

Project Document

Q- Commerce Website

PRIME BASKET – APPLICATION FLOW



Project Name : Prime Basket

Company Name : Charani infotech Pvt. Ltd

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Date : 13-12-2025

STEP 1: APP / URL OPEN → LANDING (HOME) PAGE

This is ONLY Step 1.

No cart, no categories yet. Just the first impression.

1 ENTRY POINT

Triggers

- User clicks:
 - Website URL (web)
 - App icon (Android / iOS)

System Actions (Background)

- App initializes:
 - Network check
 - Device capability check (camera, mic, GPS – permission later)
 - Cached data load (if any)
 - No login required at this stage (if user Already login)
-

2 FIRST SCREEN – LANDING / HOME (PRE-INTERACTION)

Screen Name

Prime Basket – Home

What MUST be displayed (Business + UX logic)

A. Branding (Top Priority)

- App Name: Prime Basket
 - Logo animation:
 - Simple scale-in or fade-in (300–500ms)
 - No heavy animation (performance matters)
-

B. Marketing / Offer Banner (Hero Section)

Content Types (rotating carousel – auto slide every 3–4 sec)

1. Today's Vegetable Offers
 - Example:
"Fresh Vegetables – Up to 40% off today"
2. Festival Offers
 - Diwali / Christmas / New Year
3. Section Offers
 - Grocery, Electronics, Kids, Fashion

Media Types

- Image banners (default)
- Short muted video (5–7 sec loop)
 - Example: vegetables unloading, kirana shop scene
- Lottie / lightweight animation preferred

Sound (VERY IMPORTANT – don't overdo)

- OFF by default
- Optional soft “whoosh” on first banner load
- No continuous sound → seniors will hate this if abused

C. Trust & Speed Message (Micro-copy)

Below banner (static text or animated ticker):

- “⚡ On Time Delivery in your area”
- “🛍 Local kirana prices”
- “💯 Fresh & quality assured”

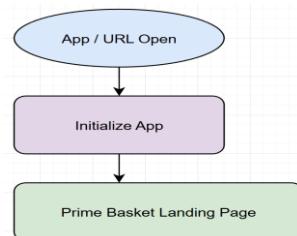
Purpose: reduce bounce rate

D. Targeted Offer Logic (Backend)

Displayed offers depend on:

- Time of day
- Festival calendar
- User location (if cached)
- Inventory surplus

STEP 1 – FUNCTIONAL FLOW (TEXT)



User opens App / URL



App initializes (network + cache)



Prime Basket Home loads



Hero banner + offers displayed



User attention captured



Fresh groceries delivered in 15–30 minutes

From nearby stores • No inflated prices

Today's Vegetable Deals • Festival Combo - Save ₹

Free Delivery above ₹ 299

Start Shopping

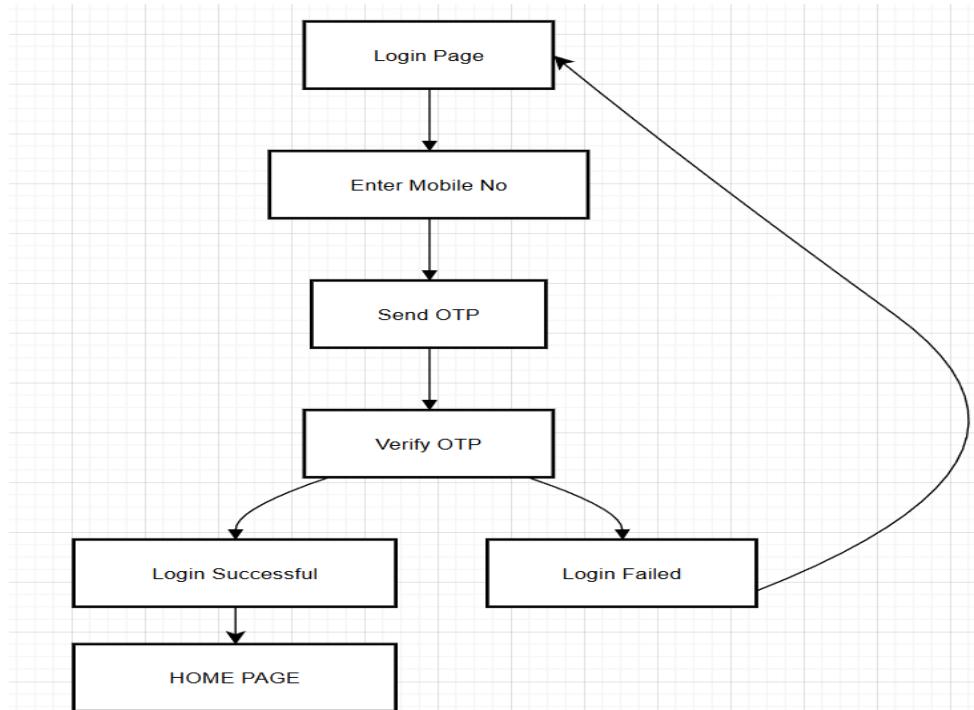


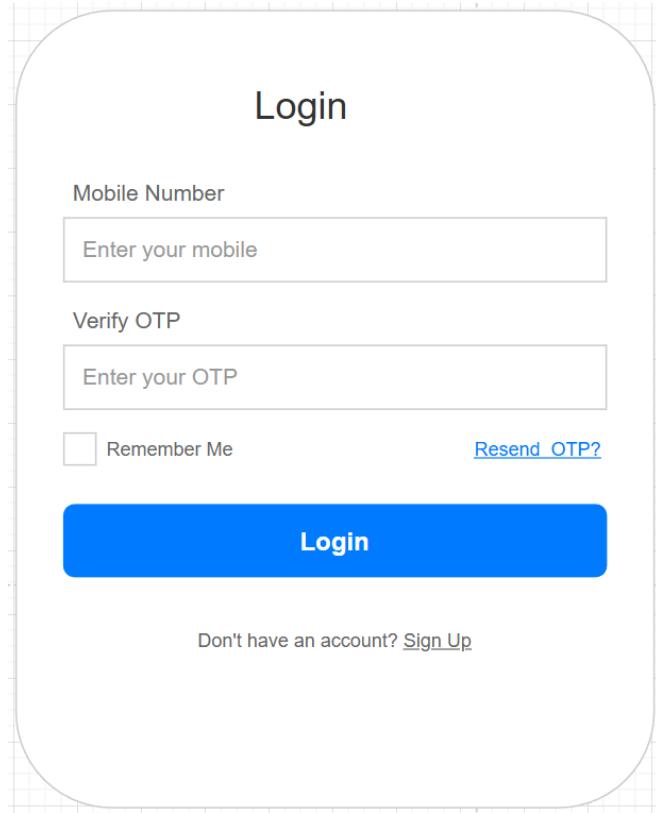
Fast delivery

Fresh stock

Call to order

1. Login Page (New User)



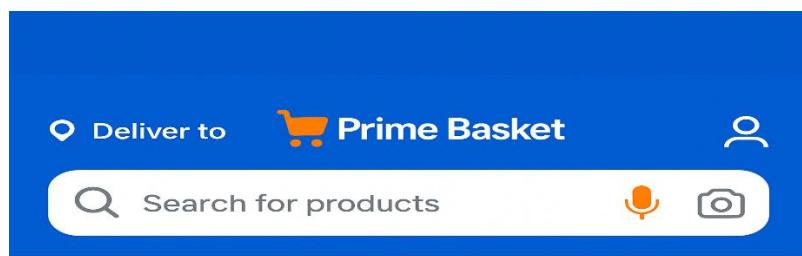


STEP 2: TOP BAR (LOCATION + AI SEARCH + PROFILE)

This step starts **after Home loads** and is where real interaction begins. Most apps fail here. We won't.

[📍 Location] [🔍 AI Search Bar] [👤 Profile]

Each part has **separate responsibility**.



A. LEFT SIDE – CURRENT / RECENT LOCATION

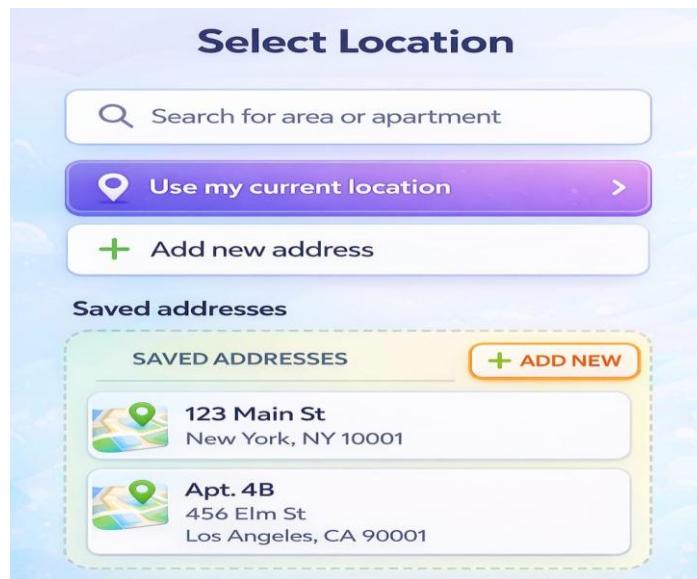
What is displayed

- Current selected location
Example:
📍 Madhapur, Hyderabad
- If user ordered before → show **last delivery location**

Why this matters

- Inventory & delivery promise depend on location
- Prevents wrong product availability

Click Action → “Select Location” Screen



Backend Logic

- GPS permission requested only on click (not at app open)
- Location stored as:
 - user_location_id
 - used in all product queries

Step 2A – Flow Chart

Click Location



Open Select Location UI



Choose / Detect Location



Save Location



Reload Products

B. MIDDLE – AI POWERED SEARCH BAR (CORE FEATURE)

This is where Prime Basket differentiates.

Visible Placeholder Text

“Search groceries, brands, or scan items...”

Search Capabilities (ALL IMPORTANT)

1 Auto Suggest (Text Search)

- Recently searched items
- Popular items in that location
- Related products if exact not found

Search Engine to use

- Elasticsearch / OpenSearch
- With synonym dictionary:
 - “tamato” → tomato
 - “dal” → lentils
 - Telugu / Hindi mapped to English

2 Voice Search



- “1 kg tomato, milk, bread”
- Especially useful for:
 - senior citizens
 - busy users

Tech

- Google Speech-to-Text
- Language support:
 - Telugu
 - English

3 Camera / Image Search (POWER FEATURE)

- User clicks camera icon



- Takes photo of:
 - grocery list paper
 - handwritten list (Telugu)
- OCR converts text → English
- Items auto-added to cart (after confirmation)

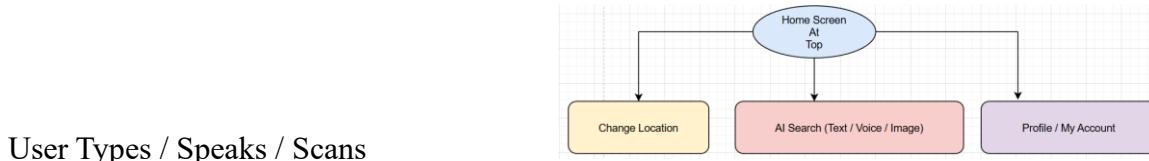
Tech Stack

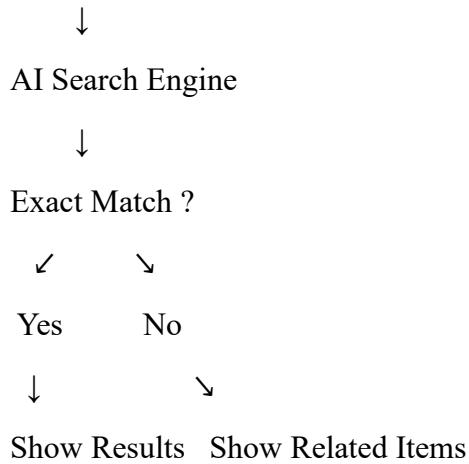
- Google ML Kit / Tesseract OCR
 - Translation: Google Translate API
 - Confidence score check before add-to-cart
-

4 Age-Restricted Products

- Alcohol / OTC medicine
- If searched:
 - age verification popup
 - profile age check

Step 2B – Search Flow Diagram





C. RIGHT SIDE – PROFILE ICON

What is shown

- Profile avatar
- No name here (clean UI)

Click Action → “My Account”



STEP 2 – COMPLETE FLOW (TEXT)

Home Screen Loaded



User views Top Bar



(Optional) Change Location



Search Product (Text / Voice / Camera)



Results Displayed

WHY THIS STEP IMPRESSES LEADS & MANAGERS

- You didn't say "search bar" — you explained **how it works**
- You tied:
 - AI
 - accessibility
 - regional language support
- This is **product + tech thinking**

Most candidates never reach this depth.

STEP 3: MIDDLE NAV BAR + CATEGORY-DRIVEN HOME SECTIONS

This step starts **after Top Bar (Step 2)** is visible and usable.

3 MIDDLE NAV BAR (STICKY, HORIZONTAL)

Purpose (Business + UX)

- Fast category switching
 - Promote **high-conversion segments**
 - Reduce search dependency
-

A. MIDDLE NAV BAR – STRUCTURE

Display Type

- Horizontal scrollable bar
- Icon + label (no text-only tabs)

Categories to Display (Priority Order)

1. **Price Drop 50%**
2. **Veggies**
3. **Grocery**
4. **Kids**
5. **Fashion**
6. **Beauty**
7. **Electronics**

8. Seasonal (Winter / Summer)
9. Festival Offers (Diwali, Christmas, New Year)

B. CATEGORY CLICK – FUNCTIONAL FLOW

Example: “Price Drop 50%”

Click: Price Drop 50%



API Call:

/products?discount>=50&location_id=X



Validate stock availability



Render product grid (3 columns)

Example: “Veggies / Kids / Fashion”

- Same UI
- Only **filter condition changes**

This reuse of UI is something **Team Leads** expect.



Click Behaviour (Common for all)

Category	Product 1	Product 2	Product 3	Product 4	Product 5	Product 6
Price Drop 50%	Lay's Classic 200g ₹60	Tropicana 1L ₹55	Dettol Liquid Hand Wash ₹100	Johnson's Baby Shampoo ₹150	Huggies Baby Wipes ₹170	Tomatoes ₹40
Kids	Nivea Soft 100ml ₹99	Kellogg's Froot Loops ₹175	Baby Dove Body Wash ₹175	Baby Dove 500ml ₹175	Pediasure 400g ₹255	Carrot 1kg ₹35
Veggies	Harpic Toilet Cleaner ₹210	Ferrero Rocher 550g ₹210	Kinder Joy 550g ₹35	Mee Mee Baby Powder ₹140	Enfagrow At Stage 4 ₹499	Onions 1kg ₹25

C. BELOW NAV BAR – LOCAL KIRANA STORY BANNER

UI Content

- Illustration / image:
 - Local kirana owner selling products
- Caption:

“Lowest prices from your nearby stores”

Purpose

- Builds **trust**
- Differentiates from dark-store-only models



D. OFFER ROW – CATEGORY-BASED PRODUCTS

Section Name

“Best Deals for You”

Logic

- Products shown depend on:
 - Selected category
 - Location
 - Time of day

Rules

- Every product card must have:
 - Image
 - Price
 - Discount (if any)

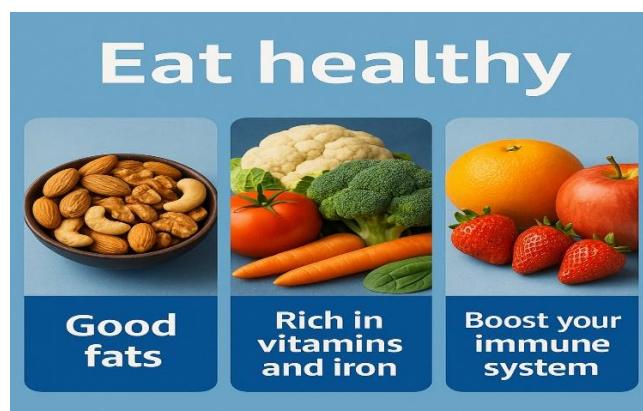
- o Add to Cart
 - o Out-of-stock handling:
 - Greyed out
 - “Notify me” instead of Add
-

E. HEALTH TIPS ROW (CONTENT + COMMERCE)

Section Title

“Eat Healthy, Live Better”

Cards (Example)



Purpose

- Adds **value**, not just selling
 - Improves brand perception
-

F. TARGETED AREA SECTION (HYPERLOCAL)

Section Title

“Quick groceries near you”



Example Content

“Hostels & PGs in Madhapur–Gachibowli
Student-friendly combo offers”

Backend Logic

- Display only if:
 - User location matches predefined zones
 - SKU list is **curated**, not full catalog
-

G. TOP RATED PRODUCTS

Layout

- Product table:



Criteria

- Rating ≥ 4.0
 - Minimum order count threshold
-

H. RECENTLY VIEWED & RECOMMENDED

Recently Viewed

- Based on:
 - Local storage (guest)
 - DB (logged-in)

Recently Viewed

			
Sunflower Oil ₹ 129	Broccoli ₹ 39	Potatoes ₹ 49	Almonds ₹ 299
Add to Cart			
			
Cabbage ₹ 35	Cashews ₹ 229	Tomatoes ₹ 59	Bananas ₹ 39
Add to Cart			

Recommended for You

- Based on:
 - Past orders
 - Browsing behavior
 - Location trends

I. HOMEMADE PRODUCTS SECTION

Title “Homemade Specials”

Items

- Sweets
- Pickles
- Chips
- Mixers

Homemade

 Gulab Jamun ₹ 150 / 500 g	 Mango Pickle ₹ 120 / 200 g	 Potato Chips ₹ 90 / 250 g	 Masala Chai Mix ₹ 80 / 100 g
Add to Cart	Add to Cart	Add to Cart	Add to Cart
 Ladoo ₹ 180 / 500 g	 Lemon Pickle ₹ 130 / 200 g	 Banana Chips ₹ 100 / 250 g	 Green Chilli Pickle ₹ 110 / 200 g
Add to Cart	Add to Cart	Add to Cart	Add to Cart
 Besan Barfi ₹ 170 / 500 g	 Garlic Pickle ₹ 140 / 200 g	 Jackfruit Chips ₹ 120 / 250 g	 Aam Panna Mix ₹ 70 / 100 g
Add to Cart	Add to Cart	Add to Cart	Add to Cart

[See All](#)

J. MAJOR CATEGORY SECTIONS (STACKED)

Each section follows the same pattern:

1 Grocery & Kitchen

- Fresh vegetables
- Fresh fruits
- Dairy, bread & eggs
- Atta, rice & dal
- Biscuits & cakes



2 Snacks & Drinks

- Cold drinks & juices
- Ice creams & frozen desserts
- Chocolates
- Chips & namkeens

Snacks & drinks

 <p>Coca Cola 1,25g ₹ 40</p> <p>ADD TO CART</p>	 <p>Tropicana 1l tr ₹ 110</p> <p>ADD TO CART</p>	 <p>Ice Cream Bonanza 700g ₹ 200</p> <p>ADD TO CART</p>	 <p>Cadbury Dairy Milk ₹ 125</p> <p>ADD TO CART</p>
 <p>Lays Classic salted ₹ 60</p> <p>ADD TO CART</p>	 <p>Real Mixed Fruit Juic ₹ 110</p> <p>ADD TO CART</p>	 <p>Amul Chocolate Brownie 470g ₹ 150</p> <p>ADD TO CART</p>	 <p>Bingo! Masala Murlocs ₹ 50</p> <p>ADD TO CART</p>
 <p>Fanta 1,25g ₹ 40</p> <p>ADD TO CART</p>	 <p>B-Natural 1tr ₹ 95</p> <p>ADD TO CART</p>	 <p>Ferrero Rocher 100g ₹ 165</p> <p>ADD TO CART</p>	 <p>Kurkure Masala Munch ₹ 60</p> <p>ADD TO CART</p>

[SEE ALL](#)

3 Beauty & Wellness

- Bath & body
- Skincare
- Oral care
- Health & pharma

Beauty & Wellness

 <p>Vaseline Healthy Bright 200 ml</p> <p>Add to Cart</p>	 <p>POND'S Moisturizer 150 ml</p> <p>Add to Cart</p>	 <p>Colgate Strong Teeth 500 g</p> <p>Add to Cart</p>	 <p>Dettol Original Liquid 550 ml</p> <p>Add to Cart</p>
 <p>Cream Silk Soft & Smooth 180 ml</p> <p>Add to Cart</p>	 <p>NIVEA Moisturizing 200 ml</p> <p>Add to Cart</p>	 <p>Sensodyne Toatsparte 150 g</p> <p>Add to Cart</p>	 <p>Crocin 650 g ₹ 29</p> <p>Add to Cart</p>
 <p>Himalaya Refreshing Cleansing Milk</p> <p>Add to Cart</p>	 <p>LAKME Peach Milk Soft Creme</p> <p>Add to Cart</p>	 <p>Pepsodent Germicheck 200 g</p> <p>Add to Cart</p>	 <p>Apollo ORS 21.8 g</p> <p>Add to Cart</p>

4 Spreads & Sauces

- Honey
- Peanut butter
- Ketchup
- Chilli sauces
- Soya sauce

Spreads & sauces

 Honey 500 g ₹199 Add to Cart	 Peanut Butter 400 g ₹149 Add to Cart	 Tomato Ketchup 500 g ₹125 Add to Cart	 Green Chilli Sauce 100 g ₹60 Add to Cart
 Red Chilli Sauce 100 ml ₹75 Add to Cart	 Soya Sauce 80 ml ₹80 Add to Cart	 Mayonnaise 350 g ₹99 Add to Cart	 Mixed Fruit Jam 300 g ₹110 Add to Cart
 Chunky Peanut Butter 450 g ₹179 Add to Cart	 Pizza Pasta Sauce 300 g ₹140 Add to Cart	 Schezwan Sauce 600 g ₹89 Add to Cart	 Garlic Mayonnaise 180 g ₹110 Add to Cart

STEP 4: FOOTER NAVIGATION (BOTTOM BAR) + CORE ACTION FLOWS

This step starts **after the Home + Middle Sections (Step 3)** and stays visible across the app.

4 FOOTER NAVIGATION (STICKY – ALWAYS VISIBLE)

Purpose (Why this exists)

- One-hand usage (mobile-first)

- Fast access to **core actions**
 - Reduces navigation friction
-

A. FOOTER STRUCTURE (Left → Right)

[ Home] [ Categories] [ Call to Order] [ Cart]

- Icon + label
- Active tab highlighted (blue)
- Others neutral (grey)



B. FOOTER ITEM 1 – HOME (Default)

Behavior

- Always active on app launch
- Clicking Home:
 - Scrolls to top of Home page
 - Clears temporary filters
 - **Does NOT clear cart**

Flow

Any Screen



Tap Home



Home Page (Top)

C. FOOTER ITEM 2 – CATEGORIES

Click Action

- Opens All Categories Page (Full-screen)
-

Categories Page – What is Displayed

Primary Categories

- Grocery & Kitchen
- Vegetables & Fruits
- Dairy & Eggs
- Atta, Rice & Dals
- Oils & Ghee
- Masalas & Spices
- Packed Foods
- Snacks & Drinks
- Beauty & Wellness
- Baby Care
- Men's Grooming
- Fashion
- Electronics
- Household Essentials
- Homemade Products

UI Layout

- Grid view
 - Icon + category name
 - Scrollable vertically
-

Category Click → Subcategory Flow (Example)

Example: Fashion

Fashion

```
├── Men
|   ├── Shirts
|   ├── Pants
|   ├── Innerwear
|   |   ├── Boxers
|   |   ├── Briefs
|   |   ├── Trunks
|   |   └── Vests
├── Women
└── Kids
```

Example: Dairy & Eggs

Dairy & Eggs

```
├── Milk
|   ├── Cow Milk
|   └── Buffalo Milk
├── Curd
├── Butter & Cheese
└── Eggs
```

Example: Vegetables & Fruits

Vegetables & Fruits

```
├── Fresh Vegetables
├── Fresh Leafy Vegetables
├── Fresh Fruits
└── Organic Vegetables
```

Grocery & Kitchen



Fruits & Vegetables



Dairy, Eraad & Eggs



Atta, Rice & Dals



Meat, Fish & Eggs



Masala & Dry Fruits



Breakfast & Sauces



Packaged Food

See All

Snacks & Drinks



Cold Drinks & Juices



Ice Creams & Frozen Desserts



Chocolates



Chips & Namkeens

See All

Beauty & Wellness



Bath & Body



Skincare



Oral Care



Health & Pharma

Spreads & Sauces



Honey



Peanut Butter



Tomato Ketchup



Chilli & Soya Sauce

Kids & Baby



Baby Care



Diapers



Infant Nutrition



Baby Clothing



All



Fresh Vegetables



New Launches



Fresh Fruits



Organic & Hydropo



Baingas

Freshly Launched

UP TO 30% OFF

Explore



ADD

₹156 ₹179

Strawberry (Mahabaleshwar)

1 pack (Approx. 160g ...
↳ 5 mins



ADD

₹12 ₹5

Coriander/ Kothimeera - Cleared, With roots

100 g



ADD

₹22 ₹30



ADD

₹24 ₹23 OFF

Filters (Category-specific)

Common Filters (All Categories)

- Price: Low → High
- Price: High → Low
- Newly Added
- Relevance

Product-specific Filters

- Fashion: size, brand, fabric, price range
 - Grocery: brand, weight, dietary (organic, sugar-free)
 - Electronics: brand, warranty, price
 - Beauty: skin type, brand, concern
-

Categories – Flow Chart

Tap Categories



All Categories Page



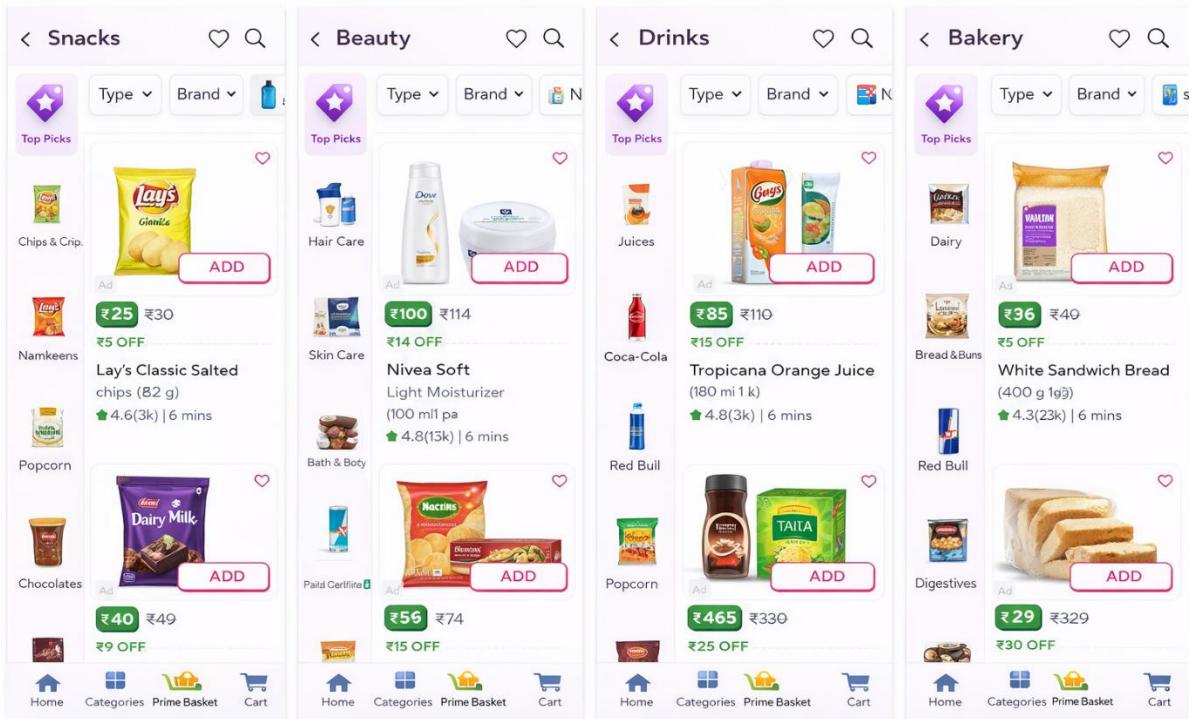
Select Category



Select Subcategory



Product Listing Page



D. FOOTER ITEM 3 – CALL TO ORDER

Purpose

- Accessibility
- Senior citizens
- Low-tech users

Click Action → Call to Order Screen

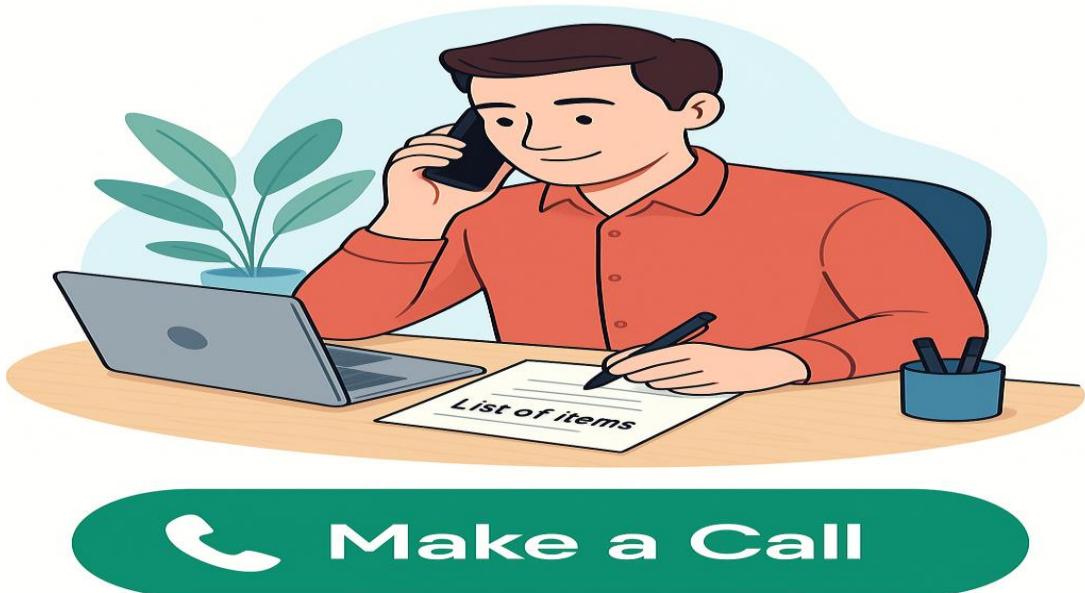
UI Content

- Illustration:
 - Person sitting at desk
 - Talking on phone
 - Writing item list

- Text:

“Call us and place your order”

- CTA Button:
 - Green background
 - Phone icon
 - Text: **Make a Call**



Make a Call

Behavior

- Click → tel: intent
 - Backend logs:
 - call initiated
 - user/session ID
 - timestamp
-

Call to Order Flow

Tap Call to Order



Call Screen Opens



Make a Call



Order Placed by Staff

E. FOOTER ITEM 4 – CART

Click Action

- Opens Cart Page

< **Cart**

 **Gulab Jamun**
₹150 /500 g
₹150

 **Mango Pickle**
₹120 /200 g
₹120

 **Potato Chips**
₹90 /250 g
₹180

 **Red Chilli
Sauce**
₹75
₹190

 **Soya Sauce**
₹80 mL
₹80

Bill Summary

Delivery Charge	₹ 490
Total Amount	₹ 30
	₹ 520

 **Select Address**

 **Pay / Cash**

< **Schedule your order**

 **Shipment** | 1 of 1
 3 Items | [View items](#)

Today
Tue, 16 Dec

4 Slots




Tomorrow
Wed, 17 Dec

16 Slots




 You can cancel up to 30 min prior to delivery time

 **Confirm**

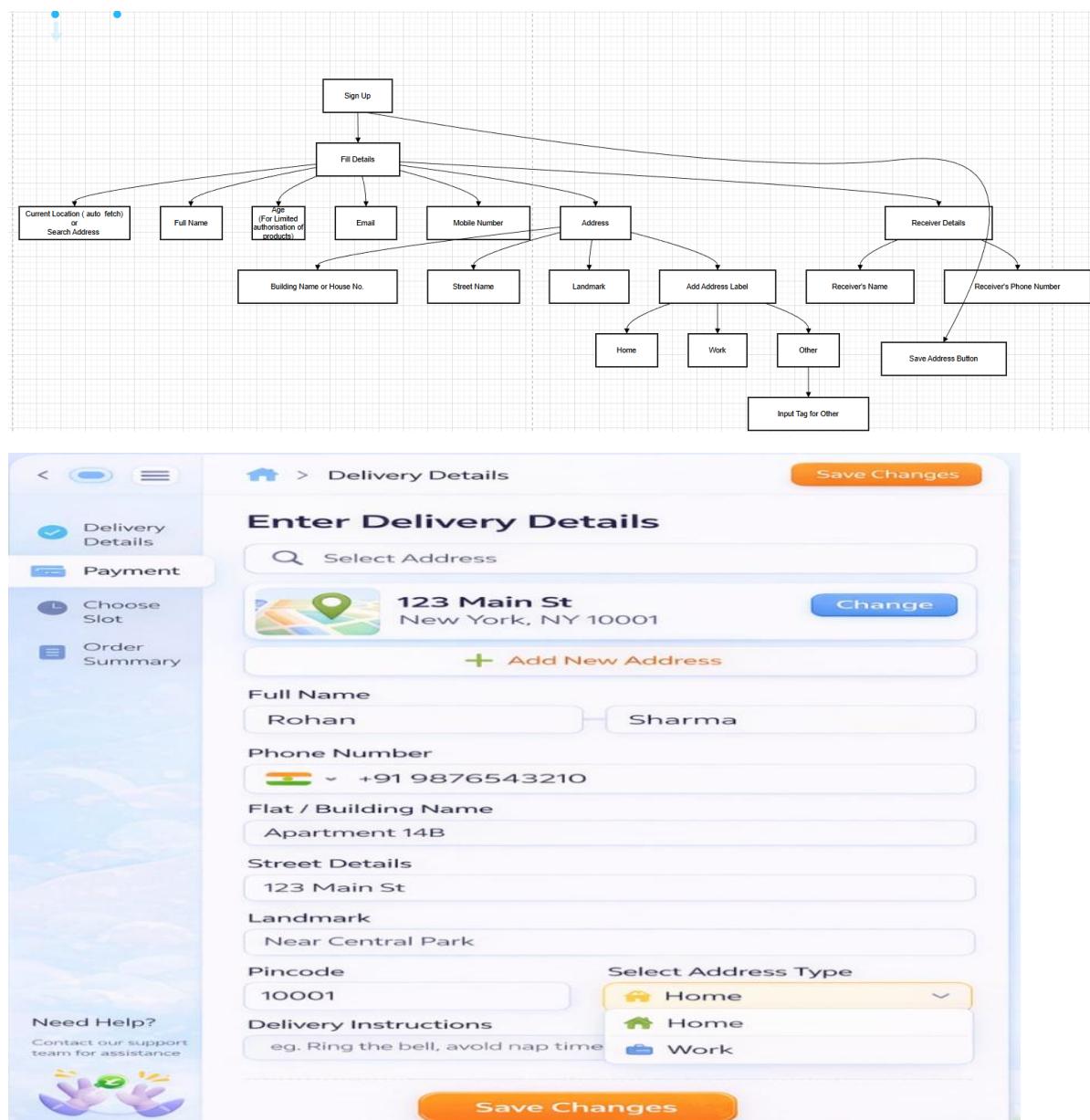
Cart Page – Sections

1. Added products list
2. Schedule Order
3. Quantity controls
4. Total bill summary
5. Select address
6. Pay / Cash button

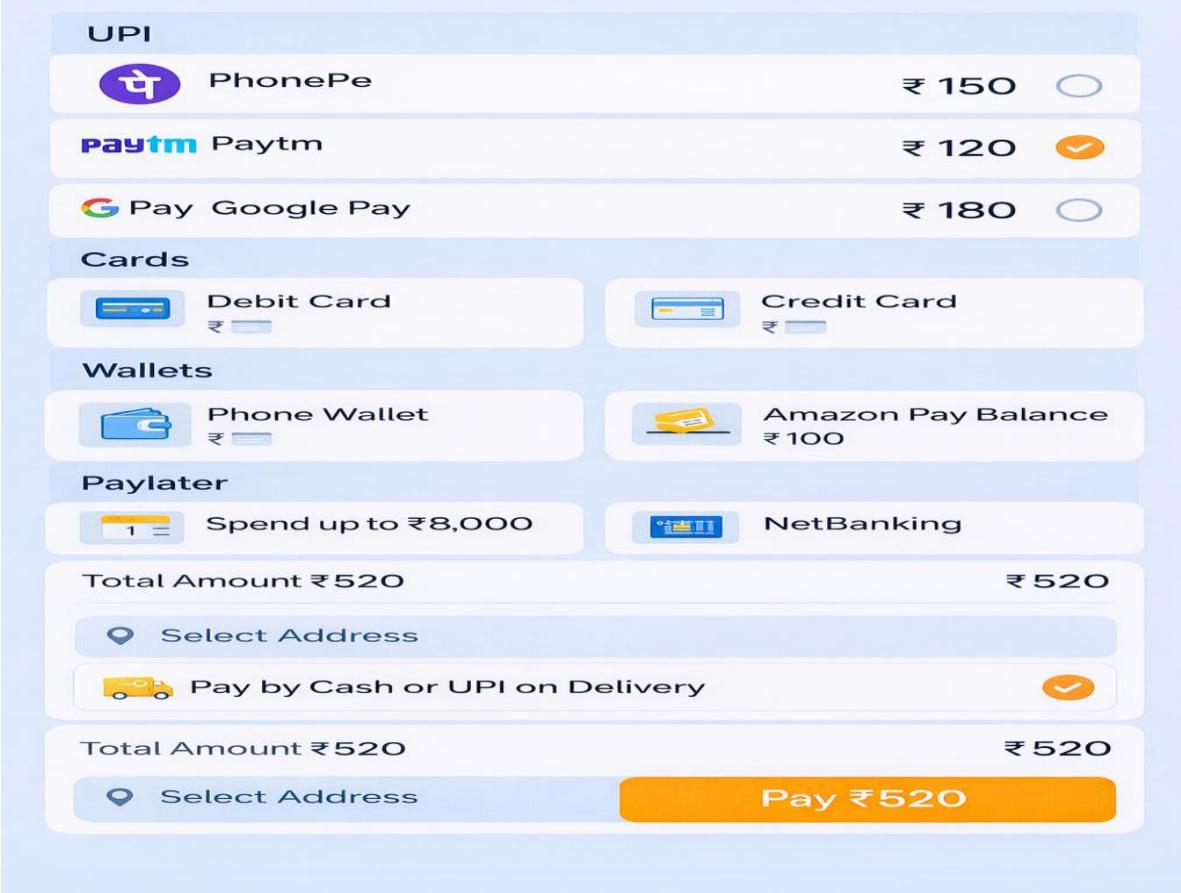
Cart → Payment → Order Flow

Tap Cart → Review Items → Select Address → Pay / Cash Payment Page → Order Placed

Select Address



< Payment



10. Order Tracking (Post Order)

Status Progression

1.Order Confirmed 2.Order Packing 3.Delivery Partner Picked Up 4.Order Arriving Soon 5.Delivered

Live Features

- Real-time map tracking
- Delivery partner details

11. Order Completion

Final State

1. Order marked Delivered 2. Tracking stopped 3. Feedback / rating prompt

< Order Tracking



Order is Packing

Your order is being packed. We'll notify you when it is ready!

8:45 AM



Delivery Boy Picked Up Order



Rajesh Kumar
Honda SP 125 | KAO5 FK 3128

9:15 AM

Call Delivery Boy

Call Delivery Boy



Delivery Boy Picked Up Order



Rajesh Kumar
Honda SP 125 | KAO5 FK 3128

Call Delivery Boy

9:15 AM



Order Arrived – 10:30 AM

Your order has arrived!

10:30 AM

View Map



Order on Delivery

₹520

Total Amount ₹520

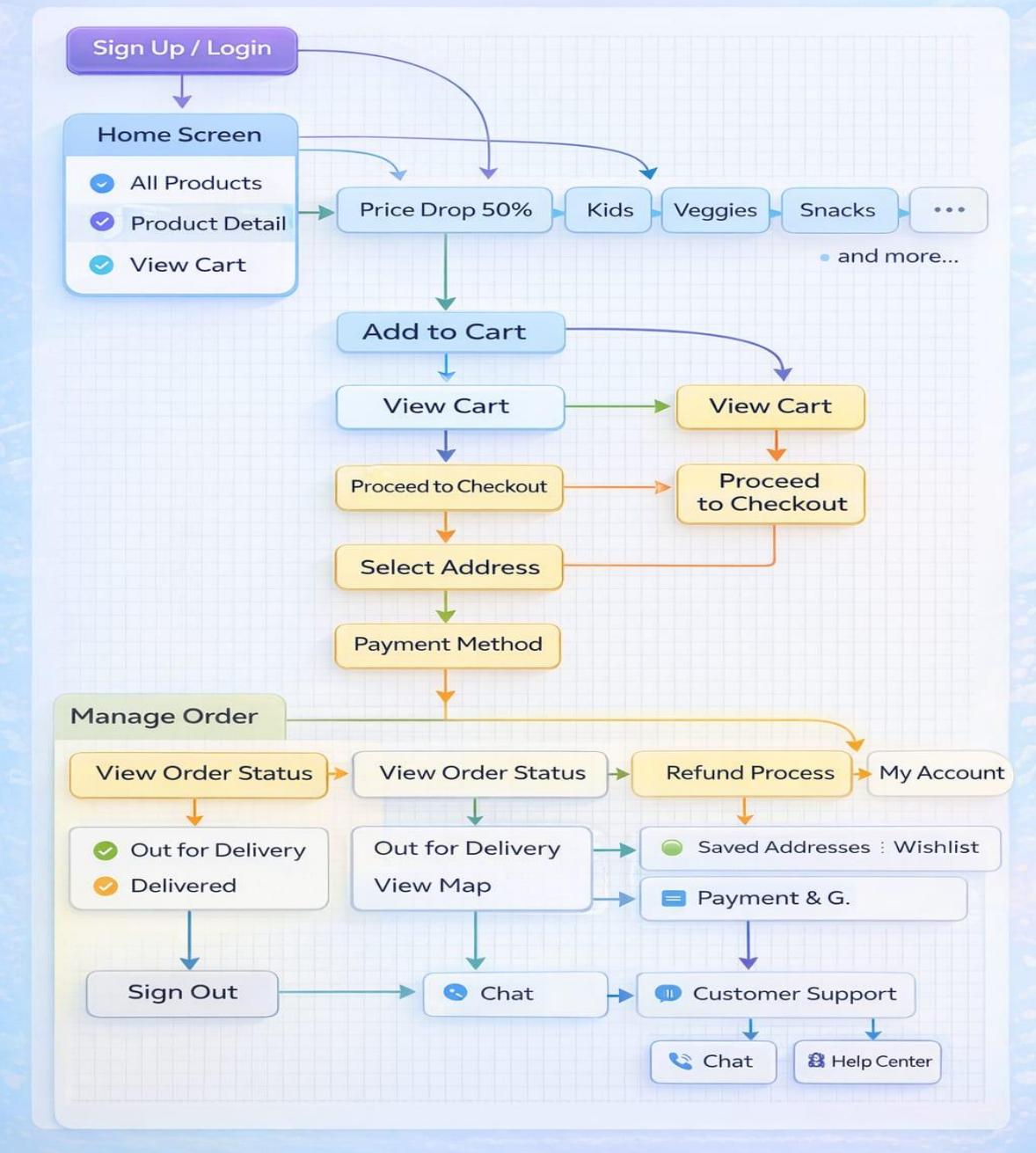
₹520



Select Address

Pay ₹520

App User Flow



Thank You!

