

# Walmart.ca

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## Scan & Go

### Research Brief and High Level Plan

April 25, 2017

V2

## Background

Walmart Canada will be launching Phase 1 of Scan & Go in November 2017 in 3 Ontario stores. In Phase 1, customers can use a mobile app to a) scan barcodes to add items to their shopping cart and b) pay for the transaction at the point-of-sale (either self-checkout or a cashier). In Phase 2, slated for 2018, customers will be able to scan and pay for their transaction within the mobile app, bypassing the checkout line entirely.

To ensure we create a seamless omnichannel experience between the mobile app and in-store environment, SapienRazorfish will be conducting ethnographic research within a real-life shopping environment to better understand the scanning and cart management behaviours of customers.

## Goal

Scan & Go will reduce transaction times, promising customers an easier and faster in-store shop with less time spent checking out. The service gives Walmart Canada the opportunity to learn more about their customers and drive loyalty in store by encouraging more frequent shopping trips, bigger basket sizes, and personalized offers and recommendations.

We'll examine actual shopping behaviour in store to identify the needs of Scan & Go shoppers and determine the optimal scanning experience for their purchasing needs.

## Research Objectives

### Primary Objectives

- Tactical scanning behaviour (expectations, triggers, preferences, pain points)
- How the store environment physically impacts scanning behaviour
- How participants interact with their phone during the shopping experience
- Relationship between the digital cart and the physical shopping cart
- Expectations and reactions to different shopping scenarios and edge cases

### Secondary Objective

- How Scan & Go (vs. the regular in-store shop) influences shopping behaviour, such as time spent in store, basket size, average order value & mood

## Research Approach

### Methodology

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- 8-10 facilitated shopalong sessions, held over 2 days (May 8 and 9<sup>th</sup>) at the Walmart Meadowvale Supercentre in Mississauga, Ontario, Canada

## Participant Criteria

- 8-10 participants recruited from Walmart home office

## Prototype

- Two different prototypes will be tested:
  1. Camera + scanner embedded directly into the cart page
  2. Camera + scanner opens separately from the cart page
- Both Scan & Go prototypes will be pre-loaded on to Android smartphones provided by SapientRazorfish. The smartphone will be connected to store WIFI only (no data connectivity) and pre-charged to 100% battery life.
- This prototype will feature a working camera + scanner and display real product data (product name, thumbnail, price) in cart.

## Capturing the Sessions

- 1 facilitator, 1 notetaker & 1 participant will attend each shopalong
  - Facilitator is exclusively responsible for interacting and taking the participant through the interviews and shopping scenario, asking follow-up questions, etc.
  - Notetaker will capture observations by hand in a notebook and use a smartphone to take pictures and short videos during the shop
- Screen activity will be captured using a recording app (as long as performance/battery life are not negatively impacted). Audio will be captured with a digital voice recorder.
- Post-session, physical notes will be digitized and augmented with content from screen and audio captures as needed.

## Test Scenario

1. Pre-shop interview about in-store shopping habits (15 min)
2. In-store shop, broken into 2 parts:
  - a. A real-life shop, where we ask participants to purchase 5 (or more?) items they would purchase for themselves, including items from the Grocery Department (30 min)

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- b. Edge cases, where we ask participants to purchase restricted items (ex. gift card), an item on Rollback or Multi-Save and an item that is unwieldy or difficult to scan (ex. bicycle or a giant TV or patio furniture) (20 min).
  - i. Note: This section of the test will be augmented with paper screens, so we can determine participant expectations for how edge cases should be handled.
3. Post-shop interview to debrief the Scan & Go experience (10 min)

## Areas of Inquiry

Used to inform scenario & interview guide for moderated shopalong sessions.

### Shopping In-Store vs. Online

1. Under what circumstances would someone decide to visit a Walmart store instead of shopping online?
  - o Is it product-driven?
  - o Proximity to home or work?
  - o Access to transportation?
2. Do people prefer to shop in-store at a particular time of day? Or day of the week?
3. Do people have a regular/favourite store? Why?
4. Do people typically shop alone? With family?
5. What are the pain points of shopping in store?
6. What other ways do people use their smartphone when shopping in store?
7. Do people use any apps to help them grocery shop?

### Scanning

1. What are the triggers to scan a barcode?
  - o To check the price?
  - o Learn more about an item?
  - o See ratings & reviews?
  - o Add an item to cart?
  - o Remove an item from cart?
  - o Increase or decrease the quantity of an item in cart?
2. What do people want to know or see after scanning an item?
3. What do people want to do after scanning an item? Does it depend on the product?
4. How frequently will people use the scanner?
5. Should the camera time out after a period of inactivity?
6. What do people do with their phone when they aren't scanning?
  - o Do they put the phone down? Or in a pocket?
  - o Do they close the app?
  - o Do they use the phone to text? Or open a different app?
7. Do people want to scan multiple, different products without having to open the camera each time? Does the camera time out after a period of time?
8. Do people want to edit attributes or amounts while scanning?

## Cart Layout

1. When and how often do people want to look at their cart?
2. What product information do people want to see on the cart page?
  - Product name?
  - Product thumbnail?
  - Price?
  - Ratings & reviews?
3. What are the triggers for someone to change their mind? What if they want to put an item back or get more of something? Will people remember to update their digital cart?
4. What visual cues help people find an item on their list? Product thumbnail, product name, etc.
5. Will people use the shopping cart for budgeting purposes?
6. Will people review their digital cart when they're done shopping, before they check out?

## Edge Cases

1. What if the barcode of the item is not easily accessible or easy to scan (like on the bottom of a heavy box)?
2. How will customers react if they can't scan an item?
3. How do customers expect restricted items to be handled in cart? In-store? What kind of messaging is most reassuring and meaningful (ie. put items aside, talk to a store associate, etc.)
4. How do customers expect discounts (Rollback, Multi-save) to be handled in cart?
5. What if the phone dies?
6. What if the data connection is lost?