



7013AAD

Design Management Specialism -1

COURSEWORK-1 BY GROUP 1

Group 1

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TOPIC

Online Grocery
shopping for the aging
population

An Overview of Online Grocery Shopping in the UK

- 90% of current online grocery shoppers plan to keep shopping for their groceries online once the peak of COVID-19 passes. Meanwhile, just 5% of these shoppers say they are planning to stop doing so. (Mintel News, 2021).
- Research found that a whopping 43% of city dwellers shop for food online. That's nearly half of one of the world's most populous cities, 4.4 million people, or 0.5 percent of the global population. (Jankowski, 2020)
- Over half of British adults aged 55 and up now buy for food online. Overall, the COVID-19 situation has resulted in 77 percent of all adults completing at least some of their grocery shopping online, up from 61 percent a year ago, according to the research. (Green, 2020)
- Although there has been a dramatic rise in the number of Seniors (consumers aged 65+) shopping online, according to Mintel research.

According to the Office for National Statistics, the average weekly internet sales for groceries more than doubled during the pandemic from pre-pandemic levels, going from roughly £175 million (about \$231 million) per week in October to £366.7 million (\$484 million) in July. (Moeser, 2021)

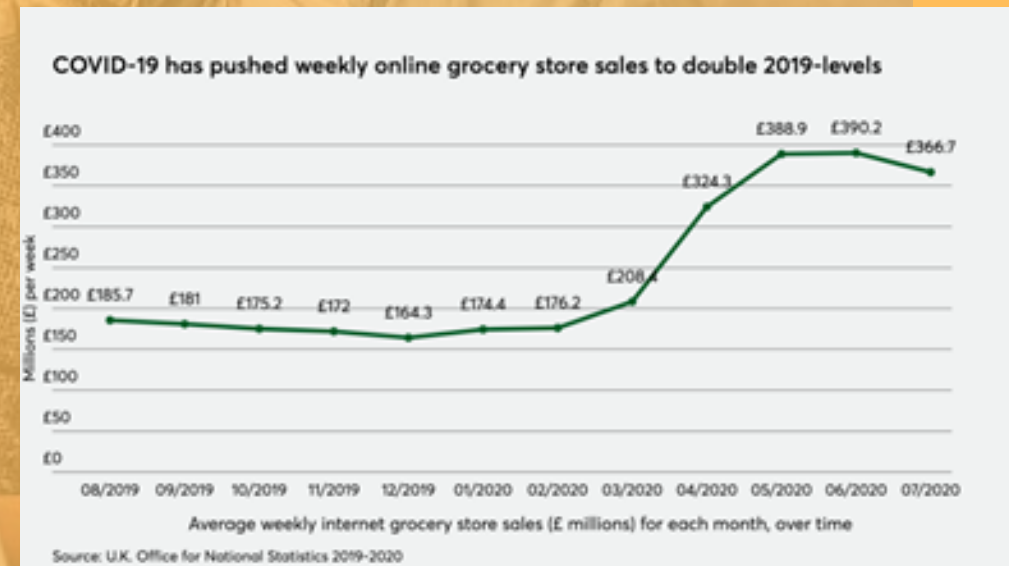
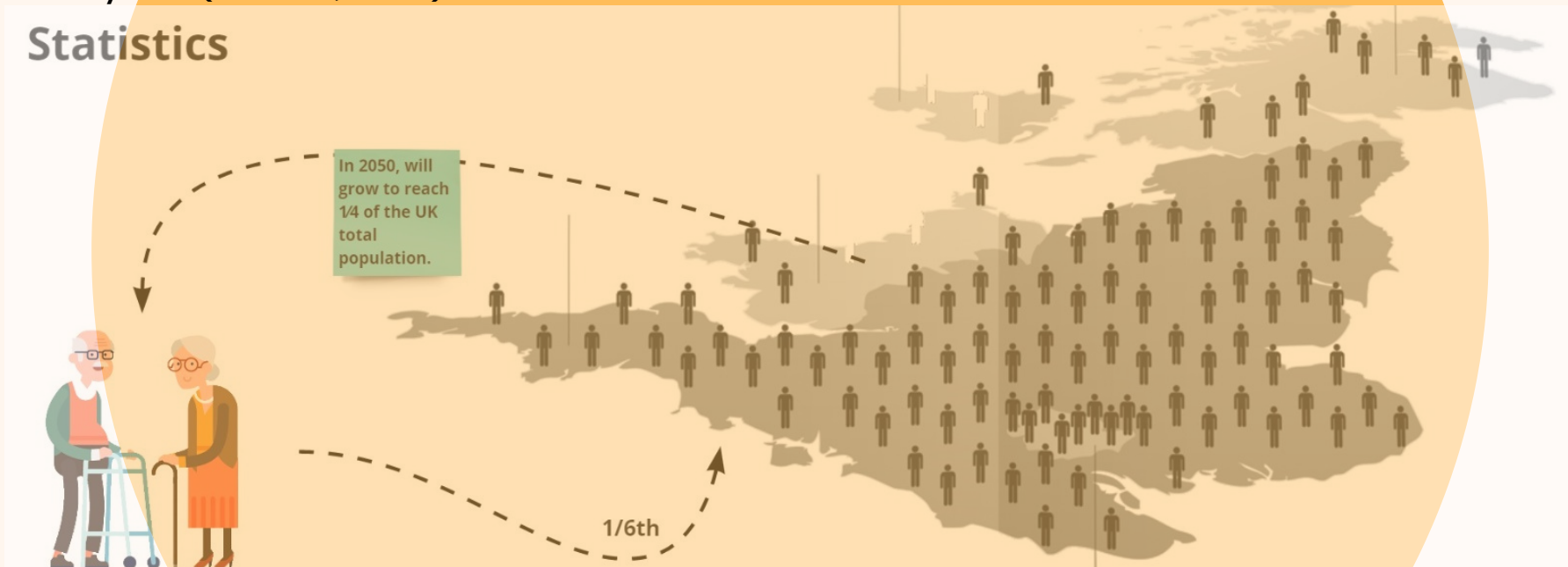


Image 1 Average weekly internet grocery store sales (Moeser, 2021)

Its 2,000-person survey, which included sales data, online searches, and staff insight, indicated that over a quarter (23%) of clients in the over-55 age category had become regular online shoppers this year, compared to just 8% in 2019.

Last year, less than half of this age group (47%) conducted some of their shopping online, but that number has risen to 74% this year. (Calnan, 2020)

Statistics



Tesco's internet platforms saw strong revenue increase in the 12 months leading up to February 2021. Industry-related revenue reportedly increased by 77 percent to £6.3 billion after they doubled the capacity of their online delivery slots to 1.5 million each week. High levels of investment have solidified the huge retailer's position as the largest operator over the next two years, resulting in higher levels of comp. (IBISWorld – Industry Market Research, Reports, and Statistics, 2021)



Name: Lukas John

Personal background

Age

79 Years

Family

Has three children and lives with his wife

Professional background

Occupation

Street Vendor

User environment

Location

Greenwich, UK

Media

Television, Phone, Newspaper

Dislikes

Complexity of Internet.

Unable to decide from the numerous options available.

Health

Diabetic

Likes

Loves his pet cat.

Gardening.

Timely completion of his chores.

End Goals:

- Sort groceries into weekly and monthly categories.
- To gain a better understanding of the technology
- Satisfaction at the same price without having to leave the house

Motivations:

- Family get-together
- Tends to his garden's seasonal blooms
- Is a stickler for getting things done on time

Frustrations:

- Social media unawareness.
- Difficulty in choosing products.
- Despises waiting in queue for a long time.

Challenges:

- To reduce the amount of effort required for grocery shopping (physical pain & time)
- Being able to shop anonymously online.

He is easily swayed by sweets. He enjoys nature and keeps a tiny garden on the porch. He gets along well with his neighbors and enjoys attending senior citizen club meetings. He refuses to seek assistance with any task and completes them on his own. Because of a previous fraud transaction, he has a negative view of the internet/online buying.

Name: Oliva Pearl

Personal background

Age

86 Years

Family

Three Children and Five Grand Children

Professional background

Occupation

Retired Care-Home Worker

User environment

Location

Birmingham, UK

Media

Television, Facebook

Dislikes

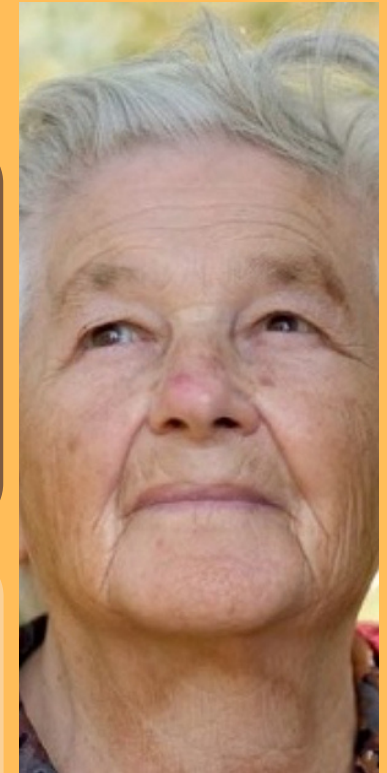
Taking time to find things online and asking for assistance for completing tasks.

Health

Obesity

Likes

Spending time with her grandchildren & love to learn new things



End Goals:

- To be able to order groceries online and have them delivered to her home.
- To save money while shopping
- To rapidly locate items on the internet

Frustrations:

- Being unable to walk for long periods of time.
- Ease of exhaustion.
- Cost comparisons and unavailability of desired Quantity.

Motivations:

- She wants to save money
- She wants to treat her grandchildren with good food

Challenges:

- Getting around
- Spending restrictions
- Managing everything from the comfort of your own home

Oliva is a happy woman who enjoys spending time with her grandchildren. She looks after her grandchildren, educates, and entertains them in a variety of ways. She learns a lot about technology from her grandchildren, and she is very eager to stay up with the latest deals because she is a great saver. She chooses to stay at home because she is frail due to her age and illness.



Name: Blake Oscar

Personal background

Age

68 Years

Family

Two Children and Four Grand Children

Professional background

Occupation

Retired, Automobile dealer

User environment

Location

Coventry, UK

Media

Television, Facebook

Dislikes

Unable to read due to blurred vision, Internet Popups, Having to share sensitive data (bank information) for online purchases

Health

Cataract on Both eyes

Likes

Spending time with friends and family, Walk in the park, Food, Nature Lover

End Goals:

- Being able to simply access the website and place orders.
- Ability to see product names
- Quick browsing of the website

Motivations:

- To maintain his appetite for a wide variety of foods and to satisfy his eating desires.
- To be healthy in the midst of the pandemic
- To be able to prevent food waste

Challenges:

- Blurred vision makes it difficult to walk around.
- Not very adept with electronic devices.
- Requires assistance from time to time.

Blake is a cheerful individual who enjoys spending time with his family. Due to his recent vision impairment, he is compelled to be less socially enthusiastic. Every evening, he visits the park, which is his favorite pastime. He is a foodie who lives alone. He recently had cataract surgery on one of his eyes and now has limited vision. He enjoys a wide variety of foods, but lately, he has been gravitating toward ready-to-eat meals. He has a paranoid personality.

Name: Marlina

Personal background

Age

72 Years

Family

Widow, lives alone

Professional background

Occupation

Owns a Bakery

User environment

Location

London, UK

Media

Television, Smart Phone, Internet

Dislikes

Delay in completion of a task. Unable to remember the everyday tasks.

Health

Arthritis

Likes

Likes to spend quality time with people. Loves to comfort people.

End Goals:

- Organizing her schedule by ordering groceries for both the household and the bakery online
- To sort products by price, expiry, image, and larger font
- To receive scheduled delivery

Frustrations:

- Being unable to walk for long periods of time.
- Ease of exhaustion
- Cost comparisons and unavailability of desired Quantity

Motivations:

- She makes the most of every opportunity
- She likes to comfort the people around her

Challenges:

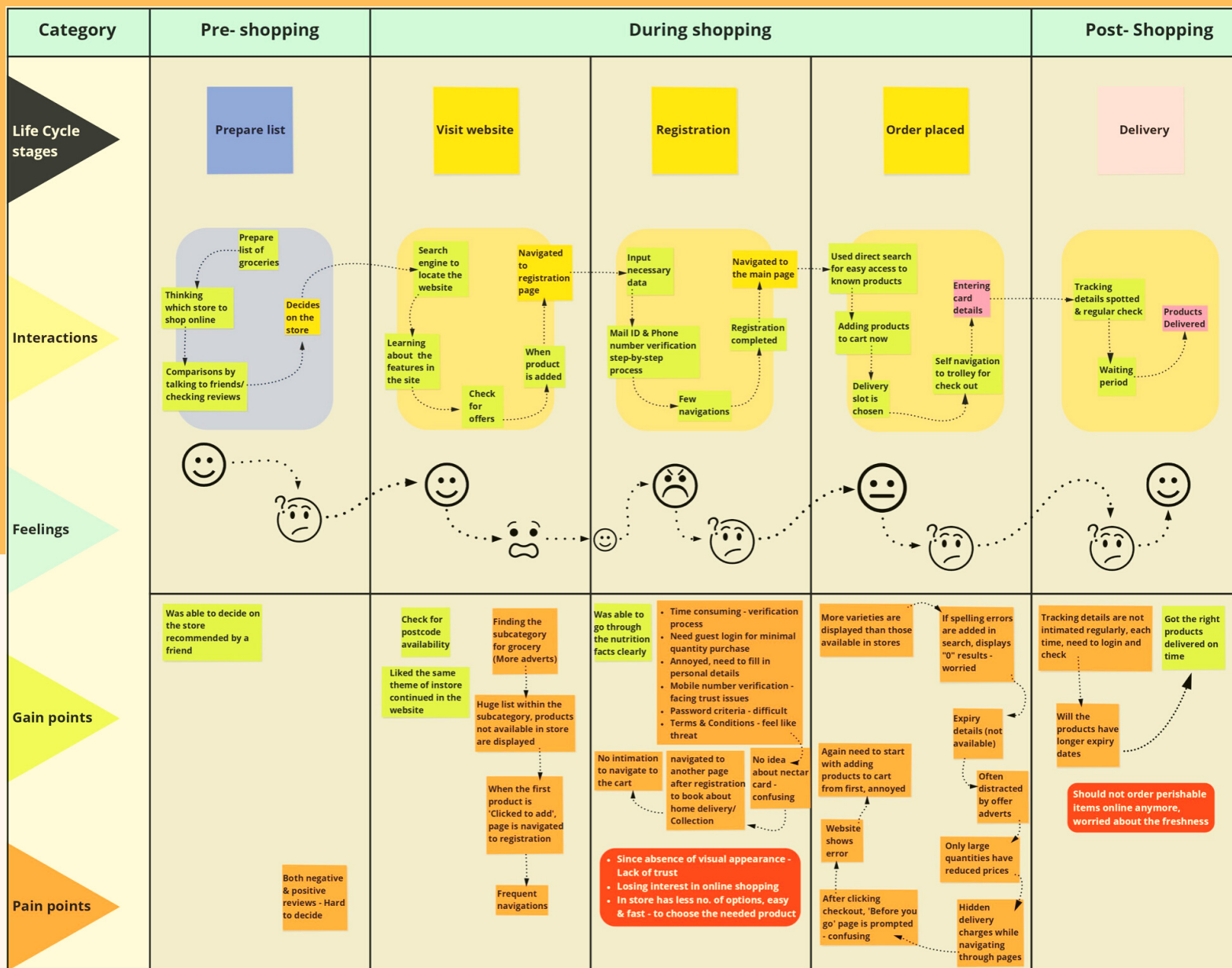
- Receiving monthly requirements' notification based on the purchase.
- Looking for bargains and coupons



Marlina is Widowed and lives alone in the countryside. Her daughter lives in another country. She became a well-known entrepreneur. Earlier, she was able to do everything by herself, but recently, she is hesitant to go shopping alone. However, she is cheerful and always eager to learn new things, which is why she is able to navigate through the maze.

Benchmarking – For Online Grocery Shopping

	Tesco	Sainsbury's	Asda	Morrisons	
Basic	Categorization & Offers	Variety of categories. Better than Offline stores and Offers are available.	Variety of categories. Better than Offline stores and Offers are available.	Variety of categories. Better than Offline stores and Offers are not clear.	
	Membership	Club Card available. Easy to register. Offers lower prices	loyalty program Available	Everyday Coupons Available	
	Minimum Order	£4 for orders under £40	Minimum order Value: £25	£3 for orders under £40	Minimum order Value: £40
Personalisation	Favorites	Automatic	Automatic	Can choose to add to favorites	Automatic
	Substitutes	Substitution Choice available	Substitution Choice available	Substitution Choice unavailable	Substitution Choice unavailable
	Recipes	Ingredients for recipes is available	Ingredients for recipes is available	Ingredients for recipes is available	Ingredients for recipes is available
	Diet Profile	Unavailable	Available	Available	Unavailable
Delivery	COD	Buy and Collect at store Available	Not availble	Buy and Collect at store Available	Buy and COLlect at store Available
	Delivery Slots	8 AM to 11 PM	6 AM to 11 PM	7 AM to 11 PM	5:30 AM to 11:30 PM
	Delivery Charge	£4.5	£7 for under £40; £1-£7 over £40	Standard delivery- £2.95	Ranges from £2.5 to £7
	Click & Collect	£1.50	orders>£40, Next day free collection; <£40, £4	Free	Free
Add-Ons	Additional Features	No additional features	Price Lock feature available for certain products: Prices won't go up for at least 8 weeks	By placing an order, the website automatically adds the products purchased in 'Your favourites' so it's really easy to find products for the next purchase.	No additional features
	User Interface	Blue colour- Compatible; Good Phone and Desktop Interface	Orange colour- Compatible; Good Phone and Desktop Interface	Green colour- Compatible; Phone interface is clumsy and Desktop Interface is good	Green colour- Compatible; Good Phone and Desktop Interface
Pain Points	Pain Points encountered by corresponding user persona designated to each store	Olivia Pearl: - Trouble with excess payments due to small order charges and delivery charges. - Difficulty for delivery as the delivery slots are far booked and unavailable immediately.	Marlina: - Diifficulty in locating products due to increased number of categories online. - Hesitant to order online due to unavailability of Cash on Delivery(COD) service.	Blake Oscar: - Difficulty to place orders to to unavailability of delivery slots. - Poor eyesight makes it difficult to search for desired products.	John: - Difficulty in comparing similar products. - Not comfortable with the amount of time online grocery shopping consumes.



Customer Journey Map - Marlina

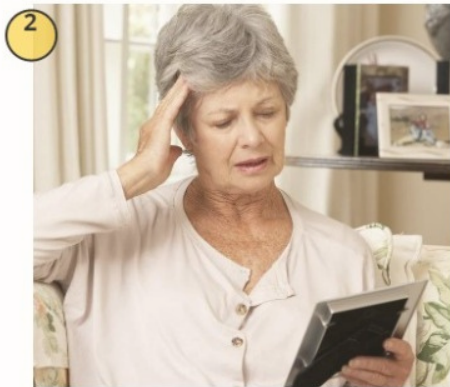
"User experience mapping is a structured way to understand and capture your customer's wants, needs and expectations at each stage of their experience" (Pennington 2016, p.83)

User experience mapping of the user persona Marlina is conducted to briefly understand the needs, wants, and expectations of the elderly online grocery shopping experience. Her pain points are listed as per each stage during her journey through an online website. Marlina's persona can be found on Page 7

Users' Needs



Effects of aging mainly include progress in **eyesight defects** thus making it **harder to read** and **choose options** on online websites



As per **ecommerce guide** (n.d.), it is to be noted that due to **poor recalling memory**, aged people **lack confidence** in **using online services** and often gets **confused** when navigated to new opening links



Eastman & Iyer (2004) specified that seniors who preferred the need for '**touch and feel**' of the product being procured **stated less likely** to use **online services** for **grocery** purchase (as cited in Guynn, 2002, p. 1) as they **lacked live communication** about the **grade of the product** and its **life span** (**Bezirgani & Lachapelle**, 2020)

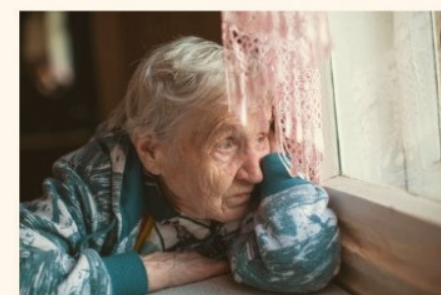
Researches have also identified that **more than 90%** of the users **worried** that any **private and confidential information** that is entered during **online financial transactions** can become **vulnerable** & are **clutched** to the **thought of data breach** (**Eastman & Iyer**, 2004 as cited by **AARP**, 2000).



Bezirgani & Lachapelle (2020) points out that the **trust** gained **towards e-shopping** is adversely **affected** due to **variations** in the **price** while navigating and thus **online shopping** is often **perceived** as a **suspicious process** because of the **anonymous service** involved



Often aged people are **anxious** about **online shopping** as it **puts an end** to **social interactions** and **physical activity** leaving them **isolated** from the **outer world**



Users' Needs

Inferences from user workshops stated that **overall costs** for food products get **expensive** when **ordered online** due to **added** and **hidden charges** for **services** like **delivery, packaging, etc.**, (Bezirgani & Lachapelle, 2020). Also, the **elderly groups** prefer **purchasing** in **smaller quantity** with **minimal order values** rather than bulk units, which **denies** them in getting qualified for **free delivery options**

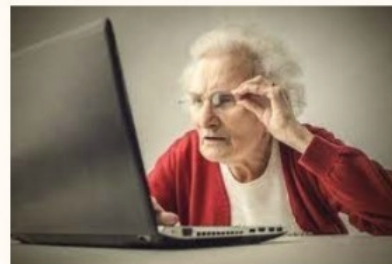
Senior citizens are often **worried** about the **novelty of the groceries** delivered and find it **tedious** to find an **alternative for unavailable products**

Because of the **anonymity** involved in online shopping, it has **created an aversion** towards having their **food being chosen by 3rd parties** resulting in a **lack of trust in online service**

10 Cornell (2021) illustrated the following,



Incorrect items being delivered on ordering online, supported by the fact from a study by [Voxware](#), "54% of online shoppers stated that the major reason for opting to return a product was due to receiving an incorrect item"



Lack of detailed product information has inhibited customers from making critical decisions whilst purchasing, this is backed up by the fact that nearly 50% of the online shoppers research the products before purchasing



Complex user interface design making it **harder and judgmental** for the elderly groups to use the e-commerce website (supported by the fact that a user takes only .05 seconds to form a first impression of the website and based on the ease and likability, they choose to stay/ leave)

Conclusion:

We end our study on the elderly's online grocery shopping experience by identifying the following deficiencies that we discovered during our research:

1. Choosing a product from the vast array of options available online is difficult to the elderly. Furthermore, it can be difficult to assess the various options offered in order to make an informed decision online to that compared to in-store.
2. The elderly are accustomed to shopping in-store where they can physically view the products and receive immediate assistance from the employees. All of these considerations, as well as the requirement to reveal personal information for internet buying, can be burdensome for the elderly.
3. The elderly frequently have difficulty using the Internet and smart devices. Despite the fact that supermarket websites strive to give a simple interface, the elderly appear to spend twice as much time shopping online than younger generations.

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Thank You!

