaded by testers.



SURVEYS. There were 3 surveys distributed during the test and 345 responses total.

DISTRIBUTION

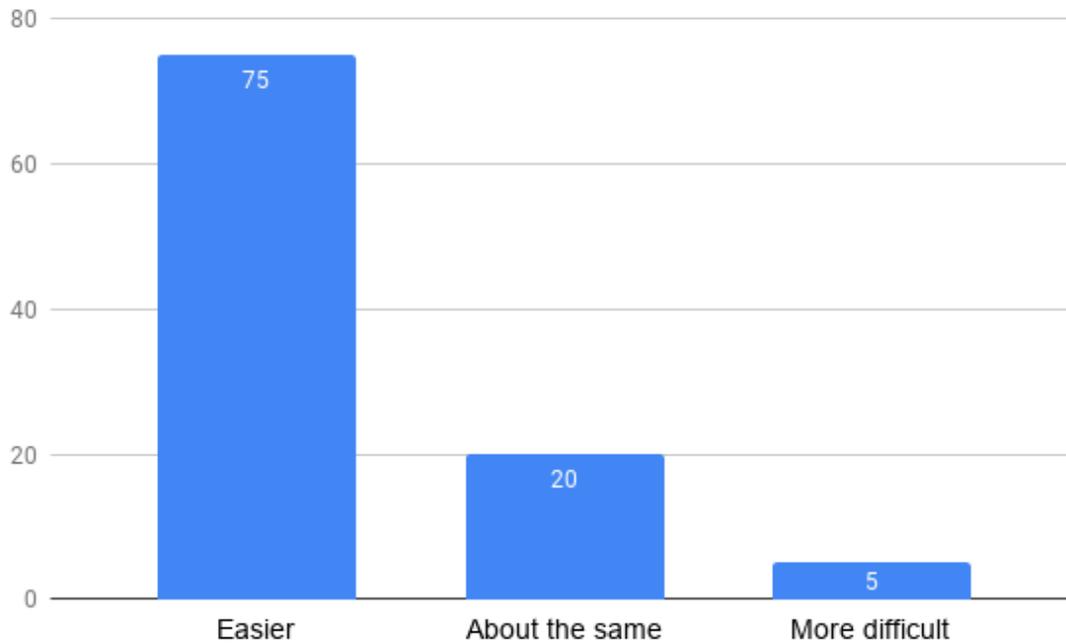
Participants were first provided instructions to install the app via TestFlight or the Play Store, before proceeding to the test tasks.

TASKS

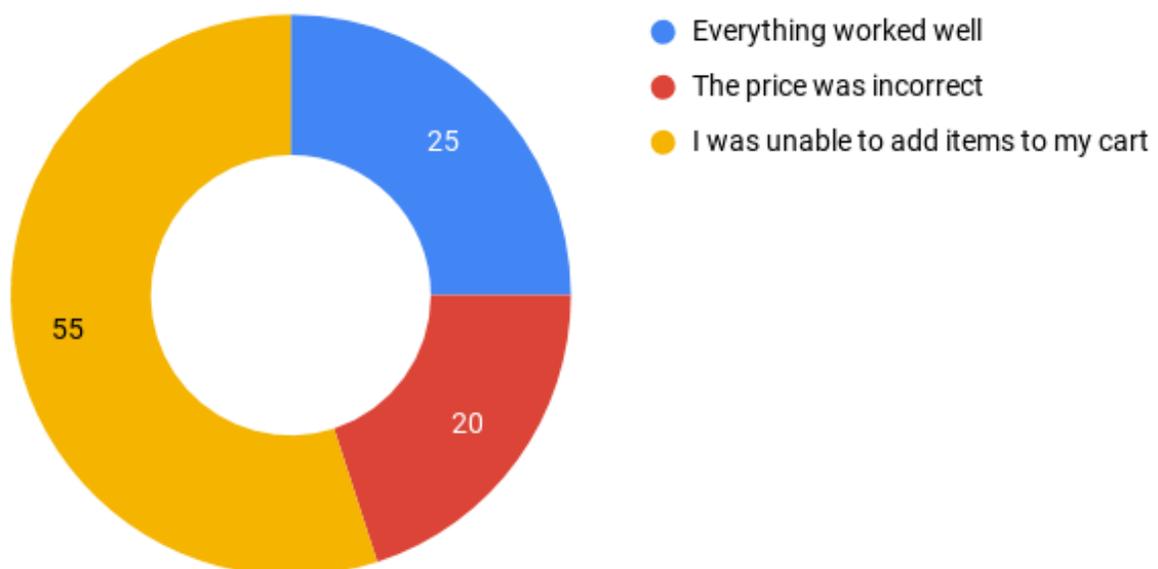
- 1.** ShoppingApp is a “one app fits all” mobile app for anyone who shops for groceries. It combines shared shopping lists, local deals, and a unique scan-to-cart system that can save time on checkout! The goal of this beta test is to test:

 - Setting up the app
 - Creating your shopping list
 - Using the app in-store as you shop for groceries
- 2.** 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.** 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.
- 4.** Share your list with someone. If you do not want to share with someone you know, please share your list with admin@betatesting.com.
- 5.** Visit a grocery store during the week to purchase the items on your grocery list. Use ShoppingApp to help you while navigating the store and adding items to your cart. When you finish shopping, proceed to answer the survey questions about your experience.

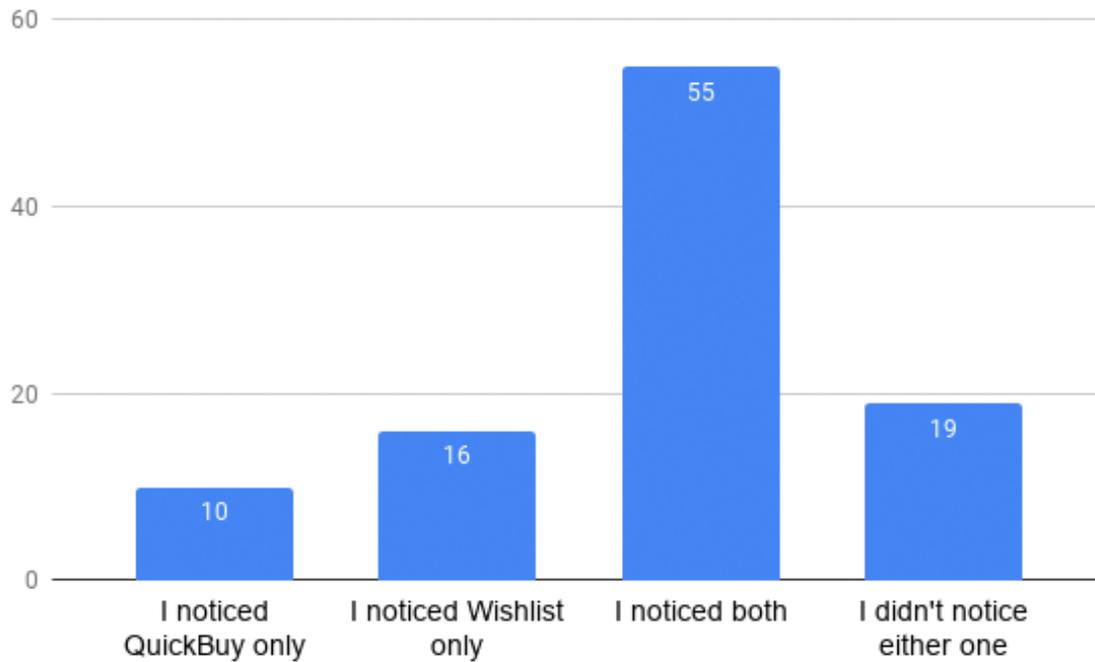
Q1: Does the app make it easier or more difficult to go grocery shopping?



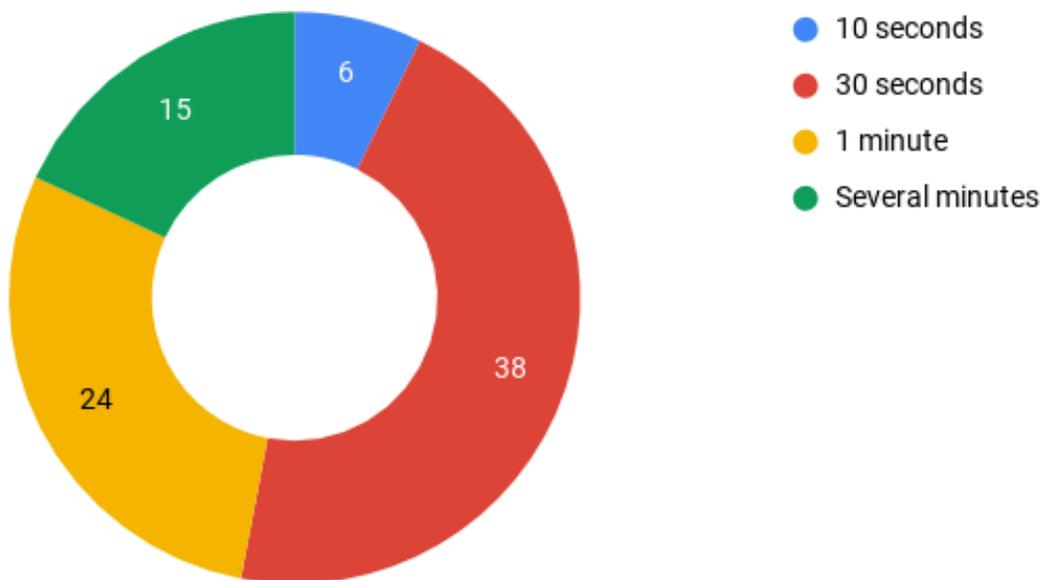
Q2: Did you run into any bugs or confusion when adding items to your cart?



Q3: Did you notice the Quick Buy and Wishlist features available when hovering over a product image?



Q4: How much time did it take you to add an item to your cart?



**This is a sample of the charts provided. In a typical test, there may be several pages of charts.*

SCANNING ITEMS

Many users said the scanning feature was easy, but a few reported bugs when using iOS.

“Barcode would appear to be scanned but nothing showed 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.” **Kristina**

“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.” **Jordan Michelle**

“The wrong items kept coming up or the item would not scan no matter how much light was used.” **sjesa**

“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.” **Alan G.**

OUR RECOMMENDATIONS

- The scanning functionality seems to have a lot of bugs at the moment, and caused a number of testers to say that it would prevent them from using the app.
- Users seemed satisfied with the UI and user flow of the scanning feature. It was easy to get to, worked with their cameras, and they understood its purpose. But, when items didn’t show up after scanning, they got frustrated.
- We would recommend continuing to work out the small bugs and integrating with store inventory systems to ensure the correct products show up when barcodes are scanned.
- With a few updates, we believe users would be really excited about this feature.

HIGHLIGHTED FEEDBACK

DEALS

Users seemed underwhelmed by the Deals section and listed a number of ideas to make that feature more appealing.

“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 ShoppingApp showed me that a certain brand had a 50 cent cash back offer, I would be more likely to buy that brand.” **JCoffey**

“Include distance from me to the specific store with each deal. Maybe I will make the trip if it is closeby. 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.” **JakeK**

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

“Add expiration date to offers” **David S**

OUR RECOMMENDATIONS

- Many users seemed initially excited by the Deals section of the app but were underwhelmed by the functionality once they tested it. Most users wanted more features to make deals easier to find without having to search for them.
- We recommend removing the “Deals” section in it’s current state, or further development to enhance integration with third party coupon providers.
- Another round of testing after adding more features may also be helpful, especially if users are asked to visit stores and use the app or asked to connect their coupon apps to test integrations.

**This is a sample report. A full report typically includes a deeper analysis.*