



Course code: CS5015

Corse Name: Human Computer Interaction

Project Title: QICKBITE

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HCI Project Report

Title: QuickBite

Domain: Online Grocery Shopping web Application

Objective:

To design and implement a user-friendly online grocery shopping platform that follows core **Human-Computer Interaction (HCI)** principles, enhancing usability, efficiency, and user satisfaction.

Work Flow:

The web application starts with a login page where there are three login options available.

1. login using phone number
2. login using google
3. login using facebook

For login using phone number the user need to enter phone number and click on continue. Then OTP verification page will be seen and there the OTP need to be entered which sent to the preferred phone number. For entering Phone number there will be timer upto 30 sec if not entered the opt in the given time user can see “Resen opt” option and if user clicks on it the opt will be resent. After entering correct OTP then user will be directed to the home page through a circular loading bar.

If user clicks on the Login with google.. then the user shown with their google accounts and need to select one of them. After selecting one of the account the user need to enter the

numerical captcha shown on the Screen. If the Captcha is correct then the user directs to the home page through a Circular Loading bar.

If user clicks on the Login with Facebook.. then the user shown with their Facebook accounts and need to select one of them. After selecting one of the account the user need to enter the numerical captcha shown on the Screen. If the Captcha is correct then the user directs to the home page through a Circular Loading bar.

After directing to the Home page the user will be shown with the trending offers like “Groceries Delivered in 10 Minutes (Fresh Fruits, Vegetables, Dairy and more delivered to your door steps faster than you can make shopping list), get 50% off on your first order with code FRESH50, free delivery on the orders above \$20, New user: Signup and get \$10 off your first order”. The home page consist of Search bar at the top middle when user searches any item in the search bar then user can see suggested items that will similar or same to the searched one. This shows the efficient use of search bar functionality.

The home page also consist of account section which shows the details of the user and cart section where user's selected items will be seen. also consist of delivery location option where the delivery need to be done. After scrolling down to home page user can see the “Shop by category” section where the categories like “Fruits and vegetables, dairy and eggs, Bakery, meat and seafood, Beverages, snacks, Frozen Foods, Pantry” are available. When user clicks on any one of these options user will be directed to the selected page where the items of particular category will be seen and added to cart by

clicking on the “Add Cart” button. Scrolling down to the Home page still down user can see “Best Deals and Discounts” where the items with discount and best deals are available and these can be added to cart by clicking on “Add to Cart” button. Then selected items can be increased or Decreased by clicking on “plus, minus” on the selected item list. The items also can be added to favorites by clicking on the heart symbol on the top of the item.

When user clicks on the particular item it will display the details of the item like “Quantity of the item, cost, ratings and review, delivery time, information of Nutrition(calorie content, protein content ect..), FAQ’s like(What’s the best way to store the item?), Comments on the selected item”. Down to that page the user may also see suggested items relevant to the selected item.

Scrolling down to the home page there is also a section named “Most Popular” where the popular and most recently purchased item are shown. Down to this there are two sections where “Fresh Fruits and Vegetables , Farm Fresh Dairy” are available. by clicking on these two the user can shop on fresh and hand picked fruits and vegetables, fresh dairy products. For this two sections there is “Shop Now” Button by clicking on this user directs to the page where relevant items are available.

Scrolling Down to the Home Page at last the information of the Web application is available where it consist the Instagram, Facebook, Twitter links are available and Quick links(About us, Contact us, FAQ, privacy policy, Terms and Services), Categories(Fruits and Vegetables, dairy and Eggs,

Bakery, Beverages, Snacks and Munchies), Contact us(Phone number, location of the Shop, email id) are available for the user. if any problem is encountered by the user they contact using this. and All rights are reserved to this website.

Coming to the Cart Section on the right side user can see the order summary which consist (Subtotal, Delivery fee, Tax, Total). Here will be having Promo code which is “FRESH10” when user enters this they will get discount of 10%. And in this page on the left side the selected items will be shown along with their cost and user also have an option to delete if they don’t want. Here also They have an option to increase or decrease their items by clicking “plus or minus”. on the top of this user can see number of items in the cart. Down to this page Suggestion will be shown for further shopping. When user clicks on Proceed to checkout, the Checkout page will be displayed where the left side Checkout flow chart(Delivery information(location), Payment, Confirm order) is seen. Down to this user can enter Delivery information like entering Delivery Address, Delivery Instruction which is optional and user may click on the “Save this information for next time” check button for future delivery. Side to this there will be “Continue to payment” by clicking on this user directed to the payment page. On the right side of the Checkout page the user has a display of Order Summary and Estimated Delivery information.

After Coming to the Payment page here there will be Two payment options like Credit/Debit card and Cash on Delivery. When user selects on Credit/Debit card option need to enter “Card number, Cardholder name, Expiry date, CVV”. On clicking the “Review order” all the information of the order

will be available along with Delivery options. After clicking on Place order the user directs to the confirm page where “Order Confirmed , your order is on its way” is displayed and time of order delivery is seen. The flow chart of order delivery will be animated like from order confirmed to delivered is seen and updated to the user(Order confirmed -> Preparing your Order -> Out for Delivery -> Delivered). The Delivery Partner name is also displayed and user can contact to the delivery partner and also can chat. Down to the confirm page there will be two options like Continue shopping and and View order details. Down to that page “Need Help?” section is seen to clarify the user’s doubts.

In every page the Back option is working efficiently. And very section there is View all option to see all the items of the category on the right side.

Hci Principles Used:

1. Visibility of System Status

The system should always keep users informed about what is going on.

How it's implemented:

- Circular loading bar after login shows system is processing user request.
- OTP timer and resend message shows current state of login process.
- Delivery status flow: “Order confirmed → Preparing → Out for delivery → Delivered” visibly tracks progress.
- Cart updates immediately reflect item additions or deletions.

2. Match Between System and the Real World

Use familiar language, concepts, and design aligned with the user's real-world understanding.

How it's implemented:

- Categories like “Fruits and Vegetables”, “Dairy and Eggs” mirror a real grocery store layout.
- Terms like “Shop Now”, “Add to Cart”, “Checkout”, and icons like heart (favorites), shopping cart, and location are universally understood.
- Suggested items and best deals mimic real-life shop placements (e.g., “Most Popular”, “Best Deals”).

3. User Control and Freedom

Users often perform actions by mistake; they need a clear way to undo/redo.

How it's implemented:

- Delete button to remove items from cart.
- Back button works efficiently across all pages.
- “Continue shopping” on order confirmation page gives users control over shopping again.
- “Save delivery info for next time” gives freedom to opt in or not.

4. Consistency and Standards

Follow platform and user interface conventions.

How it's implemented:

- Login, cart, checkout, and payment buttons follow a consistent design and location.
- The “Add to Cart” and quantity +/- buttons are placed consistently across item listings and item details.
- Navigation icons and action buttons are consistent across devices and screens.

5. Error Prevention

Prevent problems from occurring in the first place.

How it's implemented:

- OTP verification ensures secure login.
- Input format checks for phone number, card number, and CVV prevent invalid entries.
- “Resend OTP” appears only when timeout occurs to avoid misuse.

6. Recognition Rather Than Recall

Minimize memory load by making elements visible and accessible.

How it's implemented:

- Auto-suggest in search bar removes need to remember full product names.
- Cart items are always visible in cart section, so user doesn't have to recall what was selected.
- Delivery address, saved for next time, reduces recall burden in future orders.

7. Flexibility and Efficiency of Use

Accelerators should cater to both novice and expert users.

How it's implemented:

- “Favorites” list lets frequent users quickly access their usual products.
- “Most Popular” and “Recently Viewed” sections reduce search time.
- Use of promo codes for experienced users enhances value.

8. Aesthetic and Minimalist Design (Pareto Law)

Dialogues and UI should not contain irrelevant or rarely needed information.

How it's implemented:

- Simple, uncluttered design on cart and checkout pages.
- Only essential details shown in order summary (subtotal, tax, delivery, total).
- Home page sections are well-organized and spaced with clean visuals.

9. Help Users Recognize, Diagnose, and Recover from Errors

Use clear error messages with constructive solutions.

How it's implemented:

- Invalid OTP shows a friendly error and allows retry/resend.
- Payment form highlights incorrect fields like expired card date or invalid CVV.
- Missing fields like delivery address show prompts before proceeding.

10. Help and Documentation

Provide help and documentation even though the system can be used without it.

How it's implemented:

- FAQ section available on item detail pages (e.g., “How to store the item?”).
- “Need Help?” section on confirmation page offers support and troubleshooting.
- Contact Us page includes phone, email, and physical address.

11. Feedback

Provide immediate and informative feedback for user actions.

How it's implemented:

- Add to cart gives instant visual confirmation (item count updates).
- OTP verification result (success/failure) shown immediately.
- Placing order leads to success screen with animated feedback and confirmation message.

12. Fitts' Law

The time to acquire a target is a function of the distance to and size of the target.

How it's implemented:

- Large “Add to Cart”, “Proceed to Checkout”, and “Place Order” buttons are easy to click/tap.
- Buttons are spaced and sized properly to reduce accidental clicks.

13. Hick's Law

The time it takes to make a decision increases with the number of choices.

How it's implemented:

- Categories are well-grouped (8 key categories) so users aren't overwhelmed.
- Filters and search suggestions simplify choice-making.
- Suggested/recommended items minimize user browsing time.

14. Tesler's Law (Law of Conservation of Complexity)

The complexity of a system cannot be reduced; instead, it is moved from user to designer.

How it's implemented:

- Designers pre-structured the shopping process: login → browse → add to cart → checkout.
- Autofill and saved addresses reduce complexity for repeat users.

15. Serial Position Effect (Primacy and Recency)

Users remember the first and last items best.

How it's implemented:

- Trending Offers shown first on home page (Primacy).
- “Need Help?” and support options are placed at the very end (Recency).
- “Most Popular” and “Recommended Items” use the effect to influence shopping choices.

16. Power Law of Practice

The more frequently a task is performed, the faster it is done.

How it's implemented:

- Returning users have saved information (delivery address, favorite items).
- Frequent users complete checkout faster due to repeated exposure and memory.

17. Primality & Recency (Cognitive Biases)

First and most recent actions influence memory and behavior.

How it's implemented:

- Home page first section promotes discounts, offers, and instant delivery (Primality).
- Recent searches and popular items guide user behavior and choices (Recency).

18. Gestalt Principles (Visual Design)

Users tend to perceive visual elements as organized groups or patterns.

How it's implemented:

- Grouping of items under categories (similarity).
- “Add to Cart” and product images are closely placed (proximity).
- Visual hierarchy in home page: Trending offers → Categories → Best Deals → Footer.

19. Psychology of Persuasion (Cialdini's Principles)

Influence user decisions using trust-based persuasion.

How it's implemented:

- Scarcity: “50% off first order”, “Limited time deal”.
- Authority: “Farm Fresh”, “Delivered in 10 mins”.
- Reciprocity: Free delivery, discounts for first order.
- Social proof: “Most Popular” and reviews/ratings per item.

20. Color Psychology

- **Green** (used in offers, add to cart, checkout): promotes action, represents savings and success.

Implementation:

- Offer banners, buttons like "Add to Cart", success messages, and warnings use psychologically aligned colors to trigger correct user reactions.

21. Shape Psychology

- **Rounded Buttons & Cards**: evoke friendliness and modernity (e.g., Add to Cart, Shop Now).
- **Square & Rectangular Layouts**: used for structure (e.g., category sections, cart, payment flow) – convey stability.
- **Circular Loading Spinner**: creates the perception of continuity and flow during navigation (e.g., post-login).

Implementation:

- Rounded CTA buttons encourage interaction.
- Clean card layouts for items/categories establish consistency and trust.

22. 80-20 Principle (Pareto Principle)

- **20% of functions (search, category, cart, checkout)** serve 80% of user needs.
- Most-used features like search bar, trending items, “Add to Cart”, and offers are prominent and easy to access.

Implementation:

- Focused design avoids clutter by highlighting the most used elements – search, offers, cart.
- Less-used features (FAQs, Terms) are tucked into the footer for accessibility without distraction.

23. Interaction Design Paradigms

- **Direct Manipulation:** Buttons like “+”, “-”, drag to cart, clicking categories – give users control.
- **Conversational Interfaces:** Chat with Delivery Partner simulates human interaction.
- **Desktop & Web App Paradigm:** Follows familiar e-commerce flows (search → select → cart → checkout).

Implementation:

- Natural, intuitive navigation mimicking real-world online shopping paradigms.
- Use of confirmation modals, visual feedback (e.g., spinner, animation on order confirmation).

24. Shneiderman's 8 Golden Rules

1. **Strive for consistency** – Uniform button placement, colors, cart interactions.
2. **Enable shortcuts** – Suggested items, search bar, shop now buttons.

- 3. Offer informative feedback** – “Order confirmed”, “OTP sent”, animated delivery tracker.
- 4. Design dialogs to yield closure** – “Continue Shopping”, “View Order Details” after order placement.
- 5. Offer error prevention** – OTP verification timeout, numeric CAPTCHA validation.
- 6. Permit easy reversal of actions** – Remove from cart, back button works on every page.
- 7. Support internal locus of control** – User always controls selections, modifications.
- 8. Reduce short-term memory load** – Category labels, item suggestions, delivery timeline visuals.

25. Inverted Pyramid (Information Hierarchy)

- Most important info (login, trending offers, search) is at the top.
- Secondary info (category navigation, deals, item detail) follows.
- Footer (least frequent use) includes legal, social, and contact info.

Implementation:

- Supports efficient scanning – users find what's most relevant first.
- Home page is structured from high priority (offers/search) to lower (footer).

26. Asimov's Laws (adapted to UI/UX)

While these are from robotics, in HCI they metaphorically apply as:

- 1. Do no harm to the user** – OTP expiry warning, secure payments, feedback messages.
- 2. Obey user commands unless it causes harm** – Remove/add from cart, change quantity.
- 3. Protect its own existence** – Error handling, resilient navigation, no dead ends.

Implementation:

- Flow protects from mistakes (e.g., confirms payment, prevents accidental logouts).
- User commands prioritized, but validations ensure safety.

27. Mental Models

- Users expect:
 - Cart = list of added items
 - Checkout flow = delivery → payment → confirm
 - Plus/minus = increase/decrease
 - Red heart = favorite
 - Spinner = loading
- You matched all expectations, enhancing usability.

Implementation:

- Navigation mimics established shopping platforms like Amazon, Zomato.
- Familiar iconography and layout reduce learning curve.

30. Closure

- Actions conclude with clear feedback:
 - OTP → “Verified”, moves to homepage.
 - Order → “Confirmed”, delivery timeline shown.

- Payment → “Success”, options: Continue Shopping, View Order.

Implementation:

- Visual and textual confirmation after every major interaction.
- No ambiguity about action status (order placed, cart updated, etc.).

31. Learnability

- UI is:
 - Simple and clean
 - Uses common metaphors
 - Offers familiar symbols (e.g., cart icon, heart for favorite)
- Users can complete a purchase without prior instructions.

Implementation:

- New users understand flow within 1 session.
- Prompts and icons make the platform self-explanatory.

32. Flexibility

- Multiple login options: phone, Google, Facebook.
- Payment flexibility: Credit/Debit, COD.
- Optional delivery instructions.
- Can save address for future.

Implementation:

- Adapts to diverse user preferences and contexts.
- Optional features do not block flow (e.g., can skip saving address).

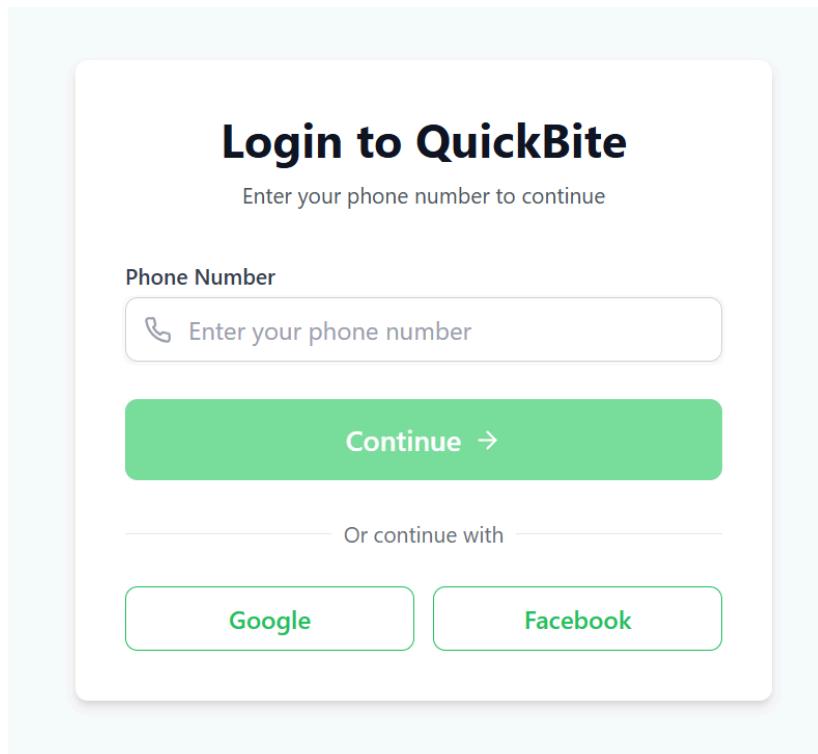
33.Robustness

- System supports recovery and error prevention:
 - OTP resend after timeout.
 - CAPTCHA retry.
 - Order flow shows real-time updates.
 - Each step confirms status (order stage, payment confirmation).

Implementation:

- Robust design ensures user isn't stranded or confused even if something fails (wrong OTP, payment issue).
- User always has a next logical step to proceed or recover.

Screen Shots:



 Back

Enter verification code

We've sent a 6-digit code to 8639111954

Verify

Resend code in 29 seconds

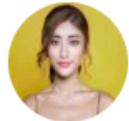


Logging you in...



John Doe

user@example.com



Jane Smith

jane@example.com

Use another account

login with google account and facebook account.

← Back

Verify it's you

Enter the numbers shown below to continue

0 5 0 4 7 3



Enter the numbers

Verify



Logging you in...



Deliver to
123 Main Street

Search for groceries...

Account Cart

Get 50% off on your first order with code FRESH50 X

Groceries Delivered in 10 Minutes

Fresh fruits, vegetables, dairy, and more delivered to your doorstep faster than you can make a shopping list.

Shop Now >

How It Works

10 min
Delivery

5,000+
Products

100%
Fresh



Free delivery on orders above \$20 X



Deliver to
123 Main Street

Search for groceries...

Account Cart

Groceries Delivered in 10 Minutes

Fresh fruits, vegetables, dairy, and more delivered to your doorstep faster than you can make a shopping list.

[Shop Now >](#)

[How It Works](#)

10 min
Delivery

5,000+
Products

100%
Fresh



Deliver to
123 Main Street

Search for groceries...

Account Cart

Shop by Category



Fruits & Vegetables



Dairy & Eggs



Bakery



Meat & Seafood



Beverages



Snacks



Frozen Foods



Pantry

Best Deals & Discounts

[View All](#)



Shop by Category



Fruits & Vegetables



Dairy & Eggs



Bakery



Meat & Seafood



Beverages



Snacks



Frozen Foods



Pantry



Deliver to
123 Main Street

organic



Account



Home > Bakery > Sourdough Bread

Sourdough Bread

1 loaf (500g)

★★★★★ 4.8 (56 reviews)

\$4.99 ~~\$5.99~~

Add to Cart



Nutrition Information



FAQ Frequently Asked Questions

Is this product organic?

Yes, this product is certified organic and free from harmful pesticides.

What's the best way to store this?

For optimal freshness, store in a cool, dry place. Refrigeration is recommended after opening.

Where is this product sourced from?

Our product is sourced from local farms within 100 miles of your delivery location.

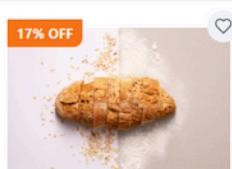
Easy Returns

100% Authentic

when user clicks on preferred category.

Best Deals & Discounts

[View All](#)



Bakery
Sourdough Bread

1 loaf (500g)

\$4.99 ~~\$5.99~~

Add to Cart



Fruits & Vegetables
Organic Avocados

Pack of 2

\$2.99 ~~\$3.49~~

Add to Cart



Fruits & Vegetables
Organic Strawberries

16 oz package

\$4.99 ~~\$5.99~~

Add to Cart



Fruits & Vegetables
Organic Baby Spinach

5 oz bag

\$3.49 ~~\$3.99~~

Add to Cart



Fruits & Vegetables
Organic Blueberries

6 oz package

\$4.99 ~~\$5.49~~

Add to Cart

Most Popular



Fruits & Vegetables

Organic Bananas

1 bunch (5-7 units)

\$1.99

Add to Cart



Bakery

Sourdough Bread

1 loaf (500g)

\$4.99 ~~\$5.99~~

Add to Cart



Dairy & Eggs

Free-Range Eggs

12 count

\$5.99

Add to Cart



Meat & Seafood

Grass-Fed Ground Beef

1 lb package

\$8.99

Add to Cart



Dairy & Eggs

Greek Yogi

32 oz contain

\$4.49

Ad

QuickBite

Deliver to
123 Main Street

Search for groceries...

Account Cart

Most Popular

[View All](#)



Fruits & Vegetables

Organic Bananas

1 bunch (5-7 units)

\$1.99

Add to Cart



Bakery

Sourdough Bread

1 loaf (500g)

\$4.99 ~~\$5.99~~

Add to Cart



Dairy & Eggs

Free-Range Eggs

12 count

\$5.99

Add to Cart



Meat & Seafood

Grass-Fed Ground Beef

1 lb package

\$8.99

Add to Cart



Dairy & Eggs

Greek Yogurt

32 oz container

\$4.49

Add to Cart

QuickBite

Deliver to
123 Main Street

Search for groceries...

Account Cart

Fresh Fruits & Vegetables

Hand-picked fresh fruits and vegetables delivered to your doorstep.
Sourced directly from local farmers.

[Shop Now](#)





QuickBite

Deliver to
123 Main Street

Search for groceries...

Account

Cart



Farm Fresh Dairy

Pure and fresh dairy products sourced from trusted farms. From milk to cheese, we've got all your dairy needs covered.

[Shop Now](#)

QuickBite

Deliver to
123 Main Street

Search for groceries...

Account

Cart



QuickBite

Fast grocery delivery at your doorstep. Fresh produce, quality products, and exceptional service.



Quick Links

- About Us
- Contact Us
- FAQ
- Privacy Policy
- Terms of Service

Categories

- Fruits & Vegetables
- Dairy & Eggs
- Bakery
- Beverages
- Snacks & Munchies

Contact Us

- 📍 123 Grocery Lane, Fresh City, FC 12345
- 📞 +1 (555) 123-4567
- ✉️ support@quickbite.com

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Best Deals & Discounts

[View All](#)

Bakery
Sourdough Bread

1 loaf (500g)
~~\$4.99~~ \$5.49

- 2 +



Fruits & Vegetables
Organic Avocados

Pack of 2
~~\$2.99~~ \$3.49

- 1 +



Fruits & Vegetables
Organic Strawberries

16 oz package
~~\$4.99~~ \$5.99

- 2 +



Fruits & Vegetables
Organic Baby Spinach

5 oz bag
~~\$3.49~~ \$3.99

Add to Cart



Fruits & Vegetables
Organic Blueberries

6 oz package
~~\$4.99~~ \$5.49

Add to Cart

Deliver to
123 Main Street

 Search for groceries...

RECENT SEARCHES

- milk
- bread
- eggs
- apples
- bananas



s Deliver

here
covered to your
ng list.

SUGGESTIONS

-  Organic Bananas
Fruits & Vegetables
-  Organic Avocados
Fruits & Vegetables
-  Organic Strawberries
Fruits & Vegetables
-  Organic Baby Spinach
Fruits & Vegetables
-  Organic Blueberries
Fruits & Vegetables

QuickBite Deliver to
123 Main Street

organic

Account Cart

Home > Bakery > Sourdough Bread

Sourdough Bread
1 loaf (500g)
★★★★★ 4.8 (56 reviews)

\$4.99 ~~\$5.99~~

Add to Cart

Delivery in 15-20 min
to 123 Main Street

Express Delivery Available
Order within 30 minutes

Nutrition Information

Frequently Asked Questions

Is this product organic?
Yes, this product is certified organic and free from harmful pesticides.

What's the best way to store this?
For optimal freshness, store in a cool, dry place. Refrigeration is recommended after opening.

Where is this product sourced from?
Our product is sourced from local farms within 100 miles of your delivery location.

Easy Returns 100% Authentic

info of the particular item.



Deliver to
123 Main Street

organic



Account



🚚 Delivery in 15-20 min
to 123 Main Street

🕒 Express Delivery Available
Order within 30 minutes

⌚ Easy Returns 🛡️ 100% Authentic
☒ No Questions Return

Refrigeration is recommended after opening.

Where is this product sourced from?

Our product is sourced from local farms within 100 miles of your delivery location.

Description Reviews

Artisanal sourdough bread baked fresh daily. Made with simple ingredients and naturally leavened for authentic flavor.

Our products are sourced from trusted suppliers and farms that prioritize sustainable farming practices and ethical treatment of workers and animals. We take pride in offering products that are not only delicious but also responsibly produced.



🚚 Delivery in 15-20 min
to 123 Main Street

🕒 Express Delivery Available
Order within 30 minutes

⌚ Easy Returns 🛡️ 100% Authentic
☒ No Questions Return

What's the best way to store this?

For optimal freshness, store in a cool, dry place.
Refrigeration is recommended after opening.

Where is this product sourced from?

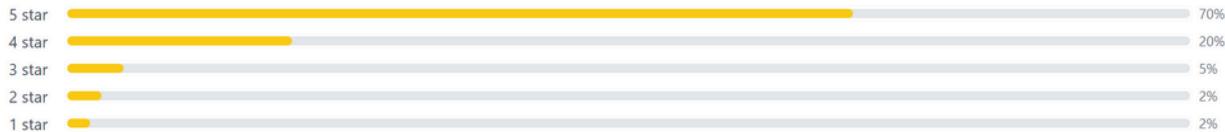
Our product is sourced from local farms within 100 miles of your delivery location.

Description Reviews

4.8



56 reviews



56 reviews



Emily Johnson

2 weeks ago



Absolutely fantastic product! The quality is exceptional and the freshness is unmatched. Will definitely be ordering again.

Michael Smith

1 month ago



Very good product, arrived fresh and well-packaged. The only reason I'm giving 4 stars is because the size was slightly smaller than expected.

Jessica Lee

2 months ago



I'm extremely satisfied with my purchase. The taste is incredible and the quick delivery is a huge plus.



Nutrition Information



Energy	252 kcal
Fat	14.2g
Carbohydrates	31g
Protein	3.8g
Salt	0.5g



Frequently Asked Questions

Is this product organic?

Yes, this product is certified organic and free from harmful pesticides.

What's the best way to store this?

-



Frequently Asked Questions

Is this product organic?

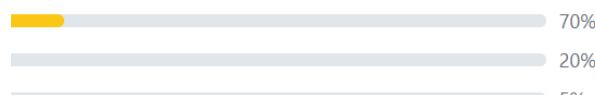
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Where is this product sourced from?

Our product is sourced from local farms within 100 miles of your delivery location.



Sourdough Bread

1 loaf (500g)

★★★★★ 4.8 (56 reviews)

\$4.99 ~~\$5.99~~

Add to Cart



🚚 Delivery in 15-20 min

to 123 Main Street

🕒 Express Delivery Available

Order within 30 minutes

🔄 Easy Returns 🛡️ 100% Authentic

☒ No Questions Return

14% OFF



Fruits & Vegetables

Organic Avocados

Pack of 2

\$2.99 ~~\$3.49~~

Add to Cart

17% OFF



Fruits & Vegetables

Organic Strawberries

16 oz pack

\$4.99 ~~\$5.99~~



**QuickBite**

Fast grocery delivery at your doorstep. Fresh produce, quality products, and exceptional service.

**Quick Links**

- About Us
- Contact Us
- FAQ
- Privacy Policy
- Terms of Service

Categories

- Fruits & Vegetables
- Dairy & Eggs
- Bakery
- Beverages
- Snacks & Munchies

Contact Us

- 📍 123 Grocery Lane, Fresh City, FC 12345
📞 +1 (555) 123-4567
✉️ support@quickbite.com

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Deliver to
123 Main Street

Search for groceries...

Account

**Your Shopping Cart****Cart Items (5)**

Total: \$22.95

**Organic Strawberries**

16 oz package

- 2 +

\$9.98 ~~\$11.98~~ **Organic Avocados**

Pack of 2

- 1 +

\$2.99 ~~\$3.49~~ **Sourdough Bread**

1 loaf (500g)

- 2 +

\$9.98 ~~\$11.98~~ **Order Summary**

Subtotal	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84

Total \$27.78**Promo Code**

Enter code

Apply

Try code "FRESH10" for 10% off

Proceed to Checkout →Deliver to
123 Main Street

Search for groceries...

Account



Pack of 2

- 1 +

\$2.99 ~~\$3.49~~ **Sourdough Bread**

1 loaf (500g)

- 2 +

\$9.98 ~~\$11.98~~ **Order Summary**

Subtotal	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84

Total \$27.78**Promo Code**

Enter code

Apply

Try code "FRESH10" for 10% off

Proceed to Checkout →**Continue Shopping****Organic Bananas**

1 bunch

\$2.99

**Fresh Strawberries**

250g

\$3.49

**Whole Wheat Bread**

400g

\$2.79

**Greek Yogurt**

500g

\$4.29



Order Summary

Subtotal	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84
Total	\$27.78

Promo Code

Apply

Try code "FRESH10" for 10% off

Proceed to Checkout →

Continue Shopping

Account Cart 5

Subtotal	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84
Discount (FRESH10)	-\$2.30
Total	\$25.48

Promo Code

FRESH10 Apply

Promo code applied!
Try code "FRESH10" for 10% off

Proceed to Checkout →

Continue Shopping

Checkout

Delivery Payment Confirm

Delivery Information

Delivery Address
123 Main Street, New York, NY

Delivery Instructions (Optional)
Any special instructions for delivery

Order Summary	
Items (3)	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84
Total	\$27.78

⌚ Estimated Delivery
Today, within 15-20 min

 Delivery

 Payment

 Confirm

Delivery Information

Delivery Address

123 Main Street, New York, NY

Delivery Instructions (Optional)

Any special instructions for delivery

Save this information for next time

Continue to Payment

 **QuickBite**  Deliver to
123 Main Street   Account  Cart ⁵

 Delivery

 Payment

 Confirm

Delivery Information

Delivery Address

123 Main Street, New York, NY

Delivery Instructions (Optional)

Any special instructions for delivery

Save this information for next time

Order Summary

Items (3)	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84
Total	\$27.78

 Estimated Delivery
Today, within 15-20 min

Continue to Payment

Payment Method

- Credit / Debit Card
 Cash on Delivery

Card Number

1234 5678 9012 3456

Cardholder Name

John Doe

Expiry Date

MM/YY

CVV

123

Back

Review Order

Order Summary

Items (3)	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84
Total	\$27.78

 Estimated Delivery
Today, within 15-20 min

Payment Method

- Credit / Debit Card
 Cash on Delivery

Back

Review Order

Items (3)	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84
Total	\$27.78

 Estimated Delivery
Today, within 15-20 min



Quick Links

Categories

Contact Us



Deliver to
123 Main Street

Search for groceries...

Account

Cart 5

Payment Method

- Credit / Debit Card
 Cash on Delivery

Back

Review Order

Items (3)	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84
Total	\$27.78

 Estimated Delivery
Today, within 15-20 min



Quick Links

Categories

Contact Us

Fast grocery delivery at your doorstep. Fresh produce, quality products, and exceptional service.



About Us

Contact Us

FAQ

Privacy Policy

Fruits & Vegetables

Dairy & Eggs

Bakery

Beverages

Contact Us

123 Grocery Lane, Fresh City, FC 12345

+1 (555) 123-4567

support@quickbite.com



Deliver to
123 Main Street

Search for groceries...

Account

Cart 5

Checkout



Delivery



Payment



Confirm

Review Your Order

Delivery Details

123 Main Street, New York, NY

Payment Method

Cash on Delivery

Order Summary

Items (3)	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84
Total	\$27.78

Estimated Delivery
Today, within 15-20 min



Deliver to
123 Main Street

Search for groceries...

Account

Cart 5

Cash on Delivery

Order Summary

Organic Strawberries 2 x \$4.99	\$9.98
Organic Avocados 1 x \$2.99	\$2.99
Sourdough Bread 2 x \$4.99	\$9.98

Subtotal	\$22.95
Delivery Fee	\$2.99
Tax	\$1.84

Total \$27.78

Back

Place Order

-Review of the items



Deliver to
123 Main Street

Search for groceries...

Account

Cart 5

Back

Place Order

Estimated Delivery
Today, within 15-20 min



Fast grocery delivery at your doorstep. Fresh produce, quality products, and exceptional service.



Quick Links

- About Us
- Contact Us
- FAQ
- Privacy Policy
- Terms of Service

Categories

- Fruits & Vegetables
- Dairy & Eggs
- Bakery
- Beverages
- Snacks & Munchies

Contact Us

- 123 Grocery Lane, Fresh City, FC 12345
+1 (555) 123-4567
support@quickbite.com

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Deliver to
123 Main Street

Search for groceries...

Account

Cart



Order Confirmed!

Your order #ORD-885119 is on its way

Order placed at 07:35 AM

Arriving by 07:56 AM



Order Confirmed

Your order has been received and is being processed
07:35 AM



Preparing Your Order

We're carefully picking and packing your items



Out for Delivery

 Deliver to
123 Main Street

 Search for groceries...



Your order has been received and is being processed
07:35 AM



Preparing Your Order
We're carefully picking and packing your items
Invalid Date



Out for Delivery
Your order is on its way to you
Invalid Date



Michael Johnson is your delivery partner

 Call

 Chat



Delivered
Your order has been delivered successfully



Estimated arrival
07:56 AM

 Deliver to
123 Main Street

 Search for groceries...



Out for Delivery
Your order is on its way to you
Invalid Date



Michael Johnson is your delivery partner

 Call

 Chat



Delivered
Your order has been delivered successfully
07:56 AM

[Continue Shopping](#)

[View Order Details](#)

Need Help?

Need Help?

I have an issue with my order >

I need to change my delivery address >

I want to cancel my order >

Quick Links

About Us

Categories

Fruits & Vegetables

Contact Us

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Conclusion:

The development of the online grocery shopping web application demonstrates the effective integration of Human-Computer Interaction (HCI) and usability principles into a real-world digital product. The application provides users with a seamless and intuitive shopping experience through thoughtful design choices such as a simplified login process, categorized browsing, persuasive design strategies, and an efficient checkout and payment system.

By incorporating psychological principles like color and shape psychology, the application captures user attention and guides them toward desired actions. Usability heuristics and interaction design paradigms such as feedback, closure, consistency, and mental models have been deliberately applied to ensure learnability, user satisfaction, and functional robustness across all stages of the shopping journey.

Furthermore, the implementation of CAPTCHA systems and animated loading bars not only improves security and engagement but also demonstrates an understanding of interaction design techniques that enhance user perception and reduce cognitive load.

The usability testing and feedback collection provided insights into user behavior and allowed us to validate our design choices. Most users found the interface familiar, fast, and easy to use, which confirms the successful application of HCI principles.

In conclusion, this project highlights the importance of user-centered design in web application development. It shows that even a functional domain like grocery shopping can benefit greatly from an HCI-focused approach, ultimately leading to higher user satisfaction, better engagement, and increased trust in digital services.