

# Compare the effectiveness and efficiency of using online shopping for two major online grocery stores

**SuperValu**  
Real Food, Real People

SHOP REAL FOOD REAL PEOPLE REAL REWARDS INSURANCE OFFERS

*The Good Food Karma*  
**PROJECT**  
NOW WE'RE COOKING

**COOK UP A LITTLE GOOD FOOD KARMA**

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## 1. Background

Compare the effectiveness and efficiency of using a **regularly purchased items list** to provide the returning customer with a faster and more efficient way of carrying out their weekly grocery shopping between two online grocery stores.

Evaluate if Supervalu.ie provides a faster and a preferred shopping experience to that of Tesco.ie.

On-screen activity was recorded. This allowed for reviewing and for timing of tasks after the testing was carried out.

The testers were presented with two different scenarios 1) as a shopper new to these sites, and 2) as a returning customer.

Testers were presented with a list of tasks for each scenario. These included following the online instructions for creating a shopping list, adding items, viewing the contents of the basket and removing some unwanted items from the basket. In the second scenario as returning customers, testers were presented with a list of tasks to test the ease of their memorability and ease of use for the shopping experience.

The goals were quantitative based testing the performance, satisfaction and preference of the two sites.

**1. Performance based goals were used to test the following:**

- Ease of recall vs re-learning for the returning shopper
- East of use. Time to complete the task of removing items from a list of regularly purchased items.
- Does the system provide the returning customer a faster way of shopping by using the regularly purchased items list.

**2. Preference-based goals**

- Comparing their experience of using the two sites what were their preference and why.

**3. Satisfaction-based goals**

- Users were asked how satisfied they were with both sites based on a scale of 1-5.

## 2.Summary and analysis of data collected

1. Clarity of sites instructions

When asked of the clarity of site’s online instructions based on scale between 0 - 5. Shows that clarity on both sites were below satisfactory, however Supervalu.ie had a higher score.

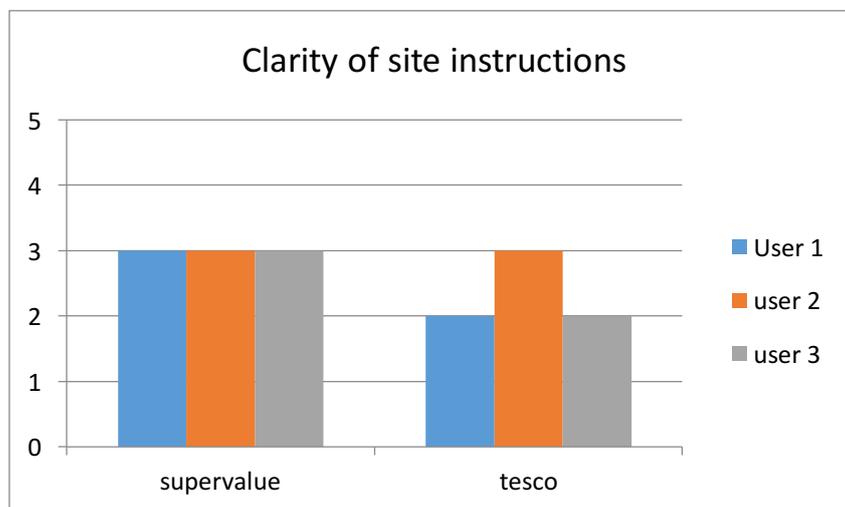


Figure 1

## 2. Time to task completion

### 1) Time to complete the task as a new user with Supervalu

As first time users to Supervalu all users found it easier to understand the on-screen instructions and to carry out the task of shopping compared to Tesco

### 2) Number of seconds to complete the task as returning user with Supervalu

Adding items and using this regularly purchased items list was easier to use on Supervalu while on Tesco it proved to be extremely difficult. One reason for this was that Tesco limits the control users have over the regularly purchased items list by populating the list automatically each time a user shops online. The user cannot add items to this list themselves.

### 3) Time to complete task as new user with Tesco

This task took longer on Tesco compared with Supervalu.

### 4) Time to complete task as returning customer with Tesco

Tesco provides a different system to using a regularly purchased items list with limitations for the user. Users cannot add items to the list as they can do with Supervalu, however they can delete items. The list is automatically populated each time a user shops online.

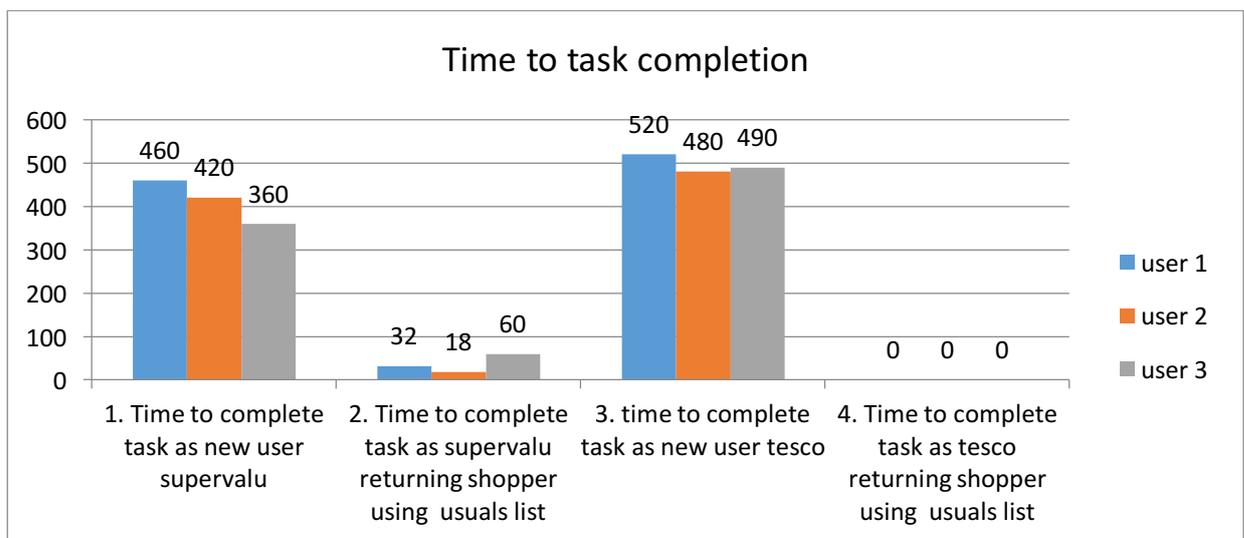


Figure 2

3. Ease of adding items to a regularly purchased items list.

All users showed difficulty in this task using Supervalu, while on Tesco.ie it was proven to be more difficult.

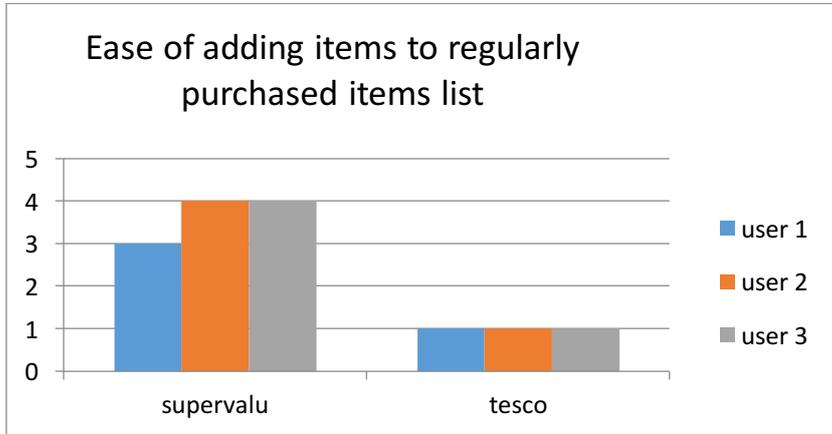


Figure 3

4. Time to completion comparing new users vs returning customers

Comparison for Supervalu shows that for a returning customer the system provided for a faster and more efficient way for the user to complete their weekly shopping with the use of using the regularly purchased items list (usuals).

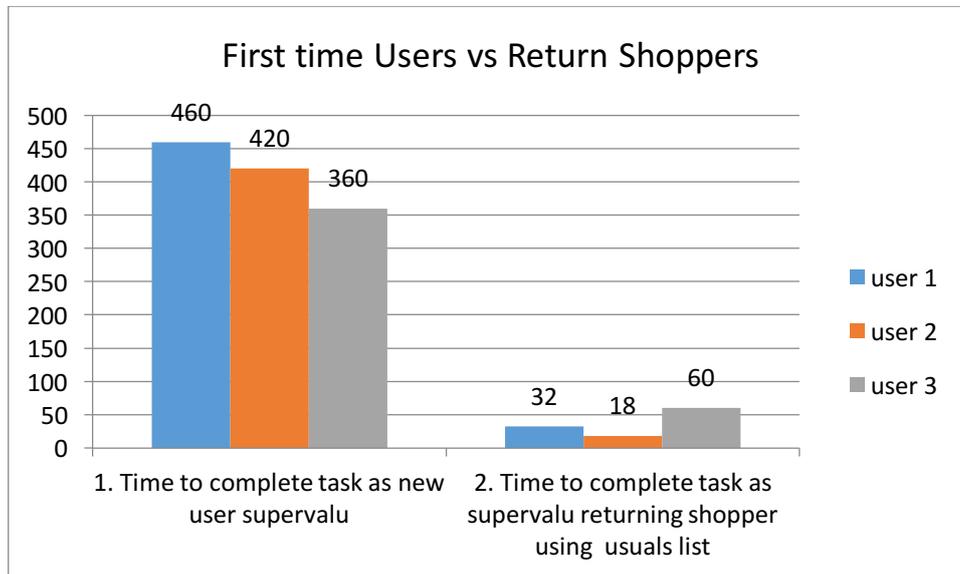


Figure 4

### 3. Findings

- Users found Supervalu.ie to be an easier site to use overall. As new users tasks were completed faster than those of new users of Tesco.ie.
- The regularly purchased items list on Supervalu.ie proved to be easier to add and delete items from. It was also easier to find this list for the returning user and provide a faster, more efficient way of shopping.
- Tesco.ie users found it difficult to find the regularly purchased items list with two similar features of “favourites” and “usuals” which added to the confusion.
- The position of the “usuals” lists on both sites was difficult to find.
- One user although they found Supervalu to be clearer in its instruction and use they selected Tesco.ie as the preferred site to return to. This highlights the fact that although a user will perform better on another site to a site that they don’t perform so well on, they will prefer to continue using a site that they are familiar with.

*(Rogers, 2007) 1) Users are just as likely to prefer an interface which they have shown poor performance as one on which they have performed well and, 2) that we cannot assume that if we achieve performance goals users will be satisfied or prefer our interface or vice versa.*

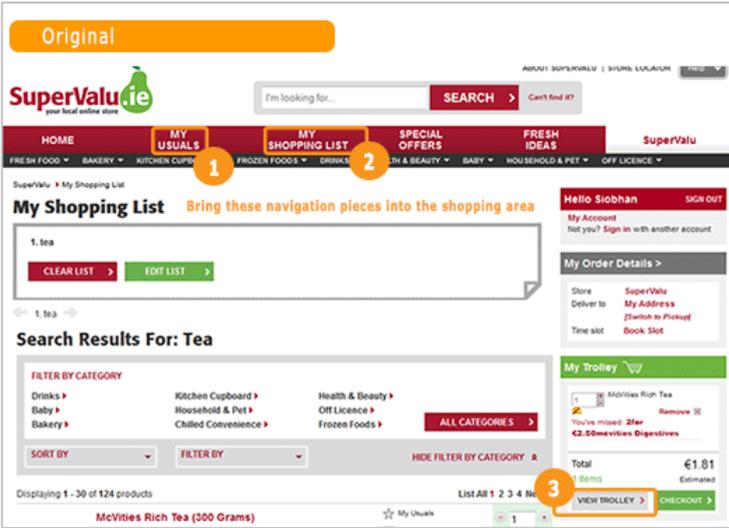
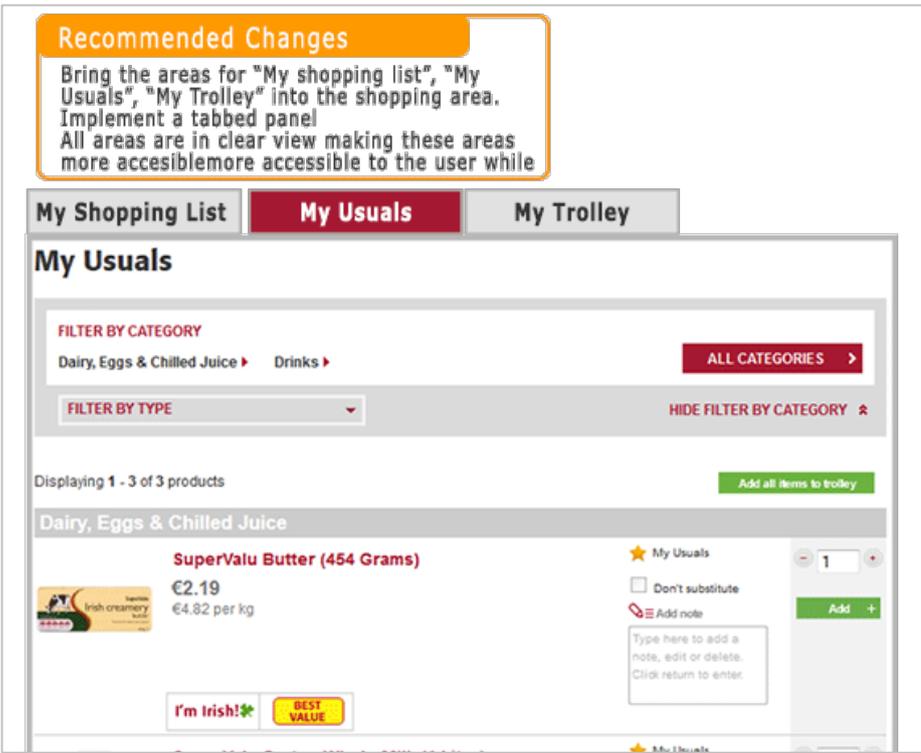
## 4.Recommendations

Based on analysis of testing the following recommendations are suggested for Supervalu.ie

The priority for recommended changes are as:

- 1 Required item change– needs to be addressed
- 2 Important if not excessively expensive or time consuming to achieve – consideration will be given after priority 2
- 3 Desirable but only if low cost – will be included in further iterations of site

No	Issue	Priority		
		1	2	3
1.	<p>Set out the instructions for shopping and searching in a more clear legible way.</p> <ol style="list-style-type: none"> <li>a) Increase the font size making the text more legible</li> <li>b) Number the instructions and add more white space to allow scanning trough the points</li> <li>c) Add graphical concept in instructions to show “search list” “select next item”.</li> </ol>	<input checked="" type="checkbox"/>		
<div style="border: 1px solid #ccc; padding: 10px;"> <div style="background-color: #f4a460; padding: 5px; margin-bottom: 10px; border-radius: 5px;">Original</div> <div style="border: 1px solid #ccc; padding: 10px;"> <h3 style="margin: 0;">My Shopping List</h3> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="border: 1px solid #ccc; padding: 5px; width: 45%;"> <p>tea sugar milk</p> </div> <div style="width: 50%;"> <p><b>How to use My Shopping List</b>  <small>Type in your shopping list, separated by commas or on separate lines (press return).            Press Search List to start searching.            Add the items you want, then click on the arrow to move on to the next item on the list.</small></p> </div> </div> <div style="margin-top: 10px; display: flex; justify-content: space-between;"> <span>?</span> <span style="background-color: #800000; color: white; padding: 2px 10px; border-radius: 3px;">CLEAR LIST &gt;</span> <span style="background-color: #008000; color: white; padding: 2px 10px; border-radius: 3px;">SEARCH LIST &gt;</span> </div> </div> </div> <div style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <div style="background-color: #f4a460; padding: 5px; margin-bottom: 10px; border-radius: 5px;">Recommended Changes</div> <p style="margin: 0;">Make instructions more legible with white space and numbering. Show graphical concept for items such as search and select next item.</p> <div style="border: 1px solid #ccc; padding: 10px;"> <h3 style="margin: 0;">My Shopping List</h3> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="border: 1px solid #ccc; padding: 5px; width: 45%;"> <p>tea sugar milk</p> </div> <div style="width: 50%;"> <p><b>How to use My Shopping List</b></p> <ol style="list-style-type: none"> <li>1. Type your shopping list in the box to the left, separating each item with a comma or on a separate line (press return)</li> <li>2. When shopping list is completed search for items on list by pressing the search list button <span style="background-color: #008000; color: white; padding: 2px 10px; border-radius: 3px;">SEARCH LIST &gt;</span></li> <li>3. Select your item from the listed items and add to shopping trolley</li> <li>4. Return to the shopping list to select and search for item or click the forward/back arrows or selecting the items shown <span style="border: 1px solid #ccc; padding: 2px 5px; border-radius: 3px;">1. tea →</span></li> </ol> </div> </div> <div style="margin-top: 10px; display: flex; justify-content: space-between;"> <span>?</span> <span style="background-color: #800000; color: white; padding: 2px 10px; border-radius: 3px;">CLEAR LIST &gt;</span> <span style="background-color: #008000; color: white; padding: 2px 10px; border-radius: 3px;">SEARCH LIST &gt;</span> </div> </div> </div>				

No	Issue	Priority		
		1	2	3
2.	<p>Provide the user with clear navigation of main areas of shopping area while having clear indication of the section is currently being viewed.</p> <p>a) Bring the areas for <b>My shopping list</b>, <b>My usuals</b> and <b>My trolley</b> into the shopping area, providing the user with a clear view making it more accessible during all shopping tasks.</p> <p>b) Implement this with use of a tabbed panel.</p>	☑		
	 <p>Original</p>			
	 <p>Recommended Changes</p> <p>Bring the areas for "My shopping list", "My Usuals", "My Trolley" into the shopping area. Implement a tabbed panel. All areas are in clear view making these areas more accessible to the user while</p>			

No	Issue	Priority		
		1	2	3
3.	<p>Display more prominently how users can move through the shopping list.</p> <p>a) Position the “select previous/next item” into shopping list box</p> <div data-bbox="272 423 1177 824" style="border: 1px solid #ccc; padding: 10px; margin-bottom: 10px;"> <p style="background-color: #f4a460; padding: 5px; border-radius: 5px;">Original</p> <p><b>My Shopping List</b></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>1. tea      2. sugar ▶      3. milk ▶</p> <p style="margin-top: 5px;"> <span style="background-color: #800000; color: white; padding: 2px 10px; border-radius: 3px;">CLEAR LIST</span> &gt;    <span style="background-color: #008000; color: white; padding: 2px 10px; border-radius: 3px;">EDIT LIST</span> &gt; </p> <p style="margin-top: 5px;">← 1. tea →</p> </div> </div> <div data-bbox="272 848 1177 1249" style="border: 1px solid #ccc; padding: 10px;"> <p style="background-color: #f4a460; padding: 5px; border-radius: 5px;">Recommended Changes</p> <p style="border: 1px solid #f4a460; padding: 5px; margin-top: 5px;">Position “select next item” into prominent position within the shopping list box</p> <p><b>My Shopping List</b></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>1. tea      2. sugar ▶      3. milk ▶</p> <p style="margin-top: 5px;"> <span style="background-color: #800000; color: white; padding: 2px 10px; border-radius: 3px;">CLEAR LIST</span> &gt;    <span style="background-color: #008000; color: white; padding: 2px 10px; border-radius: 3px;">EDIT LIST</span> &gt;    <span style="background-color: #654321; color: white; padding: 2px 10px; border-radius: 3px;">← 1. tea →</span> </p> </div> </div>			☑

No	Issue	Priority		
		1	2	3
4.	<p>Clarify how to add/remove items from a usuals list</p> <p>a) Include instruction on how to mark item to add to usuals list</p> <p>b) Group the item with instruction for more clarity</p> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p style="background-color: #f4a460; color: white; padding: 5px; border-radius: 5px; display: inline-block;">Original</p> <div style="display: flex; align-items: flex-start; margin-top: 10px;">  <div style="flex-grow: 1;"> <p><b>Fruit Shoots Blkcur &amp; Apple No Added Sugar (200 Millilitre)</b></p> <p>€2.00 each €0.25 per 100mls</p> </div> <div style="margin-left: 20px;"> <p>★ My Usuals</p> <p><input type="checkbox"/> Don't substitute</p> <p> Add note</p> <div style="border: 1px solid #ccc; padding: 5px; font-size: 0.8em;">           Type here to add a note, edit or delete. Click return to enter.         </div> </div> </div> </div> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p style="background-color: #f4a460; color: white; padding: 5px; border-radius: 5px; display: inline-block;">Recommended Changes</p> <p style="border: 1px solid #f4a460; padding: 5px; margin-top: 5px;">Box and add description how to mark item as a usuals item</p> <div style="display: flex; align-items: flex-start; margin-top: 10px;">  <div style="flex-grow: 1;"> <p><b>Siucra Sugar Castor (1 Kilogram)</b></p> <p>€1.60 each €1.60 per kg</p> </div> <div style="margin-left: 20px;"> <p>★ My Usuals</p> <p>Mark to add item to usuals list</p> <p><input type="checkbox"/> Don't substitute</p> <p> Add note</p> <div style="border: 1px solid #ccc; padding: 5px; font-size: 0.8em;">           Type here to add a note, edit or delete. Click return to enter.         </div> </div> </div> </div>		<input checked="" type="checkbox"/>	