



JOURNEY MAPPING

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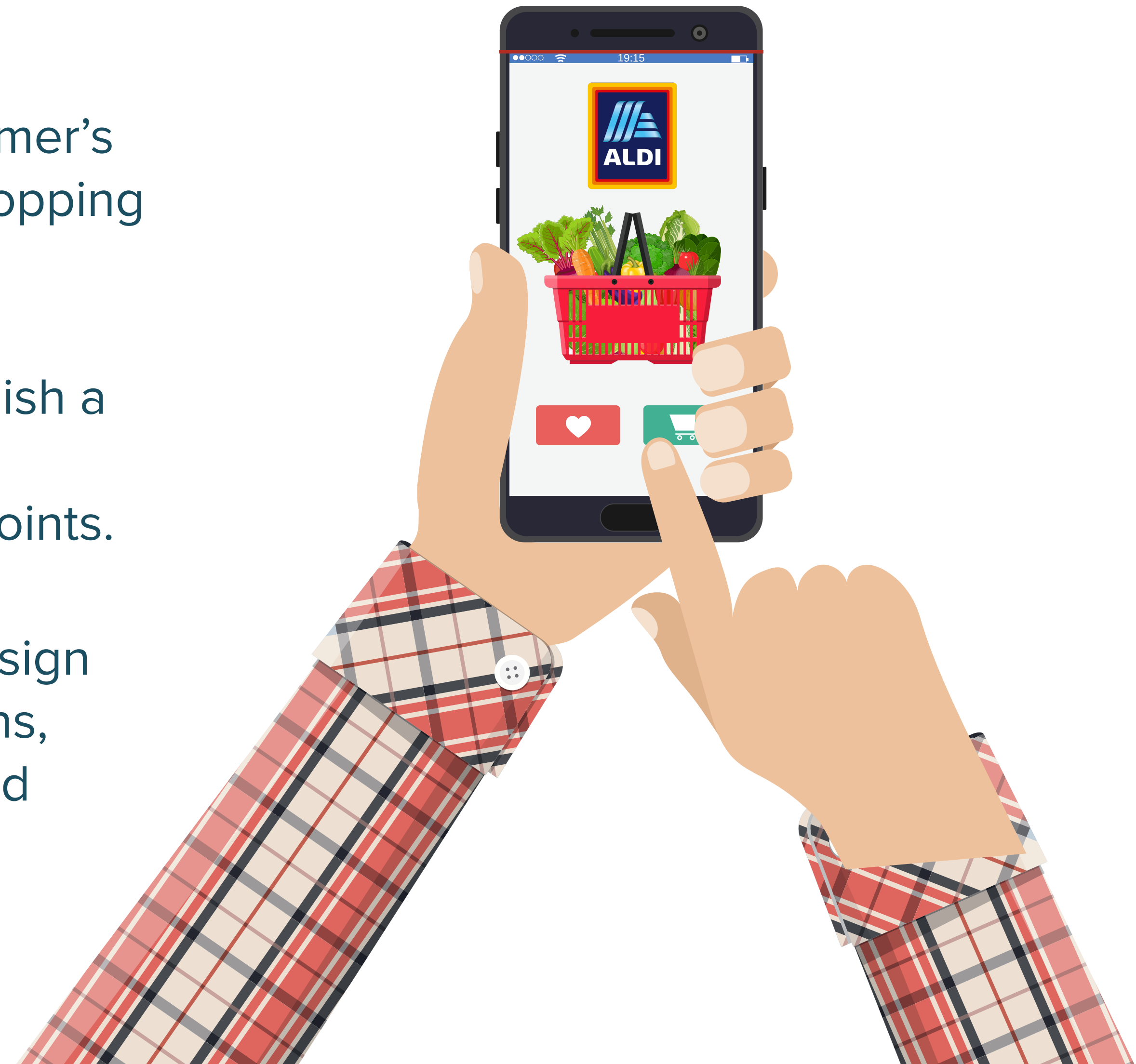
EXECUTIVE SUMMARY

OVERVIEW

The purpose of this evaluation is to measure a customer's ability to complete simple, commonplace grocery shopping tasks using the ALDI mobile app.

The overarching goal of this evaluation was to establish a benchmark for how customers are engaging the site toward identifying areas of success as well as pain points.

This information will allow ALDI to make informed design decisions and ensure the introduction of modifications, features, products, and services are both relevant and useful to consumers.



METHODOLOGY & APP INFORMATION

SESSION DETAILS

Participants were observed individually during a recorded session moderated by a UX professional.

They were asked six pre-task questions to assess their perceptions, patterns, and past experience using technology when shopping for groceries. They were then asked to complete a series of simple tasks using the ALDI app.

Participants were encouraged to think aloud and speak freely as they completed the tasks, in addition to sharing their overall impressions and experience.

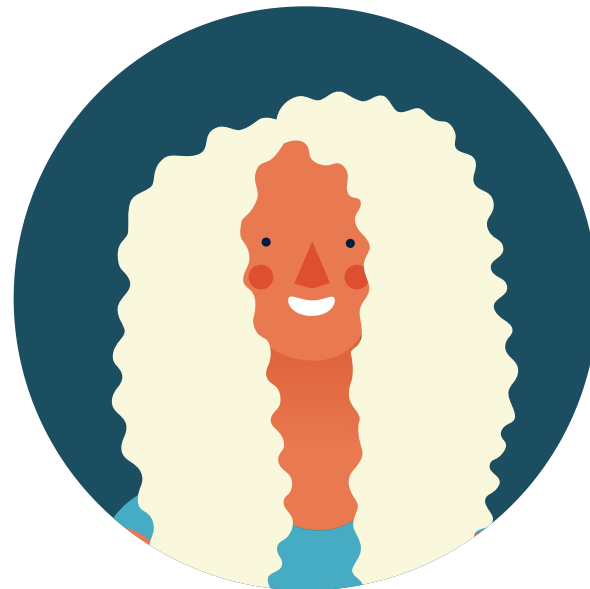


PARTICIPANT DEMOGRAPHICS & KEY COMMENTS

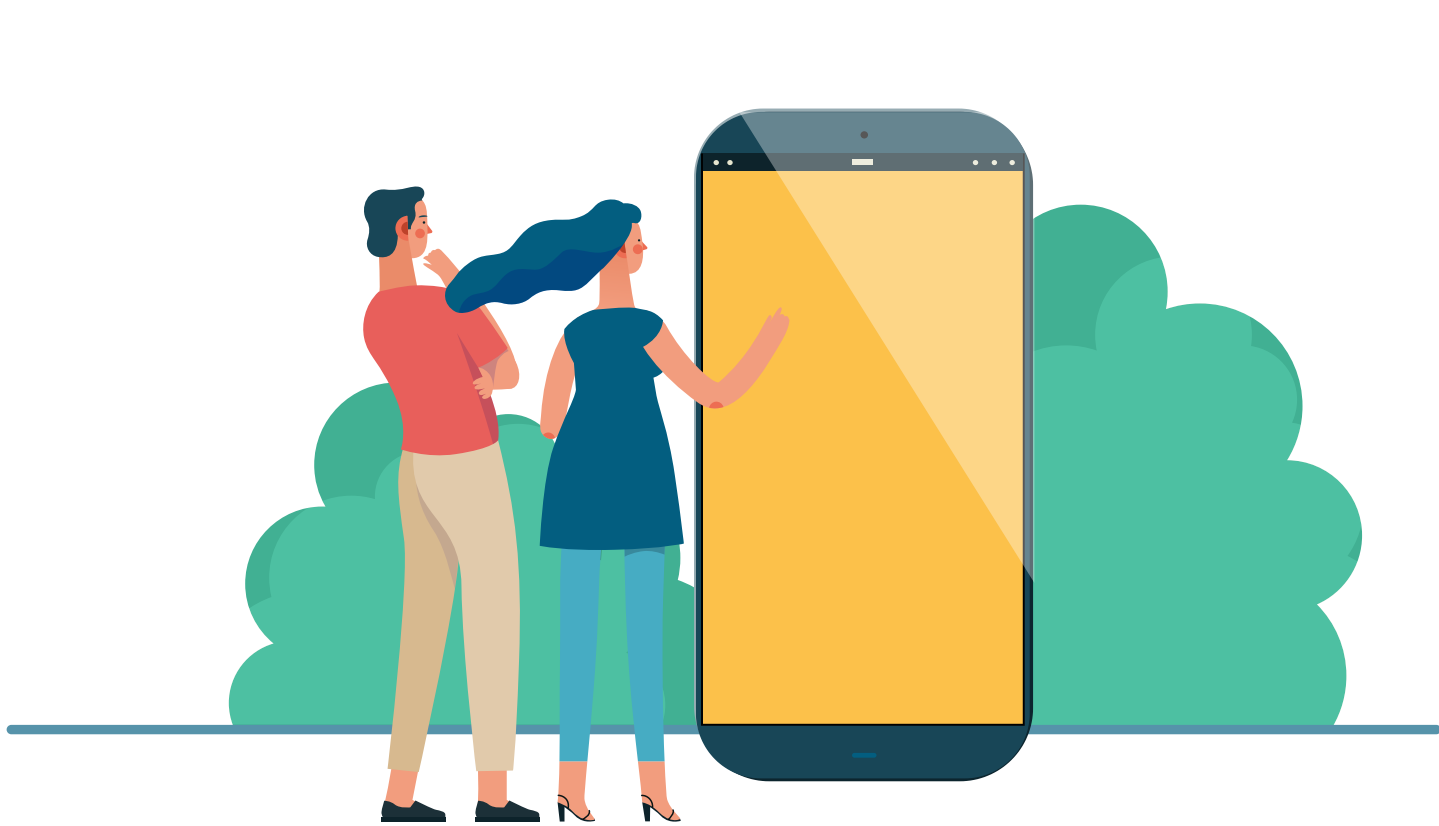


DEMOGRAPHICS

1 FEMALE / 3 MALES
APPROXIMATE AGE RANGE
25 - 45



GROCERY SHOPPING HABITS:



5/5
USE AN APP WHEN
MAKING A GROCERY LIST



3/5
HAVE BOUGHT THEIR
GROCERIES ONLINE

PARTICIPANT DEMOGRAPHICS & KEY COMMENTS

Gender: Male

Approximate Age: 25 - 45

Do you make a list when grocery shopping? Sometimes

Do you make your list with a mobile app? Yes

What do you use: Google Documents

Have you ever shopped for groceries online? No

Do you use a grocery store app? Yes

Why? To get digital coupons



"The app experience is kind of strange. It drops me into Featured, so I kind of look at this menu and see all kinds of different options. Everything under more, seems to be very much option. I don't really care about any of those options."

"The app definitely needs a lot of work. It's pretty cumbersome to use. I clicked on a lot of things and it seems like they didn't want to work. It was not the easiest app to use, it seems like it could be made more user friendly."



Gender: Male

Approximate Age: 25 - 45

Do you make a list when grocery shopping? Yes

Do you make your list with a mobile app? Yes

What do you use: The notes app on my phone

Have you ever shopped for groceries online? Yes

Do you use a grocery store app? No

PARTICIPANT DEMOGRAPHICS & KEY COMMENTS

Gender: Female

Approximate Age: 25 - 45

Do you make a list when grocery shopping? Sometimes

Do you make your list with a mobile app? No

Have you ever shopped for groceries online? Once.

What was your experience? It failed.

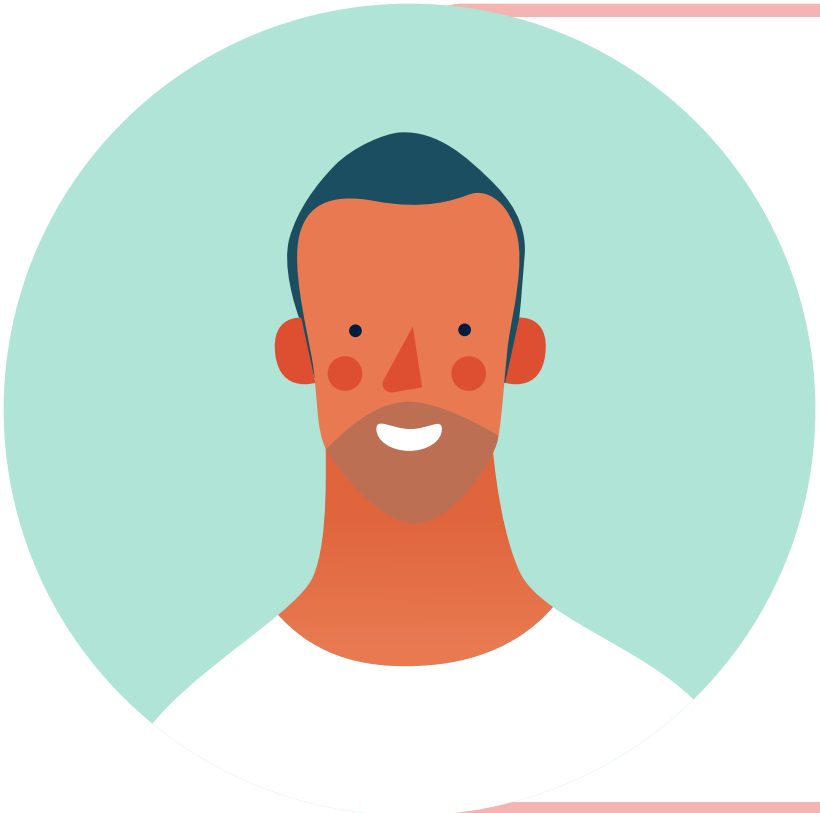
Do you use a grocery store app? Yes

Why? To get digital coupons



"This is very confusing and frustrating. I mean, I like the idea of it, but I just don't feel like it's very user friendly."

"The one thing that surprised me about the app is that instead of taking you back to the prior page it takes you back to the main screen... so you have to start completely over."



Gender: Male

Approximate Age: 25 - 45

Do you make a list when grocery shopping? Yes

Do you make your list with a mobile app? Yes

What do you use: The reminder app on iphone

Have you ever shopped for groceries online? Yes

Do you use a grocery store app? Yes

Which one(s)? Walmart, Target, and Costco

PROJECT TASKS, GOALS, & OUTCOMES



TASK 1

PLACING AN ORDER FOR DELIVERY

Users were asked to add 5 items to a shopping cart and arrange for delivery of their purchase. They were then asked to provide feedback to ALDI regarding a disappointing experience.

GOAL 1.

To observe the discovery process of active shopping on the site— finding the items desired and placing them in the cart.

GOAL 2.

To review the process of creating an order for delivery.

GOAL 3.

To assess the availability and ease of getting customer assistance when needed.

TASK 2

FINDING A NEW RECIPE TO TRY

Users were asked to use the ALDI app to find a new recipe to try. They were then asked to create a shopping list based on the new recipe and send it to a family member or friend.

GOAL 1.

To observe the discovery process of locating the recipe feature in the app and using it to plan a meal.

GOAL 2.

Test a user's ability to create a list of items to purchase based on a recipe they selected within the app.

GOAL 3.

Test the ease of sharing a shopping list with a contact.

TASK 3

FINDING A DEAL!

Everyone loves to save money. For this reason, users were asked to locate a few more items to purchase using the ALDI weekly circular published to their app.

GOAL 1.

To observe the discovery process of locating coupons and deal.

GOAL 2.

Test a user’s ability to shop from the ALDI’s weekly circular.

GOAL 3.

Test the ease of adding items from the circular to the customer’s grocery list.



TASK 1 - CREATING AN ORDER

Were users able to create a grocery order for delivery?

ABSOLUTELY!

At the end of the day— or more to the point, at the end of each session— our participants were able to create a shopping list for delivery using the ALDI without excessive nail biting or hair pulling.

Unfortunately, the overall experience was not particularly intuitive for any of our users.

Each of the users indicated confusion and frustration when routed outside the app immediately after opting to create an order for delivery.

For the majority of users, being routed outside the app seemed to negatively influence their perception of the app and impact their perception of ALDI; more so when they perceived they'd been actually been routed to Instacart.



"So, from the Aldi app, forwarded to Chrome on the Aldi website, from there forwarded to an Instacart order. Isn't Instacart a third party? As far as me as a user feeling like Aldi as a company is fulfilling what I'm looking to do here in the app? I feel like I've been handed off three times."

"Is this serious? That's stupid! Why would it do that? Why can't I use the app? Do I have to keep going on the internet? I can't use the app?"



"The first thing I noticed immediately is that it is the same as instacart. It is exactly like shopping through the mobile app instacart versus going through Aldi's website, I could have just gone to the Instacart app."

TASK 1 - ENGAGING CUSTOMER SERVICE



"I'd prefer to call. I would prefer to see that number right after contact use by email. I think it should say contact us by email or phone and have the number there."

"Seems like a lot to fill out instead of just typing in what I'd like to say"



"Under more, there's no contact us. Aldi.us, I go back to the website... I would just look up the store on some other platform, google probably, find the number and just call."

Were users able to provide feedback to ALDI in the event of a poor experience?

YOU BETCHA!

But each of our users experienced difficulty locating the area of the app where they could engage feedback resources, with one navigating away from the app to google it. Each indicated they would prefer placing a call over sending an email or letter; which appeared to be the only two options available.

Some were concerned by the amount of information required of them to submit a complaint and most indicated that, in the event of a poor experience, they would prefer to address it with their local store over the corporate entity.

TASK 2 - FINDING RECIPES & ADDING INGREDIENTS TO A SHOPPING LIST

Were users able to find a new recipe to try within the app and add ingredients to a shopping list?

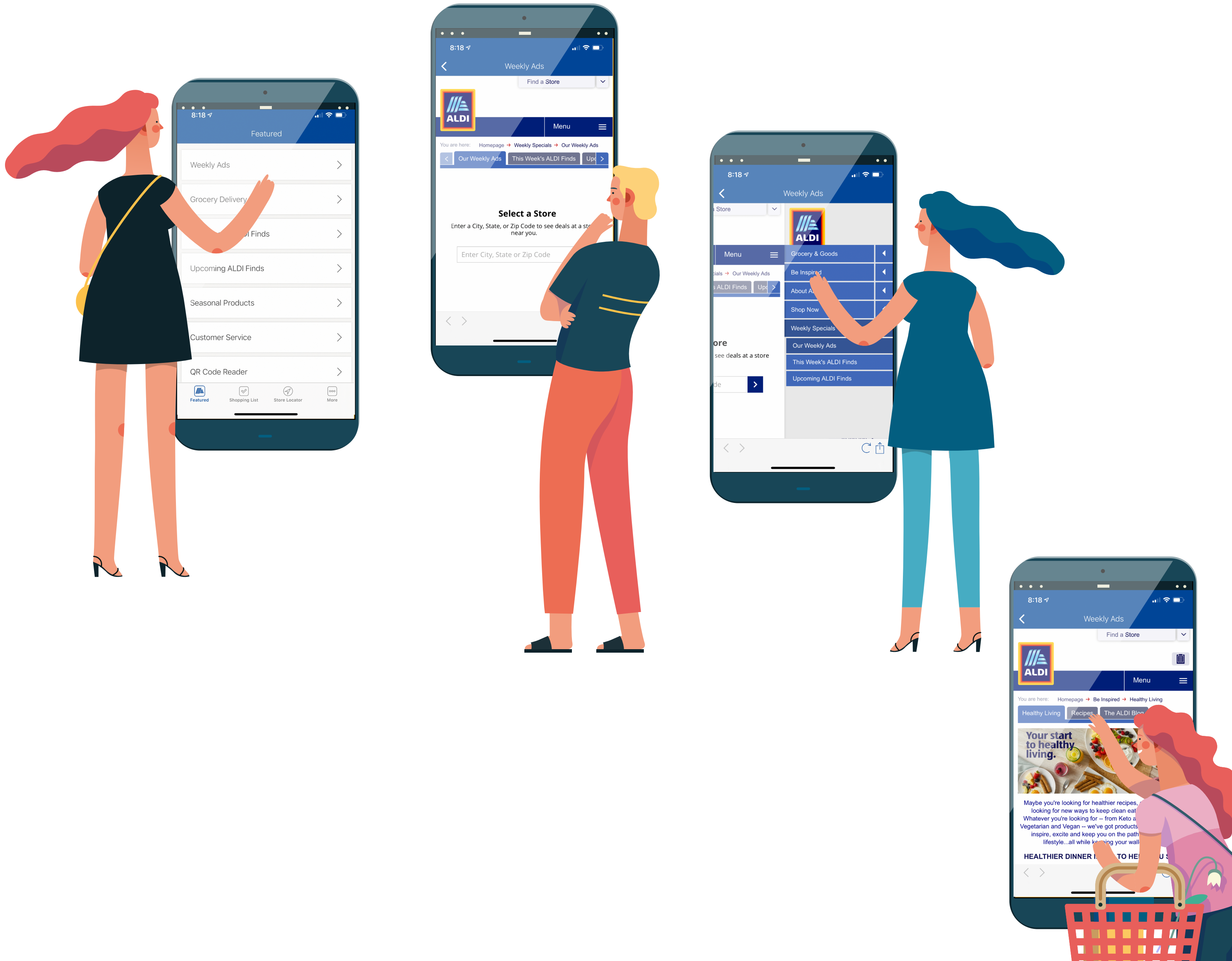
SOMETIMES.

But all of them experienced difficulty and one of them was unable to do it full stop.

Here's the rub, there is no obvious route to the recipes section. Each of our users noted the recipe page was difficult to find and most indicated the section header "Be Inspired" was unclear.

The indirect screen progression— which requires the user to navigate through the Weekly circular to a right orientated hamburger bar with a fly-out— was not intuitive for our users.

All users ended up creating a shopping list from scratch, as there is no option to add items from a recipe to the shopping list.



TASK 3 - CREATING AN ORDER

Were users able to locate and view the weekly circular and then add items from it to their list?

YES!

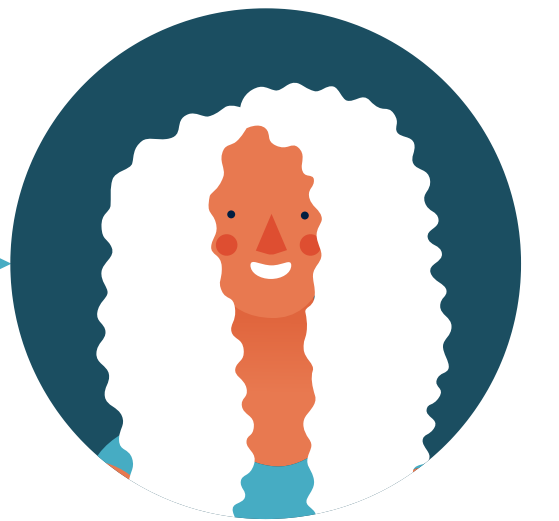
Each of our users were able to quickly locate the weekly circular from the landing page. However, they felt navigation of the circular was awkward, requiring the zoom and scroll. They were further frustrated that it was not fully integrated to respond to common mobile gestures.

Users were further confused by the shopping list functionality of the flier. Each expected the items to be added to the shopping list they had created in Task 1 and became confused when a new, separate list was created.



"The ads are kind of too busy for me to be able to select a specific product... am I just hitting too high or zoomed in too far? This is frustrating."

"I think it's silly. I think it would make more sense and be more user friendly if it linked up to actual products in the store. It seems like I'm jumping through a lot of hoops."



"It seems like the website is within the app, so it's like it's creating two different shopping lists."

"Oh, okay... so it's not the same shopping list from earlier. I mean, it's here in a shopping list. Let's see, if I go home and click on shopping list... oh, the items are not here. I don't know how I would add them to the list I already created."



RECOMMENDATIONS



DO NOW:

IMPROVE APP ONBOARDING

1

Two of four users interviewed were surprised to learn they had allegedly created an account. As these individuals are not regular ALDI shoppers, this seems to point to an onboarding issue. The onboarding process should be simple, require a minimum of information, and provide customer value up front.

AVOID TRANSFERRING CUSTOMERS TO THIRD PARTY FULFILLMENT PARTNERS

2

The ability to order groceries is crucial right now with our current global situation. From responses, it's clear customers would prefer ALDI contain order & deliver functionality within the ALDI app instead of transferring the customer to Instacart.

THE CREATION OF SHOPPING LISTS SHOULD FOLLOW EXPECTED CUSTOMER CONVENTIONS.

3

The customer's grocery list should be universally available within the app and integrated into all functions of the app; whether they are adding items from the circular, having their groceries delivered, or shopping from a recipe.

IMPROVE THE LOCATION OF ITEMS AND FEATURES AVAILABLE WITHIN THE APP

4

The landing page is overwhelmed by options for various deals, finds, and seasonal products. This makes the shopping experience confusing for customers. They experienced difficulty finding recipes, deals, and other items. Sometimes to the extent that they were either unable to complete a task or did so incorrectly. Improving the site hierarchy and mapping will increase ease of use and improve the customer experience.

DO NEXT:

IMPROVE VISIBILITY OF CUSTOMER SERVICE & SUPPORT OPTIONS

Customers usually want to speak with a real person and not expend the effort to cast their valuable feedback—especially experiences worthy of corporate contact—into the ether of a business’ website.

1

Especially when writing a scathing review on Yelp is so much more gratifying and likely to receive validation. Always remember— just because a customer does not contact you to report a frustrating situation does not mean they won’t express themselves elsewhere.

ADD LOCATION BASED SERVICES

2

Instead of requiring customers to input their location and/or zip code to locate the ALDI in their area, facilitate location services that can do it for them. Further to this, add functionality that will not only remember a customer’s account, but their preferred store so they are not having to repeat efforts each time they choose to shop at ALDI.

LIMIT THE AMOUNT OF CUSTOMER INPUT ON ORDER FORMS AND ITEMS

3

When creating an order for delivery, one customer felt they had to input too much information to complete their order. Customers were also confused when asked to input unexpected information into their order— like price.

DO LAST:

UPDATE SITE APPEARANCE AND FLOW

“Advances in our understanding of emotion and affect have implications for the science of design. Affect changes the operating parameters of cognition: positive affect enhances creative, breadth-first thinking whereas negative affect focuses cognition, enhancing depth-first processing and minimizing distractions. Therefore, it is essential that products designed for use under stress follow good human-centered design, for stress makes people less able to cope with difficulties and less flexible in their approach to problem solving. Positive affect makes people more tolerant of minor difficulties and more flexible and creative in finding solutions. Products designed for more relaxed, pleasant occasions can enhance their usability through pleasant, aesthetic design. Aesthetics matter: attractive things work better.”

Norman, D. A. (1988). The Design of Everyday Things.

The ALDI site, in its current state, is functional and allows users to complete a variety of convenient activities when grocery shopping. Through a series of minor tweaks, the overall functionality of the site can be significantly improved, but there is something to be said for making the site more attractive, colorful, and engaging. At this time, it is slightly outdated in appearance and many of the interfaces lack visual finesse.

FOLLOW UP



FOLLOW UP

DELIVERABLES

To further increase the value of research conducted, we recommend several deliverables be created to better inform user identification and design efforts.

<div>1. Personas -</div> <div>A persona is a user archetype designed to assist in the making of design decisions by providing insight into specific user behaviors, patterns and goals. They are intended to represent a broad range of people and are developed based on user research of real consumers. They remind us to design with the user in mind.</div>	
<div>2. Customer Journey Maps -</div> <div>A journey map provides a visualization of the process a person goes through to accomplish a goal. It visually illustrates how a user is navigating a set of steps starting from their initial contact with a company to brand loyalty or airing grievances on social media. Determining exactly what journey the customer is taking can help us make improvements to it.</div>	
<div>3. Interactive Prototypes</div> <div>Development of an interactive prototype that implements several of the design recommendations provided in this document would provide a simulation of how navigation works and how it is being engaged before modifications are made.</div>	

FOLLOW UP

ADDITIONAL USER RESEARCH

By gaining a better understanding of the existing, quantifiable performance and usability of the ALDI app, we can identify areas where the user experience may be improved and define a roadmap to address development opportunities.

4. Surveys & Questionnaires -

This would provide a preemptory picture of who ALDI shoppers are and allow us to learn more about their demographic, preferences, behaviors, and attitudes.

5. Card Sorting

Card Sorting would be of particular benefit to ALDI, as each of our users seemed to encounter times when they were unsure of where they were within the app or where to go next. Performing a card sort with live users would provide ALDI with a roadmap of how customers think the app should navigate.

Thank You

NELL RICE

User Experience & Service Designer

