

# User Research and Information Architecture and Design Strategy

Submission from Loren Lockyer

## Introduction

“Locally Organic” ([www.locallyorganic.com.au](http://www.locallyorganic.com.au)) is an online supermarket store specialising in Australian organic groceries and Australian produced groceries. Locally Organic pride themselves in selling Australian products to everyday Aussies.

There is no physical store for Locally Organic, all products are ordered online and delivered to the customers address. The company is ready to invest in the creation of their online store. The following research has been done to create a strong, strategic base to create a positive and a user friendly online store.

## References

- <http://shop.coles.com.au/online/national>
- <http://www.realfoods.co.uk/>
- [www.woolworths.com.au](http://www.woolworths.com.au)
- [www.hellofresh.com.au](http://www.hellofresh.com.au)

## Consumer Personas

At a glance the organic/local online Grocery shopping market is assumed to be

- Time poor people
- People who don't have access to a car or public transport
- People who are open to ordering product/services on the internet
- Health conscious
- Believes in supporting Australian farmers and manufacturers

Based off these assumptions, 10 people were asked a series of questions to give insight and understanding of who "Locally Organics" potential target market is. These 10 people were targeted specifically because they fitted a specific demographic. Under 45 years old, full time employed, city/city fringe based and a mix of single, defacto/married and families interviewees.

*Please refer to Consumer Questionnaire in the Appendix for the complete results.*

Initially it was assumed that the single/defacto/married people (no children) were the target market, because they can be diet conscious, live busy and sometimes unorganised lives. Although this theory was confirmed in the Consumer Questionnaire it became apparent that the most promising target market were families.

The family group have every reason to be considered "Time poor", they often can only go grocery shopping on the weekend because they need to take their children with them. The shops are generally more crowded, their children's sport or commitments may get in the way and this group of people find it difficult to go to the shops with young children. Giving their kids a healthy diet that is ethically conscious is often a priority for these families.

This group are also more likely to be home during the week to accept online deliveries, often young families have a parent at home full time or part time.

The second most promising group were the defacto/married (no children) group. The results of the interview show that this group are more settled and are the most organised group when it comes to grocery shopping. They often plan meals in advanced, they are more thoughtful and strategic with what products they buy based on their beliefs, this group take more time in sourcing the right product. This group work longer hours, they generally have the lowest expenses and the most household income of all groups and they sometimes struggle to maintain their busy/social lives. This group can generally afford to spend a little more on organic/local produce. The negative with this group is that of the three personas they have the most available time to go shopping and their likely to have a car. These couples often shop together and consider it an opportunity to spend time together.

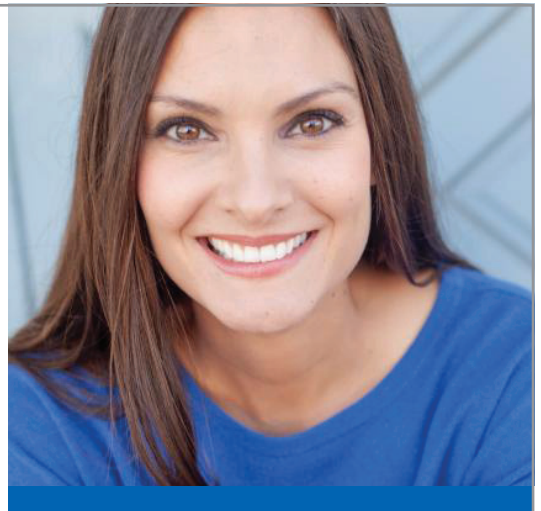
The Single group faired the worst and is the least promising group to target. This group are spontaneous with their social plans, they struggle to plan ahead with meals, they are more likely to live in the city where supermarkets are common and nearby. Although they often don't have a car, they don't

need to carry excessive amounts of groceries home because they don't buy a lot in a when they grocery shop. This group generally don't consume enough groceries and are too unorganised to warrant grocery shopping online. The consumer questionnaire results states that single women are more likely to be a "Locally Organic" store customer than their single men counterparts. Single women are more health conscious and better at planning weekly meals.

Based off the questionnaire and the above summary the following Consumer Personas were created.

### Meet Sarah...

- 42 year old Female
- Married, with two children, one in day care the other at Primary School
- Lives in an Australian City fringe
- Works as a Travel Agent
- Sarah and her husband work full time
- Household income \$120 000
- Struggles to prioritise family time (time poor)
- Open to technology and online purchasing



### Meet Jason...

- 37 year old Male
- In a defacto relationship
- Lives in an Australian City
- Works as a Account Manager full time
- Household income \$145 000
- Working long hours, always busy, limited opportunity to relax
- Open to technology and online purchasing



### Meet Alex...

- 31 year old Female
- Single
- Lives in an Australian City
- Works as an Accountant full time
- Household income \$80 000
- Always busy playing sport and socialising after work
- Gen Y, open to technology and online purchasing



## Information Architecture

Locally Organic usability needs to be very slick. There will be a huge range of products and if the user experience is poor than sales will suffer as a consequence. Below is an example of the main menu navigation (all in blue) and then the sub menu that sits below the main menu (all in green).

The main menu has four main menu items. **Home, How it works, About us and Gift Cards**, as you can see in the below diagram some of these menu items have drop down lists associated with them ie: How it works and About us. These drop down lists are there to provide more information to customers so that they have the confidence to begin shopping with Locally Organic.



## Content Entities

(Please note all pop up windows will have a cross symbol in top right corner allowing a user to cancel the pop up window if they choose)

### Register

Pop up window appears, user needs to fill in the following fields;

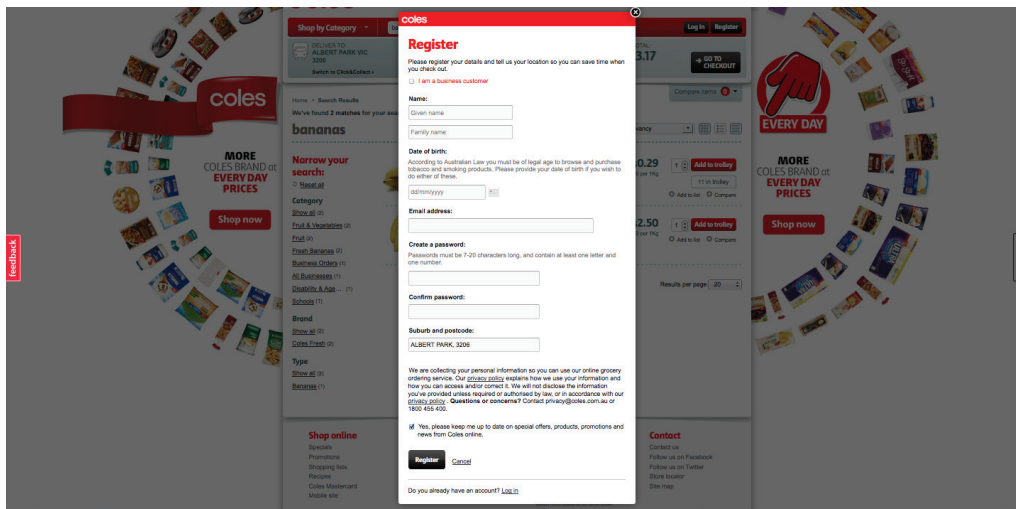
- First name
- Last name
- Date of birth
- Contact phone
- Email address
- Create password
- Confirm password
- Postcode

“Preferred contact method? SMS or email?” (tick box)

Then there is a ‘privacy statement’ paragraph

“Yes register me to receive discount offers, specials and the latest news from Locally Organic” (tick box)

“Register” button, “Cancel” button



## Login

Pop up window appears, user needs to fill in the following details;

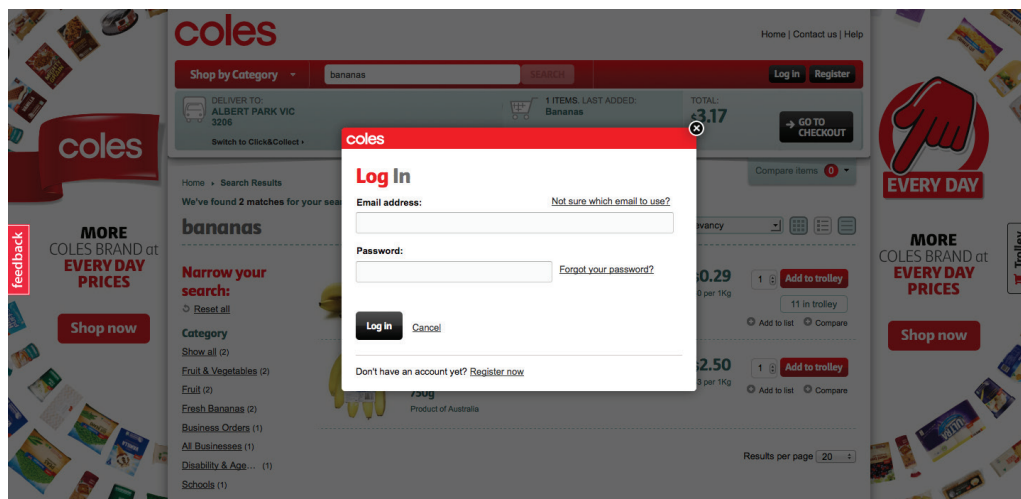
### Email address

- “Email address” entry field
- Forgot email? (user can click and the website will offered details to call customer service)

### Password

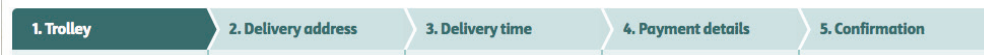
- “Password” entry field
- Forgot password? (user can click and a pop up will appear to enter registered email address which will send password to this email address)

Not a member yet? [Click here](#) to Register

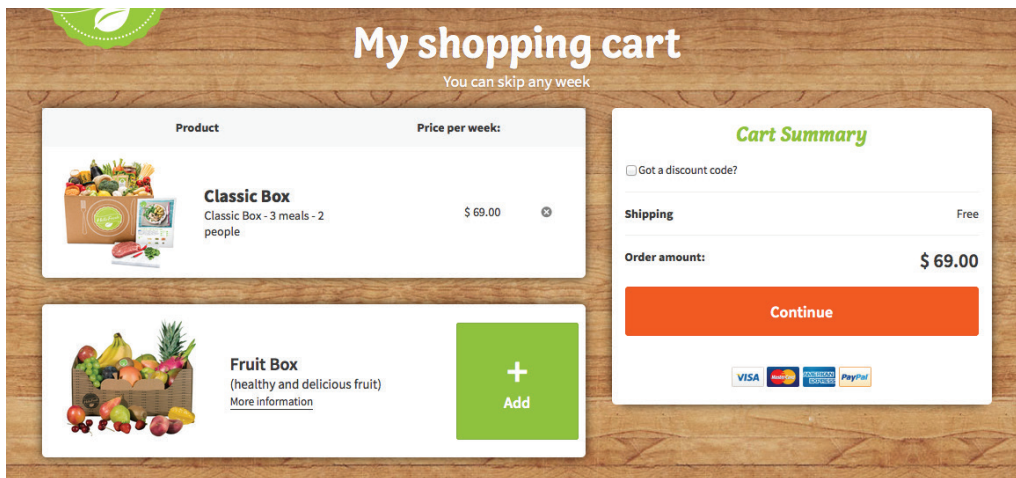


## Check out

- Infographic showing the 5 steps of purchasing going across the top of the page



- My shopping trolley (lists all the products in the trolley)
- Trolley summary
  - Discount code (tick box)
  - Delivery (cost)
  - Total (cost)
  - “Place my order” click button



Once clicked this page will refresh and show payment information fields

- Payment method “Credit Card” or “PayPal” (tickbox)

### **Credit card >**

- Name on card (field)
- Credit card number (field)
- Expiry date (field)
- Security code (field)
- Promo code (field)
- “I accept the Terms and Conditions of this” tick box
- “Place my order” button (once clicked the website will process the order)

### **PayPal >**

- Promo code (field)
- “I accept the Terms and Conditions of this” tick box
- “Place my order” button (once clicked the website will lead to the PayPal login)

See next page for the screen shot example

### 1. Your details

### 2. Delivery address & schedule

### 3. Payment information

**How would you like to pay?**

Name on Card\*

Credit Card Number

Expiry Date\*

Card Security Code\*

Whats this?

Do you have a Promo Code?  Apply

I accept the terms and conditions.

Place your order

The amount reflected in your order summary will be charged once Checkout is complete. All subsequent deliveries will be charged on Thursday. In case of a full value e-Giftcard purchase, the amount will be charged once checkout is complete, but no further charges will apply.

### What you're ordering

**Classic Box - 3 meals - 2 people** **\$69.95**

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Shipping ✓ Free

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**Total** **\$ 69.00**

Place your order

HelloFresh is a weekly auto-renewing subscription service. You can change recipes, change box types, pause, or cancel your subscription any time before 11:59PM EST on the Monday prior to your Saturday delivery or the Wednesday prior to the week of your next scheduled Sunday-Friday delivery. Note: Full value e-Giftcards are exempt from this policy, as they are a 'one-off' purchase.

## Product profile

Once the user clicks on a specific product while browsing a pop up window will appear to show a larger image and more detail.

- Larger image shows
- Brand and name of the product
- Reference if it is organic/not organic and where it is produced from in Australia
- Icon's listed showing if the product caters for a specific diet, ie: Gluten free
- Product code
- Price
- Per 100g price
- Option to "Add to list" (shopping wish list)
- Option to change quantity of product (automatically sits at 1)
- Button to "Add" to trolley

Under this section there is more product information

Includes Product Details tab and Nutritional Value tab

Home > Kettle Chips > Sea Salt Potato Chips
Compare items 0

**Kettle**  
**Sea Salt Potato Chips 185g**

Code: 6158535P

**\$4.84**  
\$2.62 per 100g

Add to trolley

[Add to list](#) [Compare](#)

**Product Details**

**Ingredients:**  
Potatoes, Sunflower Oil, Sea Salt.

**Allergen:**  
May Be Present Milk, May Be Present Soy

**Servings Per Pack:**  
7.4

**Serving Size:**  
25g

**Storage Instructions:**  
Store in a cool dry place away from direct sunlight.

	Quantity per serving	Quantity per 100g (or 100mL)	% daily intake
Energy	523kJ	2090kJ	6%
Protein	1.9g	7.6g	4%
Total Fat	6.8g	27.1g	10%
Saturated Fat	0.7g	2.6g	3%
Carbohydrate	14.2g	56.6g	5%
Sugars	0.1g	0.3g	0.1%
Sodium	120mg	479mg	5%
Cholesterol	0.0mg	0.0mg	
Dietary Fibre (total)	0.5g	2.1g	2%
Monounsaturated	5.4g	21.6g	
Polyunsaturated	0.7g	2.8g	
Potassium	303mg	1210mg	
Trans	0.0g	0.1g	

\* Percentage Daily Intake per serving. Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

**Retail Limit:**  
20

**Size:**  
185g

**Country of Origin:**

## Competitor Analysis

Four online grocery stores were analysed to help understand what the strengths and weakness of these websites are. This competitor analysis also was a sense of inspiration for the wire frames of the Locally Organic online store.

The Australian Supermarket industry is monopolised by Coles and Woolworths, in the last ten years these companies have taken the lead in the online grocery shopping market here in Australia. It was important these two websites be included in this analysis.

The Coles website was by far superior to the Woolworths website in user experience. Although the Coles website looks a little cold and uncreative, the practicality and intuitive nature of this website is where it really shines.

The home page of the Coles Online website has placed the Category and Search field boldly and perfectly. It is so clear that this is where the shopping begins. The user is also given another opportunity to begin shopping, straight under the search field is a simple 'call to action' to "Get Started". Begin Shopping is the only path the user can choose. This usability feature will be similar on the Locally Organic website home page.

The timing of the pop up window asking for the customers postcode is perfect. This information is needed so that Coles can accurately communicate product availability in the delivery area, but it is important not to push this question too early in the customer experience, This pop up window asking Postcode will also be included in the Locally Organic website, the timing of this pop up window will be to Coles,

The Woolworths website is very pretty, the colours and imagery are warm and inviting, Locally Organic website will be inspired by this theming but the intensity of this design/imagery needs to be toned back. The Woolworths website layout is too full on and difficult to navigate, the images make this usability even more difficult.

The responsiveness of the Woolworths website is spot on, very good transition from Desktop-Tablet-Mobile. Based off the Consumer Questionnaire, it is clear that customers prefer to use Desktop when online shopping, knowing this the initial Locally Organic website will be desktop size only. Some users do find Tablet and Mobile more convenient to use when on-the-go, therefore in the future Locally Organic website will need to be responsive across Desktop-Tablet-Mobile.

*Please refer to Consumer Questionnaire in the Appendix for the complete results.*

RealFoods was the third website to be analysed. RealFoods is a UK based website servicing the UK and international market with Natural, healthy and ethical shopping product. The branding and usability was very poor, analysing this website was really interesting and a lesson in 'what not to do'.

RealFoods offer similar products to Locally Organic. Their website is an online

grocery store that also includes, editorials, recipes and health advice. It is really interesting to see how much they put on their website, the user can easily get lost and side tracked with these editorials and information.

RealFoods make their money though online grocery shopping and should be driving this harder through smart user interface design. The other stuff just gets in the way. RealFoods should push this information through social media, keeping customers connecting with the brand through informative and educational social media posts. Going forward Locally Organic social media will do exactly that!

“HelloFresh” was the final website to be analysed. “HelloFresh” website was by far the most appealing/user friendly of the four websites. Every aspect and design element had one purpose, to drive sales. The interface is simple, beautiful and intuitive, single page continuous scroll is modern type of website design and an effective solution to communicate. The single page scroll design will be used consistently through the Locally Organic website.

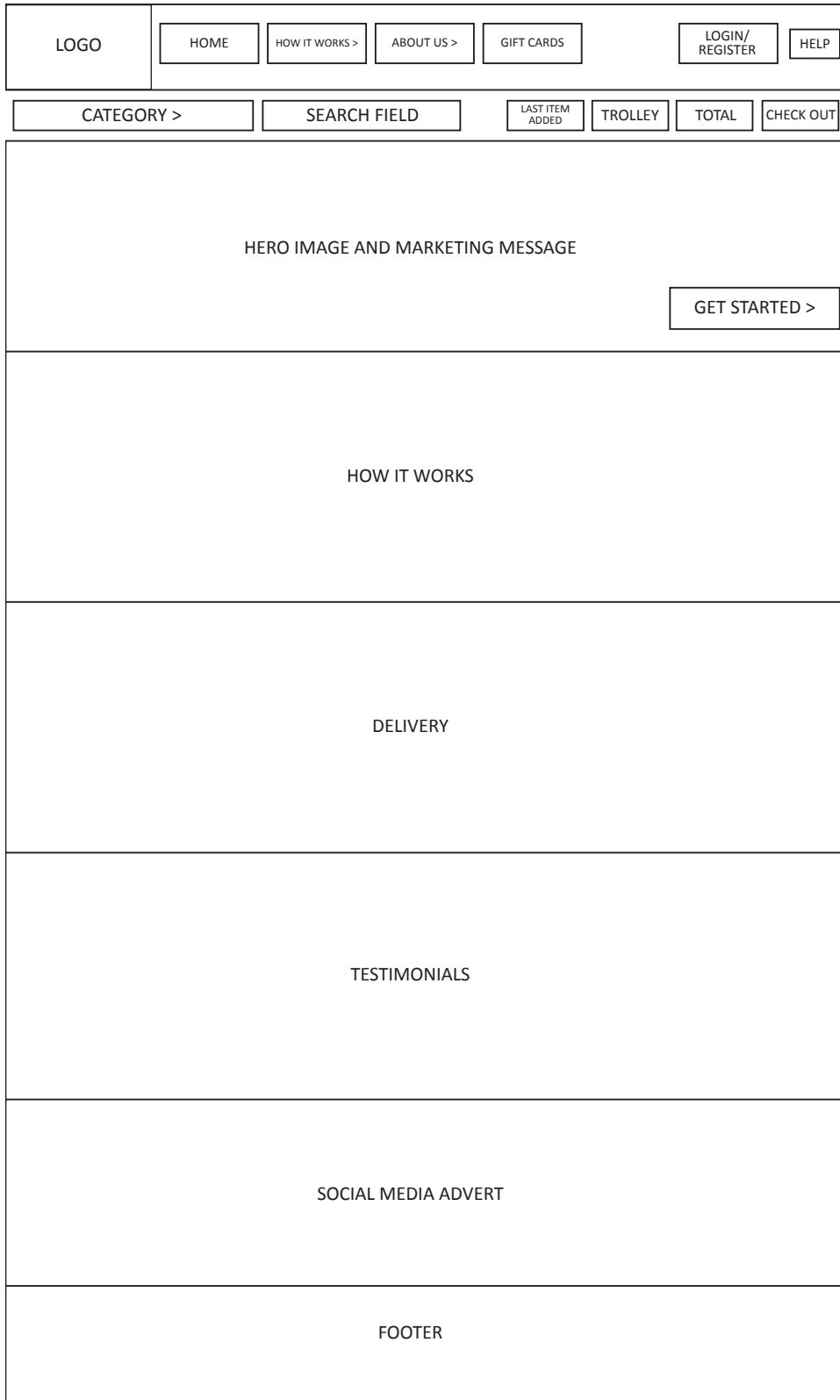
The testimonials are important feature of the “HelloFresh” website and help to create customer confidence. Testimonials is especially important when introducing the Locally Organic online store to customers. Testimonials will be an imperative inclusion for the Locally Organic website.

*For a more detailed understanding of the Competitor Analysis please go to the Appendix.*

## Concept Wireframes

The following wireframes outline a website structure for some of the key interfaces of [www.locallyorganic.com.au](http://www.locallyorganic.com.au)

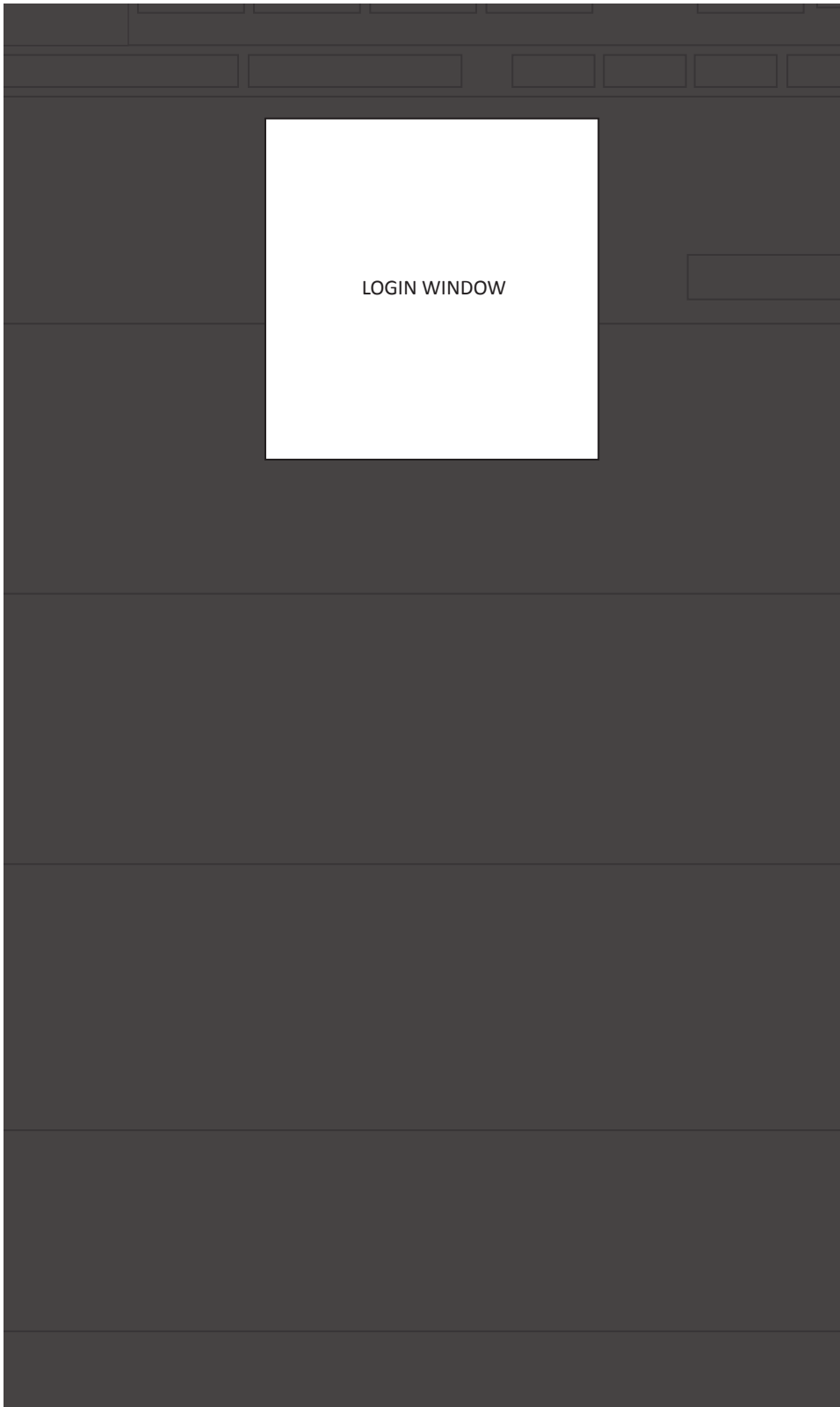
### Home page



## Search results of products

LOGO	HOME	HOW IT WORKS >	ABOUT US >	GIFT CARDS	LOGIN/ REGISTER	HELP
CATEGORY >	SEARCH FIELD	LAST ITEM ADDED	TROLLEY	TOTAL	CHECK OUT	
CATEGORY DROP DOWN LIST THAT REMAINS STATIC ON ANY SEARCH RESULT PAGES	Showing results for "bananas"		SORT BY: RELEVANCE >			
	PRODUCT	PRODUCT	PRODUCT			
	PRODUCT	PRODUCT	PRODUCT			
	PRODUCT	PRODUCT	PRODUCT			

## Login Pop Up window



## Check out page

LOGO

BACK TO SHOPPING

HELLO LOREN

HELP

INFOGRAPHIC OUTLINING 5 STEPS

Review order and substutions

SHOPPING TROLLEY LIST OF ITEMS

SUMMARY OF ORDER  
(remains static if user scrolls  
down trolley list)

CHECK OUT

RETURN TO HOME

## Executive Summary

It is an exciting time for the Locally Organic team. The research has shown there is a clear target market that focuses on families and couples. The health conscious and buyers who are passionate about buying Australian will also be imperative to the success of this online grocery shop.

The basic structure for the user interface has been outlined in this document, the structure is a strong base for a simple and intuitive interface. It is important that in the next step of design that the interface remains clean, using light/earthy colours and simple imagery. This website will be content heavy, so it is immensely important to embrace and create space when designing the look and feel of the interface.

## Appendix

Click here to view the [Consumer Questionnaire results](#)

Click here to view the [Competitor Analysis](#)

## Website Architecture audit

Categories (main)	Categories (sub)	Entity Type	Source	Owner	Format	Total Volume in this section
How it works	How it works	Website page	In house	Marketing/Web designer	Text doc	300-400 words
How it works	Delivery	Website page	In house	Marketing/Web designer	Text doc plus imagery	200-300 words
How it works	Testimonials	Website page	In house	Marketing/Web designer	Text doc	200-250 words
About us	About us	Website page	In house	Marketing/Web designer	Text doc plus imagery	200-300 words
About us	Why Organic?	Website page	In house	Marketing/Web designer	Text doc plus imagery	200-250 words
About us	Why Local?	Website page	In house	Marketing/Web designer	Text doc plus imagery	200-300 words
About us	Our Suppliers	Website page	In house	Marketing/Web designer	Text doc plus imagery	200-300 words
Gift Cards	n/a	Website page	In house	Marketing/Web designer	Text doc plus imagery	200-300 words

## Product Content Audit

Categories (main)	Categories (sub)	Entity Type	Source	Owner	Format	Total Volume in this section
Vegetables	Tomatoes	Product	In house	Sales (Marketing to supply imagery)	JPG imagery, HTML site	323 000
Vegetables	Tomatoes	Product	In house	Sales (Marketing to supply imagery)	JPG imagery, HTML site	153 000
Vegetables	Tomatoes	Product	In house	Sales (Marketing to supply imagery)	JPG imagery, HTML site	150 000
Fruit	Bananas	Product	In house	Sales (Marketing to supply imagery)	JPG imagery, HTML site	163 000
Fruit	Bananas	Product	In house	Sales (Marketing to supply imagery)	JPG imagery, HTML site	122 000
Dairy	Milk	Product	In house	Sales (Marketing to supply imagery)	JPG imagery, HTML site	80 000
Biscuits	Rice Crackers	Product	In house	Sales (Marketing to supply imagery)	JPG imagery, HTML site	34 000
Cereal	Muesli	Product	In house	Sales (Marketing to supply imagery)	JPG imagery, HTML site	17 000
Frozen Foods	Ice Cream	Product	In house	Sales (Marketing to supply imagery)	JPG imagery, HTML site	22 000