A Review of Australia's mobile grocery apps
What to consider when creating the next generation grocery shopping app

BACKGROUND

Advances in technology are changing the way customers shop for and purchase products in-store. According to Nielsen's Digital Global Shopping Report, 61% of Asia-Pacific respondents (including Australians) conducted household grocery shopping research online in the last year alone. Smartphones, in particular, have become an important pre-shopping tool for customers to conduct activities traditionally completed in-store.

Activities such as comparing prices and products, checking product availability, looking for coupons or specials, and reviewing product descriptions and nutritional information can be done before customers have even left their house. It is therefore imperative that retailers shift their strategic focus and harness new opportunities to serve their customers in ways that go beyond the traditional exchange of goods.

Mobile applications (apps) have created the opportunity for retailers to serve their customers in ways that go beyond the traditional exchange – providing efficient access to information without constraints of place or time. Most grocery retailers have at least one app, however, the question arises: Are they actually meeting the needs of their customer?

METHODOLOGY

In response, Objective Digital has conducted an in-depth comparison between the mobile apps of Australia's top four grocery retail chains; Aldi, Coles, IGA, and Woolworths. The aim was to determine the extent their mobile apps meet the expectations of the mobile shopper. The research consisted of four parts:

I. **Expert Reviews**: 8 x Objective Digital Customer Experience consultants evaluated the individual apps based on a well-known usability heuristic framework for user interface design.

II. **Usability Testing & Eyetracking**: 36 participants were asked to complete a set tasks (e.g. 'Find your nearest supermarket') to identify usability issues and areas of improvement. Eye tracking data also captured where participants looked throughout these tasks enabling us to investigate both conscious and subconscious behaviour.

III. **Quantitative User Survey**: Participants completed a survey to capture the System Usability Scale (SUS) and Net Promoter Scores (NPS) for each app, measuring perceptions of usability and customer satisfaction.

IV. **App Store reviews**: Google Play and Apple Store ratings were compared and a content analysis of individual reviews was conducted to highlight common issues and concerns amongst current mobile grocery app users.

ARE GROCERY APPS MEETING THEIR CUSTOMER'S NEEDS?

Based on user testing and App store reviews, these are the top features the modern mobile shopper wants and expects from their mobile grocery app:

1. I want to browse or search for products based on my needs.

2. I need a 'smart' shopping list.

3. I need help to make an informed decision throughout my shopping journey.

4. Let me choose a store location that is relevant to my needs right now.

5. Give me the option to shop from my mobile phone.

6. Reward me with exclusive specials for using your app.

7. Reward me for my loyalty.

8. Inspire me with recipe ideas.
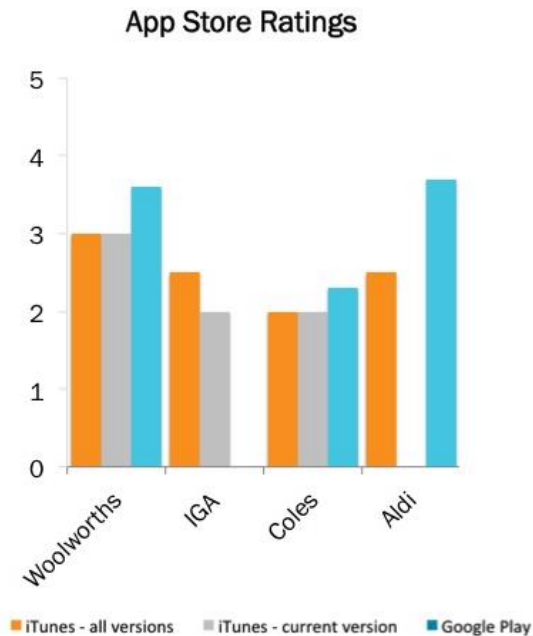
9. Inform me of new products and recipes.

The Woolworths mobile grocery app is ahead of the competition, with a deeper understanding of the features their mobile shoppers want and value. To date, it is the only app providing customers to shop directly from their mobile phones – a feature which provides shoppers the flexibility on how and when they shop for groceries. Despite the initiative, the app diverts customers to the mobile optimised online store website, providing minimal integrated functionality with the rest of the features which are available inside the app.

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App Store Ratings

*App store ratings are accurate as of 16th October, 2013
*IGA has no Android app and therefore no ratings in Google Play
*iTunes has not received enough ratings to display an average for Aldi – current version

Graph 1: App store ratings of Google Play and iTunes

Coles is also well designed with some feature considerations for mobile shoppers. The inclusion of aisle location, product weight and nutritional information are little conveniences provided to shoppers. However low app store ratings indicate Coles needs to invest more in the understanding of their mobile shoppers.

IGA has made a competent transition to the mobile grocery app space regarding the features it provides to shoppers. Its simplistic design focuses on only those features important to everyday shoppers – shopping list, store locator and recipes. The app falls short of following conventional design standards with the use of a refresh icon to find the nearest store. However, with an increased focus on usability and mobile user experience, this app has the potential to improve significantly.

Finally, the Aldi mobile grocery app struggles to live up to the standards set in place by its competitors. It lacks the inclusion of important features, such as a product finder, limiting the shopping functionality it offers to mobile customers. As a result, the app was rated as the most difficult to use during user testing. Interestingly, the app was given a high ranking in the Google Play store, comparable to Woolworths' ratings.

CUSTOMER FEEDBACK AND RATINGS

App store ratings have shown some interesting differences between these retailers. Figures from one of the leading app store Google play shows Woolworths has reached 1 million downloads, followed by Coles and Aldi at 500,000. Such a level of engagement shows that customers are welcoming the concept offered by retailers where these apps can help them to shop faster and easier. However, customer feedbacks (graph 1) shows different level of satisfactions across the four grocery retailer apps reviewed.

Ahead of the competition, the anecdotal feedback and ratings show that Woolworths appears to be meeting its customers' needs and expectations on both iPhone and Android mobile devices. Aldi is also a clear leader in the Android space, providing customers with a good experience through its Android mobile app. In comparison, user ratings indicate both Coles and IGA need to invest more in their mobile shoppers. Together, this provides an initial insight into what the general public thinks and expects from a mobile app.

WHAT FEATURES DO CUSTOMERS WANT AND EXPECT FROM A MOBILE GROCERY APP?

1. I WANT TO BROWSE OR SEARCH FOR PRODUCTS BASED ON MY NEEDS

In any shopping app, customers would expect to be able to browse and search for products with ease. How they browse or search for products is dependent on their specific needs or shopping style. Some customers may not have a clear indication of what products they need and will browse and purchase as they see them. Others may have a particular item in mind and want to check what is the available range (e.g. brands, type, flavour). Customers may also need to replenish specific items from their pantry and scan these items straight into their shopping lists. An effective shopping app should be able to accommodate these various shopping styles and meet the needs of a wide customer base.

Of all the apps, the Woolworths app experience is the most similar to an in-store experience, as customers have multiple options to locate and choose items to buy. It accommodates for different shopping styles and provides customers with the most control when searching or browsing for products. Products are broken down into categories to enable shoppers to browse through them as if they were browsing the actual aisles. Furthermore, Woolworths also provides a breakdown of products by health and wellbeing options, e.g. lactose free, vegetarian, thus, indicating that they appeal to the general population as well as more specific customer groups. Shoppers also can search for products by name, brand, or type using the search bar clearly positioned at the top of the screen. Alongside a full-text search customers can also utilise the incorporated barcode scanner, which enables them to simply scan a barcode to locate a product. Together, these features are well integrated providing a seamless shopping search experience.

Similarly, Coles' app provides customers with a full-text search and barcode scanner functionality. However, unlike Woolworths, it does not provide customers with ability to browse through categories and it does not provide any health or wellbeing options. This app unfortunately has yet to accommodate customer needs of simply browsing through categories as they would do in-store. Additionally, customers with special dietary needs are unable to browse products based on health or wellbeing. Overall, Coles' 'Find Product' feature would only help customers who already have either a specific product or a category in mind.

Eye tracking data shows participants spent more time browsing through the category fields on the Woolworths 'Product Finder' screen (figure 1.1), whilst on the Coles 'Find Product' screen participants spent more time reading the instructions (figure 1.2). This indicates that the Woolworths app is more intuitive as it lets customers browse and find products easily, while the Coles app forces them to read through an instruction.

Customers need a comprehensive product finder which can adapt to their different needs either to conduct a targeted search, browsing in categories, or to simply scan a barcode

Figure 1.1: Heatmaps in Woolworths Product Finder screen (iOS)

Figure 1.2: Heatmaps in Coles Find Product screen (iOS)

Neither the Aldi or IGA mobile apps allow shoppers to browse or search for products available in-store. The IGA app incorporates a barcode scanning function but upon further inspection this was found to be of little value. Too often, customers experienced 'invalid' request message when scanning products. Furthermore, 50% of the participants in the usability testing sessions were unable to find the barcode scanner feature. Users had to navigate through several screens to find this feature, describing it as a "clunky menu system" which was "confusing to use".

2. I NEED A SMART SHOPPING LIST

According to the 2012 SHOPPER ENGAGEMENT STUDY, 22% of consumers use a shopping list all the time, 25% make use of it most of the time, and 23% sometimes create shopping lists. Grocery shopping is unlike any other shopping. Some people might even consider it a chore, and they may want to get in and out quickly. Bringing a shopping list can save customers time and energy. Our user survey rated this feature as essential. A smart shopping list should be able to assist customers throughout their entire shopping journey, i.e. pre, during, and post shopping.

Assist pre-shopping: All four grocery apps reviewed allowed shoppers to develop multiple shopping lists. Coles and Woolworths apps provide more flexibility on how customers can add items into their shopping list. Shoppers can add items via the product finder, barcode scanner, weekly specials or catalogues, or even whilst looking at recipes. However, all three apps were unable to provide comprehensive price information, which in reality is an important piece of a shopping list. It would be a great help for a shopper to know how much a shopping basket will cost before they even walk into a store. This is an opportunity to engage shoppers through a more relevant price promotion content. According to 80% of the participants, they simply do not have the time to browse through a long list of weekly specials items. Customers should be engaged by providing relevant content which answers their needs, instead of flooding them with specials.

A smart shopping list, which will add tangible value to their customers should provide three main things:

1. Comprehensive listing of items and their pricing
2. Shows total spent for each shopping list made
3. Enable sharing and syncing across users and devices

During shopping: When it comes to in-store shopping assistance, only Coles' and Woolworths' app provide information on which aisle items are located. This functionality helps customers to get in and out of the store quickly; they can simply walk to the right aisles and get the products they need. In comparison, the IGA app does not provide this functionality. This function is not relevant for Aldi considering their stores do not have any numbered aisles. Another functionality that is offered by all four grocery mobile apps is the "ticking off items", as they are put in the shopping basket. This helps customers to remember whether they have all the items they need and prevent a bad experience when they forget that one essential item as they leave the shop.

Post shopping: In all four grocery mobile apps, shopping lists are automatically saved until the customer deletes them. This functionality allows shoppers to trace back items they purchased for their regular weekly shopping without having to recreate the whole list, or recall items they purchased for special occasions. On top of that, they can also compare actual items purchased against the list to know their planned vs. unplanned purchase.

Share and sync my shopping list: The ability to synchronise across devices is becoming standard practice, this should be available to customers for their weekly shopping list. In a typical households where grocery shopping is becoming more and more a shared task, the ability to share and sync a shopping list across household members is one of the most sought feature. Woolworths' and Coles' mobile apps partially meet their customer needs in this regard, as the apps allow customers to share shopping lists by email or to another app user. However, it lacks the ability to sync between devices, customers are unable to sync their shopping lists between their mobile phone, pc, and tablet. Even though Woolworths' app has this 'share and sync' function, customers' reviews in iTunes suggested that they may not be aware of this function. One iTunes customer stated "Needs syncing functionality" (Value-add-seeker, 2013). This may indicate that the feature is not obvious and needs to be more prominent and distinct from other features such as "edit" and "sort". Similar comments are also made for Coles' app on the iTunes store with users stating that the app "won't update or sync across two devices (wasteoftime.com, 2013).

3. I NEED HELP TO MAKE AN INFORMED DECISION THROUGHOUT MY SHOPPING JOURNEY

A standard in-store shopping experience involves seeing which products are available, comparing prices, observing product claims, and potentially viewing nutritional information. Any information available in-store should also be available to mobile shoppers so they are able to make equivalent informed decisions.

The review by the CX Consultants revealed that it is the price and nutritional information being the number one missing feature across all four grocery mobile apps. This was confirmed by most participants during the usability research. Despite similar requests being found in app store reviews, none of the apps reviewed have progressed in providing customers with product information, price, and availability.

Product information: Coles offers the most comprehensive product information compared to the other grocery mobile apps. Product pages display the item weight (e.g. 190 grams) and occasionally nutritional information (e.g. contains milk or nuts); however, not all products have images making shopping decisions difficult.

Price: According to the ACCC, 'Big supermarkets and online food stores must display the total price as well as the price per unit of measurement". It would be a great benefit for mobile shoppers if this could be implemented to grocery mobile apps as well. All the four apps reviewed only provide limited price information, and often prices are only displayed when a product is on specials. A Woolworths customer shared his opinion about his mobile experience: "It would be greatly improved if there was pricing, both when scanning an individual item and as an accumulative total of the shopping list" (Stephen Hancock, iTunes, 26 May 2013).

Availability: Information on in-store stock availability is another feature customers need and want. Participants interviewed during the usability testing said that they get frustrated when a particular item they need was out of stock when they came into the store. Unfortunately, none of the four apps reviewed provide an indication of in-store stock availability.

Eye tracking data shows the product image and price, where available, gets the most attention (figure 2.1). When the price is not available next to the image, participants spent more time reading the product description (figure 2.2). The retrospective interview revealed that this behaviour was driven by the participants' search for any price information embedded within description text.
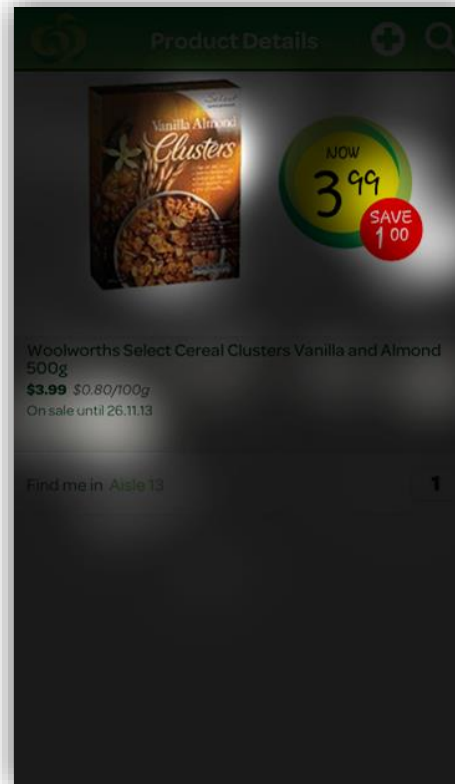

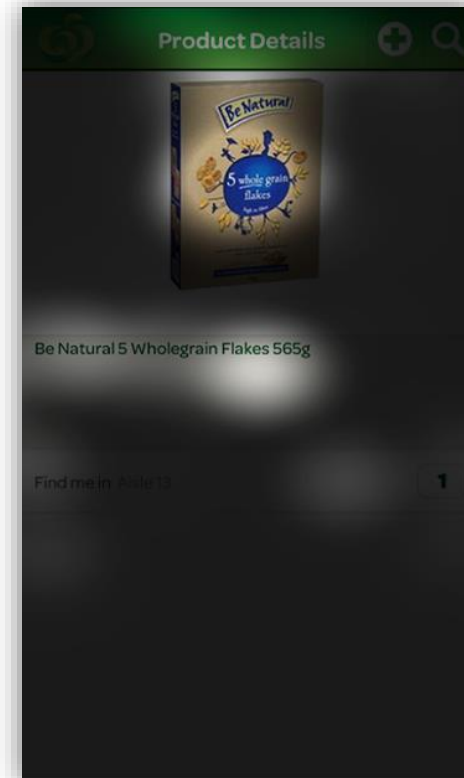Figure 2.1: Gaze opacity map in Woolworths Product Details with price information (Android OS)

Figure 2.2: Gaze opacity Map in Woolworths Product Details without price information (Android OS)

On the Coles 'Product Details' screen (figure 2.3), participants also spent a considerable amount of time reading through nutritional information which are available for certain products in Coles app (figure 2.4).

Customers need a mobile grocery app which can help them to make an informed decision of products they are about to purchase as if they are physically in-store. Customers can only make an informed decision through the mobile app if they can access various product information, such as: price, weight, claims, nutritional benefits, and product images
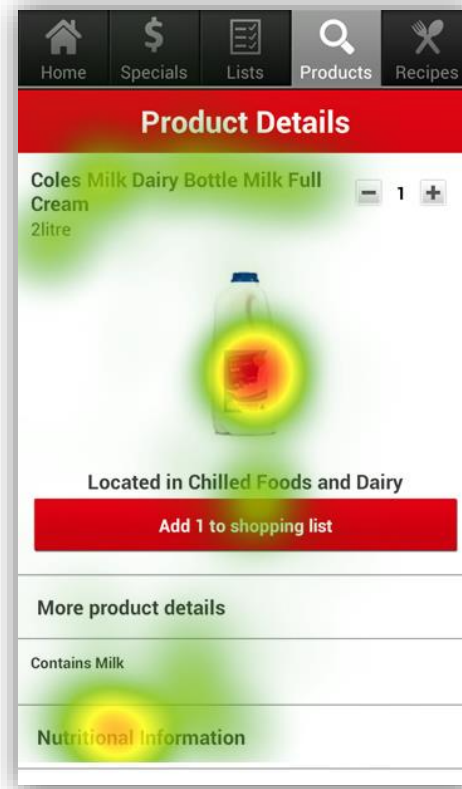

Figure 2.3: Heatmaps in Coles Product Details screen (Android OS)

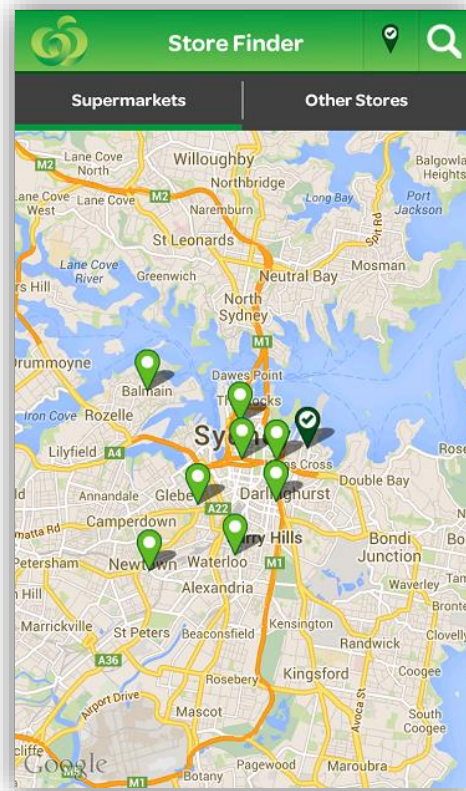Figure 2.4: Heatmaps in Coles nutritional information (Android OS)

Figure 3.1: Woolworths Store Finder with inbuilt Google Maps (Android OS)

4. LET ME CHOOSE A STORE LOCATION THAT IS RELEVANT TO MY NEEDS RIGHT NOW

The grocery retail landscape differs from other online services, where physical stores still remain an important part of the business. Therefore, it is essential for grocery mobile app to assist either new customers or loyal customers in locating the stores relevant to them, anywhere and at any time. Customers need to be able to easily set or change this feature to view product information, aisle locations, prices, or specials relevant to their current location. All respondents of the usability testing rated the ability to 'locate the closest or a specific store' as an essential feature for a grocery mobile app.

The Coles and Woolworths apps both allow customers to set their local or preferred store when first downloading the app and change this setting accordingly. Users rated the Woolworths Store Finder feature slightly more favourably and easier to use compared to the other three mobile grocery apps.

Woolworths incorporates Google maps (figure 3.1) into its 'Store Finder' feature making it easier for mobile shoppers to search for their nearest store or browse for a specific location. It also enables customers to view other stores such as BWS and Woolworths Petrol which are part of the bigger Woolworths group. In comparison, the Aldi store locator has incorporated a compass-like navigation into its store finder. This unique feature enables customers to view the closest Aldi stores in a 360 degrees view.

Unfortunately, no app made it clear which store was designated as the pre-selected local store. Ideally, the preferred store should be made clearly visible for customers from anywhere within the app. At best Coles' app allocates a star next to the Store set as 'My Local' within its 'Store Finder' list view (figure 3.2), however, this is only noticeable if that specific store is listed in the current search.

Alternatively, the IGA mobile app utilises a fairly basic 'Store Finder' feature. The app only provides one nearest store location, with no details or information on how far the store is. The nearest store is found by pressing a refresh icon on the Store Finder screen (figure 3.3), which is not best practice and could confuse customers. The search functionality to find a specific store is also limited, with no option to type in a suburb or postcode; rather, customers are required to search an entire list to find a suburb. Overall, users rated the IGA app as the most difficult to use and were unsatisfied with the store finder feature.

A well-designed store locator should provide its customer with two main things:

1. Easy access to customize/ change/ toggle between preferred stores
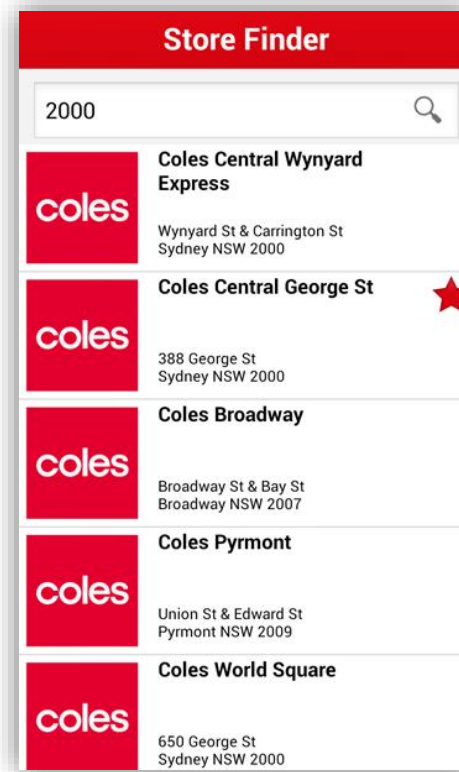2. Clear visibility on selected local/ preferred store from anywhere within the app

Figure 3.2: Coles Store Finder (Android OS)

Figure 3.3: IGA Store Locator (iOS)

5. GIVE ME THE OPTION TO SHOP FROM MY MOBILE PHONE

In today's mobile centric world, customers should have the option to complete an entire grocery order from their mobile. Online marketplaces, like Amazon, have set the standard for m-commerce (commercial transactions conducted electronically by mobile phone) and brick and mortar retailers such as Target and Myers are closely following suit with their online strategies. Just like any other retail sector, shoppers should be able to buy goods directly from a grocery retailer's mobile optimised site or app.

According to Deloitte's 2013 Holiday Survey on consumers spending intentions and trends, 68% of smartphone owners will use their devices for holiday shopping. US giant retailer Wal-Mart predicts 40% of shoppers visiting their online sites will do so on a smartphone or tablet. While UK shopping retailer John Lewis recently reported that last year almost 50% of traffic to its site came from mobile devices and this year it is expected to increase. These are just a few supporting facts showing consumers are increasingly jumping to their mobile devices to view and purchase goods. With mobile devices, customers can shop not just at any time of the day but also almost anywhere with internet access, they can do their grocery shopping while being on commute or even while waiting to board a flight back home at the airport.

Woolworths is the first Australian grocery retailer that offers its customer with an option to shop online through their mobile app. It is clear that Woolworths understands that "customers want options about how and when they do their fresh food and grocery shopping" (Tjeerd Jegen, Woolworths Director of Supermarkets). Despite the initiative, the app does not really enable customers to shop directly within the app itself. Instead, customers are taken to the mobile optimised online store website (m.woolworthsonline.com.au) to complete their transaction.

A full service mobile grocery app should be able to provide its customers with an option to purchase goods from inside the app and integrating all its other app features to create a seamless customer experience

6. REWARD ME WITH EXCLUSIVE SPECIALS FOR USING YOUR APP

According to the "2013 Adobe Mobile Shopping Forecast: Apps & Buying Habits" report, smartphone customers highly value money-saving offers when using shopping apps. Searching through specials and weekly grocery catalogues is a mobile app feature which customers rely on to find money-saving offers. Providing an air of exclusivity with the offers and rewards that are only accessible via mobile apps could help to increase customer engagement and drive more transactions both online and in-store. Interestingly, none of the grocery mobile apps we reviewed provide any exclusive deals. At best, Aldi's, Coles', and Woolworths' apps provided customers with their standard weekly special deals but there is no added reward for downloading their apps.

Across all three apps, Woolworths 'Weekly Catalogue' provide customers with options to either sort by savings or by categories. This gives customers more flexibility when browsing through specials offers. In comparison, Coles' 'Weekly Specials' only allows customers to browse by categories. Customer reviews on Google Play also indicates that weekly specials do not match Coles' print catalogue specials (figure 4.1). This was confirmed by our own research and during the usability sessions. It was found that there are less specials listing displayed in the mobile app, compared to its website and catalogue.

> Customers generally are looking for special deals and rewards and are often thinking 'what's in it for me'

Review from Melissa Fransson

weekly specials don't match catalogue whenever I compare your catalogue to weekly specials section they never match eg. this week I go to 'baby' and all is says is babylove nappies are on special but in your catalogue you have huggies wipes and raffertys on special, every week its the same!!! Woolies app so much better.

Figure 4.1: A customer review for Coles app in Google Play app store

Eye tracking data shows typical reading patterns moving from left to right. The top left gets more attention as that is where the reading normally starts. Therefore, information that retailers assume to be most important should be positioned in this location - top left. However, the heatmaps also show that heavy texts are often only scanned. In this example participants do not spent much time reading the specials' terms and condition even though they are located almost at the top of the screen, their point of attention are only at the dates noting duration of this special, i.e. 20.11.13 - 26.11.13 (figure 4.2)
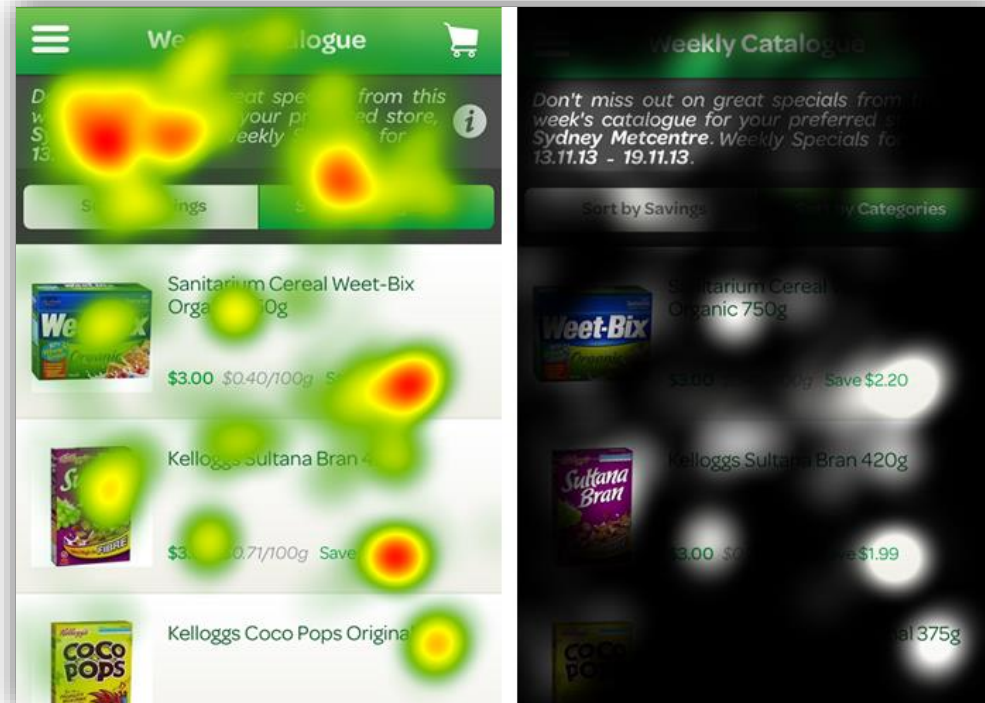

Figure 4.2: Heatmaps on Woolworths Weekly Catalogue (left)/ Gaze opacity map (iOS)

The positioning of the product image has significant influence on visibility. Woolworths' (figure 4.2) and Aldi's product images (figure 4.3) are positioned on the left side receiving more visibility compared to Coles' product images which are located on the right side of the screen (figure 4.4). Coles' 'Weekly Special' heatmaps also show that participants gave more attention to the actual saving dollars compared to the specials price.
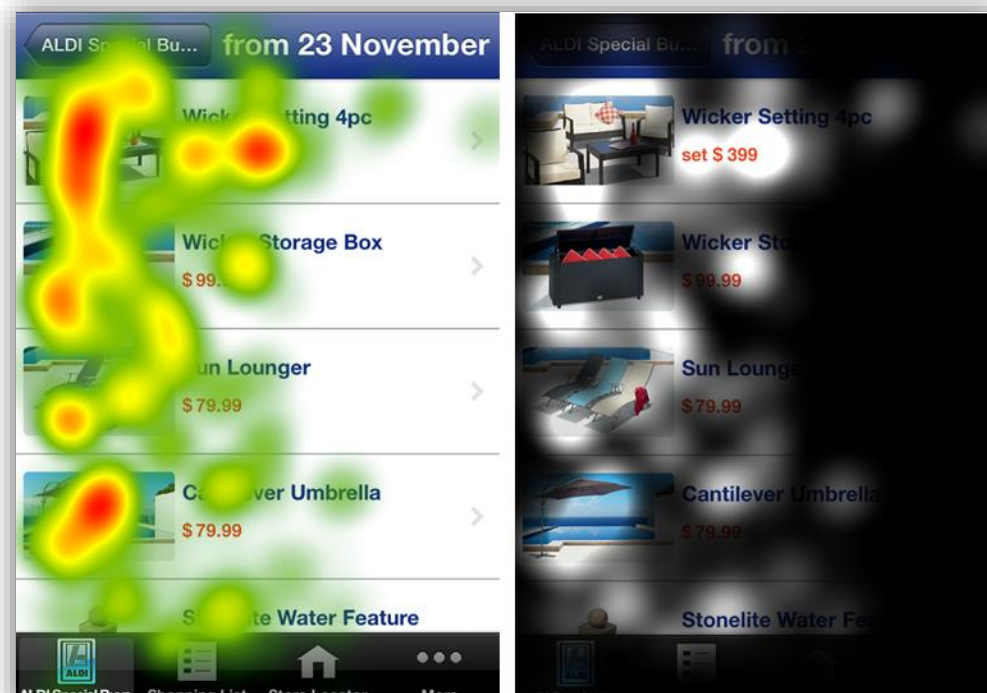

Figure 4.3: Heatmaps on Aldi Special Buys (left)/ Gaze opacity map (iOS)

Exclusive rewards will drive more customers to use apps but there is the expectation that personalized rewards should be attainable on any device or platform
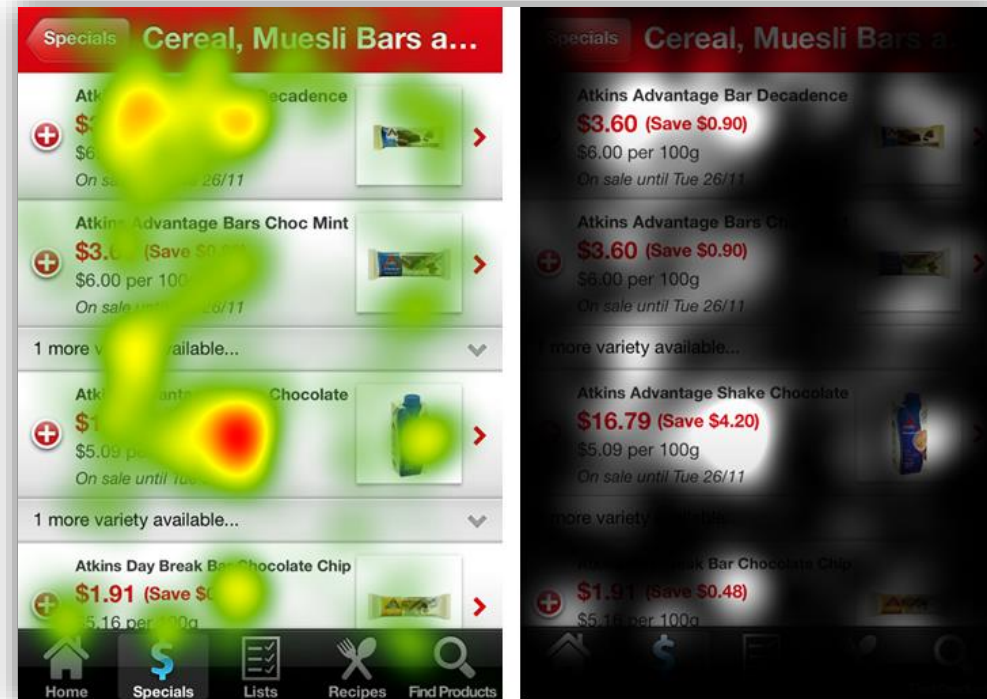

Figure 4.4: Heatmaps Coles Weekly Specials (left)/ Gaze opacity map (iOS)

7. REWARD ME FOR MY LOYALTY

Loyalty programs are well established in Australia's retail landscape. In fact, according to the 2013 Consumer Study into Australian Loyalty Programs, 88% of consumers over the age of 16 are loyalty program members. Getting a customer to sign up for a loyalty program is merely the beginning, retailers need to keep finding ways to engage their loyalty members, and in fact, keep them loyal. A mobile app provides a new channel for retailers to engage their loyalty members.

Across the four retailer reviewed, three are offering loyalty programs, Coles has its well established 'Flybuys', Woolworths with its growing 'Everyday Rewards' members, whilst IGA is offering 'My IGA Loyalty'. However, Woolworths is the only one that incorporates their loyalty program into their mobile app. It allows 'Everyday Rewards' customers to log-in with their details anywhere and anytime. Members can access "My Specials" which provide them with personalised specials offers based on their shopping history.

Furthermore, the app gives an overview of the Loyalty program's Fuel Vouchers, which enables members to view the amount of fuel discounts as well as their expiry dates. Participants valued this feature highly. However, some participants mentioned privacy concerns of their data that Woolworths collects in order to offer these personalised specials. While there could be more transparency of the collection of the data, it does allow customers to control whether they choose to enter their details or to opt out; such flexibility shows respect of customer privacy.

Loyalty members should be able to access loyalty points, exclusive offers, and any other extra benefits through the mobile app.

8. INSPIRE ME WITH RECIPE IDEAS

Coles, Woolworths, and IGA incorporate the 'Recipes' feature into their mobile apps, it enables customers to add ingredients directly to the inbuilt shopping list. This is an excellent way to engage the home cooks consumer group which in return will increase foot traffic in-store and their basket size. However, not all home cooks are the same - a smart recipe feature must be able to cater to their different needs. A working mum, for example, would appreciate a quick dinner idea she can easily access through her phone on her commute home. Whilst a health-conscious cook might appreciate recipes with clear calorie counts.

The Woolworths recipes feature provides a comprehensive breakdown, designed to cater to the needs of its different customers. It enables customers to navigate between three categories: Meal Type, Cuisine, and Health and Wellbeing with several subcategories, such as breakfast, dinner, dairy free, low fat, and low GI. Coles, on the other hand, only provides a breakdown by category.. For example, in the 'Special Dietary' category, it is difficult to identify low fat vs. dairy free recipes. IGA's recipe feature offers only four recipe categories which are Salads, Desserts, Meals, and Snacks. This very limited selection does not cater to various customer needs or their specific dietary requirements. Eye tracking data also shows that the IGA category fields (figure 5.1) have a lower engagement compared to Woolworths' categoriy fields (figure 5.2).

An effective 'Recipes' feature should enable its customers to navigate according to their current needs whether it is by meal type or dietary needs.

Figure 5.1: Heatmaps on IGA Recipes screen (iOS)

Figure 5.2: Heatmaps on Woolworths Recipes screen (iOS)

9. INFORM ME OF NEW PRODUCTS & RECIPES

FMCG (Fast-Moving Consumer Goods) marketers understand how difficult it is for new products to penetrate a mature category – especially if your target consumer is brand loyal. Mobile devices provide a new avenue for businesses to introduce their products or services in ways not possible in the past. Smartphone technology in particular gives marketers various interactive elements in one package that have never been available in any other platform, such as: camera, push notifications, GPS, QR readers, web access, and social media sharing. Across all four grocery apps reviewed, none of them seem to leverage any of these interactive elements to inform their customers on new products releases.

70% of respondents of the user survey are not averse to receiving new product information on their mobile phone when it is accompanied with good value offers. This does not mean flooding an app with thousands of advertisements for new products. Customers will automatically retract from using the app if they perceive it as another marketing campaign. Often the value of any marketing communication is assessed by determining its usefulness to their needs. According to the IAB Australian Mobile Advertising Landscape study, consumer relevance is a critical component of effectiveness of advertisement.

Marketing communication contents of new products should be relevant to the customer by providing tangible benefits that answer their current needs. Mobile interactive elements such as push notifications could be then incorporated to engage customers to read the content. Introducing 'New Product' notifications should aim to provide shoppers not just information on products that are new to the market, but also how it can benefit them. However, the amount of push notifications needs to be carefully considered to not annoy the customer. It could be valuable to explore this further by conducting focus group session with current app customers.

Incorporating new recipe ideas into product releases is another way to provide benefits for the home cooks customers groups, engage them further with a cooking competition where customers can upload photos of their

**Effective in-app marketing should use the right element and having the right content**

meals creation into a social media. This just an example of how mobile technology can accommodate new ways for business to interact with their customers.

Mobile grocery apps can be utilised to inform customers about new product releases however effective in-app marketing should consist of two main things:

1. Use the right elements, push notification is one element that can be used however allow customers to set up their personal preference on how often they would like to receive the notifications

2. Having the right content, a combination of enticing value offers with relevant content works more effectively than blunt advertising.

WHERE DID THE GROCERY MOBILE APPS RANK: NPS & SUS SCORES

Companies to focus on the usability of each of their apps in order to achieve a high NPS score and consequently increase their respective market share by proving an app that the customer finds applicable and easy to use
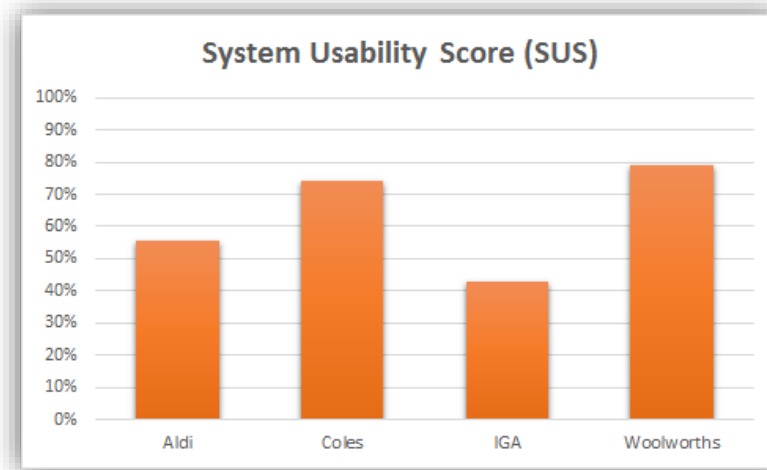
Graph 2.1: SUS (System Usability Score) across all four apps reviewed
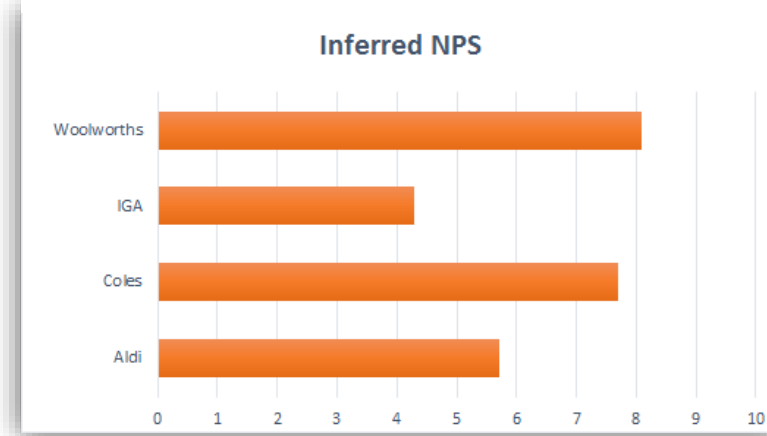
Graph 2.2: Inferred NPS (Net Promoter Score) across all four apps reviewed

Customer Experience researchers often use the Net Promoter Score (NPS) as a metric to measure customer satisfaction. It is a measure of the percentage of customers willing to recommend a product or service. In addition to NPS, this study also measured the System Usability Scale (SUS) in order to receive insights around the usability and learnability of the apps amongst other metrics. Both metrics combined can be used to highlight the features or elements within the app, which drive or obstruct customer loyalty.

As the sample sizes were relatively small, the SUS allowed an inferred NPS to be derived which was used to validate the NPS score of the user survey. With an inferred NPS of 8.1 and the largest percentage of promoters, the Woolworths app appears to be rated the most likely to be recommended to friends and family. The Coles app closely follows with an inferred NPS of 7.7 (graph 2.2).

The IGA and Aldi apps came last in the SUS and NPS ranking. With no promoters of the app, it is not surprising the inferred NPS was calculated at 4.3 and 5.7, respectively, indicating a low probability of current customers recommending the apps to their peers. While both apps scored average (Aldi) and above average (IGA) ratings for the learnability of the app, both fall short at the usability measure, which are ranked significantly below average.

Learnability describes usability of the app over time; that is, participants felt they could perform the tasks better once acquainted with the interface. The low usability score suggests, overall, participants find the app unnecessarily complex and cumbersome. In comparison, the Woolworths and the Coles apps scored above average for learnability (89.7 and 88.6, respectively) and usability (76.1 and 70.3, respectively), which translates to a high inferred NPS score (8.1 and 7.7, respectively).

CONCLUSION

The goal of this paper is to educate the grocery industry on their customer's online and in-store experience and highlight possible shortcomings and/or trends that may not have been realised. The rise of online marketplaces has set the standard for mobile shopping and, in turn, set an expectation by mobile-savvy customers. Growing trends for grocery mobile apps has been addressed in this paper based on expectations put in place by Australian mobile grocery shoppers.

During this review, we have learned a lot about the mobile grocery shopper, as well as the mobile grocery retailers, and we look forward to seeing how they tackle some of their usability issues. We expect grocery shopping to become increasingly mobile in the future, especially with new technology such as NFC technology hitting the market. There are already NFC-based prototypes being developed to incorporate elements of at-home smart shopping lists which learn from previous shopping trips and NFC-enabled tags around the store to enhance the grocery experience. It is our wish that grocery retailers continue to enhance their mobile apps, and we look forward to reviewing their mobile app experiences again next year.