

User behaviour research

How people buy **online**

The logo for Rewe, featuring the word "REWE" in a bold, white, sans-serif font above the words "DEIN MARKT" in a similar but slightly smaller font. The text is contained within a red speech bubble shape with rounded corners and a tail pointing towards the bottom right.

**REWE**  
DEIN MARKT

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# Who participated in the research

I invited 8 respondents.

«Ordinary people» — not connected with IT and E-commerce: office employees, creative workers. Work and professional growth do not require frequent use of online shops by members of this research, they all make purchases online with varying frequency.

Everybody is in relationship or married.



# Respondents' age

26-29 years



30-35 years



35+ years

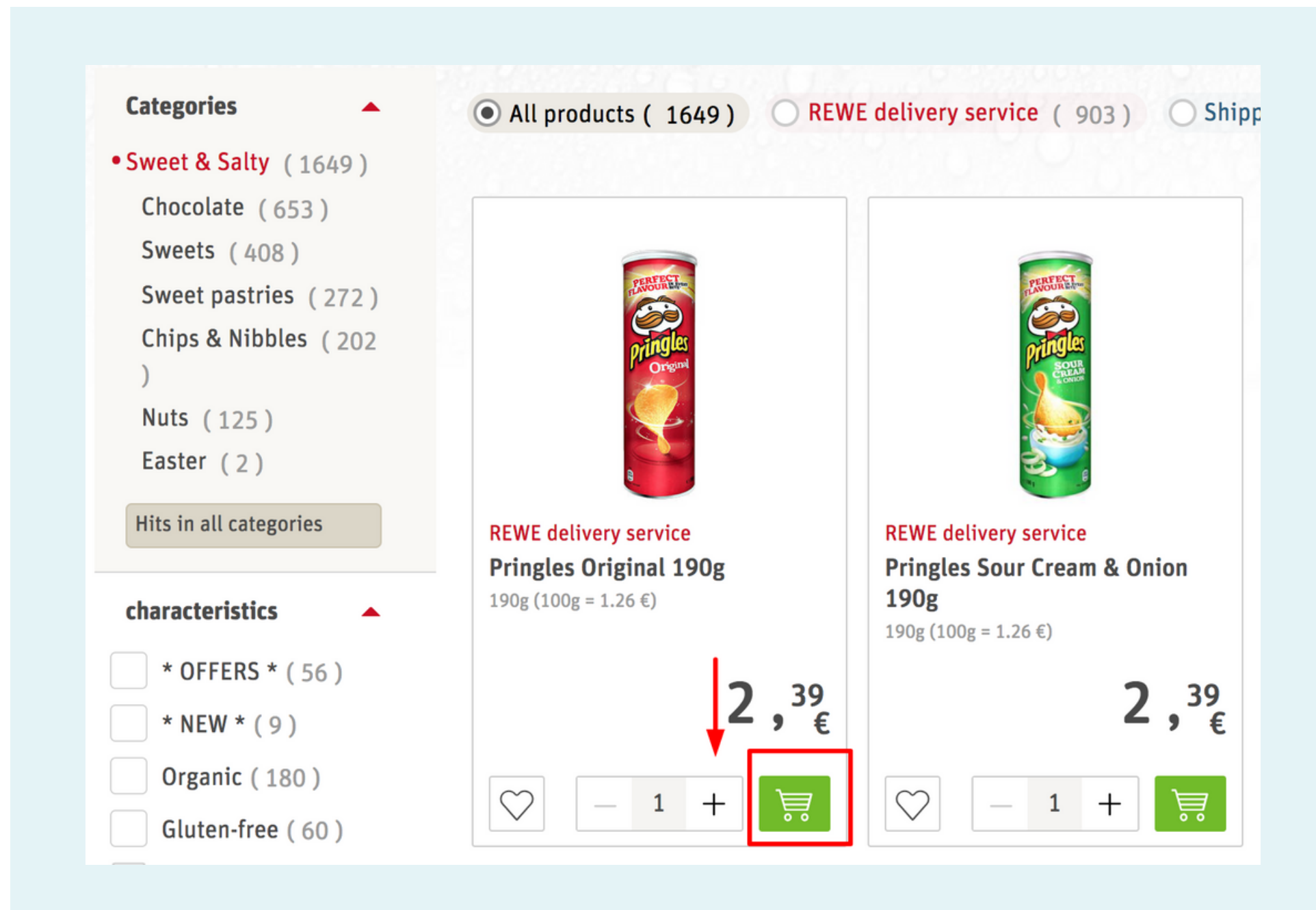


## Frequency of purchases online




*Interesting!* People who often buy online had the same problems in using the website as people who rarely buy online.

# Issue 1



# 40%

of respondents did not understand how to add products to the basket.

They clicked "+" instead of green basket  As a result, they had to add the products to the basket again.

## Issue 2

# 40%

of respondents did not remember exactly their postcode.

They **left** Rewe online shop for checking it.

The screenshot displays the Rewe online shop interface. At the top, the 'REWE DEIN MARKT' logo is visible on the left, and navigation links for 'Dein REWE Markt', 'Online bestellen', and 'REWE Deine Küche' are on the right. Below these, a search bar and a 'Lieferterm. wählen' link are present. A horizontal menu includes 'Alle Produkte', 'Meine Produkte', 'Angebote', and 'Themenwelten'. The main banner features a couple and the text 'Marc & Lisa präsentieren: BIST DU EIN FAN, IST DAS DEINE SALATWELT!' next to a salad image. On the right side, a brown sidebar contains the text 'Online bestellen' and 'Verfügbare Services anzeigen'. Below this, a form prompts the user to enter their 'Postleitzahl' (postcode) with the instruction 'Bitte geben Sie hierfür Ihre Postleitzahl ein:'. The input field contains the digits '5 | 1 | 0 | 6 | 3'. A 'PLZ überprüfen' button is located at the bottom of the sidebar.

This is the first step on Rewe online shop—customer has to enter the postcode.

## Issue 3

To checkout	
REWE delivery service	7 items
shopping cart Minimum order 40 €	10,14 €
delivery fee	Delivery date not yet selected
Total	10,14 €
All prices include VAT	

# 40%

of respondents wanted to change delivery to pick-up after they realised that their orders up to 40 Euro.

They could not find the way to change it without the cleaning baskets and re-start.

One respondent closed the site page:  
«I do not remember what I added to the basket. It is stupid to do it again from the beginning».

## Issue 4


# 60%

of respondents thought that recommended products are their product that they added to a shopping basket.

One respondent said that it is too annoying to check are they her products or they are just recommendations.

There is a recommendation service in a shopping basket based on previous similar purchases of other customers.


Did you think of everything? Customers who bought your products also bought:




Pringles Hot & Spicy 190g  
190 g (100 g = 1.26 €)

2,39 €

– 1 +







Pringles Sweet Paprika 190g  
190 g (100 g = 1.26 €)

2,39 €

– 1 +






Pringles Classic Paprika 190g  
190 g (100 g = 1.26 €)

2,39 €

– 1 +





Continue shopping

BASKET

To checkout

**REWE** REWE delivery service 7 articles  
Delivery date not yet selected

 The minimum order of 40 € has not been reached yet!

items	amount	Price	total price
Food 2 items			
 <p>Yes! Tuna fillets cut 140g 150g (100g = € 0.86)</p>	– 1 +	1,29 €	1,29 €

REWE delivery service 7 items

shopping cart 10,14 €  
Minimum order 40 €

delivery fee Delivery date not yet selected

Total 10,14 €

All prices include VAT



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