

PROJECT 2

EVERYDAY LIFE

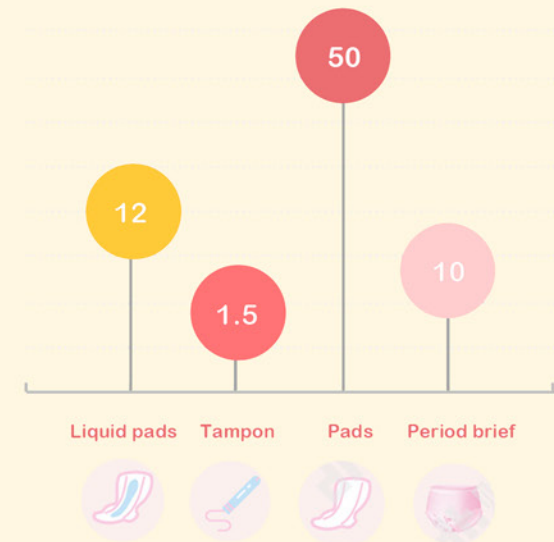
XIAOYU ZHANG

INSPIRATION

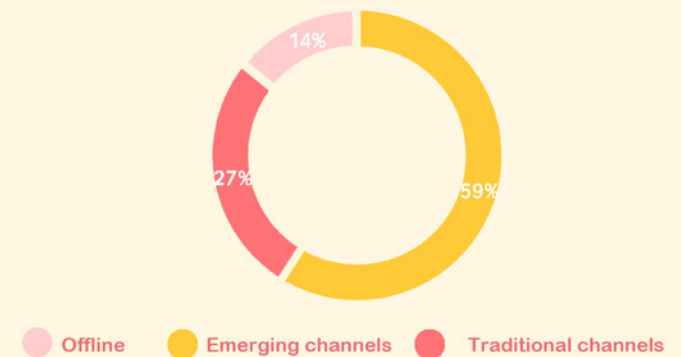
Every girl every month to experience the menstrual period, what is their shopping experience like? What kind of shopping environment would make them more satisfied?



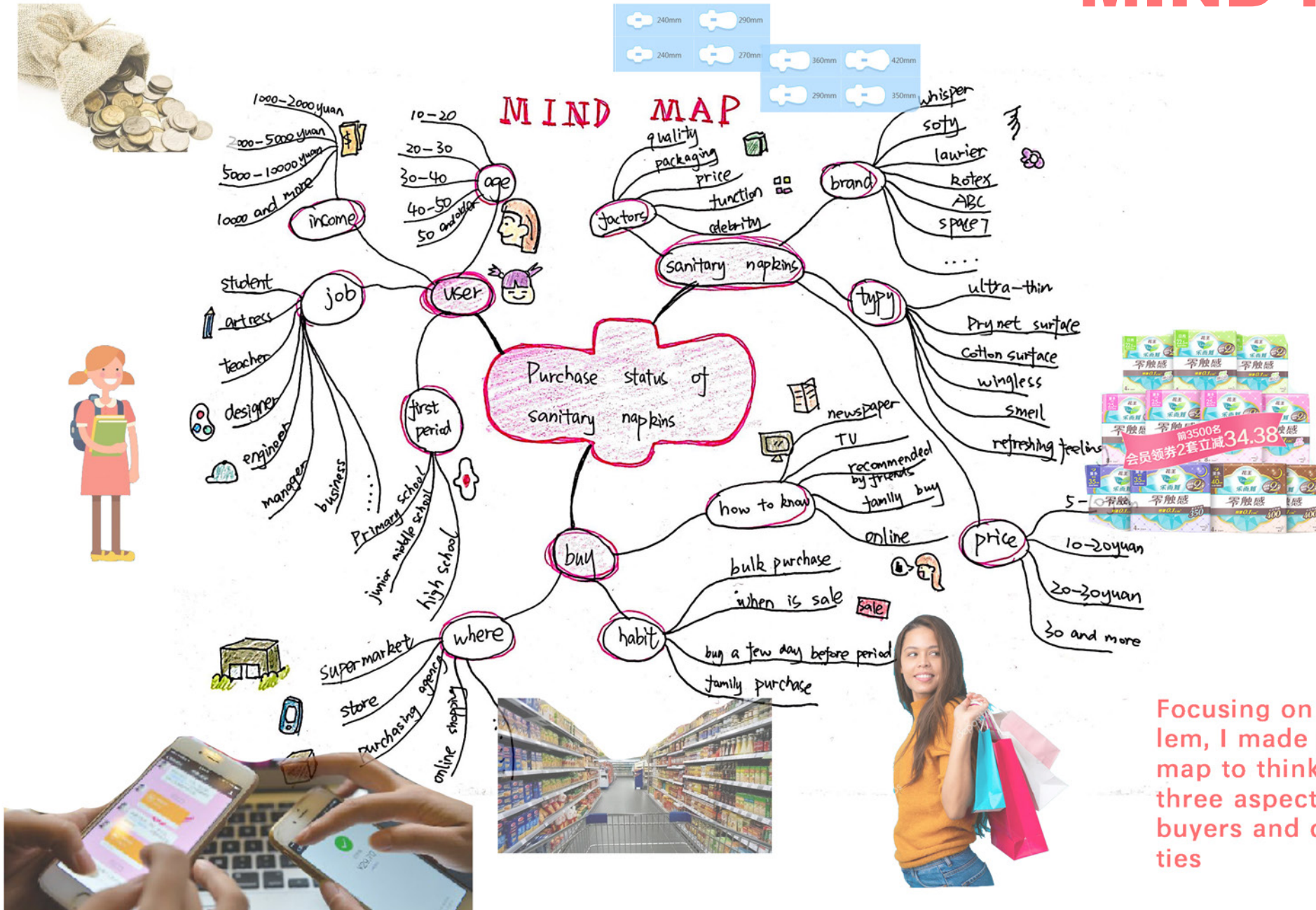
Sales of hot-selling sanitary products in offline stores
Monthly sales (10,000 pieces)



Sanitary napkin purchase channel



MIND MAP



Focusing on this problem, I made a mind map to think from three aspects: users, buyers and commodities

RESEARCH

In order to conduct research, I went to the shopping center near me and investigated the sanitary napkins of different brands and the users' purchase situation by taking photos, interviewing and questionnaire.



QUESTIONNAIRE

Survey on user experience of
Weifang women purchasing sanitary napkins in this supermarket

1. YOUR AGE

- ☐ 10-20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51 and older

2.What is your income? *

- ☐ 2000yuan and lower
- ☐ 2000-5000
- ☐ 5000yuan and more

3. Factors that affect your purchase of sanitary napkins

- ☐ quality
- ☐ packaging
- ☐ price
- ☐ function
- ☐ Celebrity endorsements

4. How did you know this brand?

- ☐ Advertisements in newspapers
- ☐ Television advertising
- ☐ Recommended by friends and relatives
- ☐ The supermarket sales promotion
- ☐ The family to buy

5.Why do you choose this supermarket?

- ☐ The supermarket is near my home.
- ☐ The product quality is good.
- ☐ High cost performance
- ☐ Good shopping experience
- ☐ other

6. How often do you buy sanitary napkins at the supermarket

- ☐ Once a month
- ☐ Once every two months
- ☐ Once half a year
- ☐ Once a year

7.Do you mind salesman selling something to you?

- ☐ yes
- ☐ no

8. What price of sanitary napkin do you usually use?

- ☐ 5-9.9/pack (10 pieces)
- ☐ 10-19.9yuan/pack(10 pieces)
- ☐ 20-29.9 yuan/pack (10 pieces)
- ☐ More than 30 RMB (10 pieces)

9 Do you think the quality of sanitary napkins is directly proportional to the price?

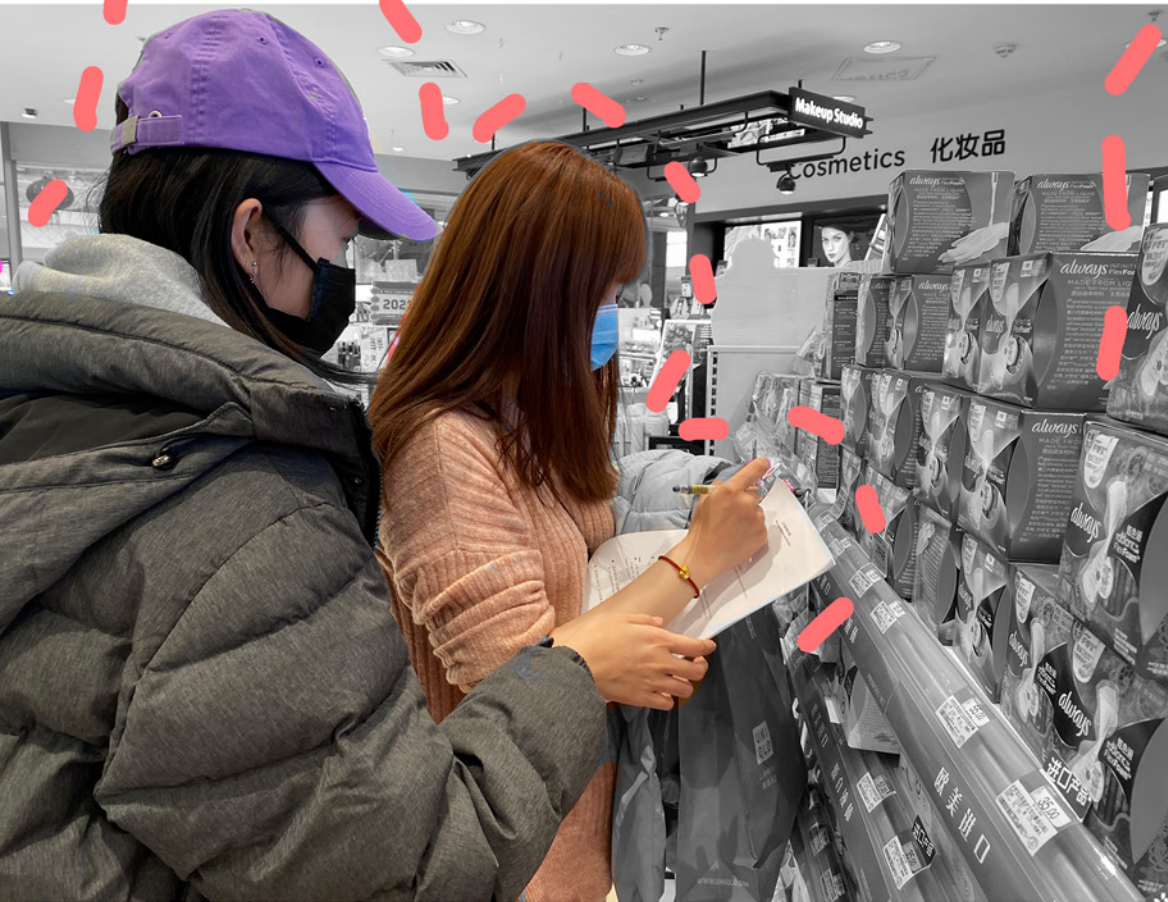
- ☐ yes
- ☐ no

10 What do you think are the advantages of buying sanitary napkins offline?

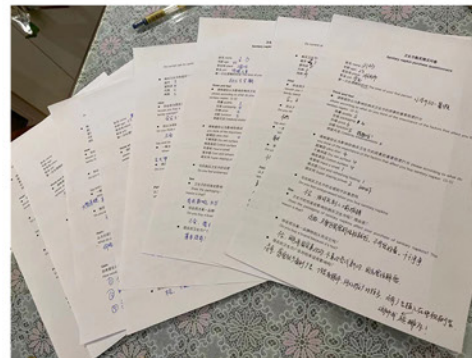
- ☐ High product reliability
- ☐ Shopping guide professional recommendation
- ☐ convenient

11 Are you satisfied with the experience of buying sanitary napkins in this supermarket?

12 How do you think you can improve your experience when shopping for sanitary napkins?



I randomly found several passers-by to conduct a questionnaire survey, and collected a lot of data together with the online survey.



QUESTIONNAIRE

ANALYSIS

1. AGE

- 10-20 (5) 6%
- 21-30 (49) 57%
- 31-40 (5) 6%
- 41-50 (21) 24%
- 51 and older (6) 7%

2. What is your income?

- 2000 yuan and less (6) 7%
- 2000-5000 (53) 61%
- 5000 yuan and more (17) 20%

3. Factors that affect your purchase of sanitary napkins?

- quality (81) 94%
- packaging (22) 27%
- price (41) 48%
- function (45) 52%
- celebrity endorsements (3) 3%

4. How did you know that brand?

- newspaper (13) 15%
- TV (46) 53%
- recommended by friends and family (44) 51%
- supermarket sales promotion (25) 29%
- family to by (22) 21%

5. Why do you choose this supermarket?

- near to home (63) 73%
- quality is good (12) 14%
- high cost performance (25) 29%

- good shopping experience (42) 49%
- other (8) 9%

6. How often do you buy

- once a month (43) 50%
- once 2 month (5) 6%
- once half a year (33) 39%
- once a year (7) 8%

I collected and organized the data.

7. Do you mind salesman selling product to you?

- yes (73) 85%
- no (13) 15%

8. What price of sanitary napkins do u usually use? (10 pieces)

- 5-9.9 yuan (7) 8%
- 10-19.9 yuan (49) 57%
- 20-29.9 yuan (22) 26%
- more than 30 yuan (8) 9%

9. Do you think the quality of sanitary napkins proportional to the price?

- Yes (77) 90%
- NO (9) 10%

10. What do you think are the advantages of by sanitary napkins in super-market?

- high product reliability (56) 65%
- shopping salesman's professional recommend (5) 6%
- convenient (25) 29%

SUMMARY


Sample quantity = 86.

21-30 (age). 2000-5000 yuan. ^{persona} quality. TV.

near to home & good shopping experience.

once a month. mind salesman selling product.

10-19.9 yuan. quality is proportional to price.
high product reliability

Satisfied with: 

1. Convenient
2. There are many kind of napkins
3. I can ask the salesman if I have question
4. The service attitude is good
5. There is a bonus point activity in supermarket
6. There's always a discount
7. The background music in store is nice
8. Light is good

Not satisfied with: 

1. over-selling by salesman is annoying
2. Sometimes it's too crowded
2. don't like male salesman
4. Sometimes the rule of discounts are too complicated
5. There's too much perfume in the store
6. There are fewer products with very low prices.
7. There always have a long lines at the checkout
8. I want to try a new product but I'm afraid it not good.

Summary:

How to improved?

1. Salesman should market appropriately
2. Set up more checkout
3. Simplify the rule of discounts
4. increase the purchase of napkins with different prices
5. There should be more trial packs
6. reduce the scent of indoor perfumes
7. Turn down the background music
8. Have a good Service attitude.

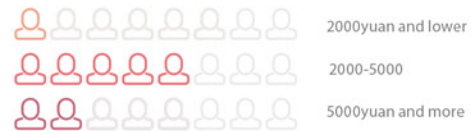
① salesman ② facility ③ ^{stock} product ④ environment

DATA CHART

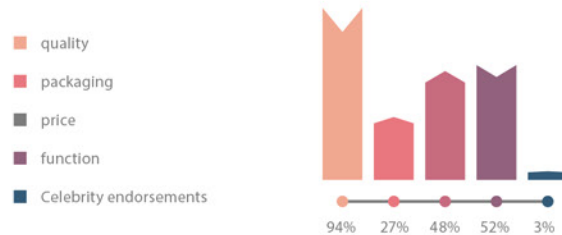
1. AGE



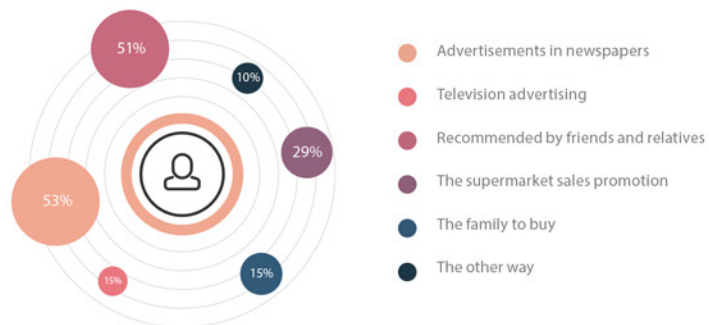
2. WHAT IS YOUR INCOME?



3. FACTORS THAT AFFECT



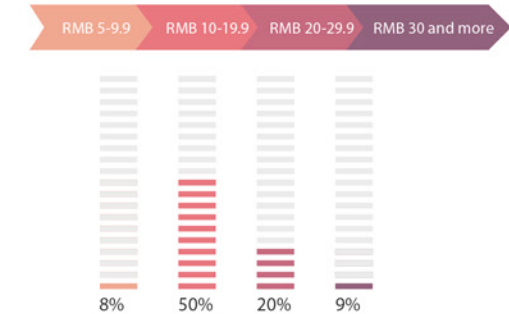
4. HOW DID YOU KNOW THAT BRAND?



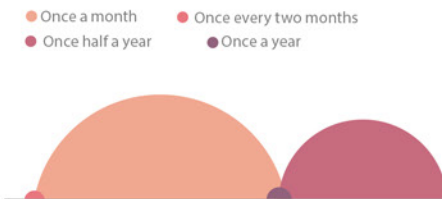
5. WHY DO YOU CHOOSE THIS SUPERMARKET?



8. WHAT PRICE OF SANITARY NAPKIN DO YOU USUALLY USE? PACK (10 PIECES)



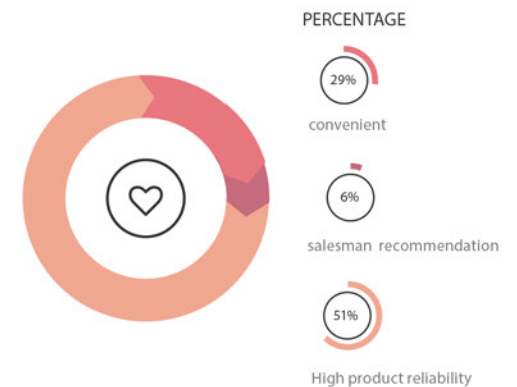
6. HOW OFTEN DO YOU BUY SANITARY NAPKINS AT THE SUPERMARKET



9. DO YOU THINK THE QUALITY OF SANITARY NAPKINS DIRECTY PROPOTIONAL TO THE PRICE?



10. WHAT DO YOU THINK ARE THE ADVANTAGES OF BUYING SANITARY NAPKINS OFFLINE?

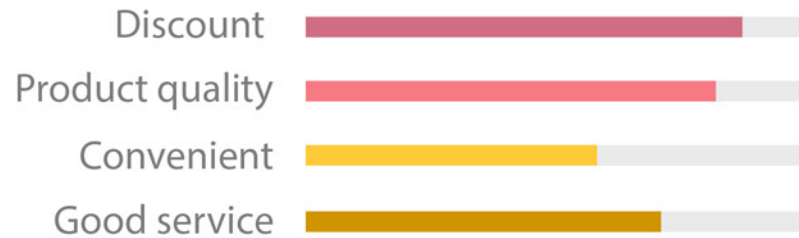


7. DO YOU MIND SALESMAN SELLING SOME-THING TO YOU?



PERSONA

PERSONALITY



MOTIVATION

- Prefer buy it when there is a discount
- Want a good shopping experience
- Prefer products with high cost performance

PAIN POINTS

- I don't like overselling by the shop assistants
- Fear of buying new products of poor quality
- Worried about missing out on the sale because the information is not updated as soon as possible

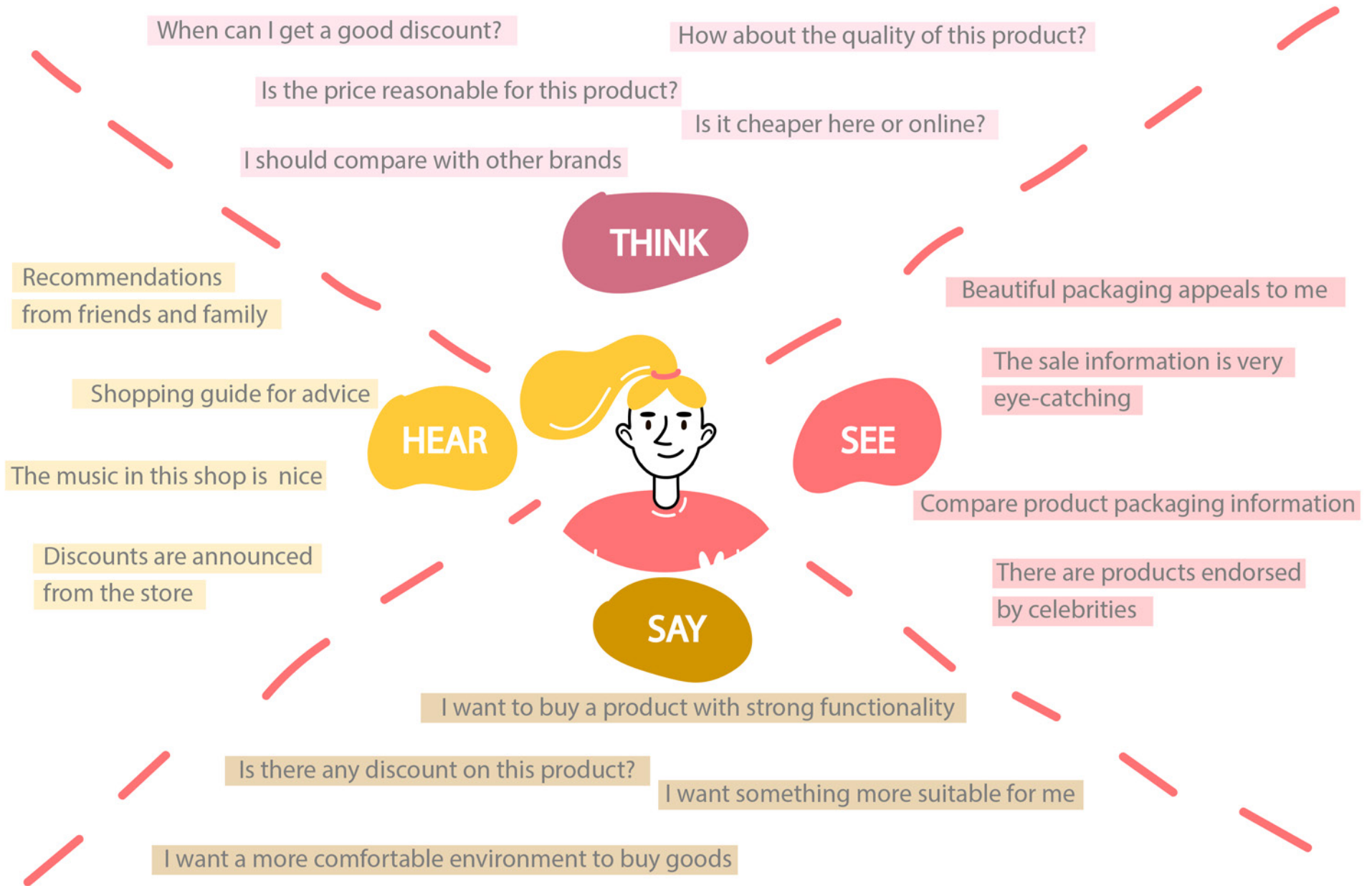
SULLI ZHAO



DEMOGRAPHICS

- Age: 23
- Occupation: graduate student
- Location: Weifang city

EMPATHY MAP



CUSTOMER JOURNEY MAP

