

INTERVIEW GUIDE

Project: Online Grocery Portal

Interview Dates: July 1-14, 2017

Background

There's a reason why people choose to shop at Dierbergs instead of Shop'n Save, Schnucks, or Walmart. Its brand reflects a high-end yet still mostly affordable establishment. It prides itself on sharing its love of food—and the experience of cooking and enjoying it. When you walk into the store, you're confronted by a wide variety of sights, smells, and textures—most of which aren't available anywhere else. The fact that you can buy fresh fish and have it cooked on the spot is definitely a mainstay of the Dierbergs experience.

The current Dierbergs website has tried to continue that experience by sharing its love of food through recipes and catering services. The challenge will be how to spread that focus to an actual ecommerce site, and how to use the senses to hook people in and get them to explore. No one who enters the store will leave with just the items on their list, and we want the website to accomplish the same thing.

It appears that the majority of competitors treat buying groceries online the same as any other product. However, buying groceries online is not the same as simply buying shampoo or a TV. Just as buying a blouse online isn't the same as creating one, cooking requires many different elements to be successful. People do not use a search tool in the physical environment. They browse, which changes the way they shop and find things. They may change their mind, or decide to buy additional items. Some people may just wing it or may start with a list, while others start with a recipe or simply browse to find something new to make.

The goal of this research is to evaluate shoppers' behavior in store and find ways to emulate that behavior online. Research will consist of a short interview and a contextual assignment based on a series of tasks.

Screening Candidates

Solicit people at grocery store entrance. Ask all types of people. Note basic demographics (gender, age, family size, ethnicity, etc). Use the following question to screen for candidates with a positive response:

Screener question: Are you the one who does the grocery shopping in your family?

Hi, my name is _____, and we're working on creating a new online experience for Dierbergs shoppers. Would you be interested in participating in a short study? It will take about 20 minutes of your time, and you will receive a \$10 gift card just for participating.

Introduction/Setup

Participant Name: _____

Date of Interview: _____

Hi _____. My name is _____, and I'm going to be asking you some questions today.

Before we get started, there are a few things to review.

We're asking people to answer questions regarding their grocery shopping habits to inform some of the work the team will be doing.

We're here to ask questions about you. That's why we chose you. You may be tempted to answer questions based on what your friends or family do. But we're really interested in your opinions and experiences.

Nothing you say can be wrong. All answers are welcome, and will help us consider our work.

If you have other answers or thoughts as we move along, please feel free to express them. We may not be able to spend much time on them, but we will try to hear as much of what you have to say as possible.

You see I have some colleagues here with me. They're interested in what you have to say as well, so they'll be taking notes and observing. But they may not be joining the conversation.

Your feedback will be kept anonymous—only used by the research team—unless you give approval otherwise.

If you don't have any questions, I'm going to ask you to sign a permission form. Take your time reviewing it.

[PASS OUT CONSENT FORM AND HAVE THEM SIGN IT]

OK, do you have any questions?

Interview Questions

Participant Name: _____

Date of Interview: _____

- Why are you here today?
- Where and how often do you go grocery shopping?
- How much do you typically spend on groceries each month?
- Is there a typical time that you go shopping?
- How many people do you typically shop for?
- What's most important to you when going grocery shopping (suggestions: easy store layout, being able to browse new foods/dishes, wide selection, quality/type of ingredients, cost, emphasis on organic/specialty foods, hours/location, etc.)
- What's your biggest frustration?
- What is your approach to cooking (suggestions: I don't like to cook, I'm not a good cook, I like to grill or bake, I follow the recipe, I like to bend the rules a little, I like to make it up as I go, etc)?
- How do you typically shop for groceries (suggestions: I just wing it, I start with a list, I start with a recipe, I like to browse for something new, etc)?
- What are your thoughts about buying your groceries online?

Contextual Assignment

Participant Name: _____

Date of Interview: _____

Notes for Interviewer: *The goal is to see how people navigate in a store. Where do they start? Do they browse row by row? Do they use the signs? Do they prefer a list? Do they go back and forth because they forgot something or had a different idea? How does this vary based on familiarity with the store, available time, distractions, cooking experience, and shopping behavior? See if participants' behavior differs from what was depicted during the interview.*

Assignment: You have several friends coming over tonight, and you would like to make a pasta dish, with sides and dessert, for dinner. How would you go about deciding on a dish, and how would you go about finding all the items necessary to make that dish?

Post Interview Highlights

Participant Name: _____

Date of Interview: _____

Most Memorable:

1. _____

2. _____

3. _____