

itracks




Mobile Shop-alongs

Tips, Tricks & How-to's

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Welcome

MAIN ROOM



ATTENDEES

BACKROOM

HELP

Exit fullscreen

The image shows a video conference window. The main content is a video of a woman with long brown hair, wearing a grey long-sleeved shirt, smiling broadly. She is in a grocery store aisle, with shelves of various fruits and vegetables in the background. The interface includes a top bar with 'MAIN ROOM', a camera icon, a volume slider, and a speaker icon. On the right side, there are icons for 'ATTENDEES' (with a '2' badge), 'BACKROOM', and 'HELP'. At the bottom center, there is an 'Exit fullscreen' button with a red arrow pointing to it. A three-dot menu icon is visible at the bottom right.

Why Shop-alongs?

- 87% of retail sales are still made in person
- 73% of consumers preferring brands with personalized shopping experiences - more important than ever for brands to understand their customers' shopping experiences
- Not just for grocery shopping!
- Any instance where you want to understand customer experience



Traditional Approach to Shop-Alongs

Trained researcher conducts observational research and interviews

- In-situ, in person
- During consumers' shopping trips
- Videographer
- Observers



Mobile Approach to Shop-Alongs

Shopper provides a view into their shopping experience via their mobile device.

- Real time video interaction with researcher
- Observe in-situ
- Recorded
- Observers view and communicate via virtual backroom.





In Person



Mobile App

Advantages

- Observed in natural environment
- View greater area

- Observed in natural environment
- Non-intrusive
- Convenient and more cost effective
Technology costs less than travel
- Cover more locations in the same amount of time
- Pre and post-shop homework

Challenges

- Shopper may not feel natural
- Behavior may be influenced by the presence of others
- Scheduling is challenging
- Cost

- User comfort with tech
- Internet access important
- Participant needs compatible, fully charged device
- Greater reliance on participant for feedback

Recruiting Participants and Selecting Stores

- Recruit participants with up to date technology and with headphones to use in store
- Recruit participants who have some level of tech savviness
- Select stores with strong wifi signals and/or cell phone signals deep inside the store



Contingency Plans

- Things can go wrong, so make sure you have their direct phone numbers just in case
- Be prepared to record on your phone as a backup



Overall Design

Pre-Work

Used online discussion board in advance

- Understand context to shopping trip
- Understand shopping list generation



Q1

Next >



Jeana (Moderator)

8/11/2022 10:58 AM

Please describe how you know **WHEN** you need to go grocery shopping?

[↩ Reply](#)

[⚙ Options](#)



[Kathleena](#)

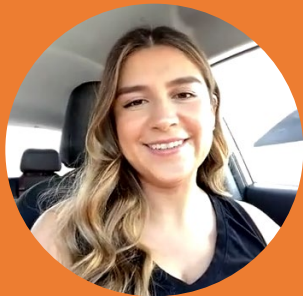
[✉ Send Email](#)

8/11/2022 3:18 PM

I typically need to go grocery shopping when I run out of my main foods such as carbs (pasta, bread, rice), or proteins (seafood, beef, chicken), or fruits/veggies (frozen veggies, frozen fruits, salad mixes.)

Attachments [i](#)

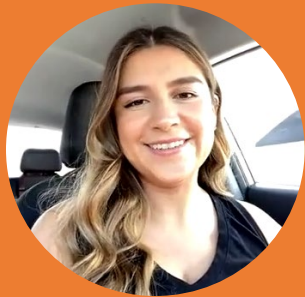
Media



Kathleena

Q1 Response:

I typically need to go grocery shopping when I run out of my main foods such as carbs (pasta, bread, rice), or proteins (seafood, beef, chicken), or fruits/veggies (frozen veggies, frozen fruits, salad mixes.)



Kathleena

Q2 Response:

22 is the image I selected because the city I live in is very filled with traffic.



Jeana (Moderator)

8/11/2022 10:58 AM

Please select an image from the set provided that represents your **TYPICAL shopping experience**.

- Please tell us why you picked this image.
- What about the image represents your typical experience?

3 of 5 70%

[Open In New Window](#)

[Reply](#)

[Options](#)



New Kathleena

[Send Email](#)

8/11/2022 3:20 PM

22 is the image I selected because the city I live in is very filled with traffic.

Q3

[< Previous](#)

[Next >](#)



Jeana (Moderator)

8/11/2022 10:54 AM

Please describe how you decide if you are going to shop **in-store or click & collect**?

[↪ Reply](#)

[⚙ Options](#)



New

[Kathleena](#)

[✉ Send Email](#)

8/11/2022 3:21 PM

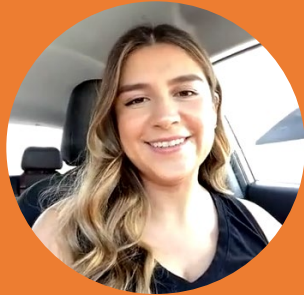
I would go grocery shopping, preferably in store because I am typically particular about the ingredients I need for my meals. Also the click and collect can be time sensitive, meaning they can only shop and drop off groceries at a specific time.



Kathleena

Q3 Response:

I would go grocery shopping, preferably in store because I am typically particular about the ingredients I need for my meals. Also the click and collect can be time sensitive, meaning they can only shop and drop off groceries at a specific time.



Kathleena

Q4 Response:

Image 7 represents my shopping experience because I am time sensitive. I like to only shop in the grocery store for 20 minutes. Any longer and I get sidetracked and I forget what I am shopping for.

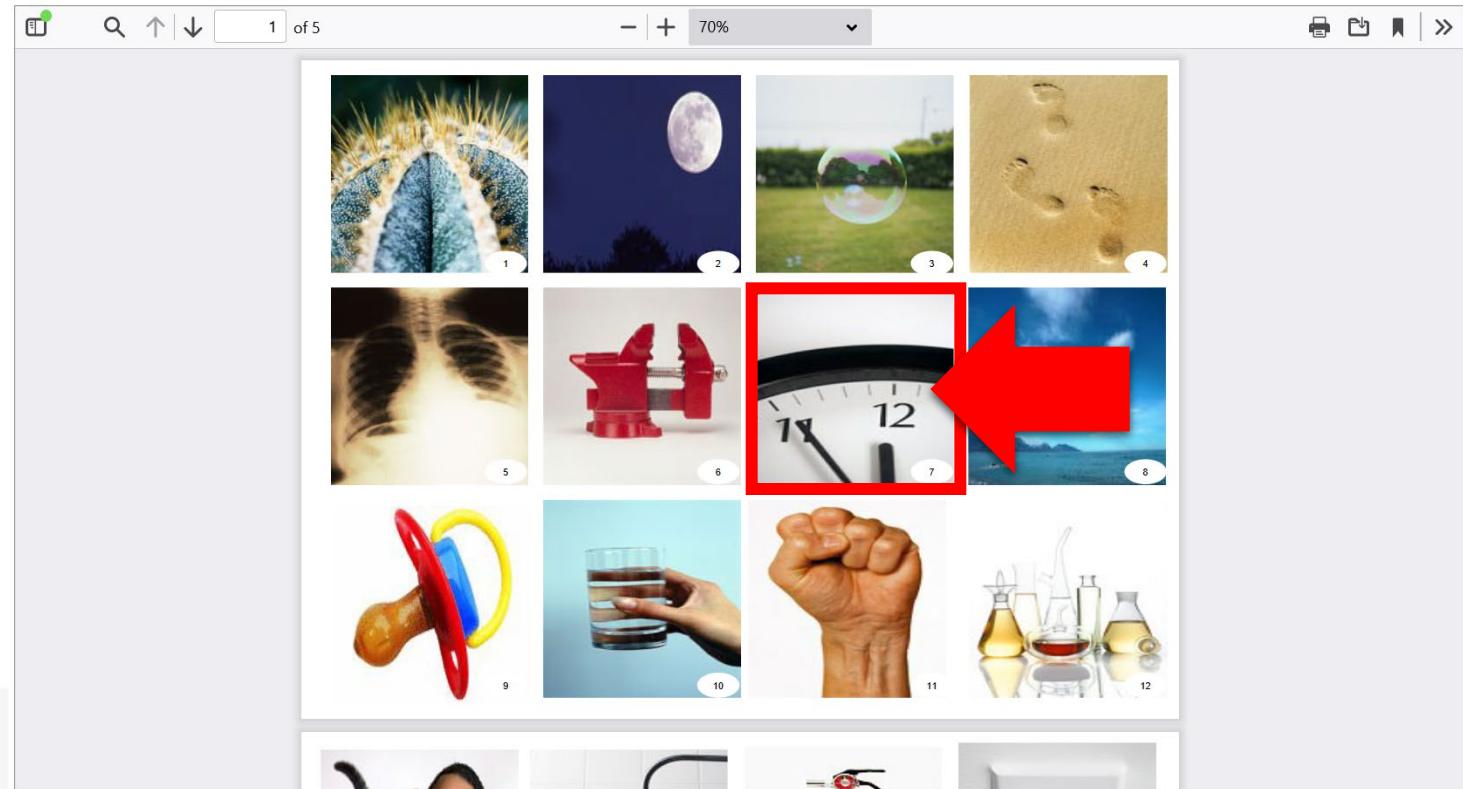


Jeana (Moderator)

8/11/2022 10:58 AM

Please select an image from the set provided that represents your **IDEAL** shopping experience.

- Please tell us why you picked this image.
- What about the image represents your ideal experience?



[Open In New Window](#)

[Reply](#)

[Options](#)



New [Kathleena](#)

[Send Email](#)

8/11/2022 3:22 PM

Image 7 represents my shopping experience because I am time sensitive. I like to only shop in the grocery store for 20 minutes. Any longer and I get sidetracked and I forget what I am shopping for.



Jeana (Moderator)

8/11/2022 10:58 AM

How often do you shop for groceries?

- (0/0 - 0%) Daily
- (0/0 - 0%) Twice a week
- (0/0 - 0%) Three times a week
- (0/0 - 0%) Four to Five times a week
- (0/0 - 0%) I dont typical shop for groceries

i The chart cannot be displayed because no data has been collected.

[→ Reply](#)

[⚙ Options](#)

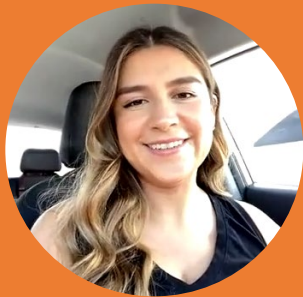


Kathleena

[✉ Send Email](#)

8/11/2022 3:23 PM

Twice a week



Kathleena

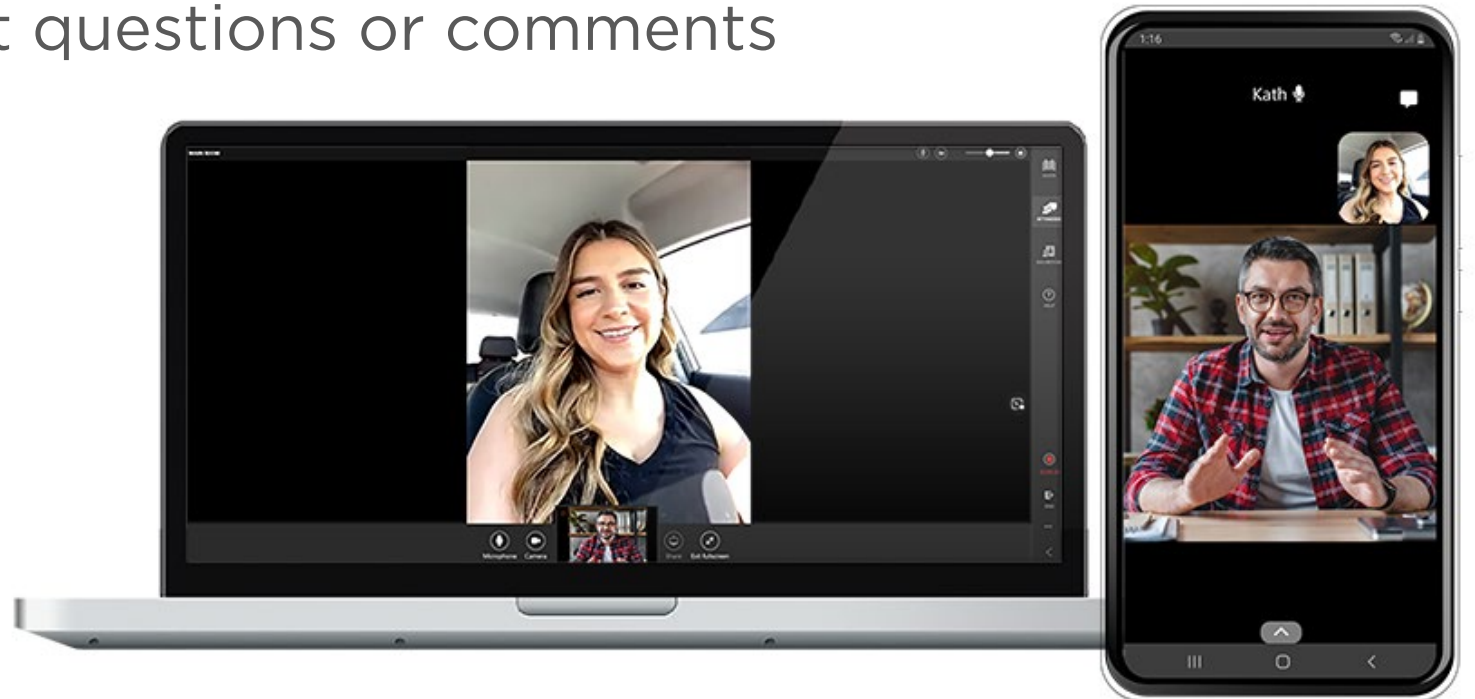
Q3 Response:

Twice a week

Overall Design

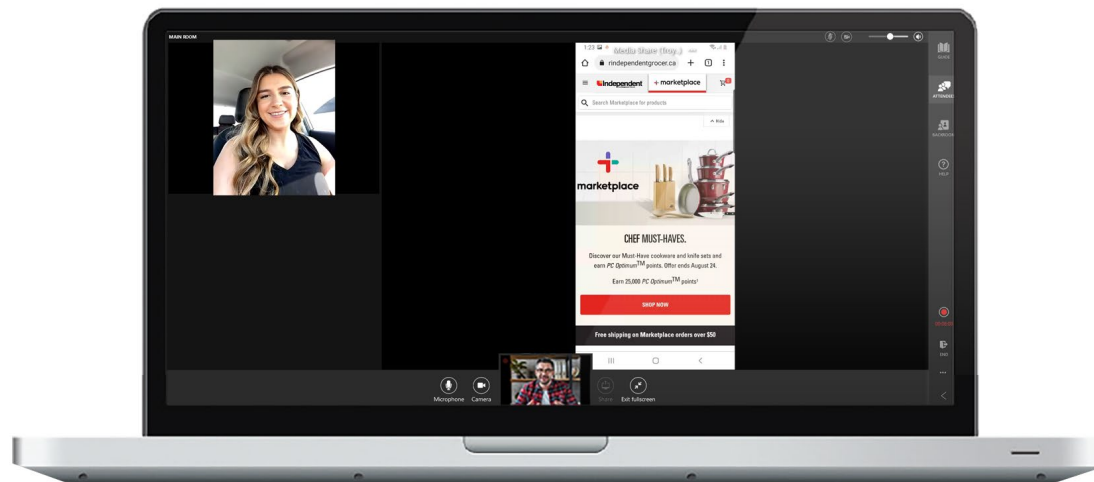
Shopping Experience

1. Begin in car to ensure technology is connected. Complete initial questions
2. In store - Watch the shop live
3. Observers can submit questions or comments



Use the tech to your advantage

- Take advantage of the portability of the mobile app – start at home or in the car so that you can explore the journey to the store as well
- Take advantage of the camera, use the camera as an eye so that you can see exactly what the participant is looking at
- Take advantage of the ability to capture in-situ video for research reporting





SHOP-ALONG DEMO



Additional Topics to Reflect On

1. E-Commerce Shops
2. Insta-Cart
3. Post work—
Unpacking and solving storage





QUESTIONS?



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