Thomason_DesignX429-039_M3_Affinity_Diagram

Using coupons and working within a budget

I pay attention to my budget and coupons help keep costs down

- I try to stick to a budget target amount. — Doesn't stick to a budget — L
- Makes mental note of spending — L
- Doesn't keep receipts — L
- Happy if they spend less than $100 — J
- Checks out, receipt goes in tote bag — L
- I use the coupons and loyalty points in apps in person. — Uses app coupons infrequently — T
- Coupons in app are complicated — T
- Scans app for loyalty points — T
- Did not use coupons this trip — T
- I'll buy more than I need if an item is on sale. — Selected Sprouts Farmers Market (around 40% off sale) — T
- Will buy extra of items on list if on sale and well keep — T
- A sale is incentive but not a rule — L
- Gets what they plan to but will get sale items if they see a coupon/sale — L
- Browsed sale section — J
- I'll buy more than I need if provides free delivery — Amazon Fresh app (free delivery when spend $35 or more) — J
- Bought sale items needed to reach $35 minimum for delivery — J
- Needed chicken breast (Sprouts) (around water) below $35 delivery minimum — J
- Shops Amazon Fresh more frequently - gets free delivery when spend $35 minimum or over — J

Choosing when and where to shop in person

How I chose where to shop

- Where I shop is determined by what I need — Which store is determined by the list — T
- Sprouts grocery store as opposed to Safeway — T
- Small frequent trips to the local store — L
- Once a month big grocery trip to Trader Joe's for bulk — L
- Trader Joes or Safeway based on list (trader joes has specialty items and cheap) — J
- Walmart — F
- Where I shop is determined by timing/ convenience — Might go to store if its not available online. — J
- Shopped online because would be online then — J
- Shops when timing is convenient — J
- Chose the store because its convenience and logic (Sprouts is closer, Trader Joe's is on the way, Costco and Sprouts are the same) — J
- Goes to store - chose the one with the basket for groceries — L

When I prefer to shop

- I have no set day or time to shop. — No set day to shop — T
- Shops several times a week — J
- No set time to shop — T
- I shop at specific times of day. — Usually shops in the afternoon in preparation for a meal - no set schedule — L
- Shopping in-person because there was a need and time available — J
- After 5PM — F
- Shops when son is in school or husband is at work — J
- Avoids shopping after 3PM — J
- I shop on specific days. — Shops Friday, Saturday or Sunday — F
- Holidays — F
- Stops at store on way home from work — T

Shopping without a technology aide

I don't use my phone to help grocery shop

- I don't use apps to grocery shop. — Apps take too long to figure out — T
- Forgets password for apps - doesn't save — T
- App logs her out — T
- Apps should know what I want (the Weight app apply coupons) — T
- Each app is different — T

Shopping with a technology aide

I use my phone to help grocery shop

- I use apps to shop for groceries. — Items already in cart — J
- App also saves his preferences, like porch drop off — J
- Always uses Apps because it's easier to grocery shop online — J
- Uses chat bot, payment information is saved in the app for the product — J
- Credit card saved — J
- Browse different sections in app like they do in store — J
- Shopping Amazon Fresh — J
- Amazon makes this easier because they know what I want (Amazon Fresh) and know what I like to purchase (Amazon) — J
- I use apps to use in-app coupons — Safeway app has coupons that can be used in store — J
- Target app has coupons that can be used in store — J
- I pay with my phone. — Paid with Apple Pay — J
- Uses Apple Pay on phone — T

Items I shop for

I looked at or needed, but didn't purchase some items

- I looked at, but didn't purchase some items — Looked at hard kombucha, did not add to cart — J
- Made note of vegan mayo in egg section — T
- Perused cereal aisle, didn't select any — T
- Looks at potatoes, does not purchase — L
- I couldn't find what I wanted at this store. — Store 'never has her coffee filters" — T
- Store was out of frozen broccoli — T
- "They never have frozen broccoli" — T
- Wants breakfast protein but Trader Joe's, this store doesn't have any — L

Groceries I purchased

- I'm shopping for meat/meat alternatives. — Selected Tofurky lunch slices (3) — T
- I'm shopping for toiletries. — Added Charmin — J
  - Selected Georgiana Bathroom Tissue - 6 rolls $12.99 — T
- I'm shopping for dairy items. — Selects whipping cream — F
  - Selected yogurt — F
  - Selects eggs, inspects them, then puts in cart — F
  - Selects milk and checks date — F
  - Selected bottles of Nipple Coffee Creamer (2) — T
  - Selected mini ice cream cones — J
- I'm shopping for produce. — Selected organic avocados (2) — T
  - Selected organic bananas — T
  - Selected container of lettuce (salad) — T
  - Produce area - selected Grapes — F
  - Selected Bananas — F
  - Selected carrots and onion — F
  - Selected bananas from back — J
- I'm shopping for frozen foods. — Purchases frozen/refrigerated foods more frequently than fresh produce — J
- I'm shopping for baked goods — Daves Killer Bread — T
  - Vegan Chocolate Chip Cookies — T
  - Selects tortillas — L
  - Daves Killer Bagels — T
- I'm shopping for snacks — Selected black and white cookies, truffle potato chips — J
  - Selects Guacamole — F
  - Selected Doritos — F
  - Wonderful brand pistachios for husband — T
  - Back to Nature brand crackers (2) — T
  - Selects tortilla chips in checkout line — L
- I'm shopping for cleaning supplies. — Selected Cascade Dishwasher Pods — J
  - Selected Seventh Generation dishwashing soap — T
  - Searched for dishwasher soap — J
- I'm shopping for pre-made meals. — Selected frozen enchiladas — T
  - Selected orange chicken — J
  - Selected coconut shrimp — J
  - Selected chow mein — J
- I'm shopping for bulk food. — Bought bulk coffee beans — T
  - Grinds coffee beans at store — T
- I'm shopping for beverages. — Selected Sugar and Caffeine free Coke — F
  - Selected Coke — F
  - Selected 6-pack of pumpkin ale — J
- I'm shopping for breakfast items. — Fair Trade Organic coffee — T
  - Selected oatmeal — J
- I'm shopping for pet foods. — Selected dog treats on sale — J

Shopping in person

When I decide to shop in person

- I shop when I run out of food — Shops when things run out — J
- Shops when out of basics — T
- Shops when they have no food, or to make a specific meal — L
- I shop when I run low on certain items — Shops when fridge is almost empty — F
- Shops when milk is empty — F
- Shops when favorite food runs out — F
- checks pantry for onions — L
- I shop when I feel unprepared — Shopping helps them feel prepared — J
- I shop when preparing a specific meal — Shops when son is home (need for lunch or dinner) — J
- Shopping for dinner that night — J
- Google's German bratwurst for dinner — L
- checks fridge for beer (for brats) — L
- Shopping this time to make German bratwurst and needs groceries — L

I prefer being able to shop in person

- I prefer picking out my own products — Shops in person to get good quality food — F
- Shops in person for freshness — F
- Items chosen for freshness — F
- Likes to see what she's getting — T
- Likes to pick out produce — T
- I generally prefer grocery shopping in person — Likes the feeling in the superstore — F
- Shops in person because "she can do a 1wrap" — T
- Shops online for "almost everything" — T
- Would consider shopping for groceries online — T
- Likes to take their time shopping — J

Shopping with a list

I use a shopping list

- I don't use a shopping list — List is mental - no crossing off physical list — L
- Shopping list is mental one — J
- I add to my shopping list frequently — Adds to list as items run out — F
- Adds to list daily when she remembers — F
- Asks husband to look at home and send text list — T
- I keep a list on my phone — Shopping list on phone — F
- List is in Notes app on phone — T
- Referenced list while shopping — F
- I keep a running shopping list — Usually gets the same items — T
- Doesn't cross items off list — T
- Creates a shopping list sometimes — T
- My list spans several stores/trips — List is running list — T
- Leaves frequent purchased items on the list when found (milk, veggies) — F
- I mark items off my list as I find them — Deletes items/crosses off the list when found (salt, sugar) — F

When I deviate from my list

- Sometimes makes a final purchase but has gone to look at it — J
- I deviate from my list with impulse purchases. — Impulse buys Produce — T
  - Impulse purchases snacks and drinks — F
  - Produce goes to waste because she's too busy to prepare it — T
  - Buys sale items not on list — F
  - Bought seasonal items not on list — J
  - Chips were on list, but didn't buy them since they're more expensive — L
  - Occasionally they get too much and food goes to waste — J
  - Browsed items outside selected a plant — J
- Deviate from my list by not buying what's on the list — Skips items on list if it doesn't seem good — F
  - Forgot string cheese — J
- I try not to deviate from my list — Only buys items needed — F
  - Usually just buys whats needed — T

Shopping for specific brands

How I feel about brands while shopping

- I prefer certain brands. — Selects favorite brands first — T
  - Always tries to get Bounty, Charmin and Cascade — J
  - Prefers certain brands of everything — T
  - Hates Trader Joe's Ranch — J
  - Prefers certain brands for some things (salad dressing, cheese) — J
  - Prefers to buy from local companies — L
- I prefer certain brands but will substitute if they're not available. — Selects replacement brands secondly (rare) — T
  - Usually stops buying if her brand is unavailable — T
  - Will buy other brands for more if the price difference between the items is good — L
  - More expensive organic fruit flown in the long, get cheaper conventional trip — L
- I'm not picky about brands. — Will buy other brands if on sale and close to what they're looking for — L
  - Selects store brand of Brais — L
  - Substitutes brands if there is a freebie or discounted option — F
  - Has experience trying new brands - not using Amazon Fresh — J
  - Chooses a different brand if completely out and can't wait. — J

How I prefer to shop in store

Choosing my route through the store

- I peruse all the aisles — Enjoys wandering around the store for random things — L
- Browses if she has time — F
- Browses if considering other purchases — T
- Veggie products are inconveniently positioned in store — T
- Browses every aisle because she wants to know they aren't know they wanted — J
- Inside store, started with produce and went through every aisle — J
- My list determines my path through the store — Started in bakery — T
- Shops by food section — F
- Vegan products should be grouped with "regular" products — T
- Or all vegan products should be grouped together — T
- Knows where products are in the store — T

How I prefer to gather/transport my groceries

- I bring my own reusable grocery bags — Uses reusable grocery bags — T
  - Brings fabric reusable bags — L
  - Used three reusable bags — T
- I shop with a cart — Shopped with cart — F
  - Uses a cart most of the time — J
  - Used grocery cart to shop with — T
  - Used shopping cart — J
- I shop with a basket — Uses a basket this trip — L
  - Basket keeps them from buying too much — L
  - Basket since only need a few things — L
  - Uses baskets if there are no carts — J
  - Basket gets heavy, decided to check out — L

How I prefer to check out

- I use self-checkout — Self checkout — T
  - Paper bags — T
- I use staffed checkout — Checkout line with fewest people — J
  - Checkout — F
    - Always uses cashiers because it's easier to be purchased at self checkout — J
  - Checked out — L

Grocery shopping online

How I prefer to shop online

- I shop online and get delivery primarily due to Covid rules — Shopped online for groceries half a year ago — F
  - Shopped online for groceries due to Covid — F
  - Last online purchase was delivered via Instacart — F
- I shop online and get delivery — Uses Shipt for Target grocery delivery — J
  - Delivery was nice — L
  - Shops using Shipt for Target — J
  - Selected same-day evening delivery — J
  - Likes online grocery shopping because the delivery workflow in circumvents they go in person — J
  - Last online grocery shopping was a box from Imperfect Produce — L
  - Roommate ordered a box on his subscription — L
- I shop online and use curbside pickup — Shopped online due to Covid — T
  - Shopped a different store for same day pickup — T
  - Did curbside pickup, husband had to pick up — T
  - Too much packaging when getting delivery — T