

RESEARCH REPORT

# Green Connect

## Veggie Box Subscription

*A mixed-methods UX research study into subscribers, prospects and the broader produce-box market.*

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UX Research • December 2023



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# 01

SECTION 01

## Executive Summary

*The breakdown — at a glance.*

# 01

## Executive Summary

Key findings from interviews, survey, usability testing & website analytics.

Green Connect commissioned mixed-methods research to better understand its Veggie Box audience. Findings reveal a values-driven, loyal core customer base and clear opportunities to broaden appeal through customisation, content, pricing options and digital experience improvements.



### Values-driven core

Subscribers stay because Green Connect reflects their ethics — local farming, refugee employment, low-waste.



### Convenience matters

Saving time and reducing meal-planning effort are the strongest functional drivers.



### Quality is a must

Freshness and consistent produce quality determine trust and willingness to renew.



### Price is a barrier

Perceived cost deters initial sign-ups. More affordable box options could broaden the audience.



### Flexibility is essential

Customers want to customise, swap, pause and skip — not be locked into one fixed box.



### Digital friction hurts

Mobile navigation issues obstruct conversion. Competitor Farmers Pick draws 5× more traffic via SEO.

# 02

SECTION 02

## Project Overview

*A research analysis into Green Connect's Veggie Box subscriptions.*

## BACKGROUND

Founded in 2011, Green Connect emerged in the Illawarra to tackle unemployment and waste. With support from SCARF, it grew into a social enterprise combining waste recovery, fair-food farming and employment for former refugees and young people. The Veggie Box service — part of the fair-food initiative — has gained traction, prompting this UX research to better understand its audience.



### A SOCIAL ENTERPRISE

*Waste recovery, fair-food farming and meaningful employment — the Veggie Box is one expression of a broader mission.*



## OBJECTIVES

### Why this research?



#### Understand the audience

Build a clear picture of who subscribes — and why.



#### Explore motivations

Map drivers, preferences and barriers to engagement.



#### Test the experience

Identify friction in the website and ordering journey.



#### Inform action

Translate findings into concrete service improvements.

# 03

## SECTION 03

# Process

*The method to the madness — four complementary research streams.*

Four research streams informed the findings in this report.

01



## User Interviews

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Semi-structured 30–45 min Zoom interviews with 14 current, past and prospective subscribers.

02



## Survey Building

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32-question Qualtrics survey distributed via email and social channels. 412 responses collected.

03



## Usability Testing

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Remote moderated sessions observing how participants navigate the Green Connect website on desktop and mobile.

04



## Website Analytics

---

SimilarWeb data compared Green Connect traffic, sources and engagement against direct competitors.

# 04

## SECTION 04

# Limitations

*What held the research back — context for the findings.*

*Three honest constraints to bear in mind when reading these findings.*

## 01

### Restricted survey reach

The initial customer survey was intended for the full Green Connect database but only reached a subset of recent users. Developing reliable mailing capability to all contacts would enable more comprehensive future efforts.

## 02

### Small interview sample

The supplied contact list yielded only 14 interview participants. Despite personalised outreach, community participation was lower than desired. Continuing to build trust and offering small incentives may lift future engagement.

## 03

### Limited non-subscriber voice

Participation among non-subscribers in the local community was minimal. Wider distribution — social media, flyers, community events — is needed to capture perceptions, barriers and demand within the Illawarra region.

# 05

SECTION 05

## User Interviews

*What are the people saying?*

05

# Who Was Interviewed

14 participants across three audience types in November 2023.

01

11



## Active Subscribers

A mix of weekly and fortnightly subscribers currently engaged with the Veggie Box service.

02

3



## On Hold / Cancelled

Users who paused or cancelled their subscription — invaluable for understanding churn drivers.

03

—



## Non-Users

People who use alternative produce services or no subscription at all (broader survey supplemented this group).

# Interview Method & Analysis

*Semi-structured Zoom interviews, synthesised through affinity mapping.*

## STRUCTURED CONVERSATIONS

A consistent protocol guided 30–45 minute Zoom conversations across five focus areas:

**Participant background** — household, shopping habits, produce consumption

**Motivations & experiences** — basket size, frequency, tenure

**Satisfaction & advocacy** — likelihood to recommend

**Competitor comparisons** — what else is being used

**Service improvements** — open feedback on what would change

## SYNTHESIS

*Notes from every session were captured digitally and synthesised into an affinity map — clustering motivations, frustrations, needs, ideas, value drivers and opportunities into themes that drive the insights in this report.*



*Affinity mapping — synthesising 14 interviews into themes.*

05

## Interviews — Current Subscribers

Themes uncovered across 11 active subscribers.

11

Active subscribers interviewed

82%

Order weekly produce boxes

82%

"Highly likely" to recommend

8–9

Value-for-money rating (out of 10)

### HOUSEHOLD PROFILE & TENURE

- 5 two-person households
- 3 three-person households
- 2 four-person households
- 1 single occupant

- 5 customers for 1–2 years
- 4 for 6–12 months
- 2 started in the past 3 months

### KEY PURCHASE MOTIVATORS

10

Supporting sustainability, organic farms & refugees  
*mentions*

9

Quality and freshness of produce  
*mentions*

7

Convenience and time savings  
*mentions*

## Interviews — Past Subscribers

*Limited but telling indicators of churn drivers from 3 former customers.*



### ORIGINAL MOTIVATIONS

#### Why they signed up

Affordable prices and low-waste packaging attracted initial purchases. The mission resonated, but functional fit eventually broke down.



### REASONS FOR CANCELLATION

#### Why they left

- 2 switched due to accumulated cost over time
- 1 moved outside the delivery region
- 1 found it hard to finish full boxes each week



### WHAT THIS MEANS

*Three interviews is a small sample, but the pattern points to cost fatigue and box-size mismatch as the two most actionable churn levers. Follow-up outreach focused on cancelled subscribers would meaningfully sharpen retention strategy.*

# 06

SECTION 06

## Surveying

*A broader study on fresh-food subscriptions.*

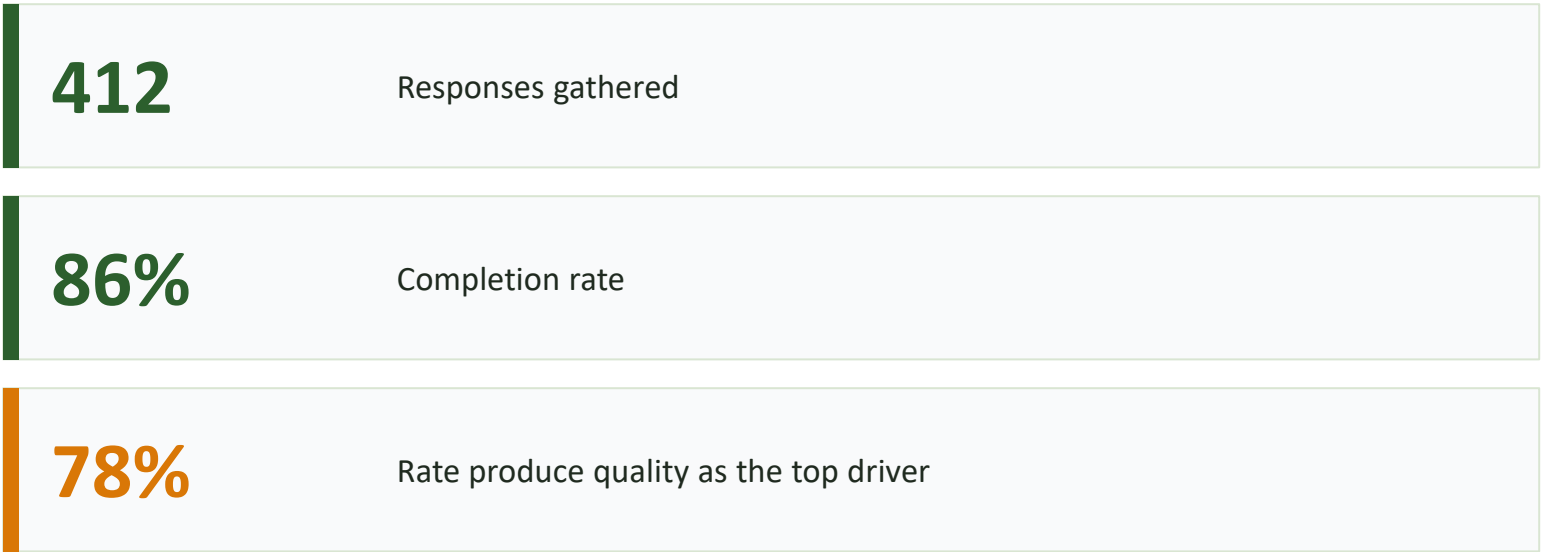
# 06

## Survey Dashboard

Quantitative insights from 412 responses on behaviours, motivations and preferences.

### DISTRIBUTION & STRATEGY

A cross-sectional anonymous survey ran November–December 2023, distributed via email to Green Connect subscribers and via paid social targeting Sydney, Melbourne, Brisbane, Adelaide, Perth and the Illawarra. The 32-question instrument blended multiple choice, Likert scales, ranking and free-text responses.

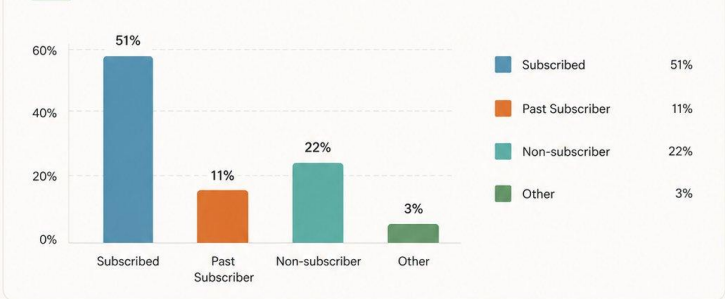


### 02 SURVEY DASHBOARD

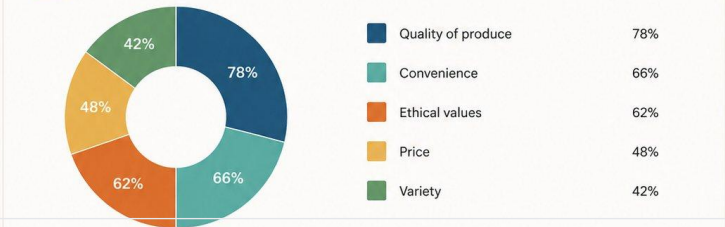
Quantitative insights from over 400 responses on behaviours, motivations and preferences.



#### Who completed the survey?



#### What matters most?



# Survey Design & Instrument

*The Qualtrics survey that captured both qualitative and quantitative feedback.*

## DESIGN PRINCIPLES

### ✓ Clear & simple

Clean layout to reduce cognitive load and keep participants focused.

### ✓ Mix of question types

Multiple choice, rankings, scales and open text to gather rich insights.

### ✓ Qualitative + quantitative

Captures both measurable data and detail behind the numbers.

### ✓ Participant friendly

Mobile responsive, respectful of participants' time.

## 03 QUALTRICS SURVEY EXAMPLE

Example of the survey design used to capture qualitative and quantitative feedback from participants.

**Clear & Simple Design**  
Clean layout to reduce cognitive load and keep participants focused.

**Mix of Question Types**  
Combination of multiple choice, rankings, scales and open text to gather rich insights.

**Qualitative + Quantitative**  
Captures both measurable data and detailed feedback to understand the why behind the numbers.

**Participant Friendly**  
Mobile responsive, easy to complete and respectful of participants' time.

Designed to reflect Green Connect's values: simple, thoughtful and focused on real customer voices.

**GREEN CONNECT** 1 / 32

### Veggie Box Subscription Survey

1. What best describes you?

Current subscriber  
 Past subscriber  
 Non-subscriber  
 Other / Not sure

2. What are the main reasons you choose (or chose) Green Connect?

Support ethical & sustainable practices  
 Fresh, high-quality produce  
 Convenience  
 Support local farmers  
 Other (please specify)

3. How often do you receive a veggie box?

Every week  Fortnightly  Monthly

4. On a scale of 1-5, how satisfied are you with your experience so far?

Very dissatisfied 1 2 3 4 5 Very satisfied

*Live Qualtrics survey instrument used for data collection.*

# Key Survey Findings

*What the numbers tell us about Green Connect's customer base.*

## Customer Profile

- 63%** currently active subscribers
- 29%** past customers
- 76%** subscribed for over 12 months

## Satisfaction & Loyalty

- 92%** agree GC is convenient for produce access
- Top 3** drivers: quality, flexibility, ethics
- 15%** noted some consistency / quality issues

## Orders & Spend

- 43%** order weekly boxes
- 57%** pick "Pick Your Own" box style
- \$76–125** average weekly produce spend

## Competitor Landscape

- High** awareness of supermarkets & meal kits
- Lower** price points but weaker brand connection
- Social** media drives discovery of smaller brands

## Broader Produce-Box Survey

*Expanded national survey reached prospects outside the Green Connect base.*

*Following limited engagement on the GC-focused questionnaire, a second Qualtrics survey was distributed via paid social across Sydney, Melbourne, Brisbane, Adelaide, Perth and the Illawarra over a two-week window. Questions were designed to be universally applicable across fresh-food box brands.*

**81%**

have used a produce or meal-kit service

**62%**

order weekly or fortnightly boxes

**50%+**

stay subscribed for 7–12+ months

**43%**

spend \$76–125 weekly on fresh produce



### THE TAKEAWAY

Across Australia, audiences value convenience, affordability and variety when subscribing to fresh-food delivery. Top drivers cited: convenience, promotional pricing and variety/recipe inspiration. Supermarkets and meal kits dominate awareness — social media is the main route to discovering smaller brands.

06

# Drivers & Satisfaction

*What pulls subscribers in — and what keeps them satisfied (or not).*

## PRIMARY DRIVERS



### Convenience

Time savings and meal-planning assistance



### Promotions

Initial discounted pricing draws first orders



### Variety & Recipes

New ingredients and recipe inspiration



### Quality & Freshness

Confidence in produce condition on arrival

## SATISFACTION & GAPS

**78%**

agree their service supplies fresh, high-quality ingredients

**83%**

find their provider offers needed order flexibility

**67%**

want more customisation around preferences & diet

**53%**

would like an expanded product selection

**49%**

call out excessive packaging waste

# 07

## SECTION 07

# Usability Testing

*& Website Analytics — how the site is actually being used.*

# Usability Testing

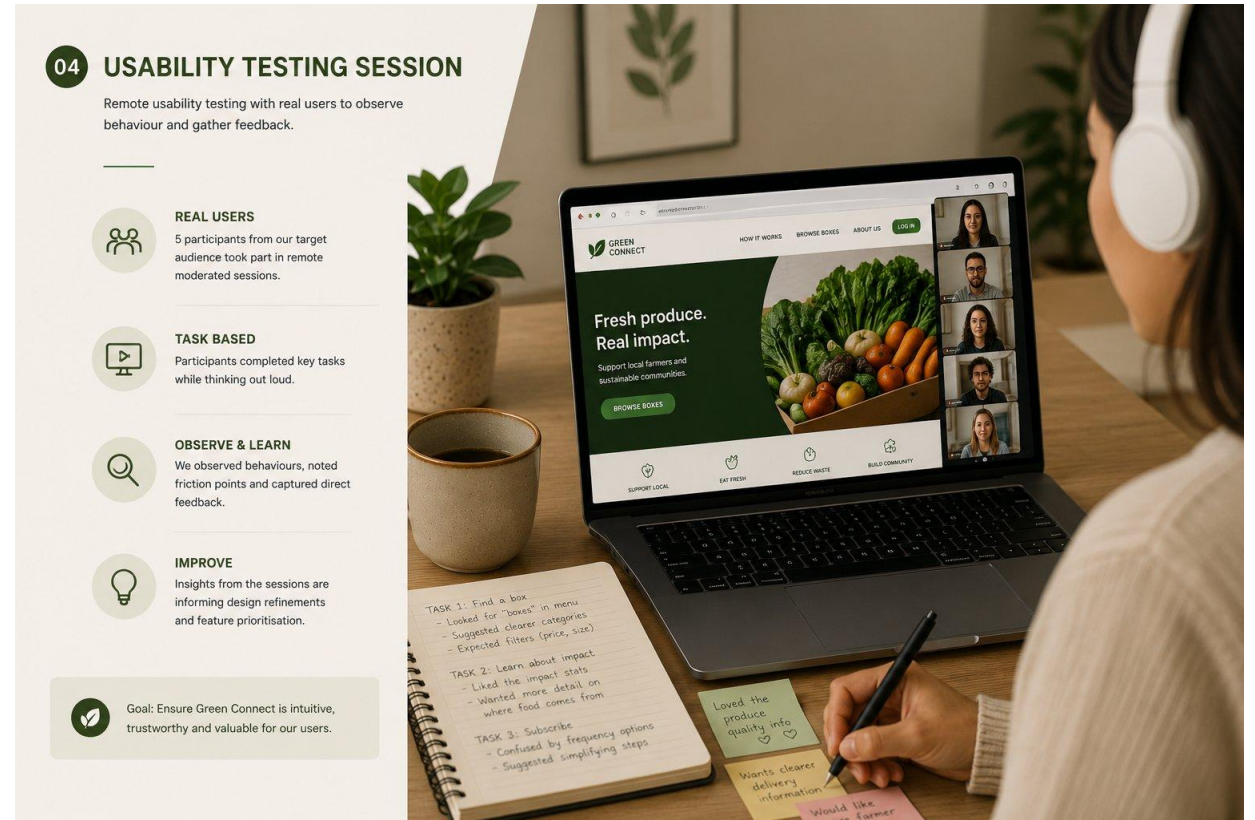
Remote moderated sessions observing real users on the Green Connect site.

## METHOD

3 participants completed 45–60 minute moderated Zoom sessions. Each navigated the Green Connect site on desktop first, then on mobile, thinking aloud as they placed an order. Follow-up questions explored pricing, product selection and likelihood to subscribe.

## KEY FRICTION POINTS OBSERVED

- Selected item count was not visible while choosing produce (desktop & mobile)
- "Pick Your Box" disappeared from view when scrolling on long pages
- Adding meats required leaving the produce flow — too many clicks
- Mobile pages scrolled extremely long, making review difficult



Remote moderated usability sessions in progress.



## Pricing & Value

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Participants compared GC organic produce to local supermarkets. One broke down item-by-item (\$30) and felt the box was overpriced. Others felt \$50–\$70 family box pricing was reasonable once labour, delivery, and organic certification were factored in.



## Suggested Improvements

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Offer an "ugly produce" box at a lower price point to attract new customers. Include recipes and storage tips inside boxes. Make subscriptions flexible — allow item swaps before orders are confirmed.



## Overall Experience

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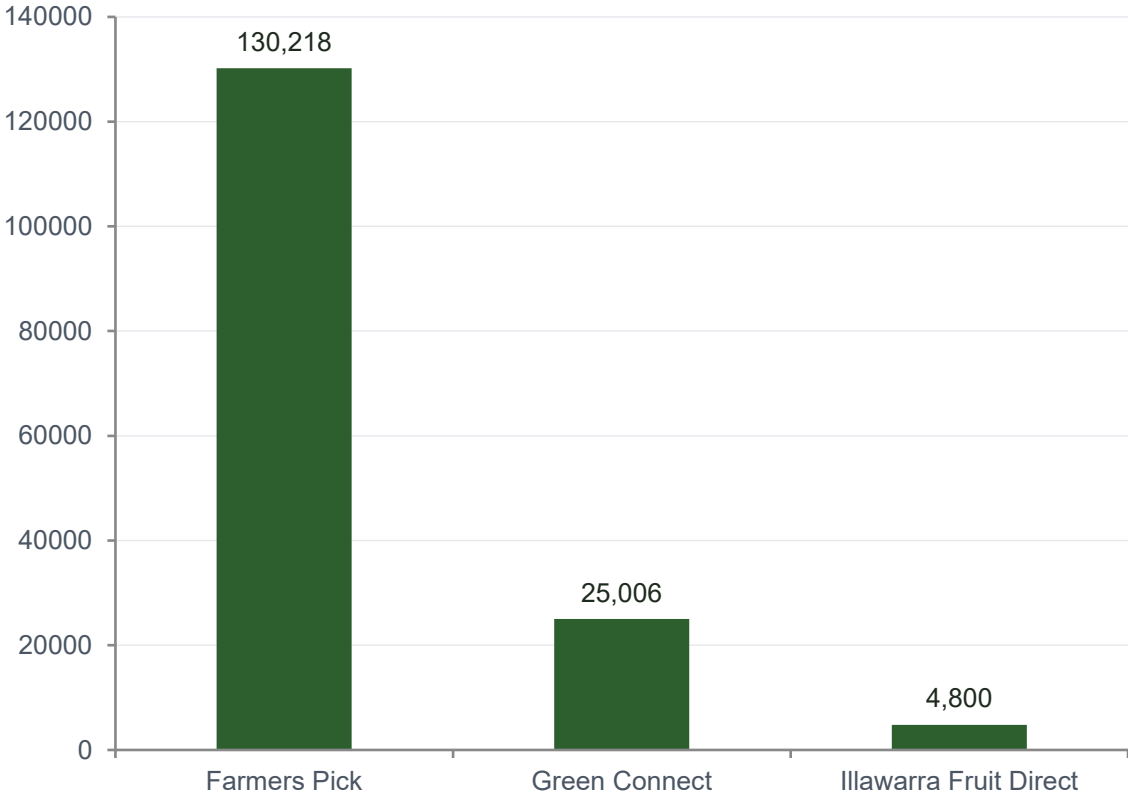
Participants appreciated the mission and liked having organic produce easily accessible. However, the confusion and inconvenience on mobile would make them hesitant to order regularly — they'd order sporadically rather than commit.

07

# Website Analytics

Two-month SimilarWeb benchmark against direct competitors (Sep–Oct 2023).

### MONTHLY VISITS



### ENGAGEMENT

Pages per visit — Green Connect	<b>3.78</b>
Pages per visit — Farmers Pick	<b>2.50</b>
Bounce rate — Green Connect	<b>6.77%</b>
Bounce rate — Farmers Pick	<b>58.95%</b>
AU ranking — Green Connect	<b>#246k</b>
AU ranking — Farmers Pick	<b>#13k</b>

07

# Traffic Sources & Keyword Performance

Where visitors come from — and where Green Connect lags behind.

## ORGANIC SEARCH SHARE OF TRAFFIC



**Farmers Pick**

60% organic search



**Green Connect**

13.8% organic search

### Paid search dominance

Farmers Pick drives 36% of total traffic via paid ads — predominantly branded keywords.

### Referral wins

Green Connect captured 4.04% from referral sites including 7News and OzBargain.

### SEO opportunity

Boosting organic and paid search visibility is the most direct route to closing the traffic gap.

# 08

SECTION 08

## Insights

*Seven themes that emerged across every research stream.*

# Ethical Alignment Creates Emotional Loyalty

**01**

## Ethical Alignment Creates Emotional Loyalty



Customers stay because it reflects their values and creates positive impact.



Support local & sustainable farming



Reduce waste & eat more sustainably



Support refugees & the community



Feel good knowing their impact

### WHAT WE FOUND

Subscribers consistently described Green Connect as an expression of their values, not just a grocery service. Supporting local sustainable farming, employing former refugees, reducing food waste — these are the reasons subscribers stay, even when supermarket prices are lower.

Across interviews and survey responses, 62% cited ethical values as a key driver of their decision to subscribe and remain. This loyalty is durable: most retain for 12+ months once aligned with the mission. Communicating impact transparently — where food comes from, who grew it, how it helps — directly strengthens this bond.

# Customers Are Outsourcing Meal-Planning Effort

02

## Customers Are Outsourcing Meal-Planning Effort



Saving time and reducing decision fatigue are the biggest benefits.



Saves time on shopping



Simplifies meal planning



Reduces decision fatigue

### WHAT WE FOUND

Beyond ethics, the strongest functional motivation is the time and cognitive load that Green Connect removes. Subscribers repeatedly described the relief of not having to plan a weekly produce shop, choose individual items, or decide what to cook.

66% of survey respondents rated convenience as a top driver. Saving time on shopping, simplifying meal planning and reducing decision fatigue together explain why even committed home cooks subscribe. Recipe content and themed boxes amplify this benefit — they turn delivered ingredients into a finished plan.

# Product Quality Determines Trust & Retention

03

## Product Quality Determines Trust & Retention



Fresh, high-quality produce is essential. When quality slips, satisfaction drops.



Freshness is highly rated



Generally happy with quality



Inconsistent quality leads to frustration

### WHAT WE FOUND

Quality is the highest-rated factor across the entire study — 78% of survey respondents named it the most important attribute. Subscribers are generally happy with what arrives, and many described freshness and condition as the moment that confirmed their decision to subscribe.

But quality is also the most fragile variable. 15% reported occasional inconsistencies, and a single bad box has an outsized effect on trust. Consistent freshness, honest communication when produce is affected, and proactive quality control are the foundations on which everything else — pricing, ethics, convenience — rests.

# Price Can Be a Barrier to Trial and Retention

**04** **Price Can Be a Barrier**



Perceived cost prevents some from trying or continuing.

 Seen as good value for money	 Initial cost deters some customers	 Discounts encourage trial	 More affordable options requested
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## WHAT WE FOUND

Pricing is the most polarising theme in the research. Loyal subscribers understand the economics — small batches, organic certification, fair wages — and accept the premium. But for new and lapsed customers, the perceived cost is a real obstacle.

Two of three churned interviewees cited accumulated cost over time. Among non-subscribers, 48% rated price as a top barrier to trial. Discounted introductory offers, mini-box or "ugly veggie" formats, and clear value-for-money messaging would meaningfully broaden the addressable audience without diluting the brand.

# Flexibility Is Essential to a Modern Subscription

## 05 Flexibility Is Essential



Customers want options and control to suit their needs and changing circumstances.



Ability to customise boxes



Skip, pause or change easily



Choose what works for their family



Flexible purchasing options valued

### WHAT WE FOUND

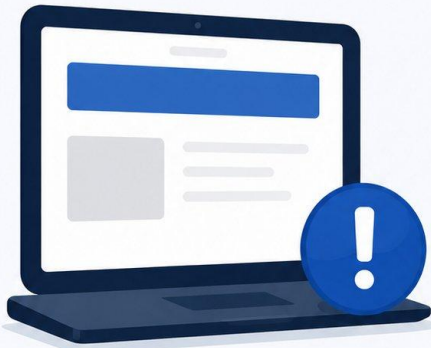
Subscribers do not want to be locked in. They want to skip a week when they're away, pause when life gets busy, swap an item they don't eat, and adjust frequency as the household changes. Where the service allows this, satisfaction is high; where it doesn't, frustration accumulates quickly.

67% of survey respondents wanted more customisation. The ability to build a box, swap items easily, and skip or pause without friction was named as the single biggest service-level improvement that would lift retention — and as the most attractive differentiator versus competitors.

# Digital Friction Undermines Conversion

06

## Digital Friction Undermines Conversion



Usability issues create barriers and drop-offs.

### WHAT WE FOUND

Usability testing surfaced a clear pattern: people who want to subscribe still struggle to complete the purchase. The selected-item counter is invisible during produce selection. The "Pick Your Box" CTA disappears when scrolling. Adding meats requires leaving the produce flow entirely.

On mobile, these issues compound — long scrolling pages and disconnected navigation paths produced visible frustration in every session. With mobile dominating modern grocery research and discovery, fixing these specific friction points is the single highest-leverage digital intervention available.

# Green Connect Competes in a Broader Convenience Ecosystem



## WHAT WE FOUND

Subscribers do not benchmark Green Connect only against other organic produce boxes. They compare it to whichever service removes effort from their food routine that week — supermarket delivery, meal kits, quick-commerce apps, recipe platforms.

This means values-based differentiation is necessary but not sufficient. To win share, Green Connect must also compete on convenience, content and speed — the dimensions where Farmers Pick, HelloFresh and Coles already invest heavily. Strengthening recipes, mobile UX and personalisation lifts the service into the broader convenience consideration set.

08

# Insight Synthesis

Mapping the seven insights to four strategic priority areas.

## Strengthen the values story

Continue communicating mission, sourcing and impact — this is the foundation of loyalty.

01

*draws on insight(s)*

## Reduce friction & effort

Outsource meal-planning further with recipes; remove digital friction in checkout.

02

06

*draws on insight(s)*

## Protect & broaden quality

Maintain freshness as table stakes; widen affordability with new box formats.

03

04

*draws on insight(s)*

## Earn the modern subscription

Flexibility and convenience to compete in the broader food-services ecosystem.

05

07

*draws on insight(s)*

# 09

## SECTION 09

# Recommendations

*What can be implemented — across research, marketing and digital.*

# Recommendations at a Glance

Three streams — Research, Marketing and Digital — covering nine focused actions.

01



## Research

- ✓ Cancellation analysis
- ✓ Illawarra market research
- ✓ Post-purchase survey
- ✓ Website analytics tooling

02



## Marketing

- ✓ Referral & rewards program
- ✓ Targeted social campaigns
- ✓ Value-prop messaging shift
- ✓ Letterbox marketing

03



## Digital

- ✓ Website navigation fixes
- ✓ Recipe utility & personalisation
- ✓ Mobile app development
- ✓ SEO investment

*Two follow-on research investments would meaningfully strengthen the picture of what's driving subscriber behaviour — and where the next wave of growth might come from.*

## Cancellation analysis

Investigate the reasons behind churn — pricing, UX, life changes, box-size fit. Quantify each cause so retention efforts can be prioritised by impact.

## Illawarra market research

Targeted local research to understand consumer preferences, awareness and competitive dynamics specific to the region Green Connect serves.

## Post-purchase survey

Automated email survey after each delivery covering quality, delivery experience and content satisfaction — a continuous source of signal.

## Website analytics tooling

Implement an analytics platform to map the user journey, identify drop-offs, analyse traffic sources and segment behaviour by audience.

*With strong existing loyalty, the most cost-effective growth lever is to channel current advocates into structured acquisition — and meet new audiences where they discover food brands today.*

## Customer referral & rewards

Formal referral program — e.g. \$10 credit per referral, or a free box for every three. Industry data suggests 5–15% lift in new-customer acquisition when executed well.

## Targeted social campaigns

Quarterly campaign bursts on Facebook, Instagram and TikTok. Mix paid ads, organic content and micro-influencer partnerships with values-aligned creators.

## Content with purpose

Brand purpose, farmer stories, behind-the-scenes operations, quick recipe videos, new-product previews. Video out-performs static content for this audience.

## Budget allocation

Allocate 2–5% of gross revenue to test quarterly campaigns. Build performance dashboards from day one so spend can scale to what works.

*Current brand messaging centres on sustainability and social impact. To reach the wider audience the research surfaced, complementary messaging and acquisition tactics targeting price- and convenience-led shoppers are needed.*

## Lead with convenience

Highlight time saved, flexibility to pause/cancel, and effortless ordering — alongside (not instead of) ethics messaging — to capture the convenience-led audience.

## Affordable box formats

Develop an "ugly veggie" or mini box at a lower price point. Lowers the trial barrier without diluting the premium positioning of core boxes.

## Promotional first-orders

Periodic letterbox campaigns in Wollongong postcodes offering 30% off first box or \$30 off first three orders, redeemed via campaign-specific promo codes.

## Community partnerships

Distribute flyers through libraries, schools and rec centres to capitalise on trusted local channels for cost-effective saturation by postcode.

*Usability testing surfaced specific obstacles that almost certainly suppress conversion today. Two of them are low-effort, high-impact fixes that should be prioritised immediately.*

## Spotlight the recipes section

Move recipes out of the footer into a primary navigation tab on the homepage. Demand for cooking inspiration is one of the strongest signals in the survey data.

## Integrate meats into add-ons

Currently meats sit in a separate Shop section, forcing customers to leave the produce flow. Surface meats as add-ons inline with box configuration.

## Persistent item counter

Display selected-item count at all times while picking produce. Every usability participant flagged this. Trivial to implement; eliminates a major frustration.

## Mobile-first refactor

Long scrolling pages and disappearing CTAs are most painful on mobile. A mobile-first navigation pass would lift both conversion and satisfaction.

*Repositioning recipes addresses visibility — but enhancing recipe content itself unlocks a deeper benefit. Targeted recipe experiences turn a produce delivery into a complete meal-planning service.*

## Personalised recommendations

Let customers check off the items in their upcoming box, then filter recipe suggestions to use those specific ingredients. Actionable, waste-reducing guidance.

## Storage & usage tips

Pair each recipe with storage best-practice and creative leftover uses (e.g. "3 ways to use spare pumpkin"). Inspires creativity and reduces waste.

## Seasonal recipe collections

Themed recipe sets aligned to seasonal produce. Strengthens the editorial side of the brand and gives the marketing team frequent content hooks.

## Invest in a recipe developer

A registered dietician or recipe developer adds professional credibility and unlocks dietary filters (vegetarian, vegan, low-FODMAP) over time.

*Given the proportion of usage on mobile devices — and the navigation issues observed there — a proprietary app represents an impactful long-term solution rather than another retrofit of the responsive website.*

## Push notifications

Surface new products, delivery alerts and limited-time offers in-context to re-engage customers and drive repeat ordering frequency.

## Seamless account access

Saved preferences, one-tap repeat orders, in-app pause / skip / swap — the flexibility insight delivered as a native experience.

## Interactive recipe features

Scan barcodes to surface recipes, snap and share creations, select on-hand ingredients to receive personalised meal suggestions.

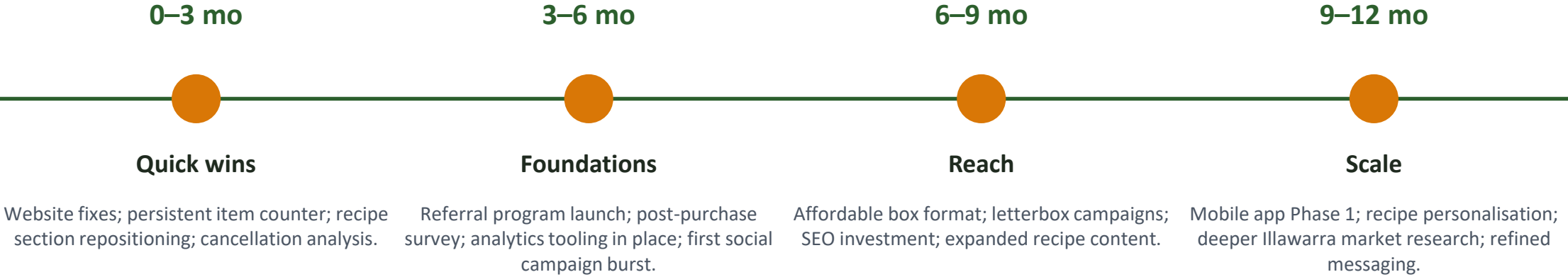
## Phased build

Phase 1 MVP validates demand and proves the funnel improvement before investing in advanced features. Reduces risk while signalling progressive brand investment.

10

# Where to Next

*Suggested sequencing of recommendations over the next 12 months.*



THANK YOU

Green Connect, you've built something rare —  
**a service people genuinely love.**

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Kyle Van Trier • UX Research • December 2023

