Affinity Map

Matt

AGE	56
Occupation	IT / Team Leader
Member	20+ years

Heather

AGE	48
Occupation	Financial Manager
Member	20 years

Kati

AGE	28
Occupation	Account Manager
Member	3 years

Melissa

AGE	49
Occupation	Homemaker
Stores	BJs / Small Stores

Liz

AGE	43
Occupation	Child Care
Stores	Small Stores

Aidan

AGE	25
Occupation	Student
Stores	Small Stores

Background Questions

	Matt	Heather	Kati	Melissa	Liz	Aidan
How often shop / Preference:	Weekly Combo: Warehouse & Regular	Monthly Weekly for Gas Combination / depends on what I need	2-3 x a monthly	Weekly BJ's & small stores	Weekly Smaller stores because easier to get in andout	Weekly Depends on what I need
Where shop & how often shop:						

Shopping Behavior

	Matt	Heather	Kati	Melissa	Liz	Aidan
How decide when to go:	When out of important items	When getting gas will stop in if need to when first open / less busy If flyer has good deals on what I need	When I need more items I have a system of when I replace items			
Do you check busyness levels / How:	No Only because I can't	Yes! That's a BIG deal to me! google	No I would if I could!			
Do you prefer specific times / days:	Yes When it's less busy	When they first open because low crowds NOT THE WEEKENDS Absolutely! I want to be efficient with my time!	Yes I have a very busy schedule / less busy times are important Saving time is very important			
Factors that influence where to shop:				how crowded it is BJ's takes coupons Bigger savings	Weekly How far the drive is What I need	Prices
How decide when to go shopping:				During mid-afternoon When less crowded	When I have time	When I generally know it's not busy
Have you ever avoided shopping when busy:				Yes Easily overstimulated	During holidays	No

Challenges / Pain Points

	Matt	Heather	Kati	Melissa	Liz	Aidan
Ever felt frustrated with busyness:	Yes Especially when I'm busy, because of long lines adding time.	Yes - especially when I have to wait in those long lines!	Yes All the time!			
What do you do if arrive and it's busy:	Nothing. I have no choice	Make sure I have my list and get in and out as fast as I can	Nothing I've already spent time getting there No choice because I need the items			
Tools or Strategies for avoiding peak hours:	Only personal experience from shopping there for years	Personal Experience	I try to shop when I think it's not as busy			
If could change how stores manage crowding / What would it be:	I wouldn't want the stores to manage crowding I'd prefer a solution that gives the shopper the power to decide	Yes	I'd prefer the power to choose for myself			
Would it be helpful if there was a feature allowing you to check real-time levels:	Absolutely	Yes!	OMG!!! Yes!!! That would save me so much time!			
Ever felt frustrated with busyness:				It's the reason I don't shop at Costco Tried new store - lines were insane so left (no carts...)	During holidays	Yes I hate it
What do you do if arrive and it's busy:				Nothing - I go when I need items	Leave	Nothing - I have no choice because I need the items
Tools or Strategies for avoiding peak hours:				I know it's usually less busy during 1-4pm	None	Google
If could change how stores manage crowding / What would it be:				Open more lanes increase isles	More people working	Accurate measurements stated
Would it be helpful if there was a feature allowing you to check real-time levels:				Definitely I could plan accordingly	Yes Choose when I want to deal w/ crowds	YES! I could go when it's not busy.

Feature Exploration

	Matt	Heather	Kati	Melissa	Liz	Aidan
If Costco had this feature, what do you feel about using it:	I'd be very happy because of the potential to plan when would be better to go	I'd definitely use it	I'd love it! I wish they had it now!	I'd absolutely use it Happy because it would help me out a lot Relieved because no need to deal with crowds	I'd gladly use it!	I'd definitely use it
What it change how you plan trips / How:	Most likely because I'd have accurate data of when to go Because it would save me valuable time	Maybe - I'd still go first when it opens	Definitely I could plan ahead / save me so much time!	Yes Make better decisions of when to go	Yes I could see a pattern when busy and schedule around it	Yes. I'd go when it's not busy.
How often would you use this feature:	Probably often; especially when I'm trying to decide when to go	For trips that I don' go at my regular time When getting gas I'd check to see if it would be a good time	Every time I plan to go	Probably every time I plan to go	Every single time	Probably always
What information would you want it to display:	maybe a percentage (0-100) of crowd occupancy A graph How many customers are in the store Ability to choose a time or day in advance	Average time to check out Number of people in line Store occupancy	Crowd levels / Graph Amount of people in the store Live / Future Predictions	General crowd levels check out line length parking capacity	checkout line length	Current busyness Estimated time it's not busy
Would you prefer live and/or historical:	Both!	Definitely Live Predictive only if reliable	Both!	Both	real time	Both
Would you like notifications:	Yes It would be nice to receive alerts on the days I typically go Perhaps notices if the number of customers has fallen below a certain level	Yeah - for during the week when I would plan to go	Yes / Would be helpful	Only if easy to turn it off	Yes	No
If other stores had this feature, would it influence where you shop:	No I shop at stores based on what they sell / what I want or need	Yes - because of the time savings	Not really	Probably	maybe	Probably

Other Considerations

	Matt	Heather	Kati	Melissa	Liz	Aidan
Any reasons you wouldn't use this feature:	No	If it turned out to not be reliable	No I would definitely use it!	sometimes you need what you need have to bite the bulent and go when you have to go	if it cost money	Because I'm going there anyway
Would you trust the accuracy / Why:	Yes I feel I can trust Costco / Already check your card at the door They aren't using the information other than to count customers coming and going	Yes	Yes Costco has never given me reason not to trust them	sometimes you need what you need	Yes - until proves untrustworthy	Depends on how the information is gotten
Do you think it would be too much effort to use:	Not necessarily Fine for people who have smart phones Maybe not as convenient for people who only use desktops	Not at all! It would be fast & easy	Depending on how it's desired It could be very easy	Not at all	No - seems easy	Easy
Would privacy concerns impact you using it:	No They already have your account info They only use it in the store	No	No I'm not worried Costco would violate m privacy	Probably not	No	No
Do you feel you already know the best times:	Yes... But it's not reliable because it's from previous experience The app would be based on actual data / accurate & reliable	Yes as far as mornings go No as far as when I need to go at other times	Not really I know weekends can be super busy	Yes	No	Sort of - When it's late
Would you be more likely to rely on personal experience vs a digital tool:	Digital Tool personal experience isn't reliable Only Costco can give accurate data / tracking real-time in store	Digital Tool	Digital Tool for sure!	Digital Tool	personal experience	Equal
Are there other features you think would be more useful than a crowd meter?	How long the pizza line is	The gas price at the Costco Location	Not that I can think of Crowd Meter would be ideal	No	No	Probably Not

Final Thoughts

	Matt	Heather	Kati	Melissa	Liz	Aidan
Would it improve your shopping experience / Why:	Yes... Help me choose best times to shop	No	Absolutely! I can plan best times to save me time	Yes able to choose when to go Help create better store experience	Yes Make it much faster	I think it would be useful to know best times to go
Anything else you'd like to share:	No	No	No	No	No	If feature is widespread when first launched may make date unreliable, but probably eventually even out
Would you be interested in testing this feature:	Yes	Didn't ask	Only if I'm not too busy	Maybe	Sure	Yes

Affinity Map

Affinity Mapping

SORTING / INSIGHTS

	Common	Unique
Background Questions		
How often shop / Preference:	Weekly; 2-3 x.s monthly; Monthly; Combo: Warehouse & Regular	BJ's & small stores; Smaller stores because easier to get in andout; BJ's takes coupons
Shopping Behavior		
Section 5 — How decide when to go:	When I need more items; how crowded it is	if flyer has good deals on what I need; Prices; How far the drive is; When getting gas will stop in if need to
Section 6 — Do you check busyness levels / How:	No; I would if I could!	google
Section 7 — Do you prefer specific times / days:	Yes; When it's less busy; I have a very busy schedule / less busy times are important; Absolutely! I want to be efficient with my time!	Easily overstimulated; Avoid During holidays; When they first open because low crowds; NOT THE WEEKENDS
Challenges / Pain Points		
Section 5 — Ever felt frustrated with busyness:	Yes; Yes - especially when I have to wait in those long lines!	It's the reason I don't shop at Costco; Tried new store - lines were insane so left (no carts...); During holidays
Section 6 — What do you do if arrive and it's busy:	Nothing - I go when I need items	Make sure I have my list and get in and out as fast as I can; Leave
Section 7 — Tools or Strategies for avoiding peak hours:	Only personal experience from shopping there for years; I know it's usualy less busy during 1-4pm; When they first open because low crowds	Google
Section 8 — If could change how stores manage crowding / What would it be:	I'd prefer a solution that gives the shopper the power to decide	I wouldn't want the stores to manage crowding; Open more lanes; increase isles; More people working; Accurate measurements stated
Section 9 — Would it be helpful if there was a feature allowing you to check real-time levels:	Yes!; I could plan accordingly; Choose when I want to deal w/ crowds; YES! I could go when it's not busy.	
Feature Exploration		
Section 5 — If Costco had this feature, what do you feel about using it:	I'd love it! I wish they had it now!; Happy because it would help me out a lot	
Section 6 — What it change how you plan trips / How:	Most likely because I'd have accurate data of when to go; I could plan ahead / save me so much time!; Make better decisions of when to go	Maybe - I'd still go first when it opens
Section 7 — How often would you use this feature:	Probably often; especially when I'm trying to decide when to go; Every time I plan to go	When getting gas I'd check to see if it would be a good time; For trips that I don' go at my regular time
Section 8 — What information would you want it to display:	maybe a percentage (0-100) of crowd occupancy; How many customers are in the store; Ability to choose a time or day in advance; Crowd levels / Graph; Live / Future Predictions; Current busyness; Estimated time it's not busy	check out line length; Average time to check out; parking capacity
Section 9 — Would you prefer live and/or historical:	Both!	Definitely Live; Predictive only if reliable
Section 10 — Would you like notifications:	Yes; It would be nice to receive alerts on the days I typically go	Only if easy to turn it off; 1 Person No; Perhaps notices if the number of customers has fallen below a certain level
Section 11 — If other stores had this feature, would it influence where you shop:	No	1 person - YES, because of the time savings
Other Considerations		
Section 5 — Any reasons you wouldn't use this feature:	No; I would definitely use it!	sometimes you need what you need; have to bite the bullent and go when you have to go; if it cost money; Because I'm going there anyway; If it turned out to not be reliable
Section 6 — Would you trust the accuracy / Why:	Yes; They aren't using the information other than to count customers coming and going; Yes - until proves untrustworthy	Depends on how the information is gotten
Section 7 — Do you think it would be too much effort to use:	It would be fast & easy	Depending on how it's designed it could be very easy; Fine for people who have smart phones; Maybe not as convenient for people who only use desktops
Section 8 — Would privacy concerns impact you using it:	No; They already have your account info	
Section 9 — Do you feel you already know the best times:	When they first open because low crowds; During mid-afternoon; NOT THE WEEKENDS	But it's not reliable because it's from previous experience; Sort of - When it's late; The app would be based on actual data / accurate & reliable; No as far as when I need to go at other times; No
Section 10 — Would you be more likely to rely on personal experience vs a digital tool:	Only Costco can give accurate data / tracking real-time in store; Digital Tool	personal experience; Equal
Section 11 — Are there other features you think would be more useful than a crowd meter?	Crowd Meter would be ideal	How long the pizza line is; The gas price at the Costco Location
Final Thoughts		
Section 5 — Would it improve your shopping experience / Why:	Absolutely!; I can plan best times to save me time; able to choose when to go; Help create better store experience; Make it much faster; I think it would be useful to know best times to go	1 person No
Section 6 — Anything else you'd like to share:		If feature is widespread when first launched may make date unreliable, but probably eventually even out
Section 7 — Would you be interested in testing this feature:	Yes; Only if I'm not too busy; Maybe; Sure; Yes	

Affinity Mapping

AFFINITY MAPPING

Requirements / Features:

- Trustworthy
- Accurate measurements stated
- Crowd levels / Graph
- maybe a percentage (0-100) of crowd occupancy
- How many customers are in the store
- Current busyness
- Reliable
- It would be fast & easy
- Estimated time it's not busy
- Live & Future Predictions
- Notifications - easy on/off
- It would be nice to receive alerts on the days I typically go
- Perhaps notices if the number of customers has fallen below a certain level

Pain Points / Challenges

- Yes - especially when I have to wait in those long lines!
- Having to go because I need items
- Busyness - It's the reason I don't shop at Costco
- Avoid During holidays
- check out line length
- Easily overstimulated

Concerns:

- If feature is widespread when first launched may make date unreliable, but probably eventually even out
- Notifications - Only if easy to turn it off
- if it cost money
- If it turned out to not be reliable
- The app would be based on actual data / accurate & reliable
- Maybe not as convenient for people who only use desktops

The Benefits

- I could plan accordingly
- Choose when I want to deal w/ crowds
- Absolutely! I want to be efficient with my time!
- Help create better store experience
- Make it much faster

Quotes

- I'd love it! I wish they had it now!
- Happy because it would help me out a lot
- Absolutely! I want to be efficient with my time!

Motivators:

- if flyer has good deals on what I need
- Prices / Savings
- How far the drive is
- BJ's takes coupons
- When I need more items
- how crowded it is
- I have a very busy schedule / less busy times are important
- Make better decisions of when to go
- I could plan ahead / save me so much time!
- Only Costco can give accurate data / tracking real-time in store
- When getting gas I'd check to see if it would be a good time

Current Strategies

- Only personal experience from shopping there for years
- I know it's usualy less busy during 1-4pm
- When they first open because low crowds
- Google

Goals:

- I could plan accordingly
- Choose when I want to deal w/ crowds
- YES! I could go when it's not busy.
- Absolutely! I want to be efficient with my time!
- Help create better store experience
- Make it much faster

Other Ideas

- Open more lanes
- increase isles
- More people working
- Pizza Lines
- When getting gas I'd check to see if it would be a good time
- The gas price at the Costco Location