REQUIREMENTS ANALYSIS

WNM 801: User Experience, Assignment 2.1

Problem Identification & Definition

An employee's product knowledge is an important selling tool. Employees who are knowledgeable about the products they sell are able to answer customer questions more efficiently; building credibility and store loyalty while boosting sales and educating themselves at the same time.

Problems Customers Face

- Lack of product information on labels and store printed cards

- Lack of cross-department product knowledge

- Time consuming to learn about your own department's products, especially if you are new

- Being the only one on the floor to help customers while passing through another department

- Have to hunt down an employee of another department or store manager when you have a question you cannot answer

- Nowhere to find or look up product information, register point of sale system only shows department and price

Problems Customers Face

- Being left in the aisle for an undetermined amount of time waiting for a department specialist

- Having employees tell you they don't know and the person who knows isn't working right now

- Frustration with not being able to find if a product meets your special dietary needs or not

Problems the Store Faces

- Customer complaints of unhelpful and ill-informed staff

- Wasted time/hours on tracking down department members and/or management to answer product questions

- Expensive to train new employees on thousands of products

- Expensive to keep all employees up to date on new products and food trends

GATHER

Target Audience

The target audience for my application began very broadly and has slowly been narrowing as I continue to work out my new direction and constraints. Originally included specialty grocery stores their employees, management and customers. Now it includes only store employees and even though my app is meant to be universal for all specialty grocery chains, my development will focus specifically on Whole Foods Market.

After doing extensive online research and speaking to different types of Whole Foods employees, buyers, team educators, team members, along with employees of other markets; I feel like I have a much stronger grasp on who my target audience is and what their needs are. I know that they have a need for this type of application and have an idea of what they are looking for. However, I feel like the company culture and structure at Whole Foods fits better with my idea than other markets. They have a strong emphasis on education, even have permanent training positions in each department called "team educators". Structure wise, every store carries different products based on what is available locally causes them to have a relatively disorganized and unwieldy inventory system.

User Profiles

User: Alex

Age: 24

Job: Full time Specialty Team Member

Interests: Tennis, craft beer, running and video games.

Technical Skills: Owns a top of the line Android smart phone, is going to school for network security, and has higher than average computer skills.

Product Related Frustrations: Alex knows his way around his department but always wants to learn as much as possible about the products offered. He likes reading up on new cheeses and beers offered. He wishes there was another way to learn about products other than the vendor information sheets given out at by his supervisors. Due to his department's counter location, he often finds himself answering grocery and bakery questions for customers. He is unfamiliar with their products and having a way to look them up quickly without calling another team member would be great. Alex has access to a cash register, the store's point of sale system, and often uses it to look up product prices but it does not provide enough information for him to answer most customer questions.

GATHER

User: Blythe

Age: 32

Job: Grocery Team Member

Interests: Live concerts, motorcycles, reading great books, and traveling.

Technical Skills: Blythe is not very interested in tech; she is familiar with her iPhone but doesn't really use it for anything other than texting and posting to social media sites.

Product Related Frustrations: Blythe recently moved to the Grocery department after being a Bakery team member for years. She loves her new department but is slightly overwhelmed by the hundreds of products the department carries. She wishes there were other ways to find out about products. She is often the only one working on the floor and has to leave the customer to go consult another team member when product questions come up. Her most common customer questions have to deal with trendy diets like Paleo and Gluten Free, she wishes the products were properly labeled by the manufactures or that there was a cheat sheet of which products fit into these diets.

User: Carlos

Age: 40

Job: Prepared Foods Team Leader

**Interests**: Comic books, drawing, music, and cooking amazing meals.

Technical Skills: Carlos knows his way around his iPhone and owns an iPad tablet for home use. He considers himself moderately skilled in the technology area.

Product Related Frustrations: Carlos has been with the company for 7 years, he knows a lot about his current store but his product knowledge is mostly contained to the department he manages. He wishes there was a more cost effective way to train his team on the new products and diet trends. His department's products are properly labeled with Vegan, Gluten Free, Vegetarian, and so on because they are created in house. He wishes the products from other departments were so clearly labeled and gets frustrated having to wait on that department's team members to get back to him with an answer. As a manager he has access to the computer system used for ordering but it doesn't give adequate product information and only gives him if the product is carried by the store.

Competitive Analysis (*in progress*)

Lowe's App

Developed internally by Lowe's to meet the needs of their employees and customers. They have a large inventory of products and training new employees and finding products was a constant battle. They built this app initially for their employees and then rolled it out to customers in the Fall 2013. This app takes advantage of device specific hardware like the camera to scan barcodes and TouchID for iOS to log in more quickly.
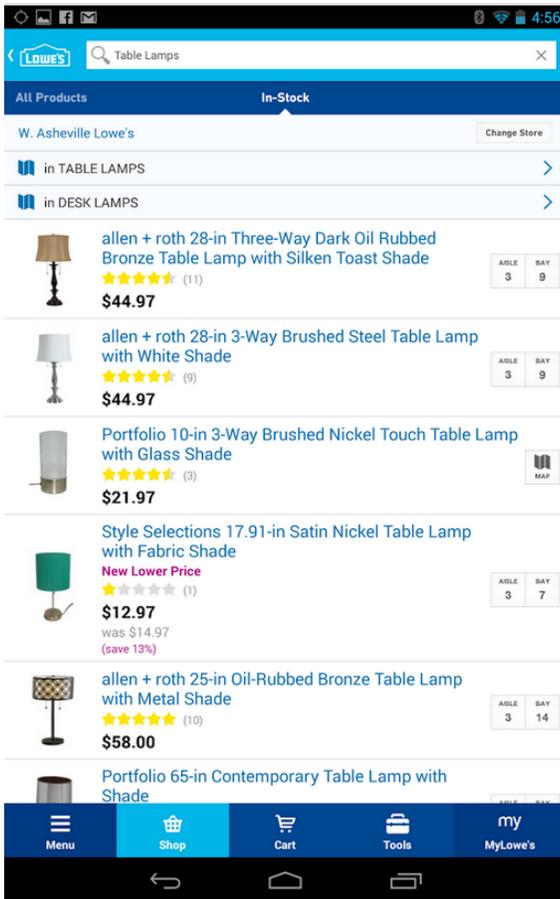
Milo Local Shopping

Milo was developed by some folks who work at eBay and is a product search website. On their website they say that they offer Android and iOS apps but the links are dead and the apps are no longer in the app stores. The website still works and offers up information about which products are available near you, lists their prices, distance, availability, and ratings.

AisleFinder

AisleFinder is a shopping list app that is tied into grocery store's product inventory using an open source API called Supermarket API developed by the app's creator. It is available on iOS/Android and gives you a good overview of a product, including price, department, and aisle number for the store of your choice. This application sounds better than it is actually executed and seems to have been abandoned. It does not give anymore product information that the basic overview and does not have a store map. The app's main selling point is the sheer number of products included in its database. Unfortunately, there is no way to filter your search results causing users to scroll down multiple pages to find the item they were looking for.
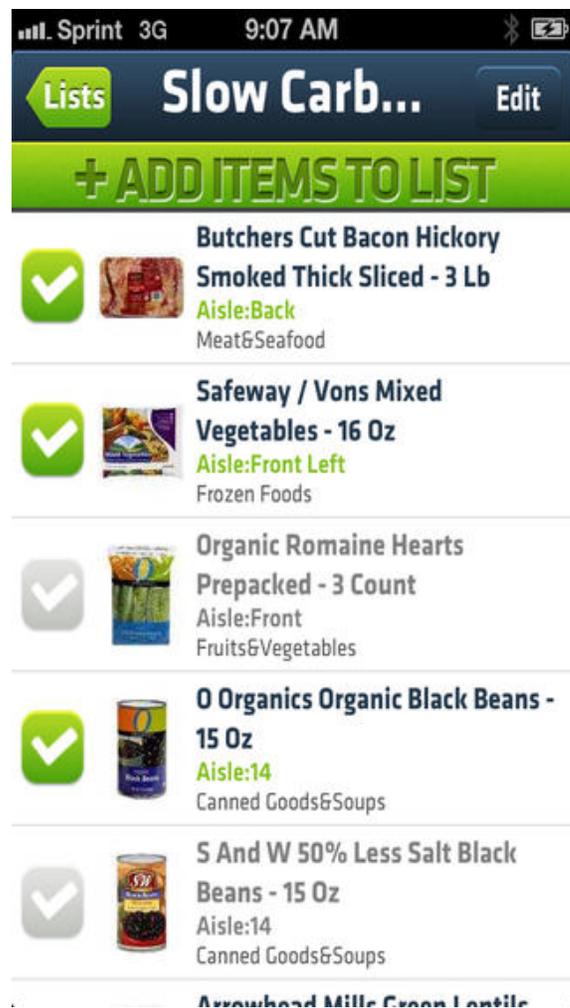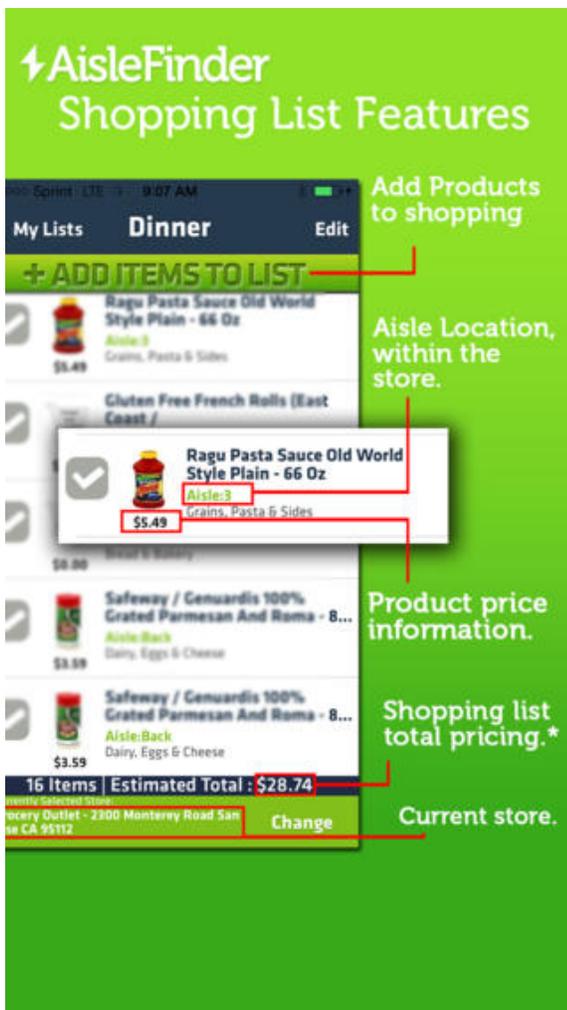
Competitive Analysis Matrix

Feature	Lowe's App	Milo Local Shopping	AisleFinder
Android & iOS	Yes	No longer available, web version only	Yes
User Login	Yes, utilizes TouchID for iOS logins	No	Yes
Map of Store	Yes	No, map to store not of the store layout	No, aisle number given
Products located on Map	Yes	N/A	No, only aisle number
Search Function Inputs	Text or Scan Barcode	Text Only	Text Only
Refine Search Results	No, you can search by department but not refine the search further	Yes, lots of categories available	No, only long list of products that match search item
Special Diet Info	N/A	N/A	No
Quick Glance Info	Price & Photo	Price, Photo, In/Out of Stock, Ratings & Distance to Store	Price, Photo, Department & Aisle Number