

GROCERIES IN HARRISONBURG

AUDREY VALENTINE, SMAD 203

HELPING JMU
STUDENTS FIND
REASONABLY
PRICED
GROCERIES

DESIGN & RESEARCH QUESTIONS

How might we improve the experience of JMU students trying to find reasonably priced groceries in the Harrisonburg community?

- Where do you currently shop for groceries?
- On average, how much money do you spend on groceries each week?
- What are the primary foods you buy at the grocery store?
- How might resources about pricing help you when purchasing groceries?
- What kinds of resources do you know about/use to save money when grocery shopping?



RATIONALE FOR APPROACH

RESEARCH PROCESS

When I first approached the design question, I thought about my own personal experiences with grocery shopping as a college student. I have explored many different grocery store options to find the best prices and the best quality food. Throughout this journey, I have experienced high prices, low prices, good quality food, and bad quality food. I thought this topic was relevant to the JMU student community because I know friends that struggle with the same issues and we all struggle with money in some way shape or form. I am always looking for ways to save money and one of my biggest expenses is grocery shopping and I know it is for others too. Therefore, I hypothesized that information on saving money and pricing in grocery stores was not easy to find, which can make saving money in general difficult.



RATIONAL FOR APPROACH

APPROACH TO CONDUCTING INTERVIEWS

My approach to conducting my interviews was to find students who are struggling with finding reasonably priced grocery items. This design question works well in my opinion because a lot, if not all, students struggle with finances in some way. I wanted to provide an easier way to save money in one aspect. I compiled my research question and interview questions into a google form and sent it out into a group chat of college students that I know struggle with money at times.

INTERVIEW RESULTS

Aj D'addario: 21

- **Where do you currently shop for groceries?**

Walmart

- **On average, how much money do you spend on groceries each week?**

\$40-\$60

- **What are the primary foods you buy at the grocery store?**

Produce (fruits, veggies), frozen food, snacks (chips, crackers), bread/cereals, dairy (milk, eggs, cheese, etc.), drinks (coffee, water, specialty drinks, etc.).

- **How might resources about pricing help you when purchasing groceries?**

To be able to compare prices and see if I'm getting a good deal or not.

- **What kinds of resources do you know about/use to save money when grocery shopping?**

Use online Walmart app to find the best price of things.

INTERVIEW RESULTS

Miranda Morrone: 20

- **Where do you currently shop for groceries?**

Walmart

- **On average, how much money do you spend on groceries each week?**

\$60-\$80

- **What are the primary foods you buy at the grocery store?**

Produce (fruits, veggies), meat (poultry, beef, fish/seafood), dairy (milk, eggs, cheese, etc.).

- **How might resources about pricing help you when purchasing groceries?**

It can help budget my shopping.

- **What kinds of resources do you know about/use to save money when grocery shopping?**

I just look for the sale items and compare it to other brands to see which is cheaper.

INTERVIEW RESULTS

Carrie Saylor: 20

- **Where do you currently shop for groceries?**

Kroger

- **On average, how much money do you spend on groceries each week?**

\$40-\$60

- **What are the primary foods you buy at the grocery store?**

Produce (fruits, veggies), frozen food, bread/cereals, dairy (milk, eggs, cheese, etc.)

- **How might resources about pricing help you when purchasing groceries?**

Tell people about deals that are going on at each food store to lower the overall cost on groceries and articles to how to shop for produce on a budget so that college students can eat healthy on a budget.

- **What kinds of resources do you know about/use to save money when grocery shopping?**

Groupon, kroger card, pinterest.

INTERVIEW RESULTS

Owen Willison : 20

- Where do you currently shop for groceries?

Walmart

- On average, how much money do you spend on groceries each week?

\$40-\$60

- What are the primary foods you buy at the grocery store?

Produce (fruits, veggies), meat (poultry, beef, fish/seafood), dairy (milk, eggs, cheese, etc.)

- How might resources about pricing help you when purchasing groceries?

Being able to better budget.

- What kinds of resources do you know about/use to save money when grocery shopping?

Usually buying stuff that's on sale.

INTERVIEW RESULTS

Abbey McMullen: 21

- **Where do you currently shop for groceries?**

Martins

- **On average, how much money do you spend on groceries each week?**

\$80-\$100

- **What are the primary foods you buy at the grocery store?**

Produce (fruits, veggies), frozen food, snacks (chips, crackers).

- **How might resources about pricing help you when purchasing groceries?**

Might help me become a smarter shopper and save more money.

- **What kinds of resources do you know about/use to save money when grocery shopping?**

I have reward card set up at my grocery store and use a student discount.

TURNING USER DATA INTO PERSONAS

ANALYSIS OF INTERVIEW RESULTS

After analyzing the data I got from my interviews, I realized that there were very common responses from all of my participants. All of the participants had roughly the same place they shopped at and spent around the same amount of money. I also gathered that the participants had varying food choices when shopping. The participants also felt strongly about saving money when grocery shopping and I can assume that they would like to save money in other aspects of life as well. Something I did not expect was that a majority of my participants have rewards programs which allow them to get savings in some aspect.

PERSONA 1

ANNA, 21



Anna is a 21 year old junior at JMU. She is a nursing major so a lot of her time studying in the library and going to clinicals. Her days end at 5:30 most days. Anna is also in a sorority which she has to mostly pay for by herself, with some help from her parents. She is also on the executive board for her sorority. Anna has been looking for a job in Harrisonburg to have extra spending money but is worried it will interfere with her nursing classes and her responsibilities being on the executive board of her sorority.

Anna likes to eat healthy, mostly buying produce, meat, and dairy. With her hectic schedule she finds it hard to make good pricing and healthy decisions when grocery shopping. In her free time, she likes to hang out with her sorority sisters, take pictures for instagram, and go shopping.

Goals: Anna wants to be smarter with her money and start a budget as well as finding deals and coupons.

PERSONA 2

DANIEL, 20



Daniel is a 20 year old junior at JMU. He is a business major so a lot of his time is spent in COB studying for exams and quizzes. His days end at 4:00. Daniel is also on a club sports team which he pays for on his own. Daniel also runs the social media accounts for his club soccer team. Daniel had a job over the summer to pay for expenses at school, but no longer has a job due to his busy school and sports life. With Daniel's schedule, the last thing on his mind is grocery shopping so he usually just stops in and gets his groceries on Sundays when not much is going on.

Daniel has been experiencing lower funds since he does not currently have a job and his parents only give him \$50 a week for essentials like food, gas, etc. He has realized every time he goes to the grocery store he's spending over \$80. He does not know the best prices in town for good quality.

Goals: Daniel wants to be a smarter shopper and start a budget. Daniel also wants to start eating healthier and buying more good quality produce, but doesn't know where to start.