

GROCERY APP

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Project overview



The product:

It will help people order grocery items easily and in affordable prices from local vendors.



Project duration:

10 weeks

Project overview



The problem:

It is to help local vendor sell their items and people to get grocery delivered to them.



The goal:

Help local vendors, people and provide few jobs of delivery person.

Project overview



My role:

Lead UX designer and UX researcher.



Responsibilities:

User research, wireframing, prototyping, and designing the project.

Understanding the user

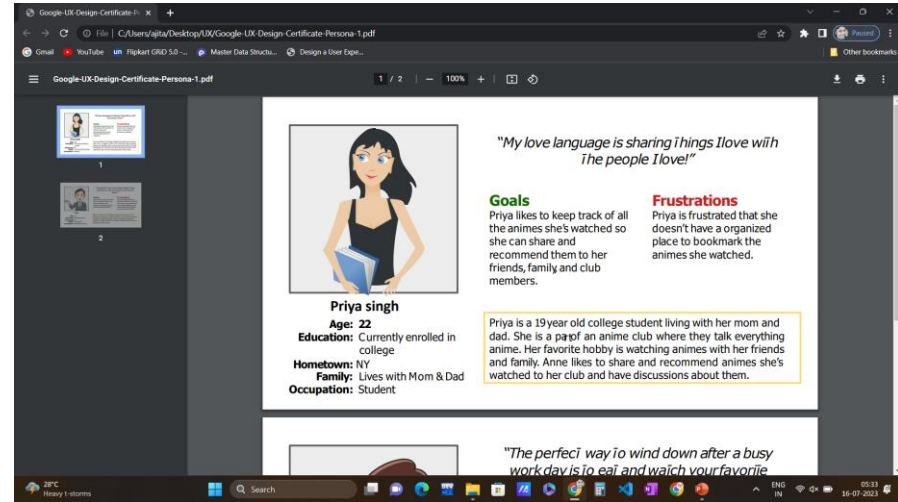
- User research
- Personas
- Problem statements
- User journey maps

User research: summary

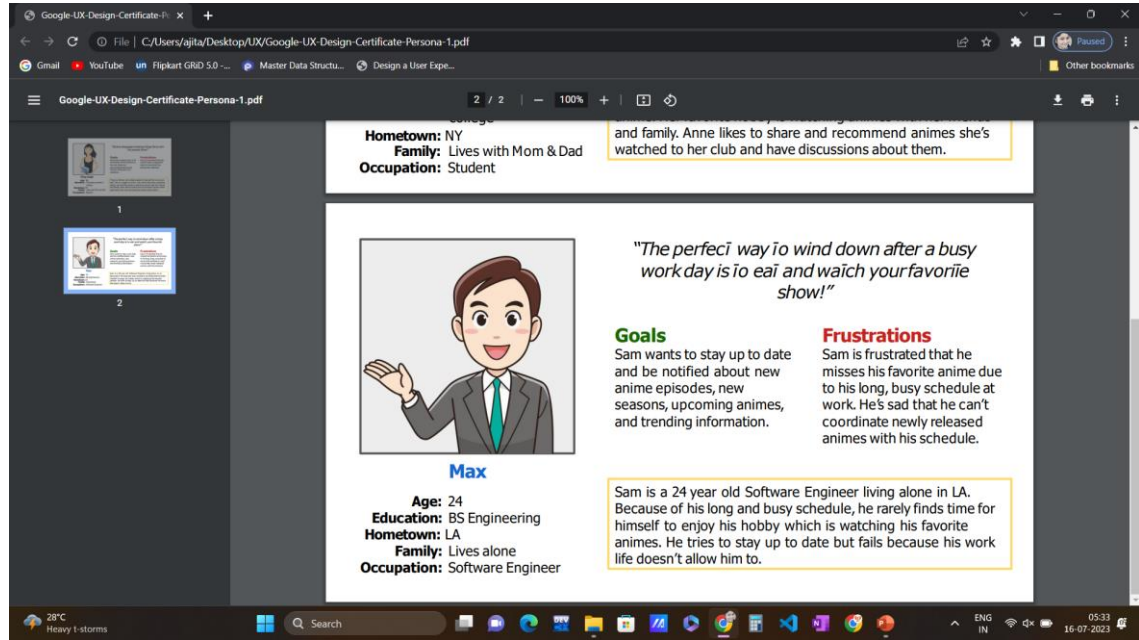


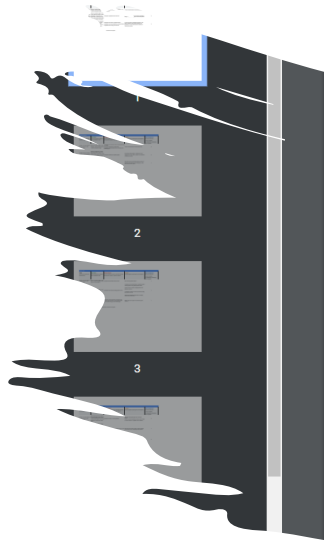
For research purpose the design should be user friendly for everyone.
The design should be easy enough to list down vendors and others to use the app.

Personas



PERSONA





directions here.	click on the task.	with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Task Completion Choose if the task was: 1- easy to complete 2- completed but with difficulty 3- not completed!
Prompt 1: If I said "search for items in the store", what would you do?	click on the product image > scroll the page > click on the back button > click on the product image	Participant easily found product categories Participant experienced difficulties in returning to the previous page	I think it would be easier to use the search tool	1
Prompt 2: Let's try to make a purchase. Could you choose some products you would like to purchase and add to cart?	click on the product image > click on the "add to cart" button > select the quantity > click on the "buy more" button > return to the main menu > click on the product image > click on the "add to cart" button	Participant completed the task with ease	I was confused by the "buy more" button message. I thought it would be buying more of the same product	2
Prompt 3: If you are satisfied with the products you have chosen, could you complete the purchase?	Click on the "continue to payment" button > enter payment details > click on the "confirm" button > review the order and click on the "confirm" button > click on the "back to home" button	Participant took a while to complete the task Participant was unsure whether the purchase would be completed before viewing the final order	It was very simple to complete the payment. I was able to preview my order before confirming the purchase, but I was confused with two buttons to confirm the purchase.	2
Additional Notes: Add any notes about what the participant shares after the tasks are complete.				

Usability through Priya's persona

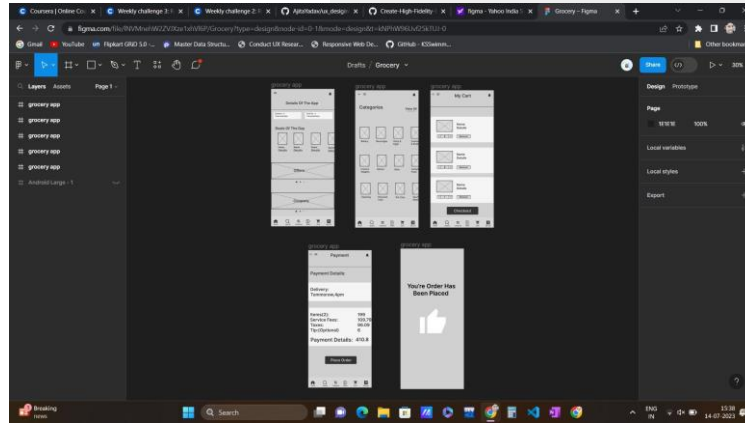
Persona: Marie

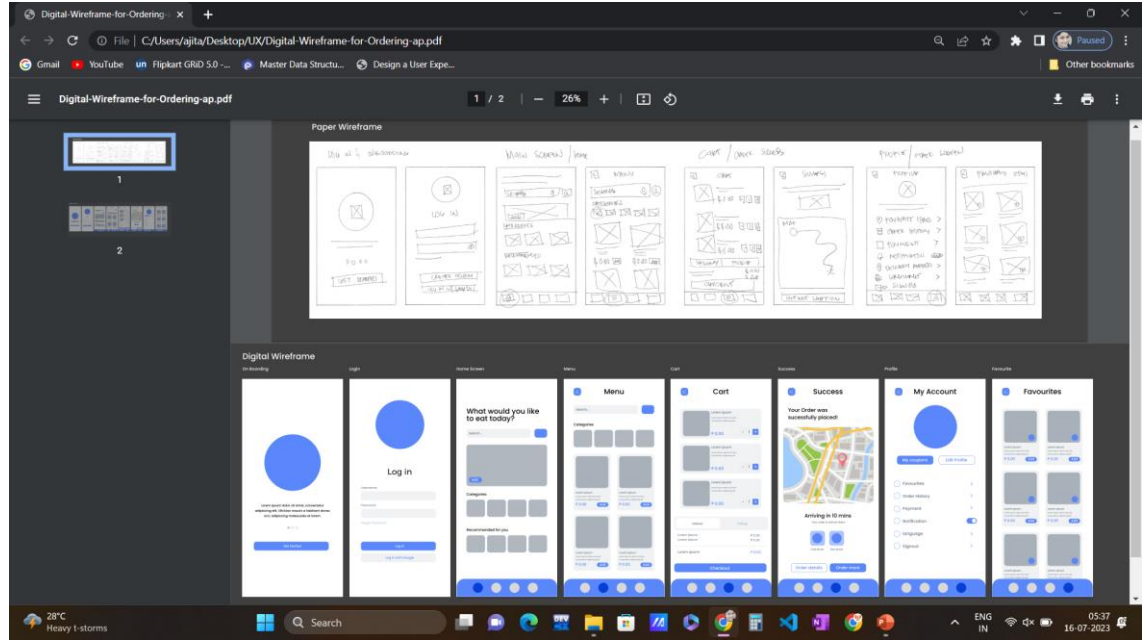
Goal: To order bouquet of flower online easy and less hassle.

ACTION	Browse flower shop online	Select a bouquet of flower	Place order	Complete order	Deliver order
TASK LIST	Tasks A. Select a shop that offers varieties of flowers B. Choose a shop that offer delivery. C.Choose a shop nearby.	Tasks A. Identify the occasion B. Select kinds pf flower. C.Considered the Price.	Tasks A. Select option for payment. B. Fill out a lot of details. C. Choose pick-up or delivery. D.Fill out delivery information.	Tasks A. Confirm order B. Payment information	Tasks A. Receive a notification that order has been delivered. B. Receive a notification for service survey.
EMOTIONS	Excited to find a flower shop online.	Overwhelmed with lots of type of bouquet. Annoyed bec theres no filter on what occasion.	Confused of payment form.	Annoyed as it take much of her time.	Relieve Happy
IMPROVEMENT OPPORTUNITIES	Create an app for flower shop.	Put a search filter Categorize flower occasion.	Provide a simple checkout flow.	Provide Reference number for the order where she can check it online.	Give a voucher for the next purchase.

User Journey maps

Low-fidelity prototype





Going forward

- Takeaways
- Next steps