

LSE Retention Hackathon  
for

**Grocery shopping App**



**The  
Team**



# Working Session



# Final presentation



Main Room Google Meet

- Behavioural Science 101
- The Problem & User Journey
- Potential Behavioural Interventions

# Behavioural Science Overview

## Behavioural Science Method

### Understand problem & Specify target behaviour

- Understand problem to solve
- Specify precise target behaviour & target group
- Understand current behaviour, identify why it's not the target behaviour
- Identify what is needed for the behaviour to change

### Design

- Identify relevant behavioural insights
- Generate ideas for interventions based on these
- Evaluate & prioritise ideas
- Select which to test
- Create test stimuli

### Test

- Trial potential intervention(s) vs control
- Evaluate impact, spillover effects, cost effectiveness
- Agree if interventions meet criteria
- If necessary redesign, retest or refine

### Scale

- Roll out intervention to larger group.
- Track and refine as needed.

## Some Behavioural Science Frameworks

### Habit Loop

- Cue
- Routine
- Reward

### MINDSPACE

- Messenger
- Incentives
- Norms
- Defaults
- Salience
- Priming
- Affect
- Commitments
- Ego

### EAST

- Easy
- Attractive
- Social
- Timely

### Cialdini's Principles of Persuasion

- Reciprocity
- Scarcity
- Authority
- Consistency
- Liking
- Social Proof
- Unity

### Behavioural Biases

- Ambiguity Aversion
- Anchoring
- Cognitive Overload
- Commitment
- Framing
- Empathy Gap
- Goal Gradient
- Loss Aversion
- Optimism Bias
- Peak End
- Present Bias
- etc...

### Com B

#### Capability

Ability to do the behaviour

#### Opportunity

Environmental triggers for the behaviour

#### Motivation

Desire to do the behaviour

### Behaviour

# Target behaviour and barriers

## Target Behaviour



## Barriers

Barrier A	Not the Right Time to Shop / Remembering to Shop
Barrier B	Recipes & Prices; The value of <u>GroceryApp</u>
Barrier C	Friction and the ease of the <u>GroceryApp</u> Experience

## Potential Interventions



**Notifications**



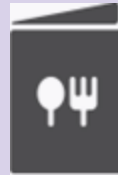
**Feature Rewards**



**Default Booking**



**Goal Setting**



**Recipe Recs**



**Addl. Ideas**





## Loss Aversion

Messages that highlight loss.

Ex: “Don’t miss out on XYZ freebie.  
Checkout by 10pm”



## Value Add

Focus on value addition of the app

Ex: “The app has 400+ recipes. Discover  
more now”



## Goal Driven

Emphasize user goals

Ex: “Reduce waste by planning your  
meals now.”



## Social Norm

Focus on the actions of others to  
nudge behavior in certain  
situations.

Ex: “75% of GroceryApp users have  
placed their 2nd order now.”



## Reminders

Messages that users don’t  
forget to take action on the  
app

Ex: “Don’t leave your basket  
behind”

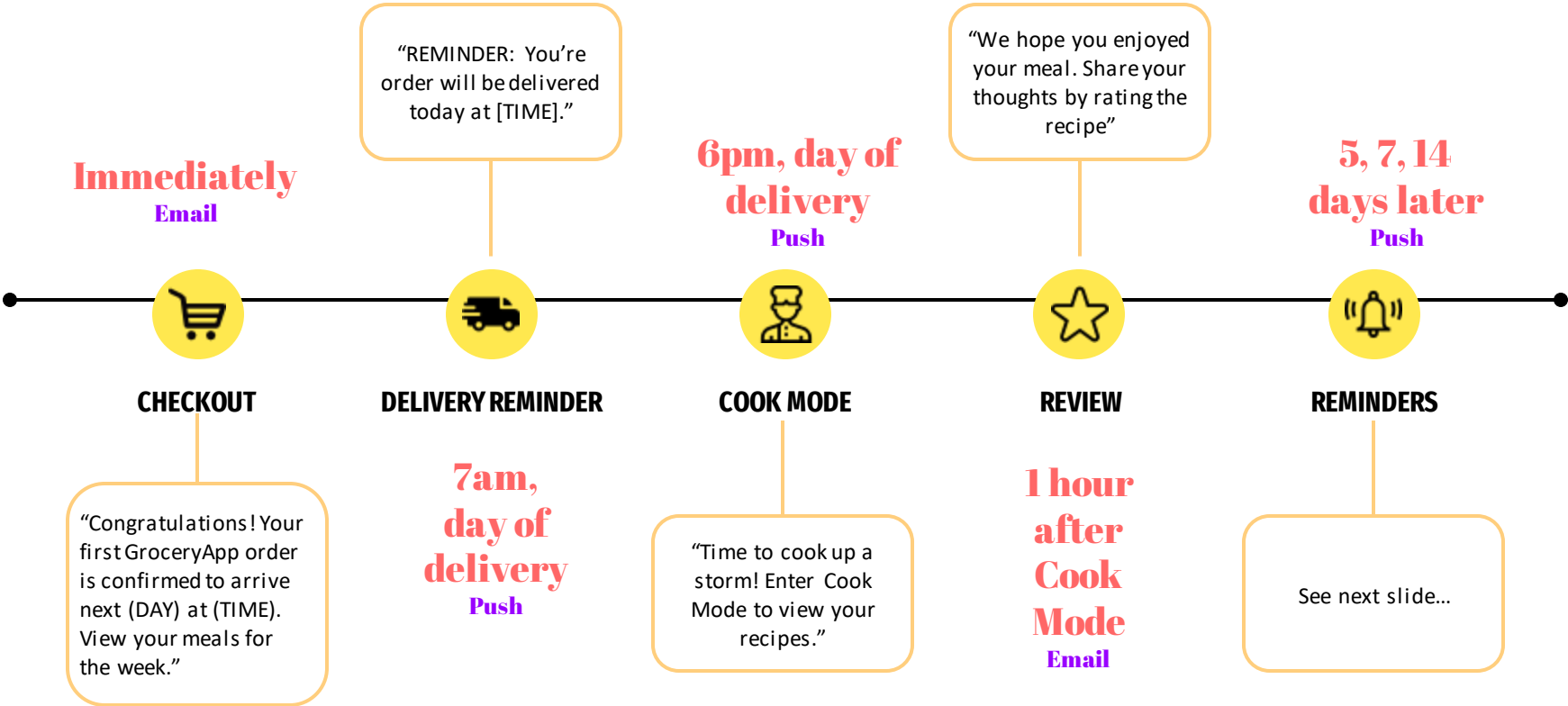


## Messenger Effect

Using likability, credibility of  
person to deliver a message.

Ex: “Jamie Oliver recommends these 5  
pasta recipes. Shop now”

# Notification Timing





## Calls-to-action

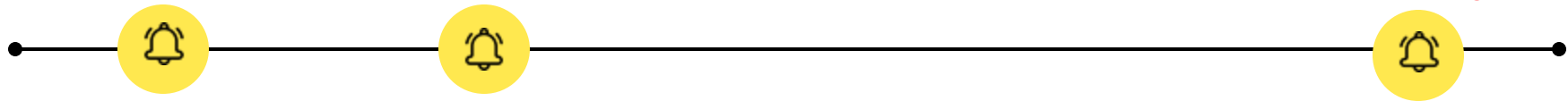
"X percent of GroceryApp shoppers who order on [day] last week like you, have already re-ordered for next week. Book your delivery slot on GroceryApp now."

- Popular ordering times
- That customers' previous ordering times

5 days after first delivery

SOCIAL NORMS OR LOSS AVERSION

14 days after first delivery



GOAL-DRIVEN VALUE ADD

7 days after first delivery

GOAL DRIVEN VALUE ADD

"Keep up the good work on your nutrition goals! Meal plan and shop with GroceryApp now."

"Let GroceryApp save you X hours this week on meal planning and shopping. Shop Now."

<b>Goal Driven</b>	<b>Value Add</b>	<b>Social Norm</b>	<b>Loss Aversion</b>
<p>You're doing great! Book your slot now to stick to your health goals!</p> <p><i>(Healthy Eaters)</i></p>	<p>We've added 5 new recipes this week! Secure your slot now.</p> <p><i>(Variety Seekers)</i></p>	<p>90% of GroceryApp shoppers in your neighborhood have already secured their slot for this week. Book now!</p>	<p>Don't lose your slot for this week! Book now.</p>
<p>Reduce food waste by planning your meals with GroceryApp! Stick to your sustainability goals and order now!</p> <p><i>(Sustainable goals)</i></p>	<p>Check out the latest BBC Good Food recipes on GroceryApp now. Book your slot for this week.</p> <p><i>(Messenger effect)</i></p>	<p>75% of GroceryApp families in London saved X money on groceries this week. Join them by booking your slot now!</p> <p><i>(Cost-saving)</i></p>	<p>We've saved a slot for you tomorrow. Book by 10pm to secure it.</p>
<p>Looking for some foodspiration this week? Browse recipes and book your slot on GroceryApp now!</p> <p><i>(Variety Seekers)</i></p>	<p>Check the app for Jamie Oliver's favourite family recipes! Let's get shopping.</p> <p><i>(Messenger effect)</i></p>	<p>Be a food waste warrior and join thousands already reducing waste through our app.</p> <p><i>(Sustainable goals)</i></p>	<p>Don't miss out on grocery savings this week! Book your slot on GroceryApp now.</p>



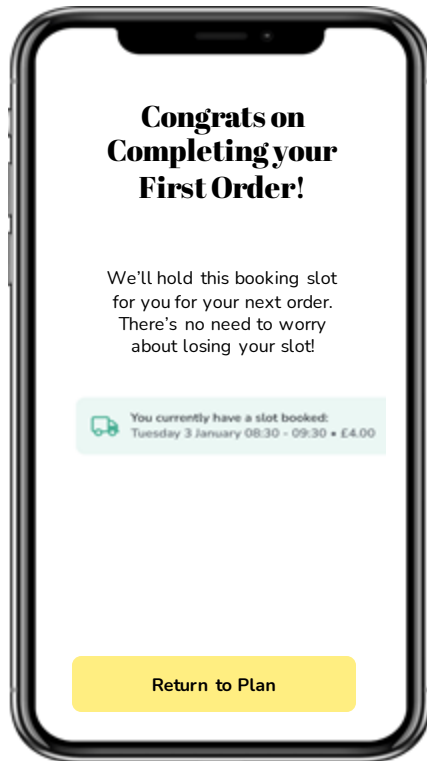
**Default  
Book**



## Default Booking slot

Provide each user with a recurring, 'held' booking slot based on their first order. Users would receive this automatically and then be provided the opportunity to customize.

Message After 1st Order



Reminder on Default Booking



Provide users with the ability to customize.

It should also be customizable within the app settings and at each shop.

Notify users that slot will lapse at specified time if no items are added



## Behavioral Insights (Rationale)

- **Defaults:** Most people stick with the default. Make it the default that a shop is already booked vs not booked..
- **Cognitive Burden:** Reduces friction and cognitive burden of the experience
- **Ambiguity:** Reduces potential ambiguity and uncertainty of a preferred booking slot not being available
- **Decision Fatigue:** Reduces potential decision fatigue and uncertainty of having a booked slot for grocery delivery (*What time should I choose? Will my preferred slot be available?*)
- **Incentives:** Provides incentives to users to continue to order from the app with the guarantee of a preferred delivery time

## Considerations

- Users should be made aware of an order by date to maintain the booking slot.
- Customization for the recurring booking slot should be available in settings and with each booking
- **Alternatives:**
  - Based on feasibility or level of customization desired, a less automated version could provide users with a notification on held booking times (e..g, “Here's a booking slot for you, complete your order by X to maintain this slot!”)
  - A notification that automatically takes a user to the desired booking page and selects their frequently chosen time slot

# Company Feedback

“Fantastic job! Really impressed with the quality of insights and ideas in such a short space of time. We will definitely implement some of those ideas. Well done and please pass on my thanks to the team. 💪.”

*Company Founder & CEO*

“We are now implementing the LSE team’s suggestions in our CRM plan”

“I thought it was an incredibly useful session, and was really impressed with how quickly everyone had got up to speed with the business, the level of actionable results, and everyone's presentation skills.”

*Strategy Lead*