

GOOD MARKET CONTEXT OF USE SCENARIOS

1. WHAT IS THE SITUATION WHERE THE USER WILL NEED THIS PRODUCT?

The user will need this product when the user runs out of a certain grocery item and does not have any extra time to go through the hassle of physically going grocery shopping. The farther the user lives from a grocery store, the more likely the user will need this product.

2. HOW LONG WILL THE USER USE THIS PRODUCT FOR? FOR WHAT LENGTH OF TIME?

The user should not need more than 20 minutes to use this product.

3. WILL THE USER LIKELY BE INTERRUPTED OR OTHERWISE NEED TO RETURN TO TASKS?

The user will most likely be interrupted with emails or coworkers talking to her, or she may find out that she needs to return to a task immediately.

4. WILL THEY EVER USE THIS PRODUCT AGAIN? WHY OR WHY NOT?

The user is likely to use this product again whenever she is busy because the situation described can happen often to business professionals who work long hours and frequently have plans after work.

5. WILL THE PRODUCT BE USED AT HOME, IN THE OFFICE OR ON THE GO?

The product may be used in any of these locations.

6. SHOULD THE PRODUCT EXIST FIRST AS A MOBILE OR WEB-BASED PRODUCT?

The product should exist first as a web-based product since it is more convenient for the user to use the website (if she is not on-the-go) since all of the options will be easier to browse and she may be on her computer already.

7. ARE THERE EVER MULTIPLE USERS USING THIS PRODUCT AT ONE TIME?

If the user lives with roommate(s), then there may be multiple users using the product.

8. WOULD YOU NEED TO HAVE MULTIPLE ACCOUNTS TO USE THIS PRODUCT?

Preferably, all of one user's information such as multiple addresses should be stored in one account, so having multiple accounts should not be necessary.

9. HOW ELSE COULD YOUR USER SOLVE THIS PROBLEM WITHOUT USING YOUR PRODUCT? IS IT POSSIBLE?

The user can choose from any of the competing online grocery shopping retailers that are available in the area or ask one of her coworkers/friends/roommates to pick up grocery items for her.

10. HOW MUCH EASIER IS IT TO USE YOUR PRODUCT THAN THE ALTERNATIVES?

Using a competing product is relatively easy, but it would be very difficult for the user to ask one of her friends to pick up groceries for her repeatedly, especially if it is inconvenient for her friend.