# Increasing consumer retention by innovation-based concept design
for digital grocer Crisp

Strategic product position

E/m-commerce

Crisp is an online supermarket built on the crossroads of two mega trends: the demand for fresh and high quality food and the movement towards online shopping. Operating in the e/m-commerce environment, meaning using mobile devices for online shopping, has changed customers demand for personalization and more convenience.

Startup growth
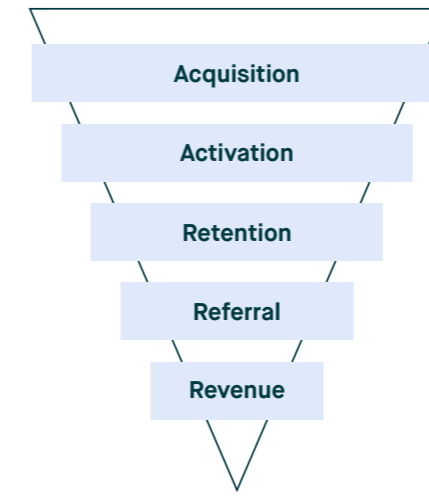
AARRR Framework (McClure, 2007)

Retention

In order to become a bigger supermarket, Crisp desires controlled growth. The AARRR framework for startup growth is used during this research. Consumer retention is a metric within the framework that can be optimized. Therefore, the focus of this research is to uncover how retention can be increased by introducing an innovation in the app.

Strategic situation

Internal analysis

By researching the company, consumer and collaborators, internal analysis was conducted. Through expert interviews, persona's and evaluation of internal documentation, strenghts and weaknesses of these three C's were identified and concluded. These interpretations were used as background information for the search areas.

External analysis

External environment analysis was conducted. Using strategy wheels and a competition axis, competitors were analyzed. Through creative trend research techniques, important trends were uncovered. Combining this, opportunities and threats were concluded for defining search areas for the innovation-based concept.

Search areas

Personalization · Transparency · Engagement · Doing good
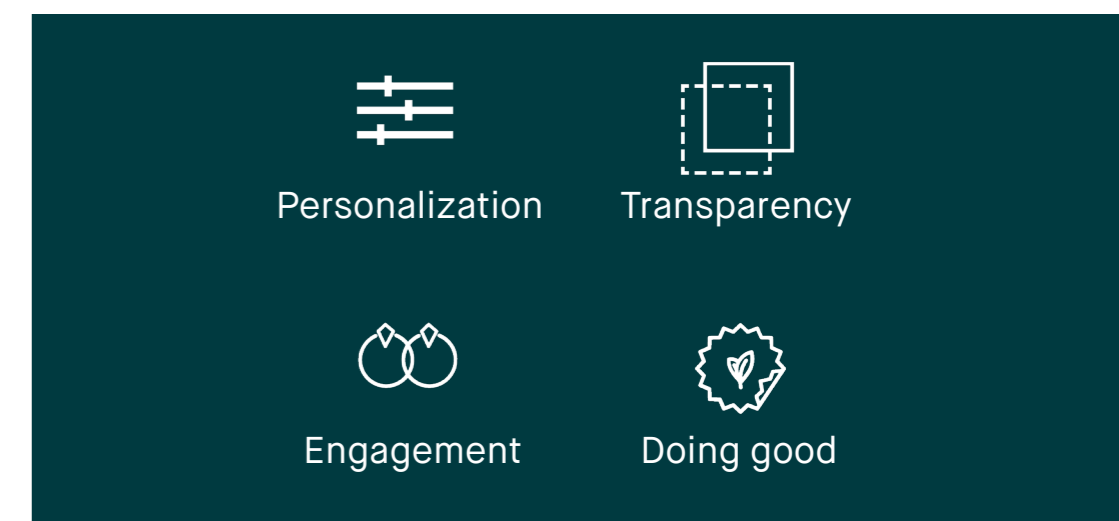
Design brief formulation

Qualitative consumer research

Through extensive consumer research, search areas were validated and uncovered was which innovation theme could contribute to enhance retention. A heteregenous sample was chosen with variation in demographical and geographical parameters, resulting in a total of 13 particpants. A clear interview guide was used.

All interviews were coded and categorized in code groups and super families. Relationships between these super families were defined in an integrative diagram, which resulted in a descriptive model for online shopping at Crisp. The model is used as a basis for the design brief and clearly describes the shopping process for Crisp customers.

Design brief

Creative · Convenient · Informative · Personal · Transparent
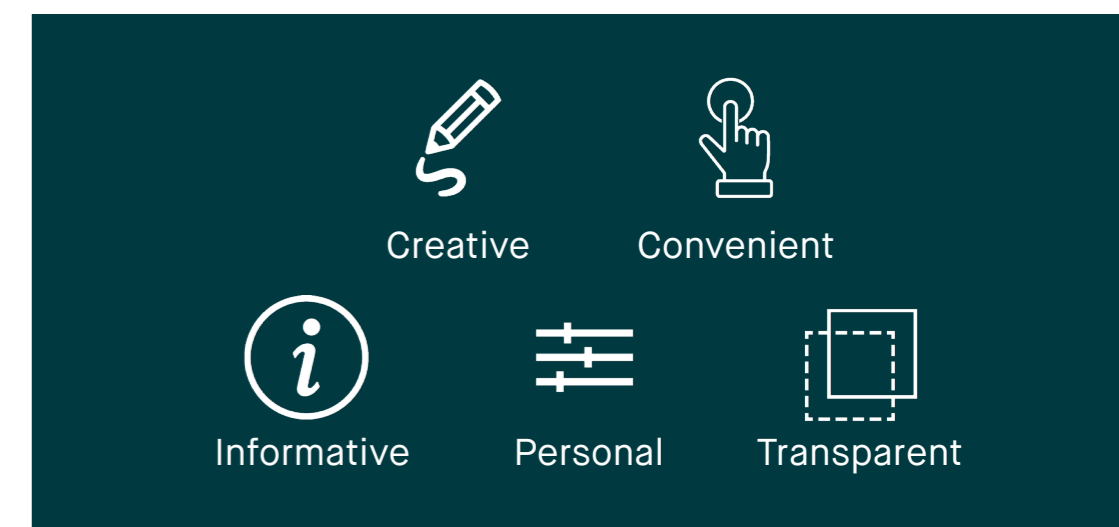
Product development
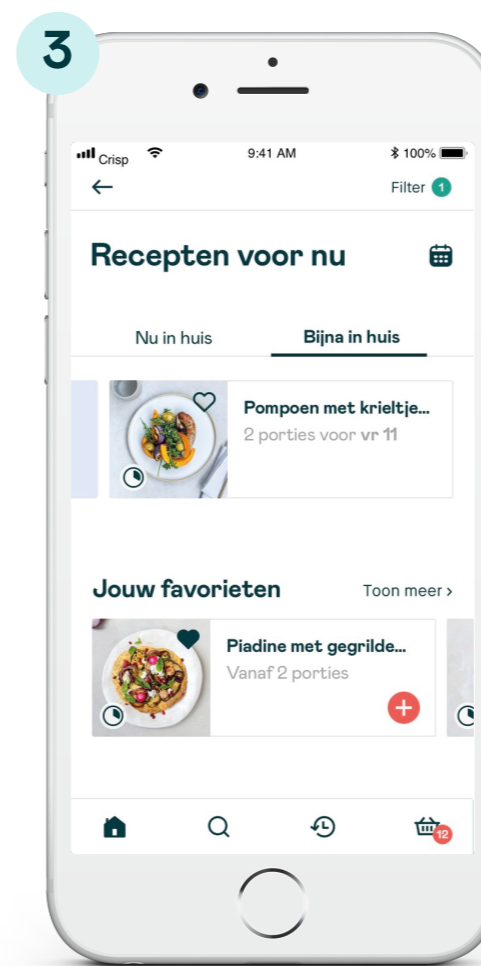
'Weekly planning' at Crisp

This concept introduces an integration of customers' weekly recipe planning in the Crisp app. It unburdens in a smart way, offers more personal convenience and it is an easier guidance through the online shopping process.

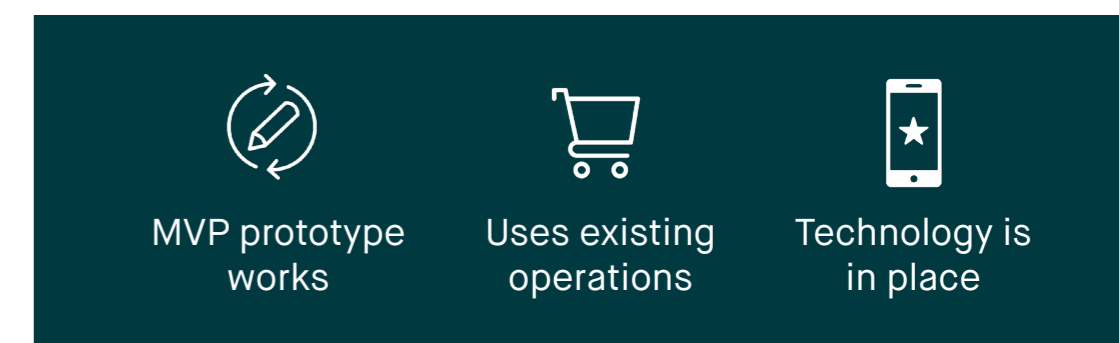On the detail page of a recipe, the calendar icon is shown to plan.
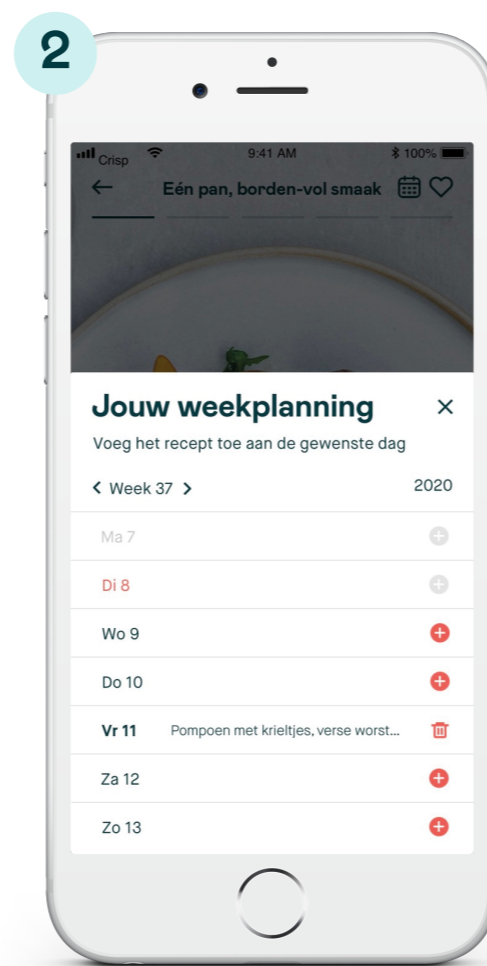
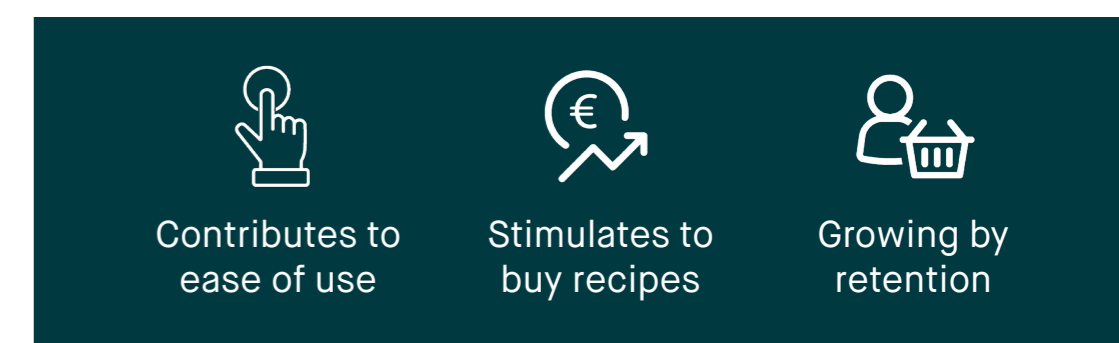Pressing the calendar icon, it will be possible to select a day.

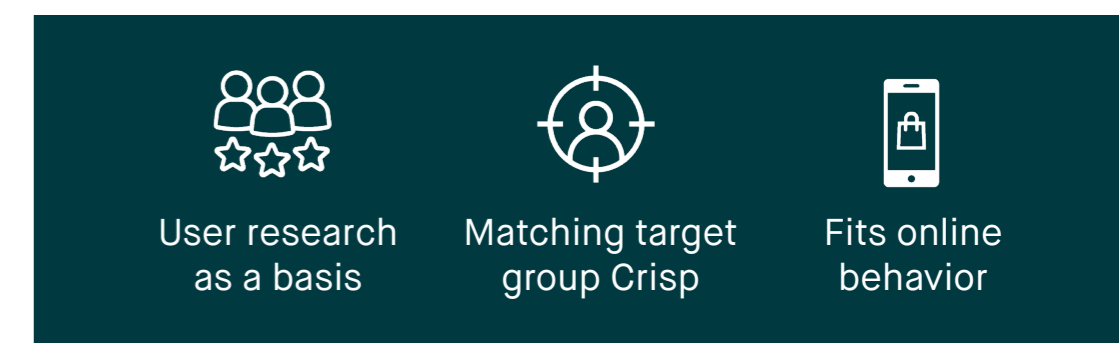An overview of the planned recipes that are ordered is kept.

Innovation sweet spot

Feasibility

MVP prototype works · Uses existing operations · Technology is in place

Viability

Contributes to ease of use · Stimulates to buy recipes · Growing by retention

Desirability

User research as a basis · Matching target group Crisp · Fits online behavior

## Product launch

Concept validation

A quantitative set-up was used to evaluate if the concept could contribute to retention. In total, 23 responses were collected and a prototype video was showed for review. Participants positively validated the ease of use and personalization, and a significant number would recommend this planning to others, which contributes to retention.

Experiment for Crisp

control · variation
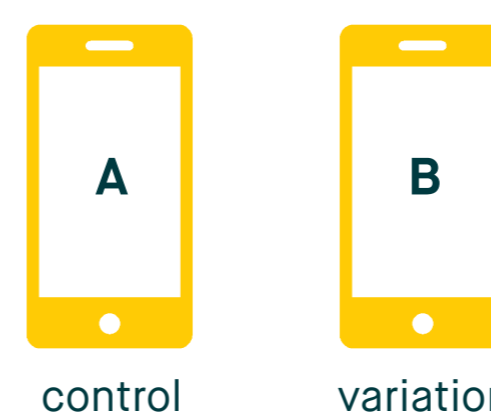
A/B experiment set-up (Ries, 2011)

In order to test the concept in a real set-up, it is recommended for Crisp to conduct an A/B test with group A using the normal app and group B using the weekly planning. By measuring several parameters contributing to retention in both groups and comparing those, the desired increase in retention is proven.

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Strategic product design

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