



gojee

Product Research and Concept Validations

How we Identified Opportunities and Designed the Product

Presented by Lily Cho



IN-STORE SHADOWING

Observations

- Types of shopping lists
- Phone calls and texts
- Routine vs. spontaneous
- Grab and go vs. browsers
- How people make decisions
- Type of shoppers and TOD



AT-HOME CONTEXTUAL INTERVIEWS

Themes

- How meals are planned
- Spending and consuming
- How groceries are planned
- Environment influencers



VARIETY

TAG
buys same

PAULA
Costco - Basics
eat out lot

Alisa
TRUST then
will try

Heather
brands th
know :
willing to try -
vinegar

yellow raspberries
at Diagonale
can't get

Jon
LOUISE

John 1
ARA
within brand

FOOD CONSCIOUS

Alison
PAULA
name brand

TAG

LOUISE
Get it, but
not shop
for it
www
own standards
but not told

Heather
try to shop
org but not
go out of way

Alisa
Alw
look
nut. content
whats in food

Shawn
John - friends tell
her things from
books
Fred - news/article
- look for "organic"
quickly

Jon W

take Recommendations

SPECTRUM MODELS (USER PLOTS)

Patterns

- Variety vs. routine
- Recommendations
- Sharing recipes & food

- Food-consciousness
- Time shopping & cooking
- Spending vs. saving

TAG

Shawn ?

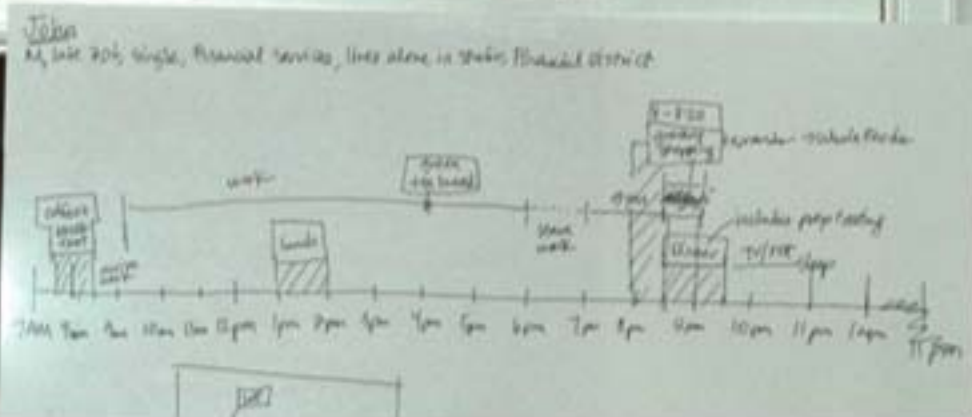
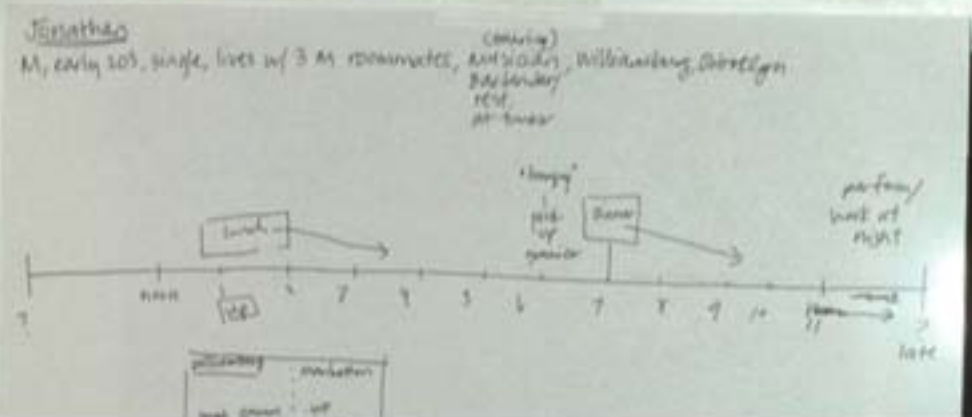
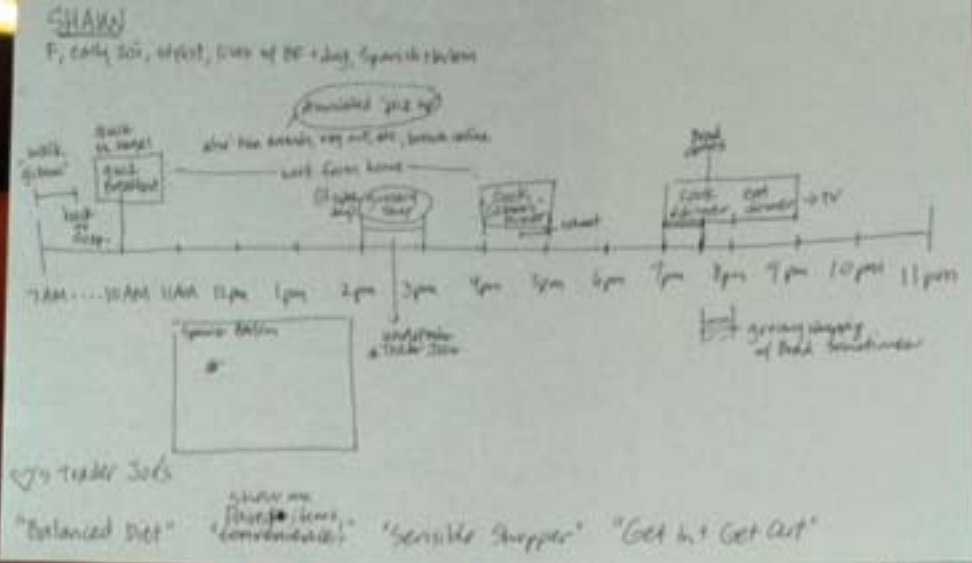
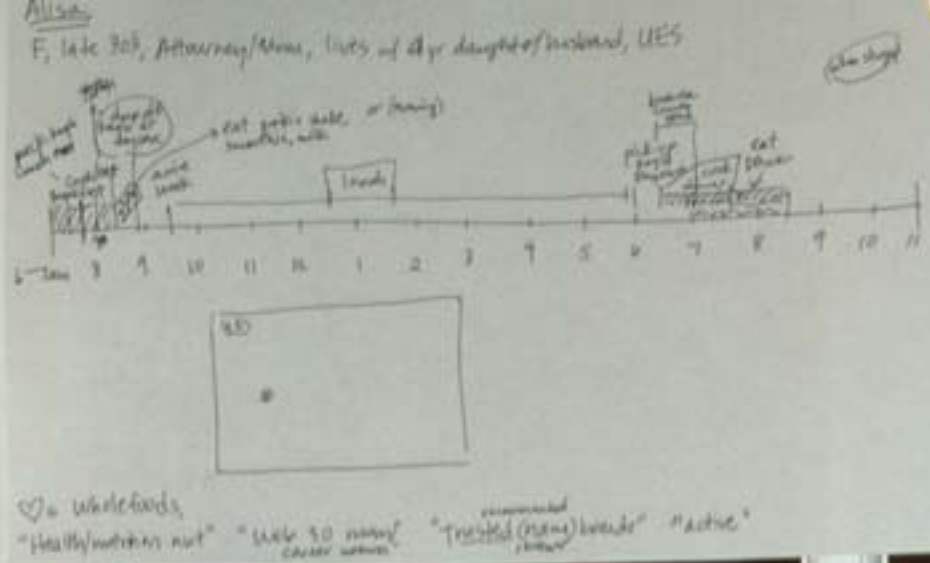
Heather ? Paula

SARA (?)

John
org. macedo him

LOUISE
SUNDAY SAUCE

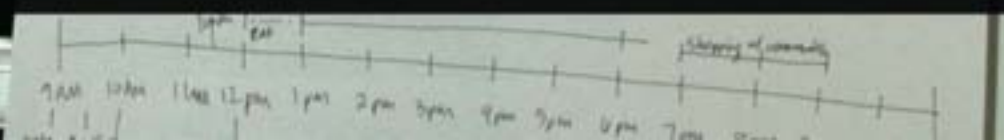
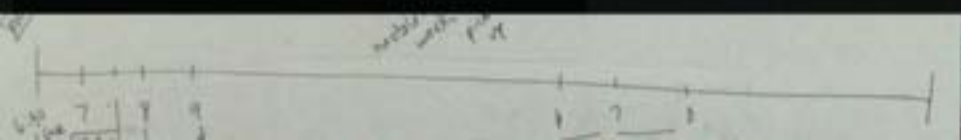
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EXPERIENCE JOURNEYS & PERSONAS

Journey Maps
Day in the life, to get a holistic picture of the participant's activities

Primary Persona
Young moms, selected based on how needs and opps met our business success metrics



FUN
FOOD
DISCOVERY



PURM W/
~~BERRY~~ AND
LEARN ABOUT
WHAT YOU'RE
EATING

know my health
profile -
learn abt needs
"TELL Benny your
needs."

CONCEPT BRAINSTORM

Concept Ideation and Prioritization

We created an affinity of ideas as a team and narrowed down and prioritized concepts based on business goals, technical constraints and primary persona needs.

YOUR NUTRIENTS



Calories.....1039
 Protein.....980
 Carbs.....896

RECOMMENDED

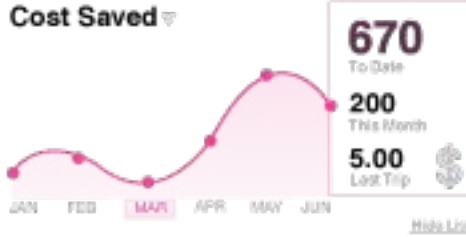


Calories.....950
 Protein.....800
 Carbs.....706

Calories



Cost Saved



Spending History



Top 10 Items - March

Grocery Item	Spent	Saved
Grocery Item	\$17.99	5.99
Grocery Item	\$17.99	4.99
Grocery Item	\$17.99	4.99
Grocery Item	\$17.99	4.99
Grocery Item	\$16.99	4.99
Grocery Item	\$18.99	4.99
Grocery Item	\$18.49	3.99
Grocery Item	\$15.99	3.99
Grocery Item	\$15.99	2.99
Grocery Item	\$15.99	1.99
Grocery Item	\$15.99	3.99
Grocery Item	\$15.99	2.99
Grocery Item	\$15.99	1.99

Bravo Farms is expanding its recall to include cheeses
 Bravo Farms had previously issued a recall on its Dutch Style Gouda. The FDA and CDFA have begun through testing of the plant due to E. Coli. [\(read more\)](#)

30 minutes ago [Comment](#)

Pop Quiz: How long should you keep meats frozen until it expires?
[See answers](#)

30 minutes ago [Comment](#)

Mamma mia! This Chicken Lasagna recipe is super delicious and only takes 30 minutes to prepare.

Try this recipe because you recently bought Chicken.

30 minutes ago [Comment](#)



D'Agostino Rewards
 Save \$1.00 When you buy CHEERIOS

This offer expires January 1, 2011 at select D'Agostino stores. Go to [dagnyo.com](#) to learn more.

30 minutes ago [Comment](#)



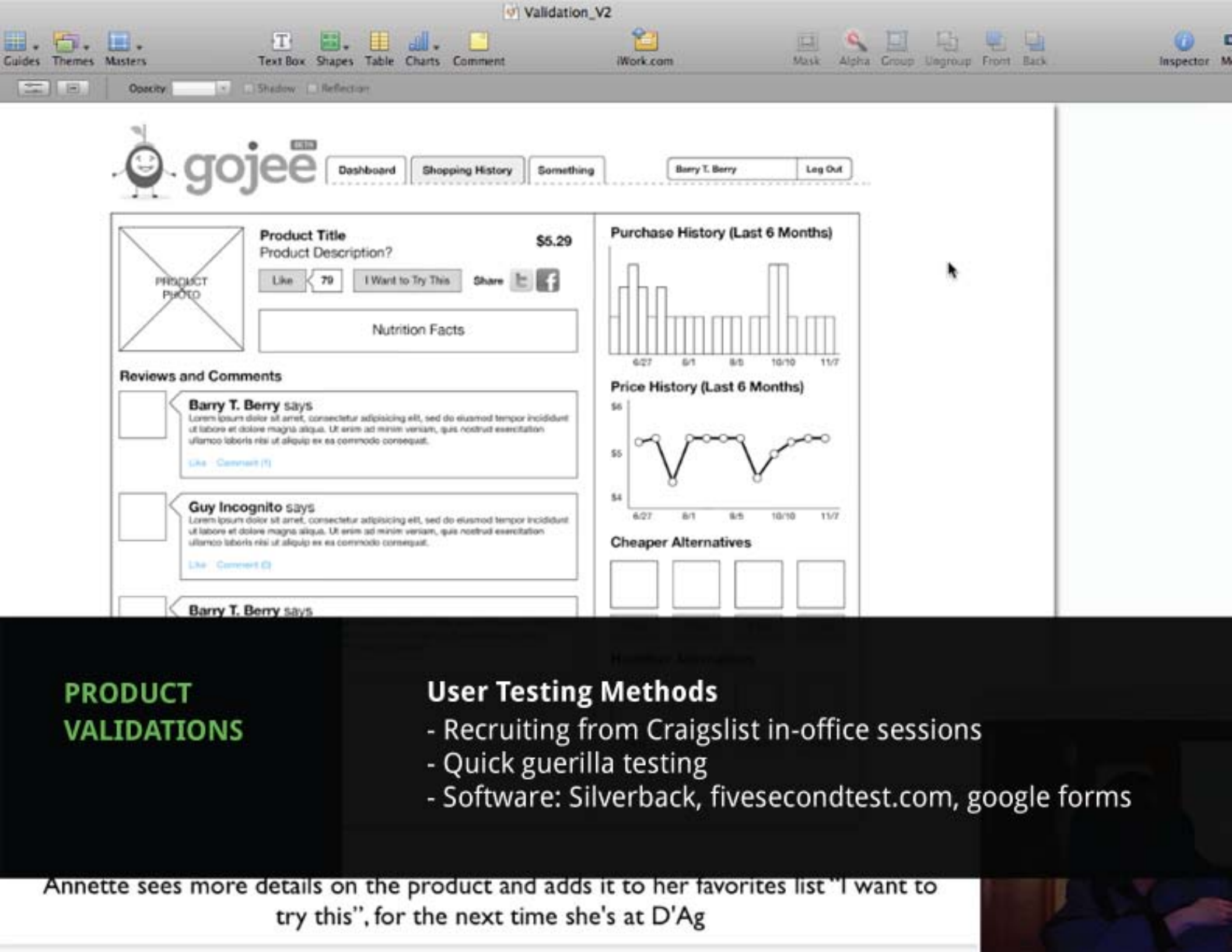
DESIGN ITERATIONS

From Sketch to Wireframes to Interactive Prototypes

- Concept 1: Tailored dashboard (health and budget)
- Concept 2: Recipes, deals, news, food alternatives feed
- Concept 3: Recipe focused feed



Protein ● Fat ● Sugar ● Sodium ●



PRODUCT VALIDATIONS

User Testing Methods

- Recruiting from Craigslist in-office sessions
- Quick guerilla testing
- Software: Silverback, fivesecondtest.com, google forms

Annette sees more details on the product and adds it to her favorites list "I want to try this", for the next time she's at D'Ag



PRODUCT MARKETING

Methods

- In-store at D'Agostino w/ demo
- Collateral (website, fliers, poster, t-shirt, DIY gojee suit!)

D'AGOSTINO PRESENTS



Do you ever wonder...

- ❑ how much fat you purchase month by month?
- ❑ how much you spend on food on a weekly basis?
- ❑ if you can get an online record of your purchases?

Get answers to these questions & more:

www.gojee.com

Sign up for free with your D'Agostino rewards card



gojee

*Hand-picked recipes,
personalized for you*

GET COOKIN'

**CURRENT
PRODUCT**

www.gojee.com

Curates recipes from top food bloggers around the world