User Research

Aisle Assist

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From Aisles to Apps

- For those who do grocery shopping online, 68% do it in addition to shopping in store. 75% of those purchases are made in store.
- While a small group of shoppers (11%) shop online, food delivery is the preferred method of shopping. Over three quarters (76%) of shoppers who have purchased groceries online have used food delivery compared to 39% who have used the "click-and-collect" method
- Convenience is the main reason for shopping online for groceries, while the need to see items and concerns about freshness are the biggest barriers to online shopping.
- The majority of Independent shoppers (63%) expect their grocery stores to support them with a healthier lifestyle. The top recommendations included: Instructions on how to cook with certain foods (28%); help with label reading including ingredients and nutritional claims (25%); and general guidance on food that gives good nutritional value for the dollar (23%).

https://www.nationalgrocers.org/consumer-trends-research/

Understanding Walmart Customers: AI Engagement and App Usability Insights

Walmart Customers and the Future of Shopping

Our research centers on Walmart app users and their interactions with the app, particularly in the context of Apple's advanced technologies, such as the iPhone 15 Pro. We explore how these users might engage with AI technologies in their daily lives and how this engagement could enhance their shopping experience.



Customer Insight on Digital Applications

- **Social Media Comments:** Insights from platforms like Reddit, Instagram, and Walmart's social media channels will be reviewed to gauge user sentiment and feedback.

  - High Engagement: Significant interaction on social media regarding Walmart's strategies to help customers quickly find items.
  - Mixed User Reviews: Feedback on the app is varied; many users appreciate its convenience, but there are requests for feature enhancements.
  - Feature Improvement Requests: Users desire a tracking system to identify item locations rather than just item number rows.
  - Navigation Feedback: Some users noted the app's navigation could be improved to better align with their specific product preferences and needs.

Understanding Walmart Customers: AI Engagement and App Usability Insights

Walmart App Reviews

- **App Store Reviews**: We analyzed user feedback from the Walmart app's App Store reviews to identify common themes and concerns.
  - Lack of Direction and Usability: Many reviewers expressed frustration with the app's navigation and overall feasibility, suggesting that improvements could enhance user experience.
  - App Design Enhancements: Some users noted that the app's design could be more intuitive, with specific suggestions for improvements based on their experiences.
  - Map Location Feature: Several reviewers indicated that integrating a map location feature would be beneficial, particularly for quickly locating grocery items when they are pressed for time

Walmart App Review



New Changes- Not Good

"Ever since they combined grocery and retail it has been nothing but problems. Concept was good, execution is horrible. Navigation, menus, and lists are cumbersome and confusing. Before change, we were able use app under one account between my phone and wife's, which allowed us to each create and edit our grocery list in unison. We both have the same iPhone,"

Exploring the Landscape: Survey Analysis

Survey Research Goal

The primary objective of this survey is to gain a comprehensive understanding of Walmart customers' shopping behaviors, their utilization of the Walmart app, and their interactions with AI technologies. Key focus areas include:

- **Customer Demographics:** Analyzing age and frequency of Walmart app usage.
- **Shopping Habits:** Examining how often customers shop at Walmart and their preparation methods.
- **Feature Evaluation:** Assessing the usefulness of various features within the Walmart app.
- **Technology Adoption:** Exploring current AI usage and intentions to purchase advanced technologies, such as the iPhone 15 Pro.
- **Shopping Duration:** Measuring the average time spent shopping for essentials.
- **Pain Points**: Identifying frustrations and time-consuming aspects of the shopping experience.
- **App Impact:** Evaluating how the Walmart app enhances shopping convenience and efficiency.

Survey Findings Goals

The survey aims to yield valuable insights into:

- **Feature Preferences**: Identifying which app features are deemed most beneficial.
- **Technology Integration:** Understanding the role of AI in everyday life and its impact on shopping behaviors.
- **Customer Experience:** Evaluating how the Walmart app influences overall shopping convenience and efficiency.



Survey Questions

1. How old are you?
2. How many times have you opened the Walmart app in the last three months? (multiple choice)
3. How many times have you shopped at Walmart in the last three months? (multiple choice)
    a. Rank usefulness features from most useful to least useful (options)
4. Do you have/plan to purchase an iPhone 15 Pro or later? (yes/no question)
5. How do you prepare for Grocery Shopping (multiple choice: mental list, physical list, notes app list, grocery app, grocery delivery service)
6. What do you use AI for already in your everyday life? (needs options if we keep this in)
7. On average, how much time do you spend shopping for food and essentials at Walmart? (multiple choice)
8. What's the most annoying/time-consuming part of your shopping experience at Walmart?
9. Has using the Walmart app in-store made your shopping experience more convenient or efficient? (yes/no/don't have it)
10. Would you be willing to follow up with a short 5 minute interview?
11. Any additional comments or questions?

Survey Results

Introduction

This report presents the findings from our recent survey, which aimed to explore grocery shopping behaviors among individuals who primarily shop at Walmart. The focus was on understanding how shoppers prepare for their shopping trips, the technologies they use, and their overall experiences with the Walmart app. A total of 40 respondents participated in the survey, all consisting of students, all of whom reported using iPhones.

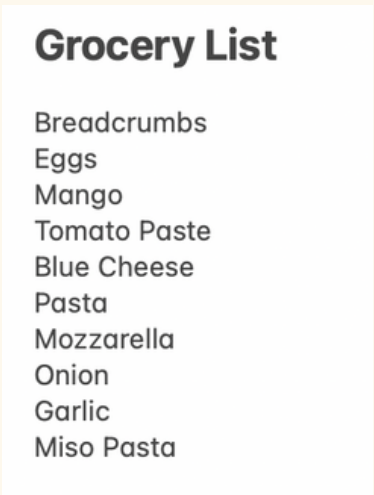
Key Findings

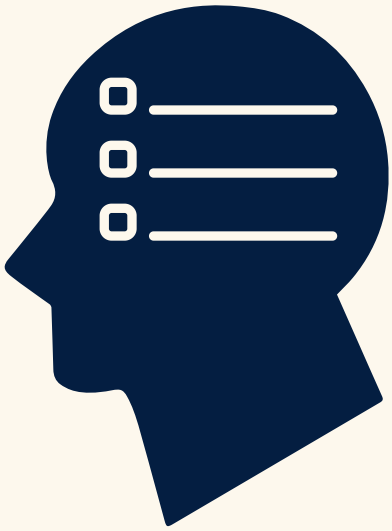
Shopping Habits

Despite a strong inclination toward Walmart as a shopping destination, our survey revealed that 65% of respondents do not utilize the Walmart app for their grocery shopping. This indicates a potential gap in the app's utility or relevance to the shopping experience of many users.



Interestingly, while a significant portion of respondents relies on their mental recall for shopping lists, many also reported using the Apple notes app on their phones to organize their grocery needs. This suggests that while some shoppers prefer a traditional method of list-making, technology plays a role in their planning process.

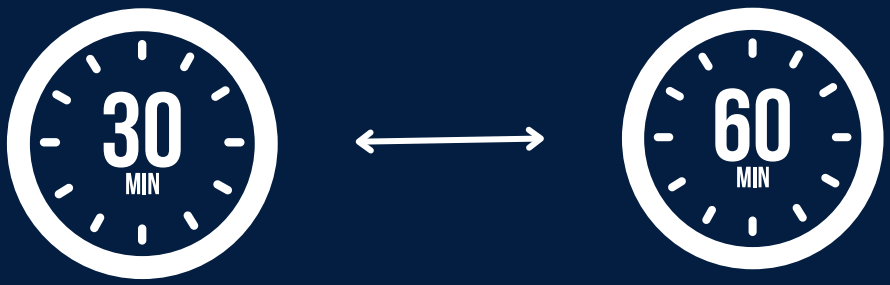




Survey Results

Time Spent Shopping

Regardless of whether respondents used a mental list or the notes app, the majority reported spending between 30 minutes to an hour on their shopping trips. This consistency in time spent suggests that the method of list preparation—whether mental or digital—does not significantly impact overall shopping efficiency.



Perceptions of the Walmart App

When it comes to the Walmart app, feedback from participants was mixed. While some individuals have tried using the app, many opted not to continue due to its perceived lack of utility or because they felt it did not enhance their shopping experience. This highlights an opportunity for improvement in app design and functionality to better meet the needs of users.



AI Integration Potential

In line with our goal to integrate AI into the Walmart app, we asked respondents about their usage of AI applications. Most participants reported regularly using AI tools, such as ChatGPT, Google Home, and Alexa, to streamline their daily routines. This suggests a readiness among shoppers to embrace AI technologies that could enhance their grocery shopping experience, indicating potential areas for innovation within the Walmart app.



Survey Results

Demographics and Technology Adoption

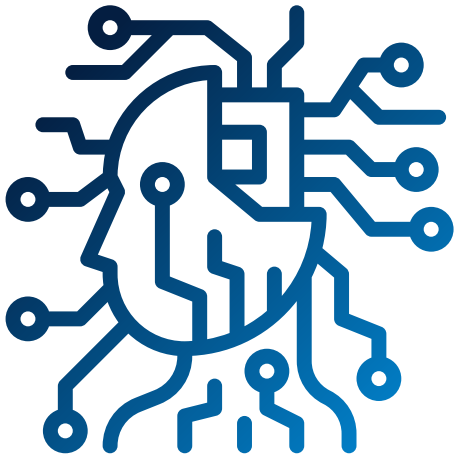
The survey results revealed that all participants were iPhone users, which signifies a strong correlation between student demographics and smartphone technology. This uniformity in device usage presents an opportunity for developing tailored solutions that leverage AI capabilities within the Walmart app to simplify and enhance the shopping experience for students.



Conclusion of Survey Analysis

The findings from our survey provide valuable insights into the grocery shopping behaviors of Walmart customers, particularly students. Despite a widespread preference for shopping at Walmart, there is a notable reluctance to engage with the Walmart app, suggesting that improvements in its functionality could increase user adoption. Additionally, the consistent time spent on shopping trips, regardless of the list-making method, highlights an area for further exploration in optimizing shopping efficiency.

The positive reception of AI applications among respondents indicates a significant opportunity to incorporate such technologies into the Walmart app, potentially transforming the shopping experience for students and making grocery shopping more manageable. Future research could focus on developing specific AI features that address the needs and preferences of these users, ultimately enhancing their shopping experience at Walmart.

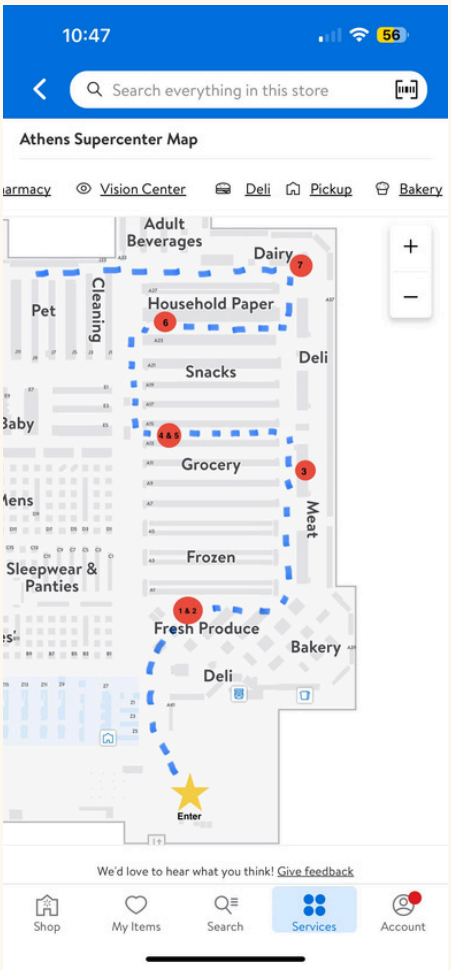


Trial Findings

Introduction

In our recent observation test, we aimed to evaluate the effectiveness of integrating AI within the Walmart app to enhance customer shopping experiences. Specifically, we compared the efficiency of customers using the app to locate items in-store against those relying solely on their memory. This study sought to identify how technology can streamline the shopping process and improve overall efficiency.





Key Findings

Efficiency of AI Integration

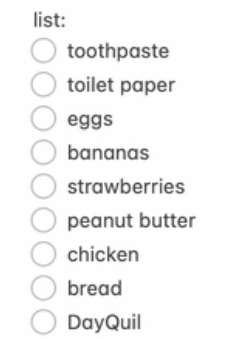
The results of our observation demonstrated that the AI-integrated Walmart app significantly improved the shopping experience. The individual using the app benefited from a well-organized list of items, complete with specific store locations identified by letter and aisle number. The app created a logical shopping path, allowing users to navigate the store seamlessly from one item to the next without unnecessary backtracking. This structured approach not only facilitated quicker item retrieval but also contributed to a more efficient overall shopping experience.

Trial Findings

Comparison with Mental Recall

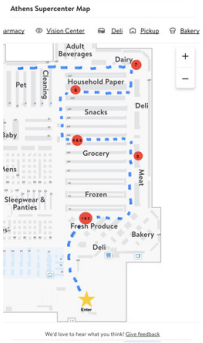
In contrast, the shopper who relied on their memory to find items experienced notable challenges. This approach often led to confusion and disorientation, as the individual swayed back and forth throughout the store in search of various products. This erratic movement not only increased the time spent shopping but also heightened frustration levels, detracting from the overall experience.







10:40





7:44

Time Analysis

The time recorded for each shopping experience underscored these findings. The shopper utilizing the AI-integrated Walmart app completed their shopping in a total of 7 minutes and 44 seconds. In comparison, the individual relying on their mental recall took 10 minutes and 40 seconds, resulting in a difference of nearly 4 minutes. This substantial time discrepancy highlights the advantages of leveraging technology to optimize the shopping process.

Conclusion of Trial Finding

The results from our observation test clearly indicate that the integration of AI within the Walmart app offers significant advantages in enhancing shopping efficiency. The shopper using the app were able to navigate the store more effectively and complete their tasks in a shorter amount of time compared to the shopper relying on memory alone. This study suggests that implementing AI-driven features in retail apps can not only improve the customer experience but also promote more efficient shopping practices. Overall, these findings reinforce the potential of technology to transform the retail shopping experience.

Overall Conclusion Insights

Our research provided valuable insights into several key areas:

1

iPhone Usage Patterns



We identified that many customers do their shopping prep in the Apple Notes App instead of the Walmart App. Improving Walmart's list building features could further integrate these customers.

Additionally, mobile ordering and online shopping continues to grow in popularity according to consumer trends.

2

App Awareness

We assessed that 60% of Walmart customers do not use the Walmart App. It may be beneficial for Walmart to reach this customer base by adding new app features.

3

Shopping Behavior

We identified that most shoppers report spending 30-60 minutes shopping in-store regardless of preparation method.

Time trial findings also revealed that following a generated shopping route significantly reduces in-store shopping time.