

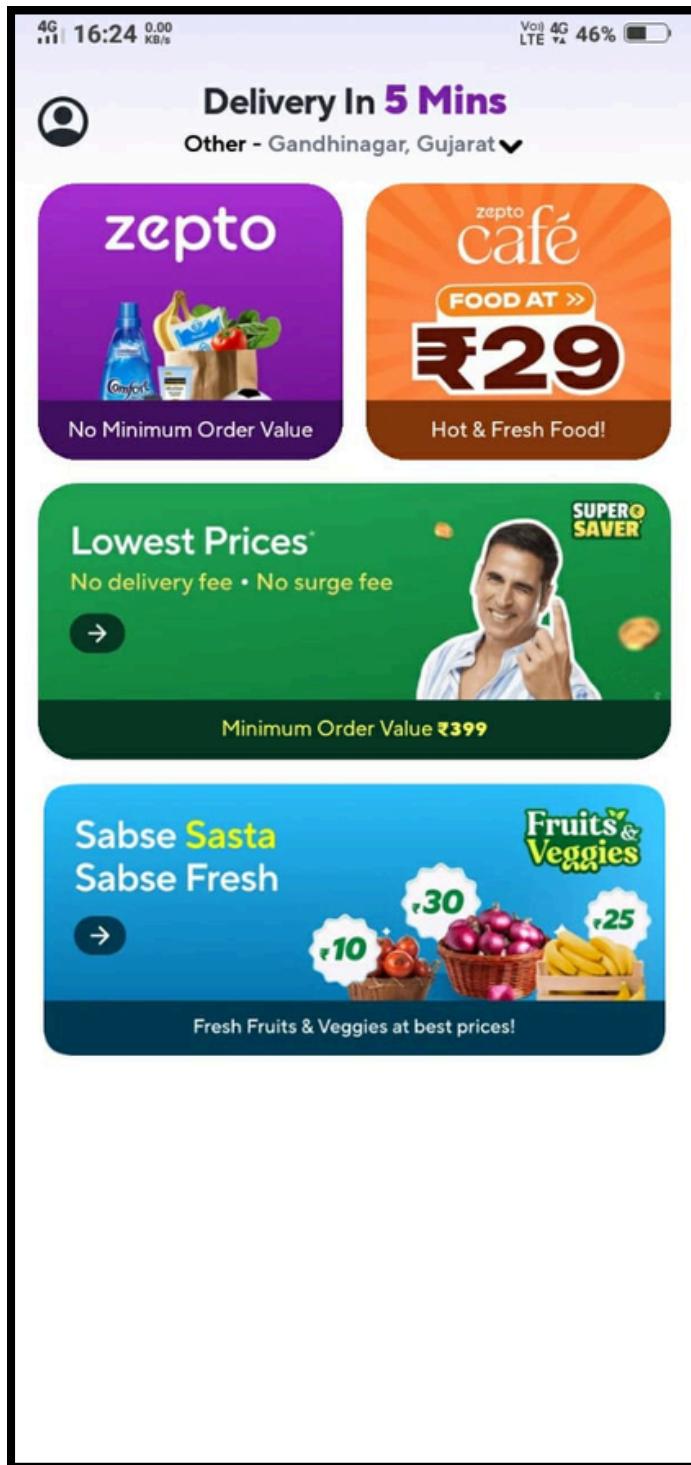
User Centric Design



Project Overview

- Quick Cart is a user-friendly mobile application designed to make grocery shopping easier and more convenient. The app allows users to browse a wide range of grocery items, add products to their cart, and place orders online from the comfort of their home.
- The main goal of this project is to provide a smooth and efficient shopping experience. Users can search for items, view product details, compare prices, and choose from multiple payment options. The app also includes features like order tracking, delivery updates, and customer support.
- Quick Cart helps local stores reach more customers by bringing their products online. It supports both customers and sellers, making the grocery shopping process faster, smarter, and more reliable.

Competitive Analysis



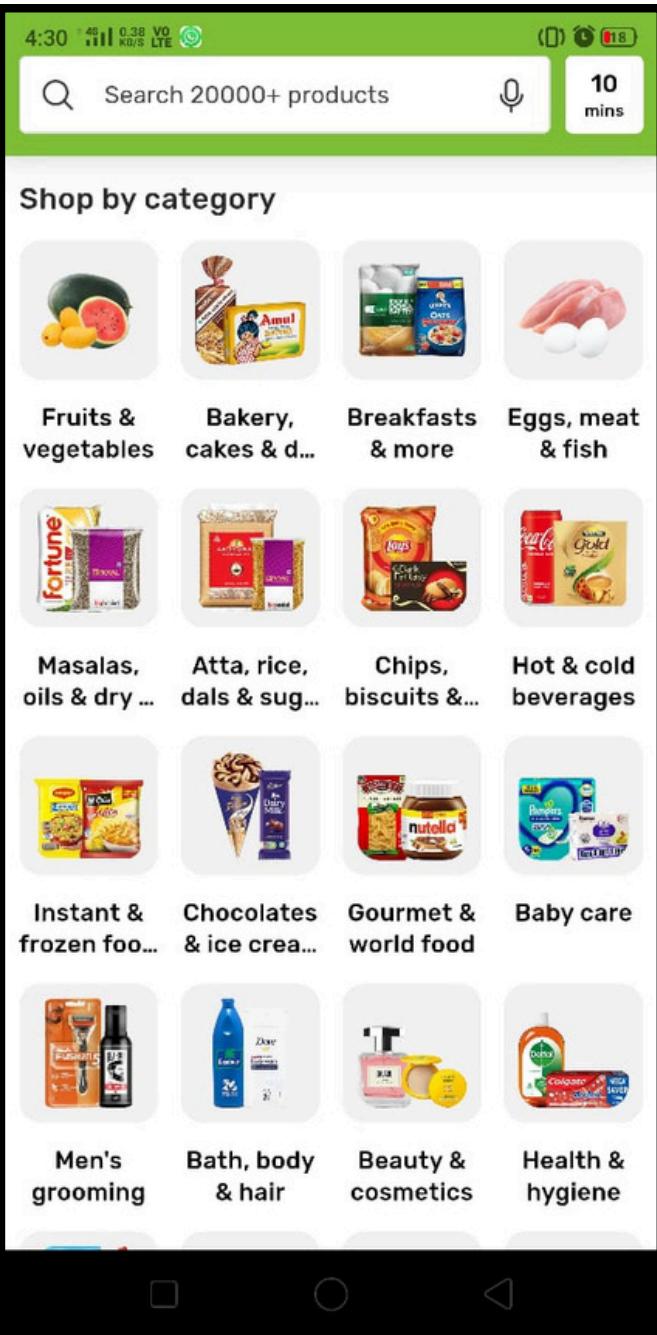
Strengths

- Zepto offers ultra-fast 10-minute delivery, a simple UI, real-time tracking, and fresh groceries through local store partnerships.

Weaknesses

- Limited product range, restricted availability in smaller cities, and high delivery charges for small orders.

Competitive Analysis



Strengths

- BigBasket offers a vast product range, scheduled delivery options, subscription services, and high-quality fresh produce.

Weaknesses

- Delivery times are slower compared to quick-commerce apps, and the UI can feel cluttered with too many options.

Survey

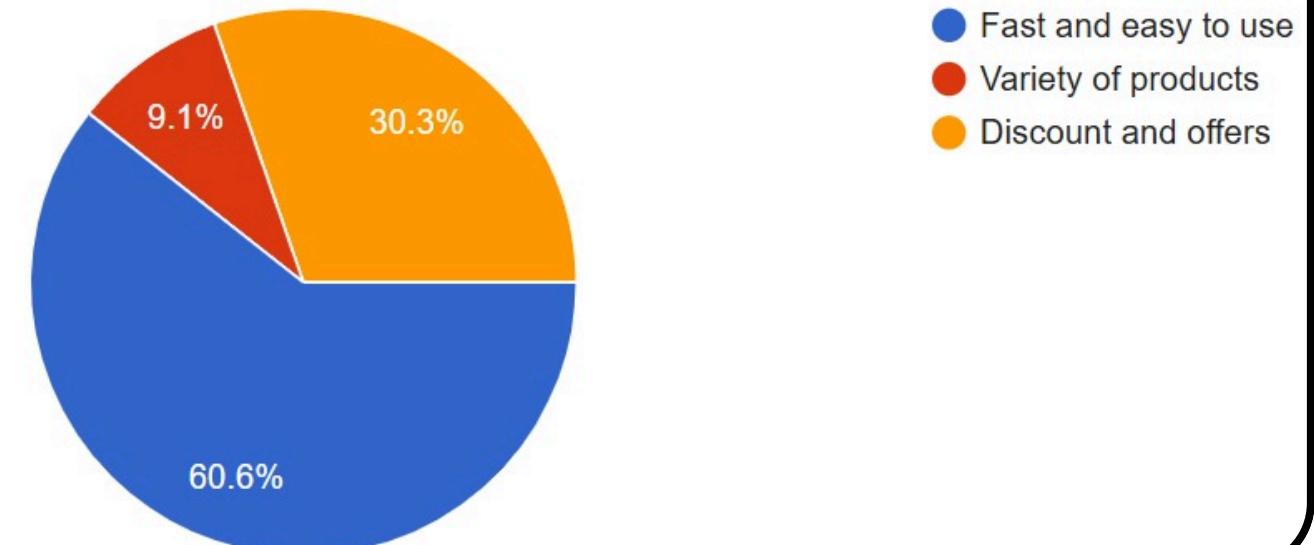
Questionnaire

- How Frequently Do you Shop Online?
- What is most important when shopping online?
- What level of product information do you expect when shopping online?
- How quickly do you feel you can complete tasks (e.g., make a purchase, check notifications) in the app?
- Do the ratings and reviews giving by other people matters to you?
- How do you usually find products in app?
- How well does the app's design adapt to different screen sizes (e.g., tablets, small or large phones)?

Survey Results

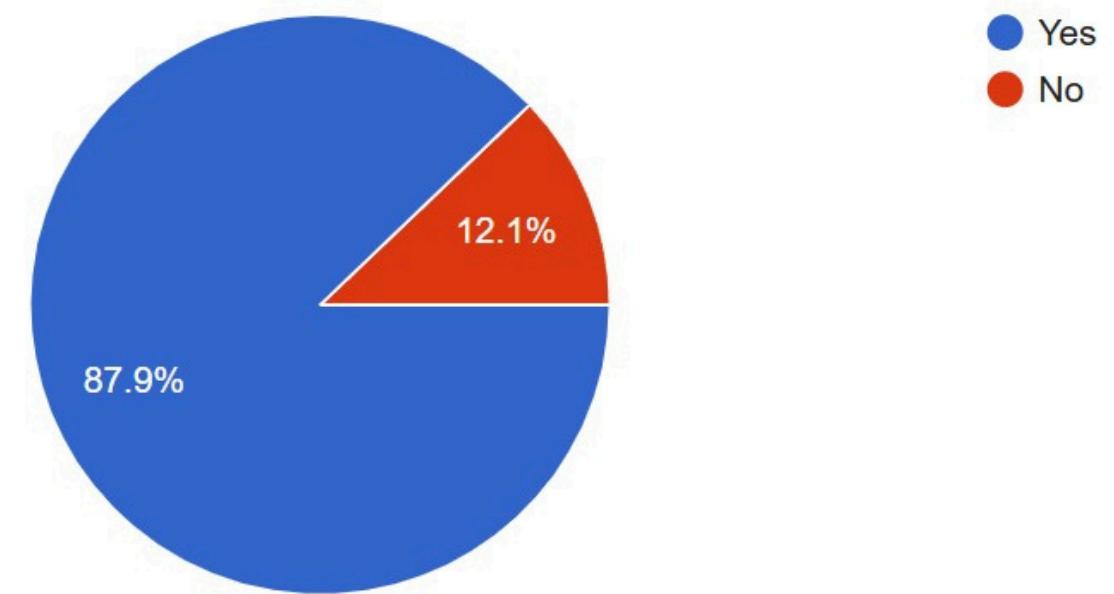
What is most important when shopping online?

33 responses



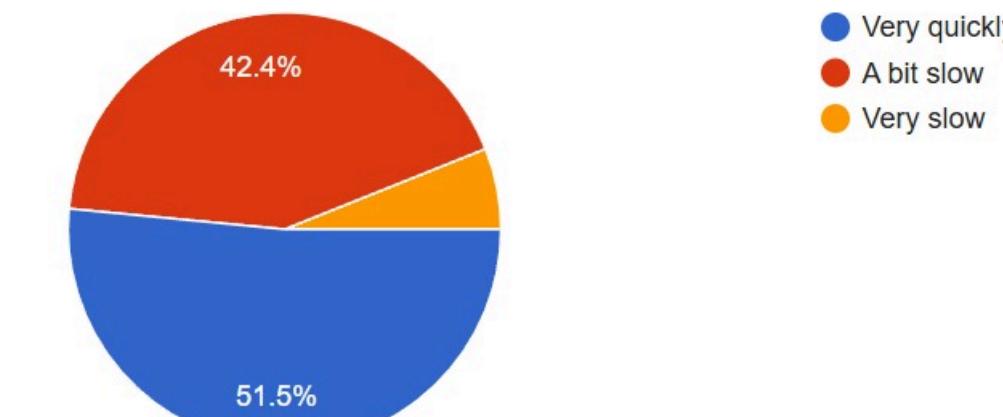
Do the ratings and reviews giving by other people matters to you?

33 responses



How quickly do you feel you can complete tasks (e.g., make a purchase, check notifications) in the app?

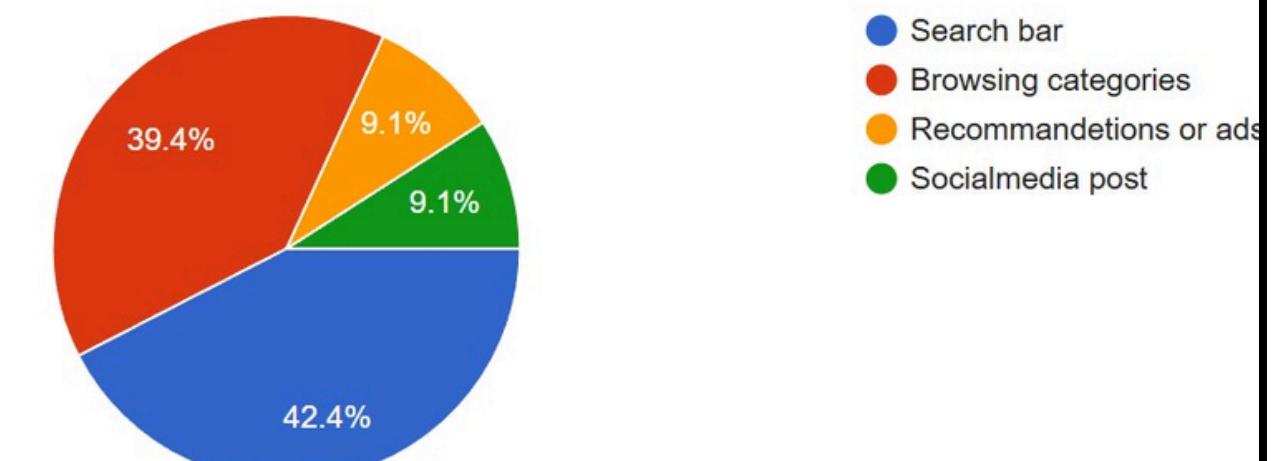
33 responses



Copy chart

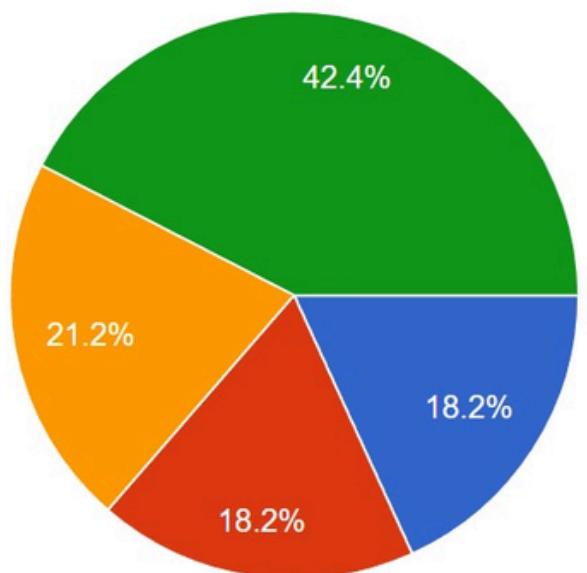
How do you usually find products in app?

33 responses



How Frequently Do you Shop Online?

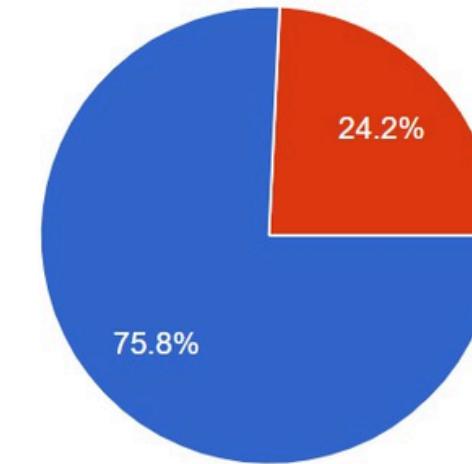
33 responses



- Multiple times a week
- Once a week
- A few times a month
- Only for specific need

How well does the app's design adapt to different screen sizes (e.g., tablets, small or large phones)?

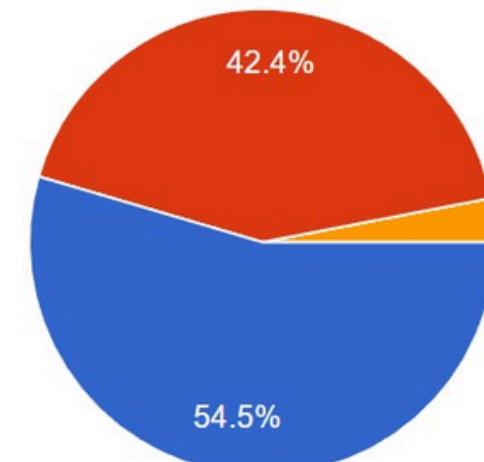
33 responses



- Very well
- Somewhat well
- Not well

What level of product information do you expect when shopping online?

33 responses



[Copy chart](#)

- Detailed product descriptions with specifications and multiple images
- Product descriptions with basic details and 1-2 images
- Just the price and a short description

Design Statement

- Quick Cart will have a simple, easy-to-use, and attractive mobile app for grocery shopping. The design will focus on smooth navigation, clear layout, and accessibility, making it easy for users to search for products, get recommendations, track orders, and check out quickly.
- A harmonious color scheme, adaptive layouts, and interactive UI elements will boost user engagement.

User Persona

FEMALE USER PERSONA



KHUSHI SHAH

Age: 24
Gender: Female
Occupation: Digital Marketing Specialist
Location: Ahmedabad, India

Khushi is a digital marketing specialist who loves shopping online for electronics, fashion, and lifestyle products. She likes websites and apps that are easy to use and offer quick checkout. Khushi enjoys personalized recommendations and looks for deals and discounts. She prefers fast delivery and good customer service and tends to buy items when they meet her needs or interests.

GOALS	CHALLENGES
<ul style="list-style-type: none">Find deals and discounts on electronics and fashion.Easily discover sustainable and eco-friendly products.Streamline repeat purchases with minimal steps.	<ul style="list-style-type: none">Overwhelmed by too many product choices.Ensuring secure payment options.Avoiding low-quality or fake products.
LIKES	DISLIKES
<ul style="list-style-type: none">Personal recommendations based on previous purchases.Fast delivery with real-time tracking.A seamless mobile app experience.	<ul style="list-style-type: none">Delayed or missing deliveries.Unclear return/refund policies.Intrusive ads and notifications.
PERSONALITY	PRODUCTS THEY ENJOY
<ul style="list-style-type: none">Tech-savvyTrend-consciousValue-driven	<ul style="list-style-type: none">Sustainable fashion brands.Smart gadgets and accessories.DIY craft kits and home decor.

MALE USER PERSONA



PARTH PATEL

Age: 26
Gender: male
Occupation: Software Engineer
Location: Mumbai, India

Parth seems to really appreciate smooth, efficient online shopping with quality products and fast delivery. He looks for a reliable experience, easy-to-use websites, and good customer service.

GOALS

- Find high-quality products at competitive prices
- Receive fast and reliable delivery
- Enjoy a seamless shopping experience with a user-friendly app

CHALLENGES

- Delays in delivery affecting his busy schedule
- Difficulty in finding trusted brands
- Overwhelming product choices leading to decision fatigue

LIKES

- Tech gadgets and accessories
- Exclusive online deals and discounts
- Quick checkout and easy payment options

DISLIKES

- Hidden shipping costs
- Slow website/app loading times
- Poor customer support

PERSONALITY

- Analytical
- Tech-savvy
- Efficiency-driven

PRODUCTS THEY ENJOY

- Smart home devices
- Fitness gadgets
- Trendy apparel and footwear
- Premium coffee and snack subscriptions

Empathy mapping

Thinks

- “I want to save time and avoid going to the store.”
- “I hope I don’t forget any important items.”
- “Will everything I order be fresh and good quality?”

Does

- Scrolls through categories or uses search
- Adds items to cart and compares prices/offers
- Tracks order status frequently after checkout
- Saves favorite items or reorders past purchases

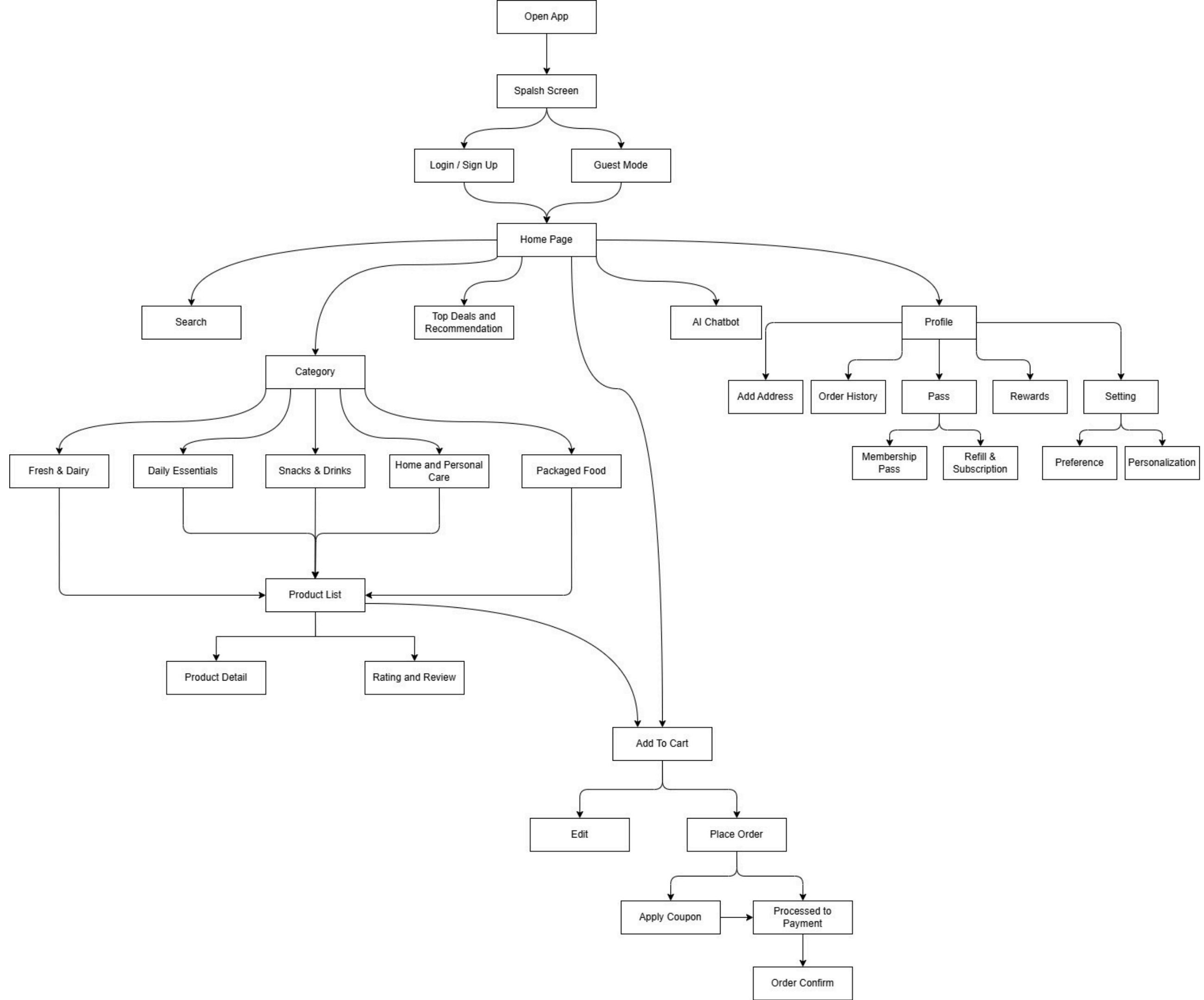
Feels

- Busy and looking for convenience
- Worried about item availability or freshness
- Relieved when the shopping experience is quick and smooth

Says

- “I don’t have time to go grocery shopping.”
- “This app better be easy to use.”
- “I wish I could just reorder my usual stuff with one tap.”
- “I love when delivery is on time.”

Informations Architecture

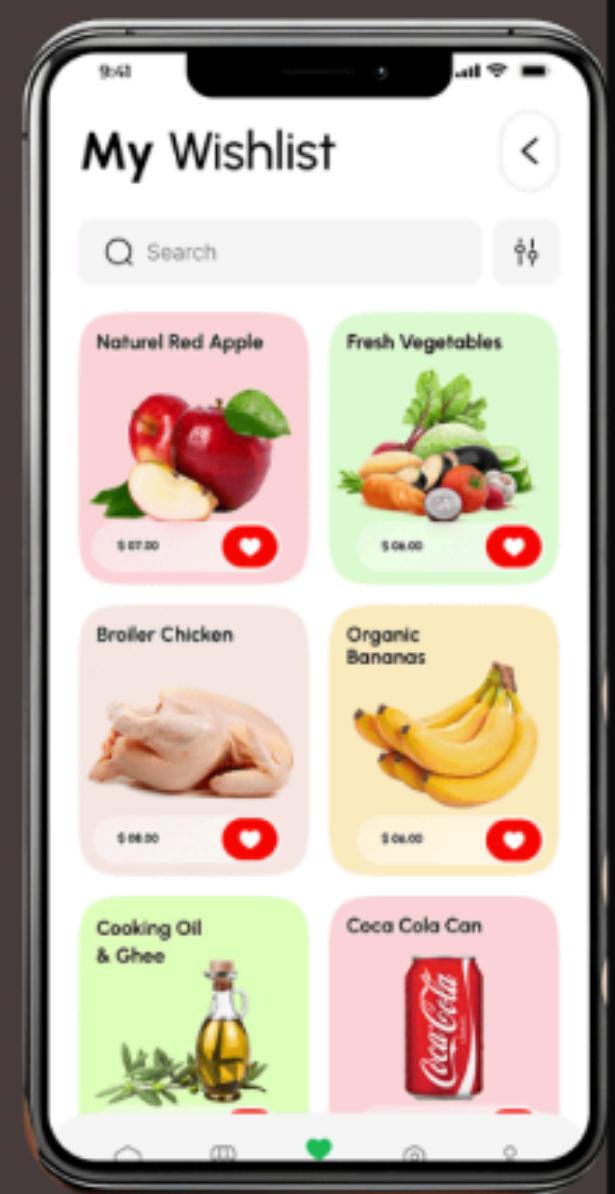
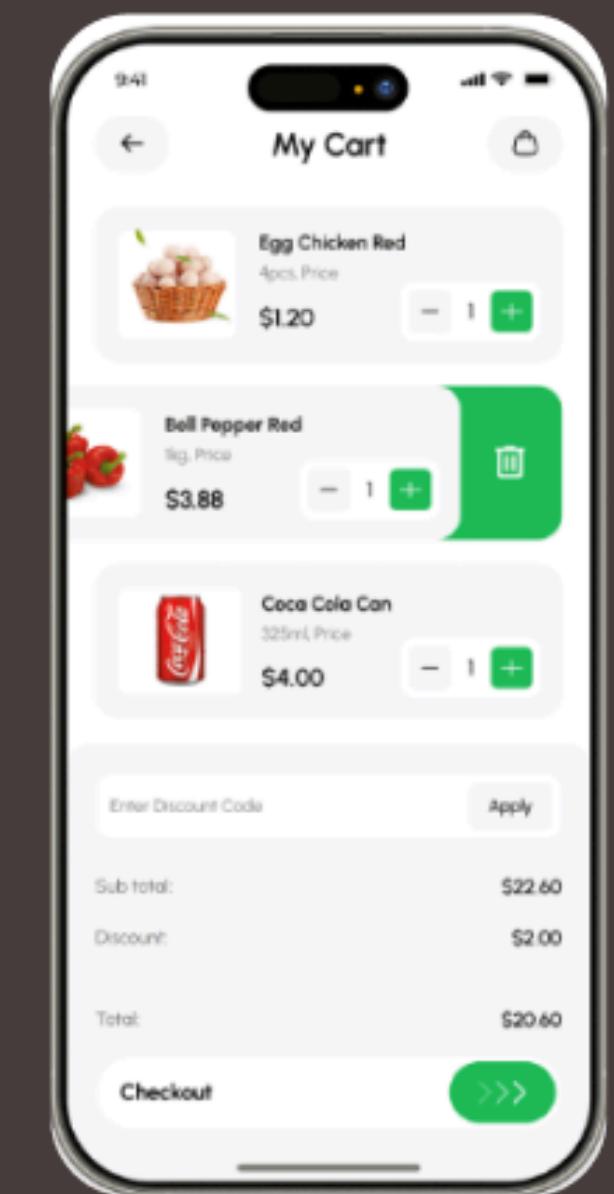
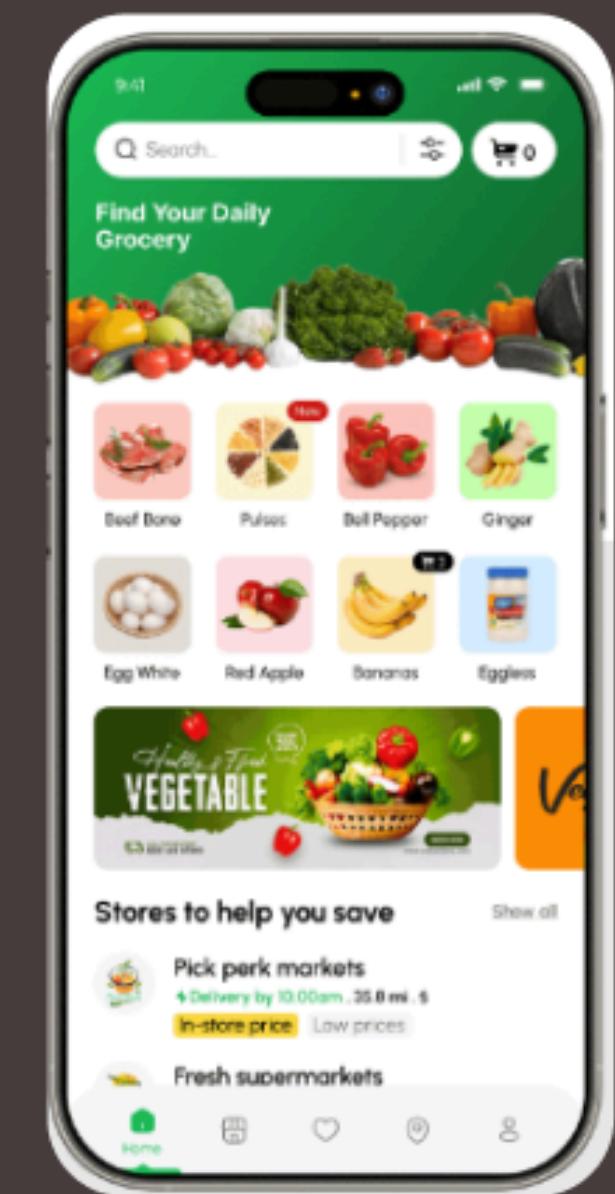
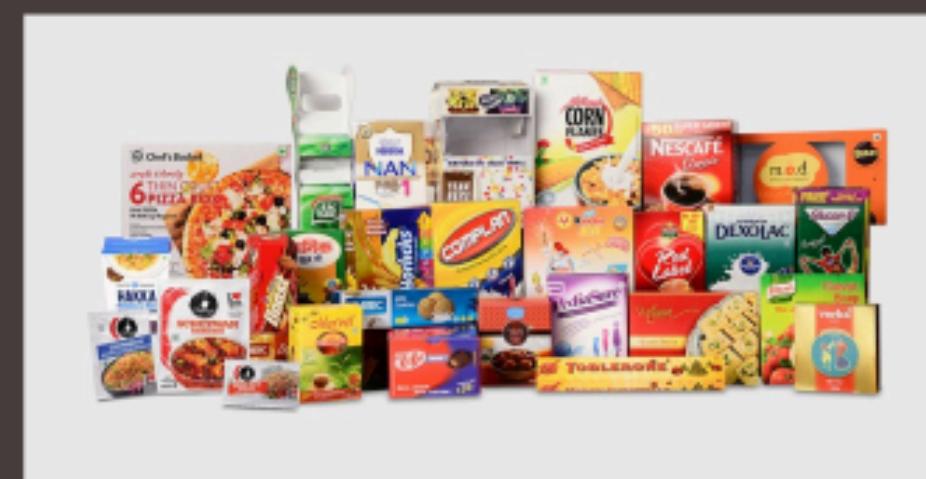




Moodboard, color-palette, typography

About Theme - Green

- Shades of green symbolize growth, trust, and sustainability, creating a fresh and welcoming experience for users. Green promotes energy, renewal, and an eco-conscious shopping atmosphere.
- Gray adds a touch of modern elegance, ensuring a sleek and clutter-free interface. Lighter grays enhance simplicity and openness, while deeper grays introduce professionalism and reliability, making the app feel polished and trustworthy.



QUICKCART

Color Pallet



#1EBD58



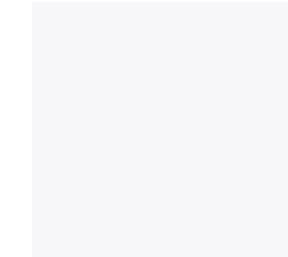
#D6EDE1



#000000



#808080



#F7F6F9

Typography

Poppins

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Open Sans

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Low Fidelity

WELCOME....

Logo

Guest Mode



Sign Up



Already have Account ? [Log In](#)



Create an account

Enter your account details below

Enter Your Name

Enter email id/phone no

Enter Password

SIGN UP

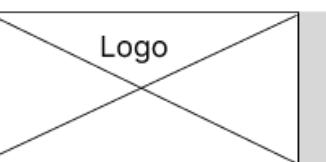
Or Sign up with



Already have Account ? [Log In](#)



Login Account



Enter email id/phone no

Enter Password

Forgot Password ?

LOGIN

Not register yet ? [Create Account](#)



Forgot Password

Enter email id/phone no

Enter

Enter OTP

If you didn't receive a OTP, [Resend](#)

SUBMIT

Not register yet ? [Create Account](#)



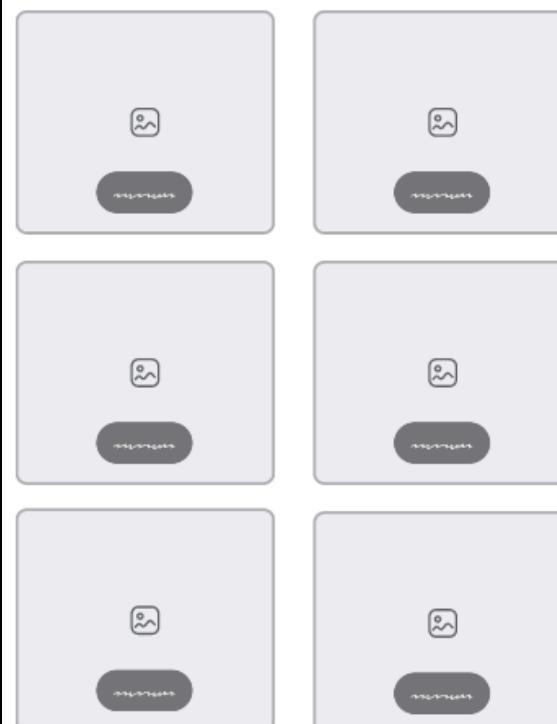
New Password

Enter New Password

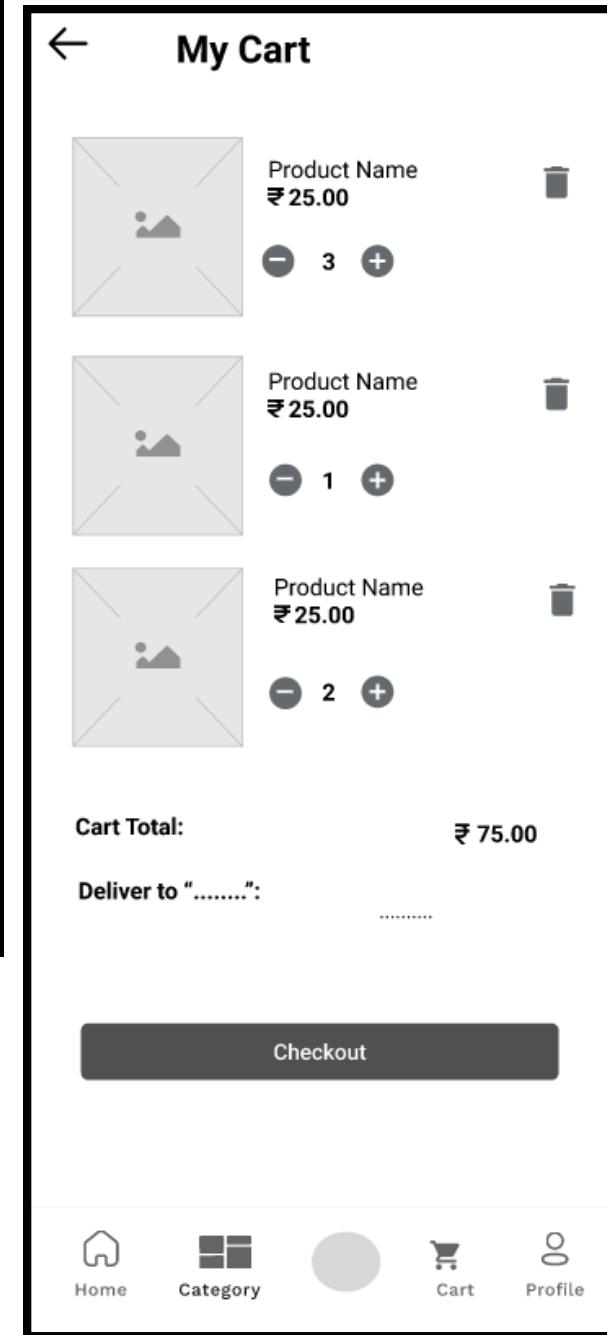
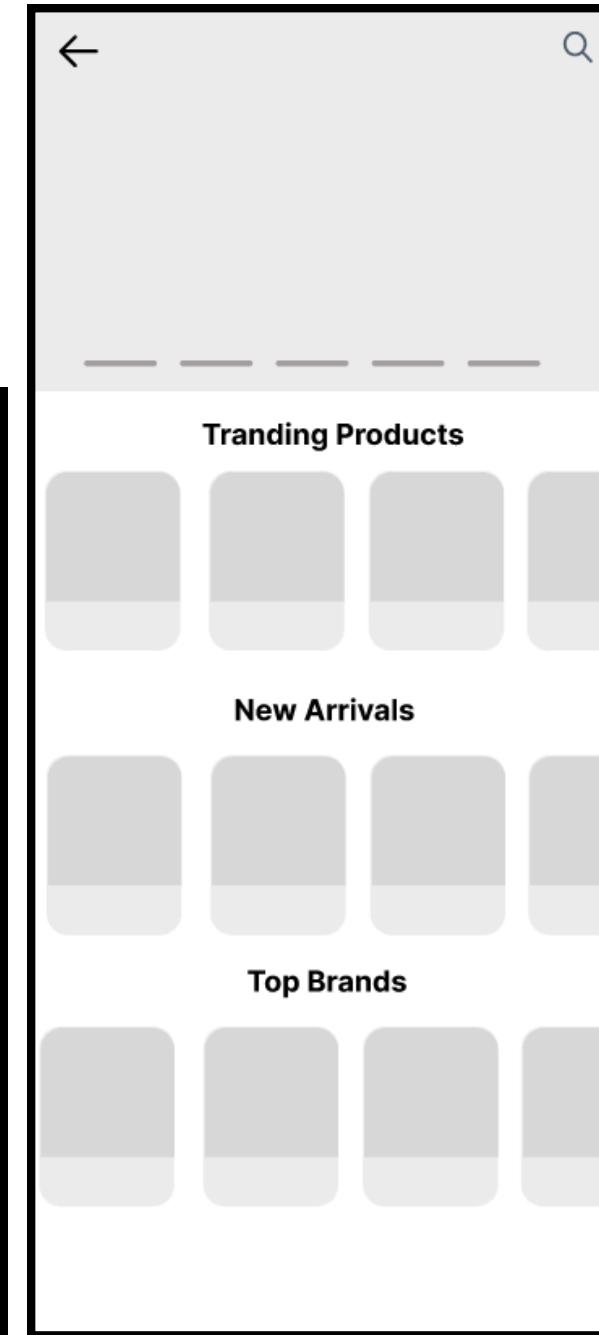
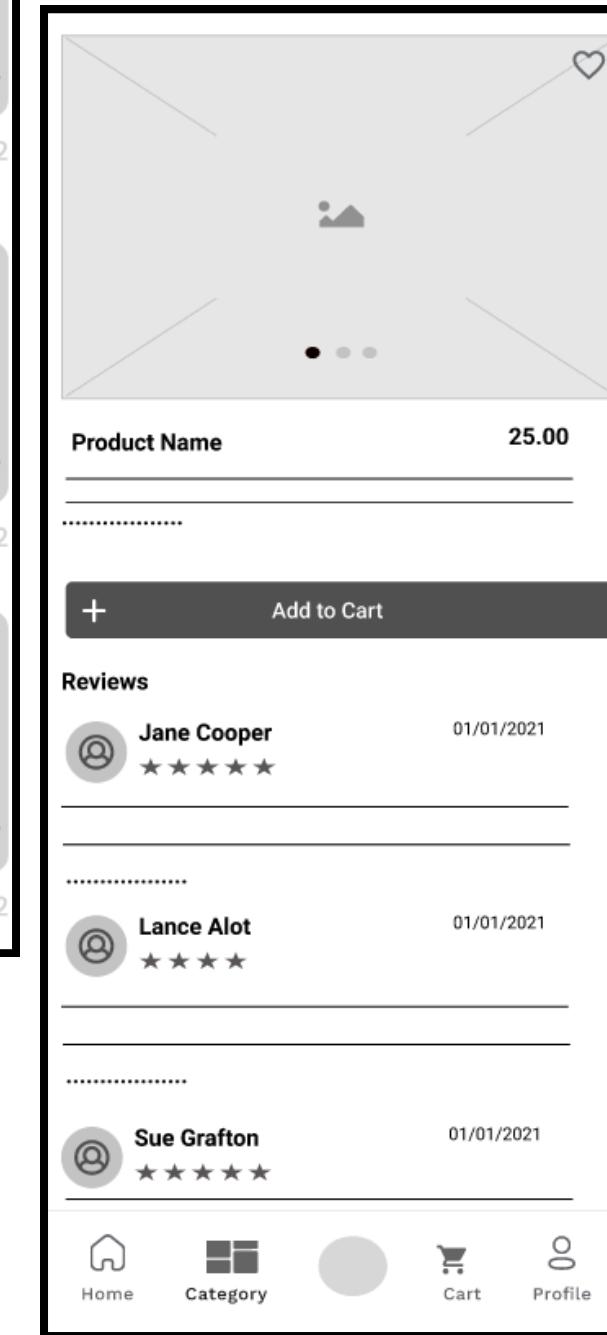
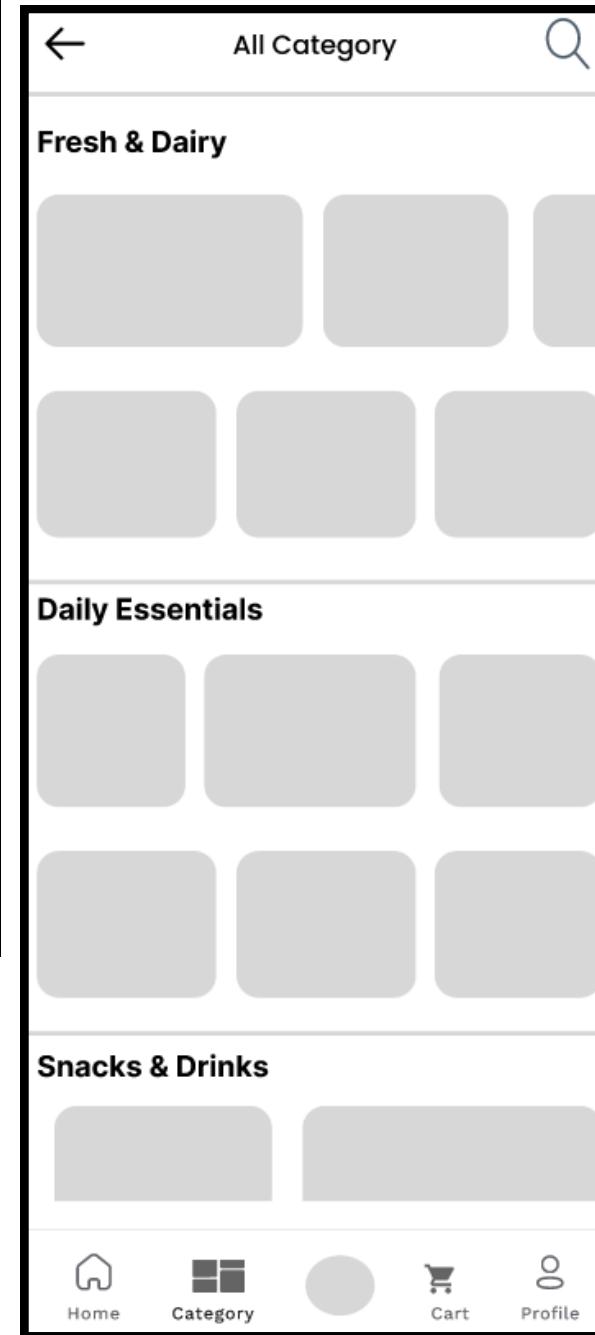
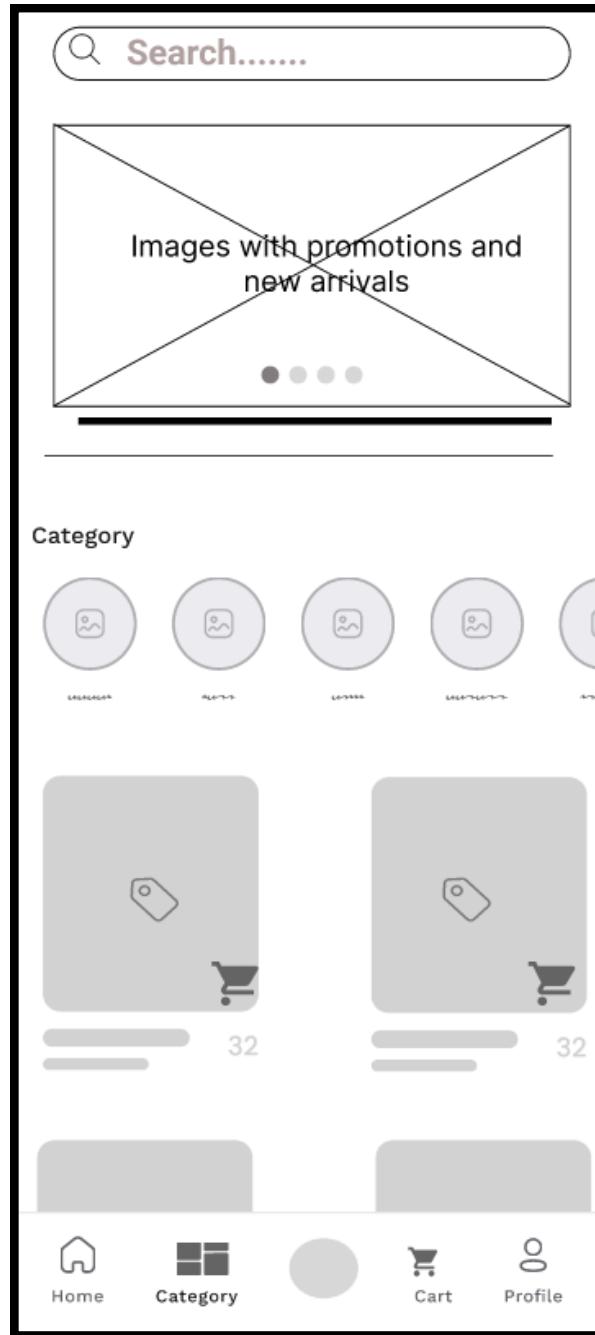
Confirm Password

Set Password

Tell us what you love !



Continue



← Membership Pass

Choose Your Membership Plan

Unlock exclusive benefits and save money with our membership plans

Basic
Rs 200 /mo

- ✓ Free Delivery
- ✓ Early access to sales
- ✓ Member-only discounts
- ✓ Customer support priority

Get

Premium
Rs 500 /mo

- ✓ Free express shipping
- ✓ Exclusive deals and offers
- ✓ Double reward points
- ✓ 24/7 priority support
- ✓ Free returns
- ✓ Birthday gift

Get

← Smart Refills & Subscriptions

ADD PLAN

UPDATE PLAN

← Smart Refills & Subscriptions
Choose Your Plan

Never run out of your daily essentials with automated deliveries and exclusive savings

Set Duration 17

Add Product

Product List

Name Rs 100 /kg	🕒	-	3	+
Name Rs 100 /kg	🕒	-	3	+
Name Rs 100 /kg	🕒	-	3	+
Name Rs 100 /kg	🕒	-	3	+

Create Plan

← Smart Refills & Subscriptions
Update Your Plan

Never run out of your daily essentials with automated deliveries and exclusive savings

Add Product

Remaining Days

Product List

Name Rs 100 /kg	🕒	-	3	+
Name Rs 100 /kg	🕒	-	3	+
Name Rs 100 /kg	🕒	-	3	+
Name Rs 100 /kg	🕒	-	3	+

Update Plan

← My Orders

Order Delivered on 20th Jan, 2025 10:20AM ₹ 120 >

Order Delivered on 20th Jan, 2025 10:20AM ₹ 150 >

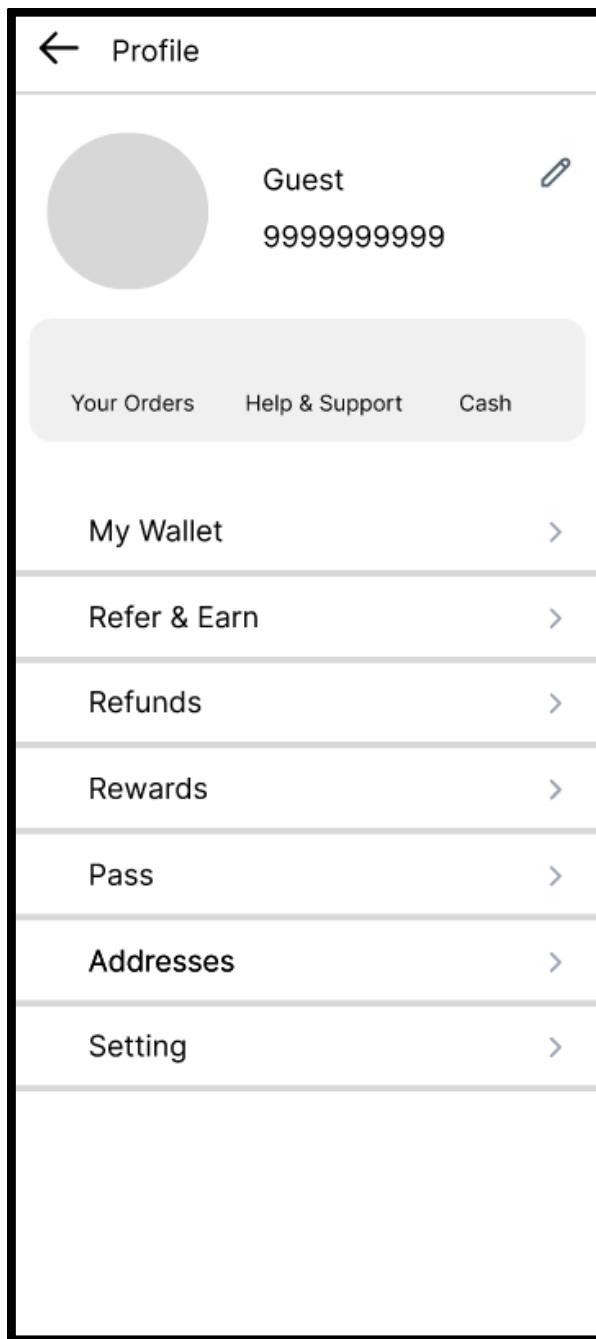
Order Delivered on 20th Jan, 2025 10:20AM ₹ 80 >

Order Delivered on 20th Jan, 2025 10:20AM ₹ 230 >

Order Delivered on 20th Jan, 2025 10:20AM ₹ 200 >

× Add New Address

+ ADD NEW ADDRESS



Update Profile

Name : Your Name
Mobile Number : xxxxxxxxx
Email : xyz@gmail.com
Gender : Male
City : Your city
Pincode : xxxxxx

Cancel Save Changes ✓

This form allows users to update their personal details like name, mobile number, email, gender, city, and pincode. It includes standard input fields and a save/cancel button.

My Wallet

Total Balance ₹ 0

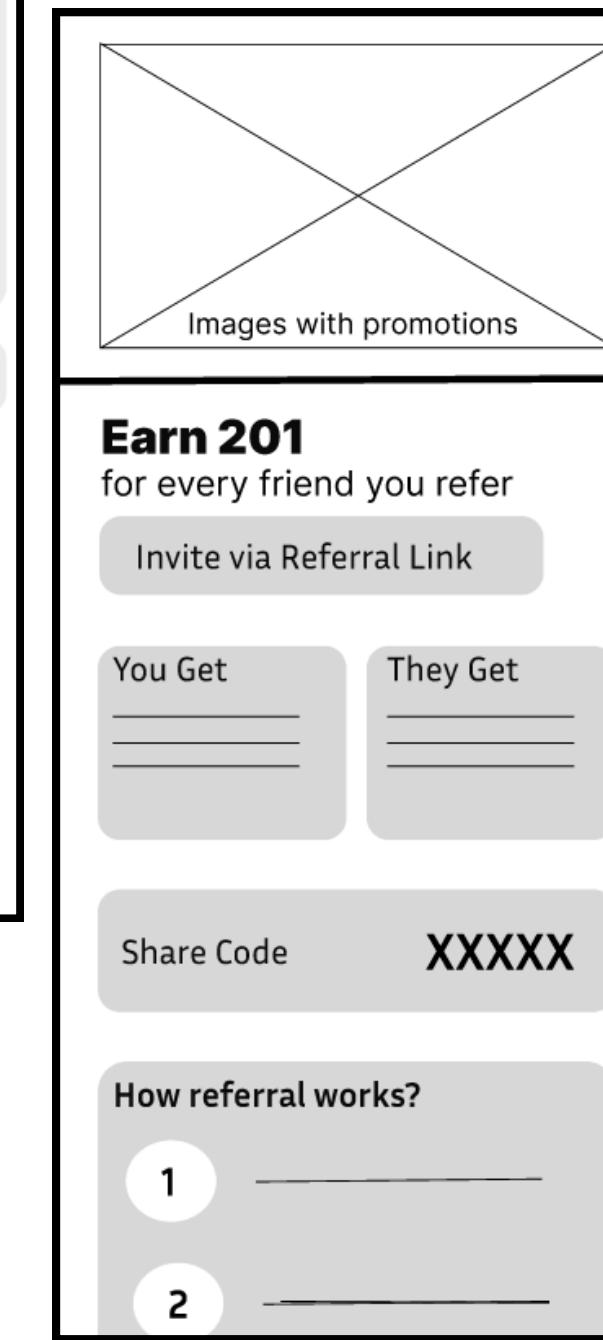
Add Balance To Wallet

Enter Amount
+500 +1000

Add Balance

Add Gift Card to Balance >

This screen displays the user's current wallet balance and provides options to add more balance via direct entry or using a gift card.



Request a refund

Refund status

Refund #REF-789 Order #ORD-120 Red Sweater In Progress

Request Submitted 2025-02-01

Return Approved 2025-02-01

Item Received 2025-02-01

Refund Processed 2025-02-01

Select a order

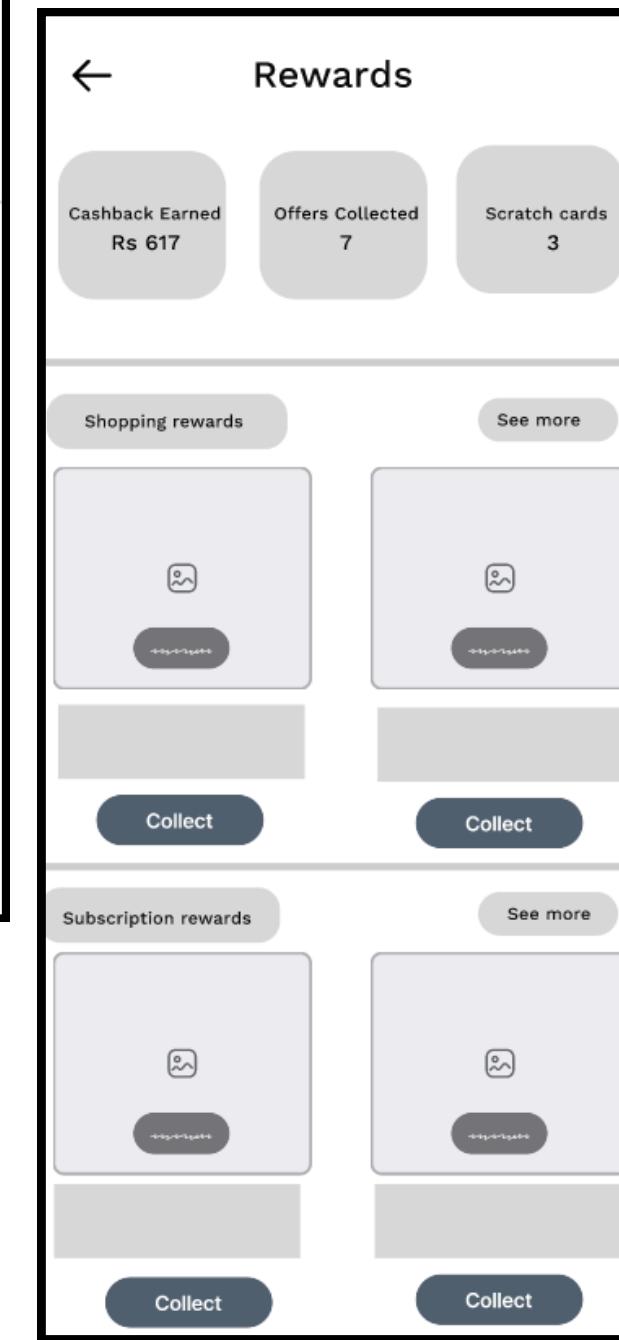
Order : #ORD-123 purchased on 2025-2-10 Blue T-shirt, Black Jeans Rs 1029

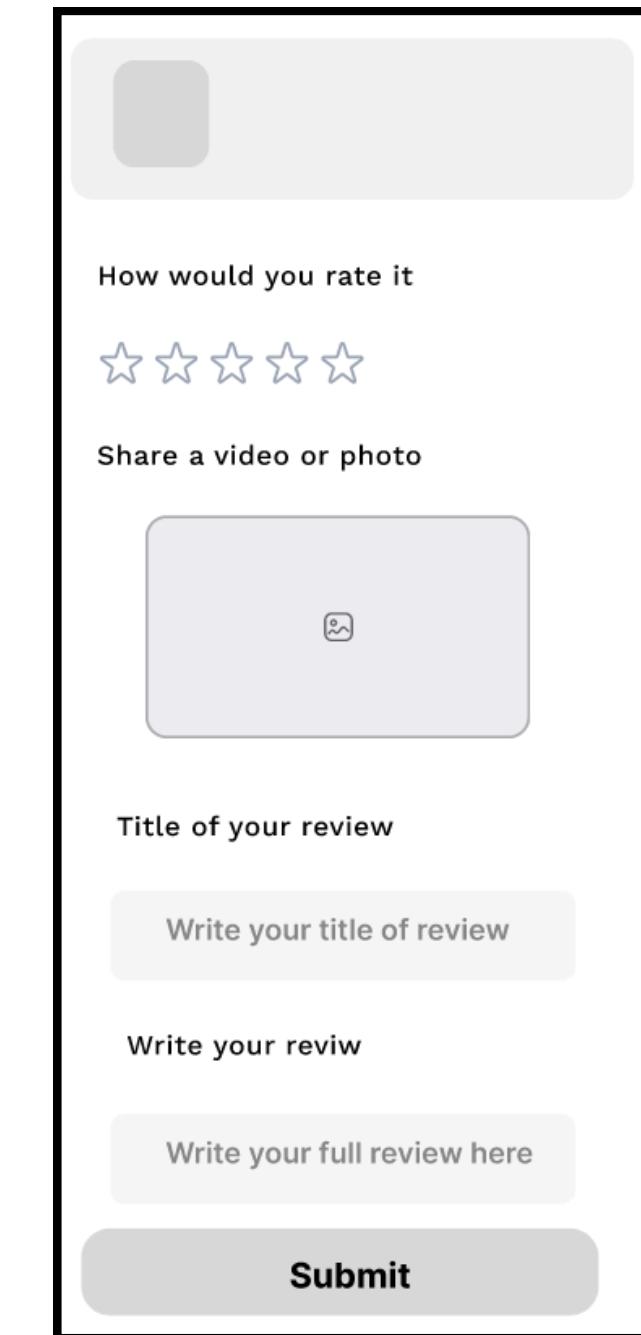
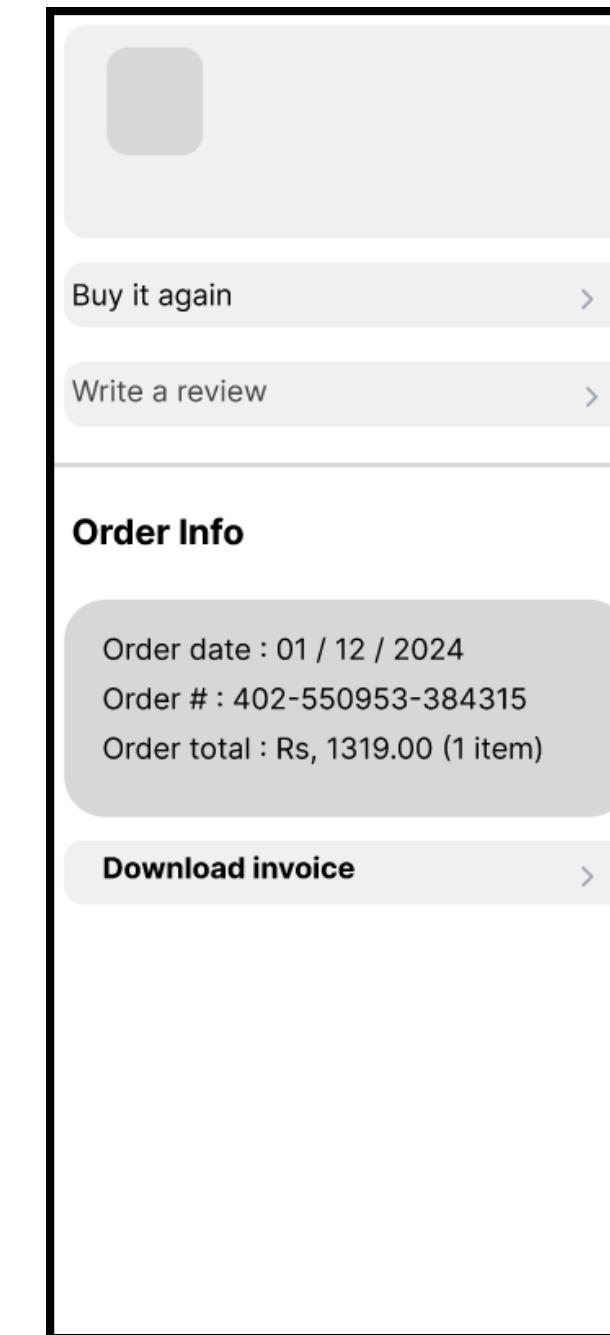
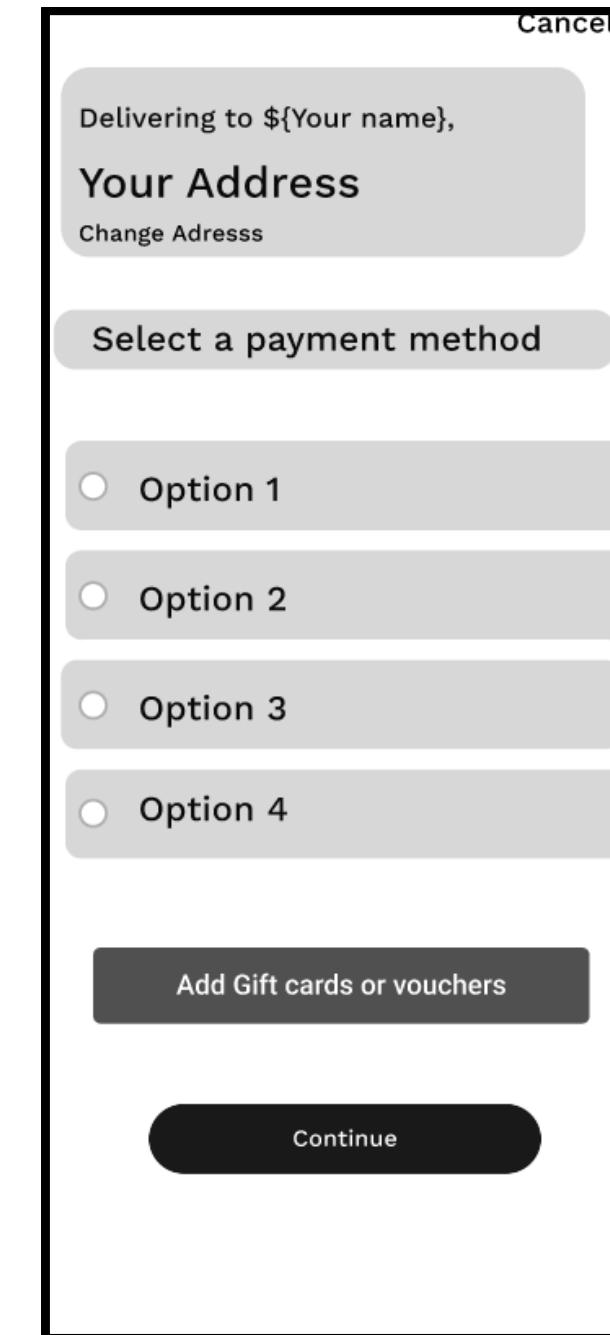
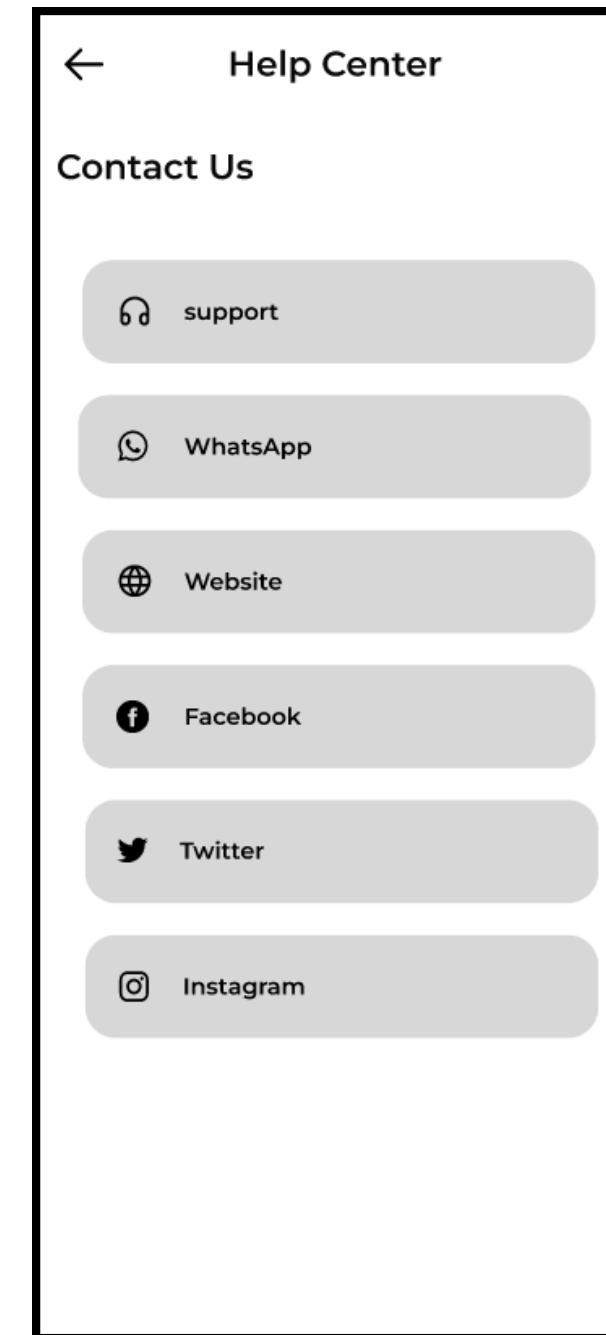
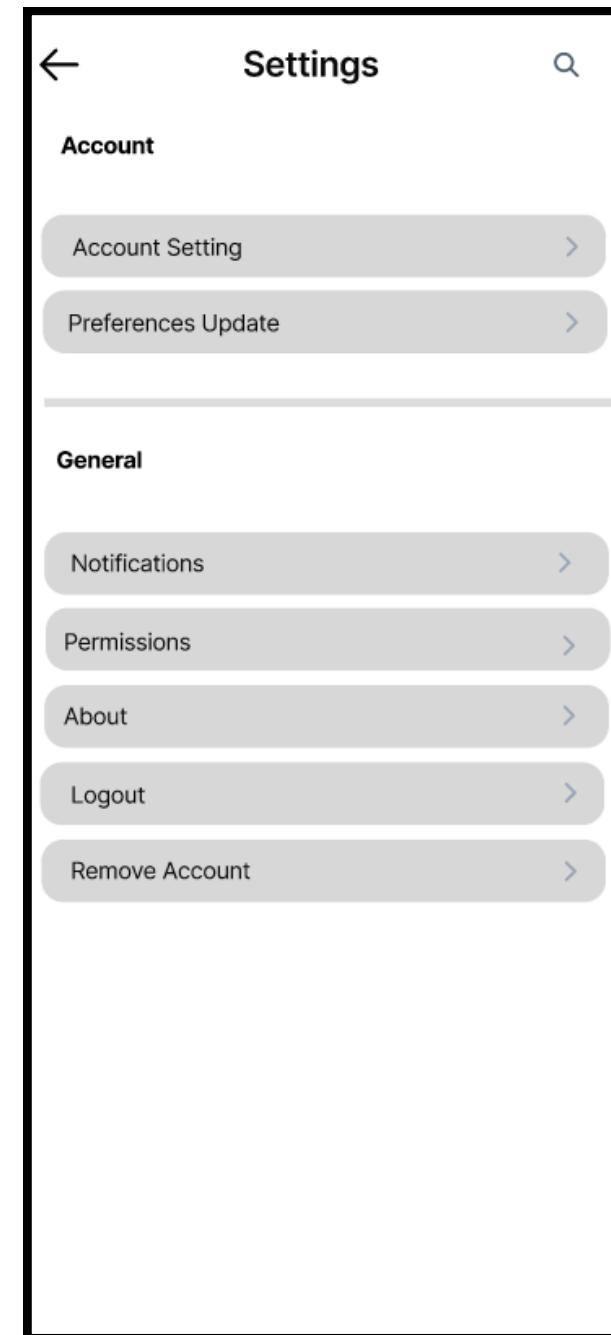
Order : #ORD-123 purchased on 2025-2-10 Blue T-shirt, Black Jeans Rs 1029

Order : #ORD-123 purchased on 2025-2-10 Blue T-shirt, Black Jeans Rs 1029

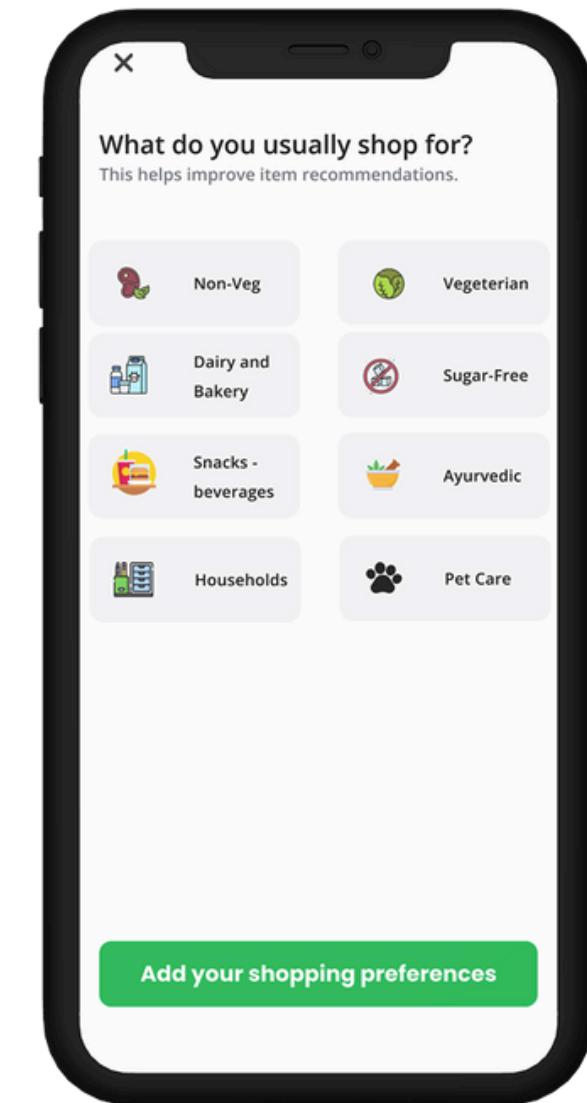
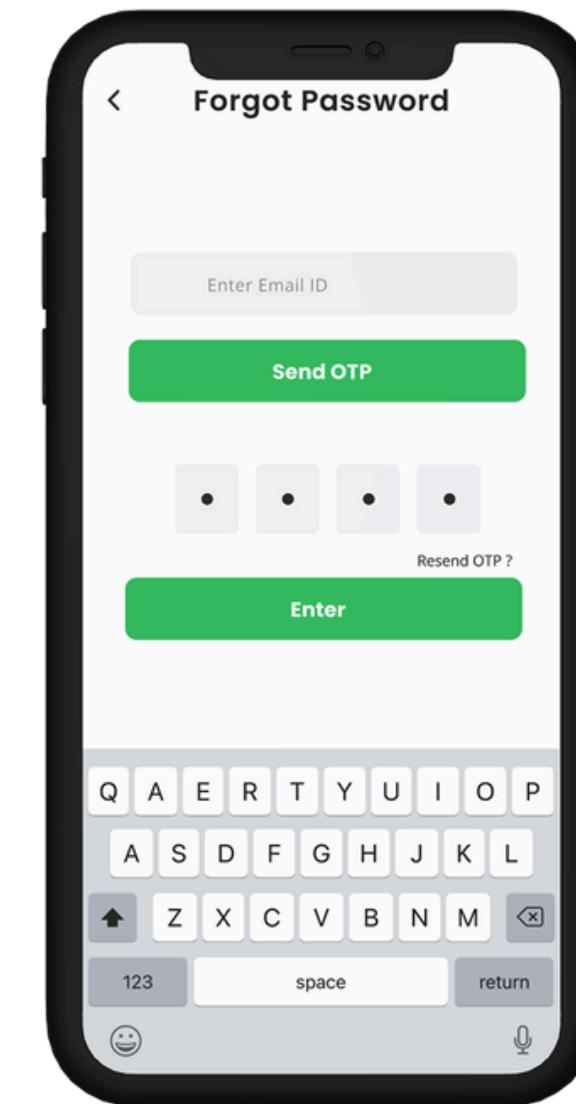
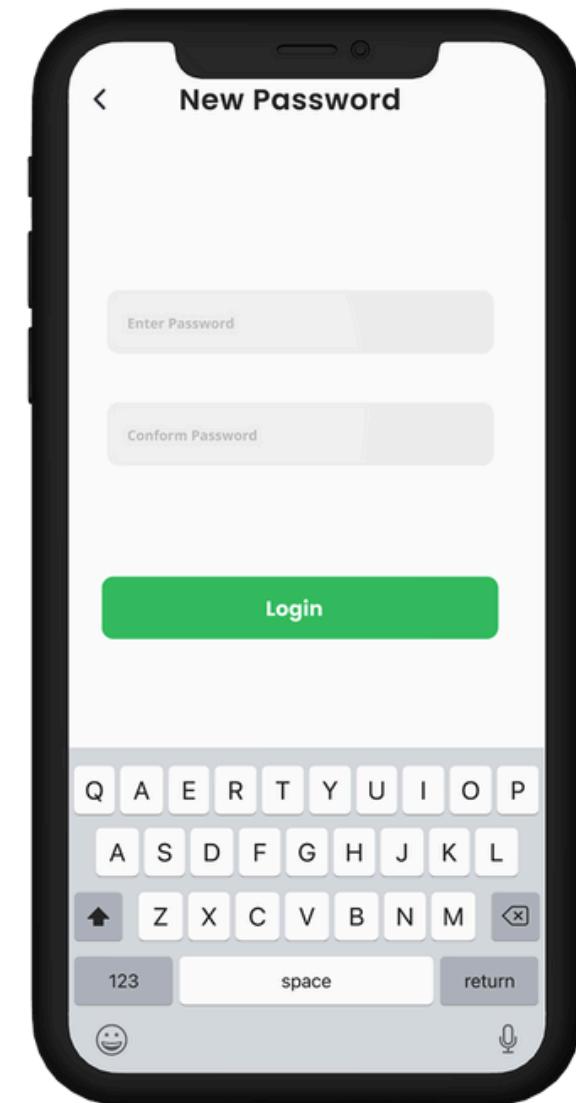
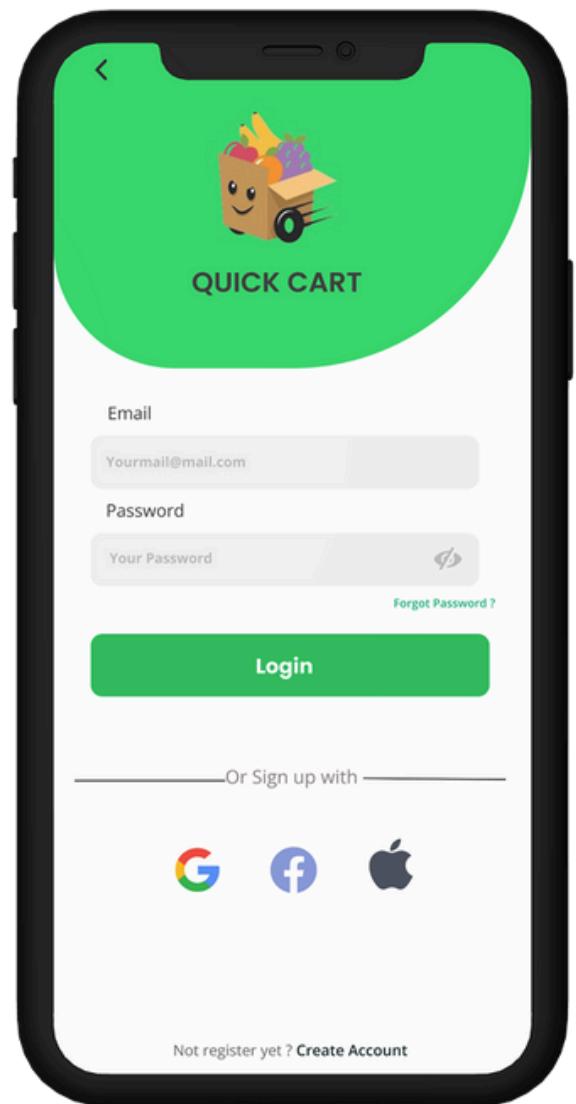
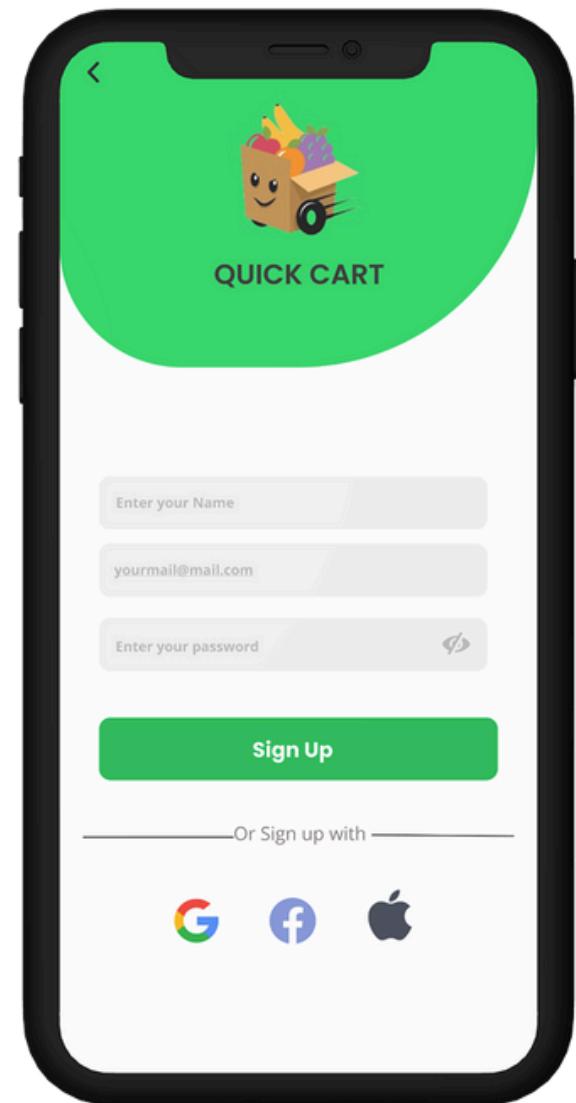
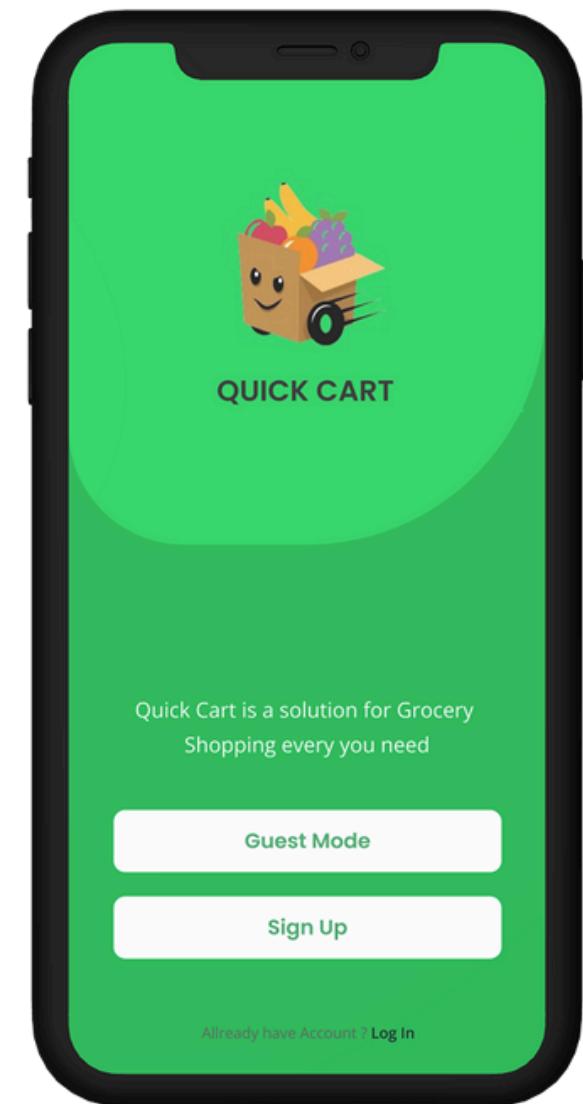
Refund

This screen shows the status of a refund request for a specific order, detailing the refund number, order ID, item, and current status (In Progress). It also lists other recent orders and a refund button.

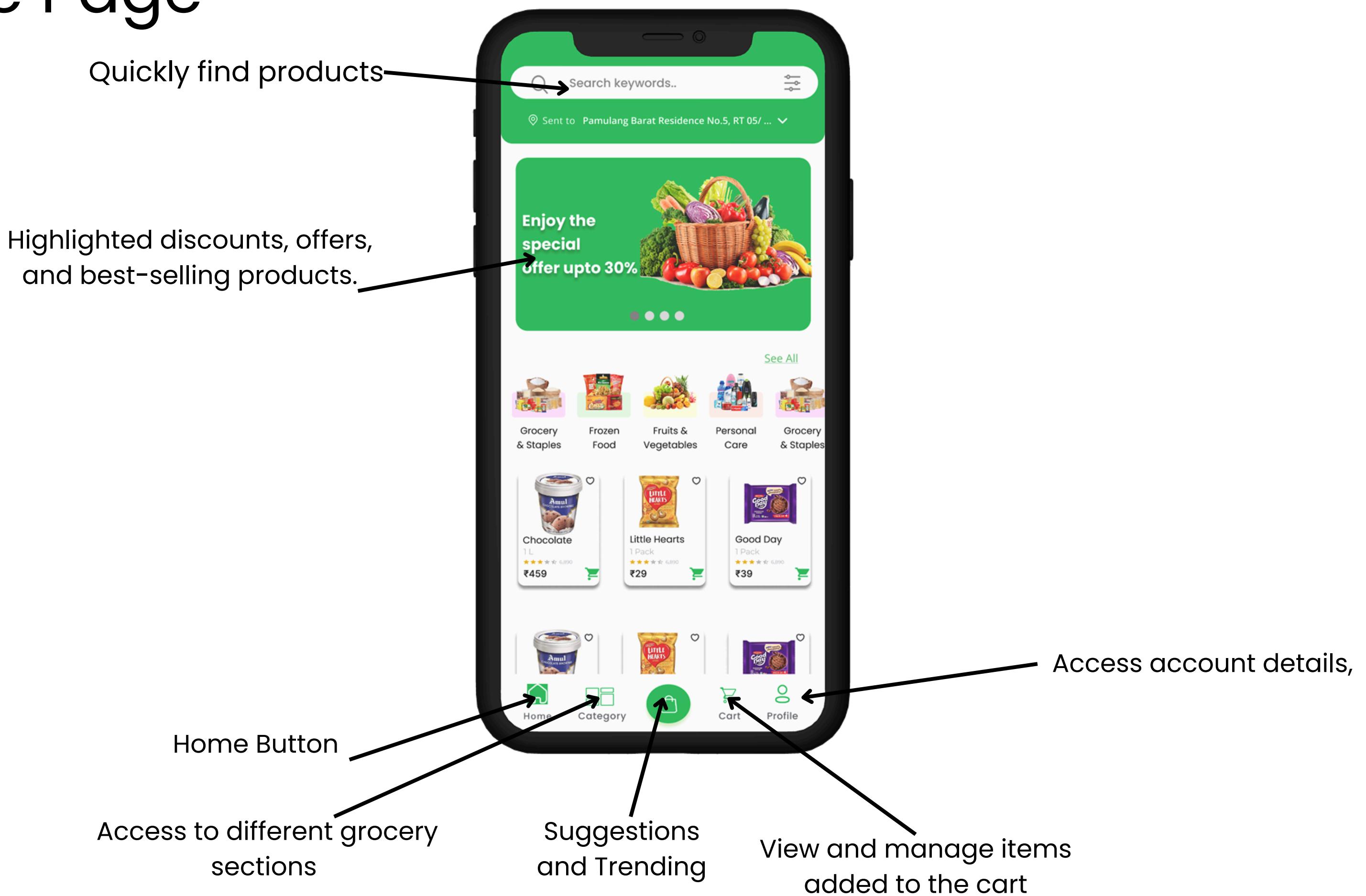


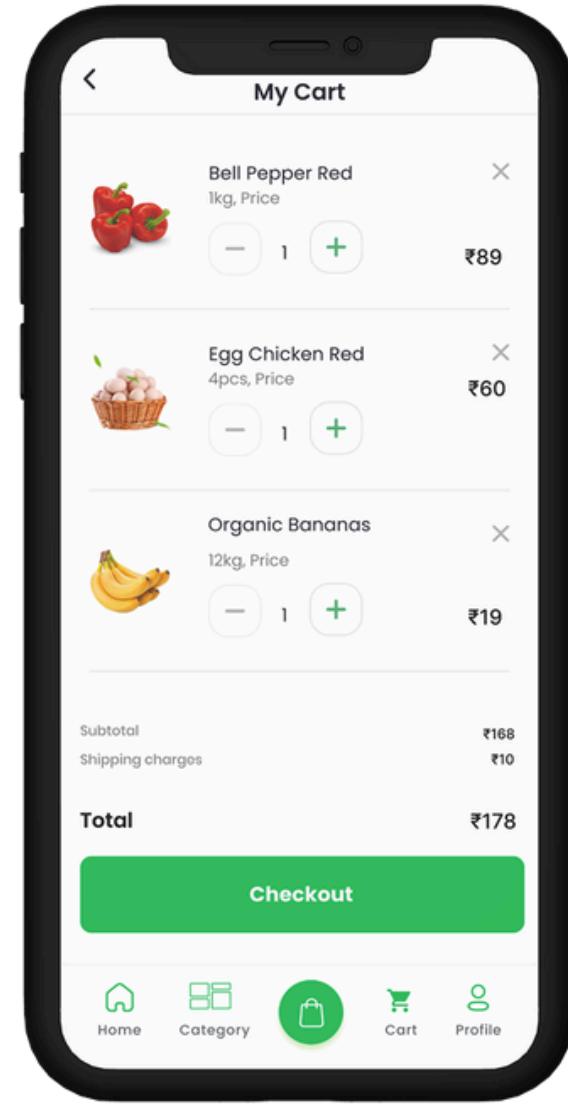
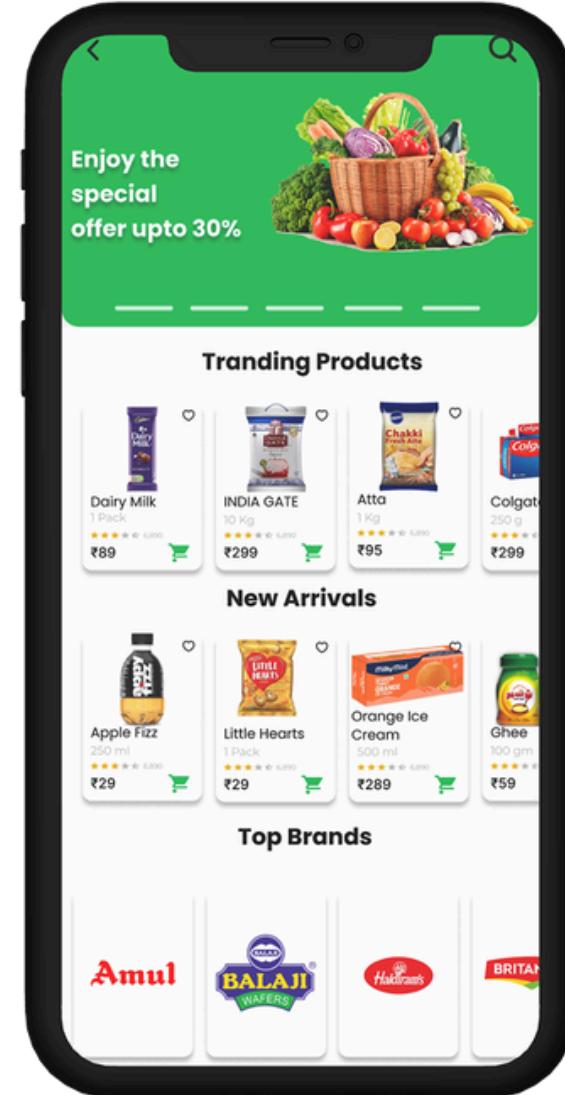
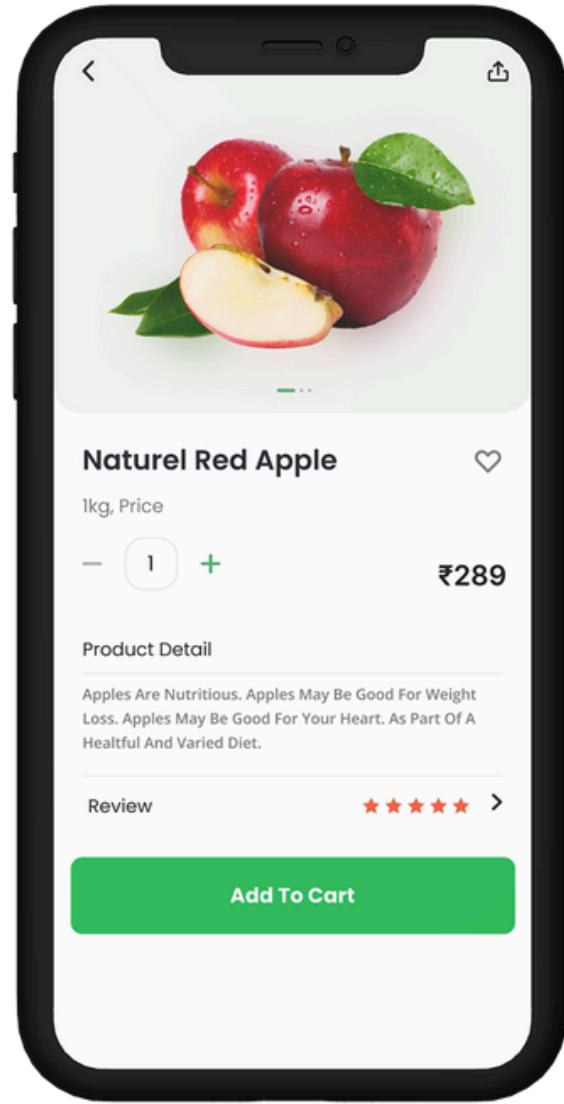
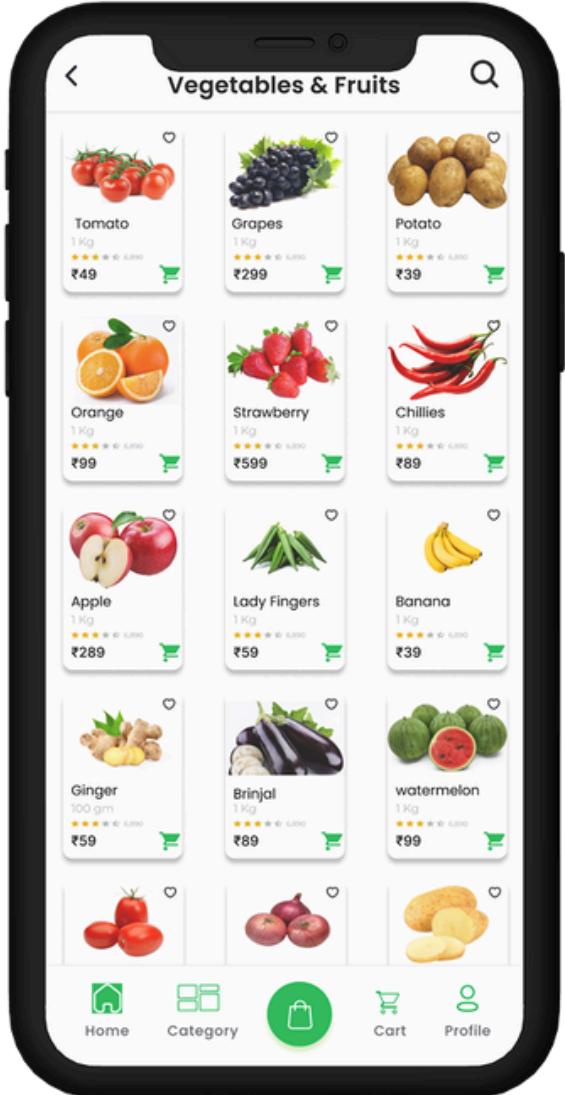
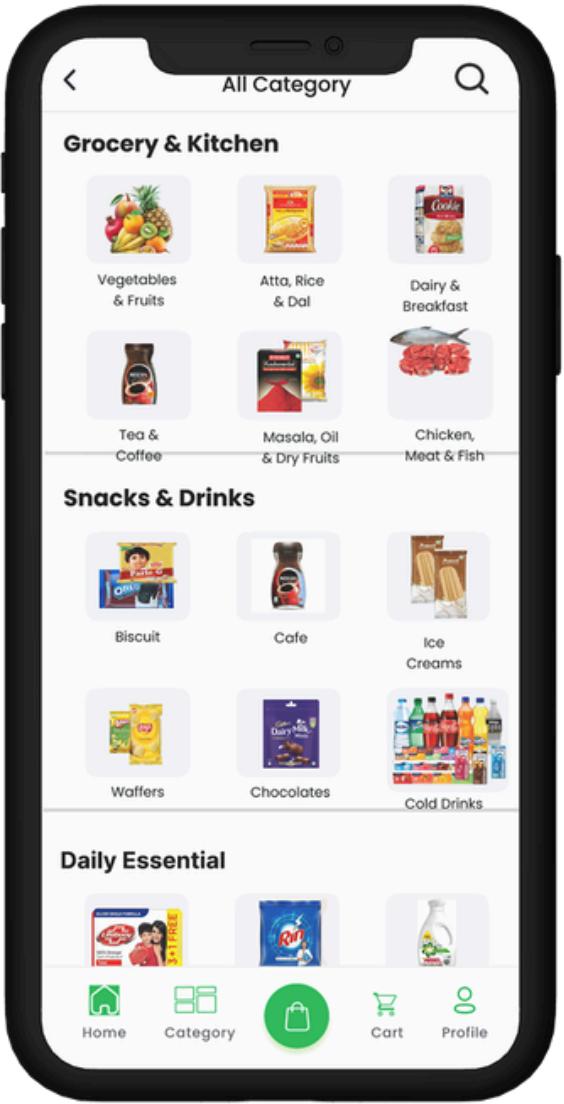
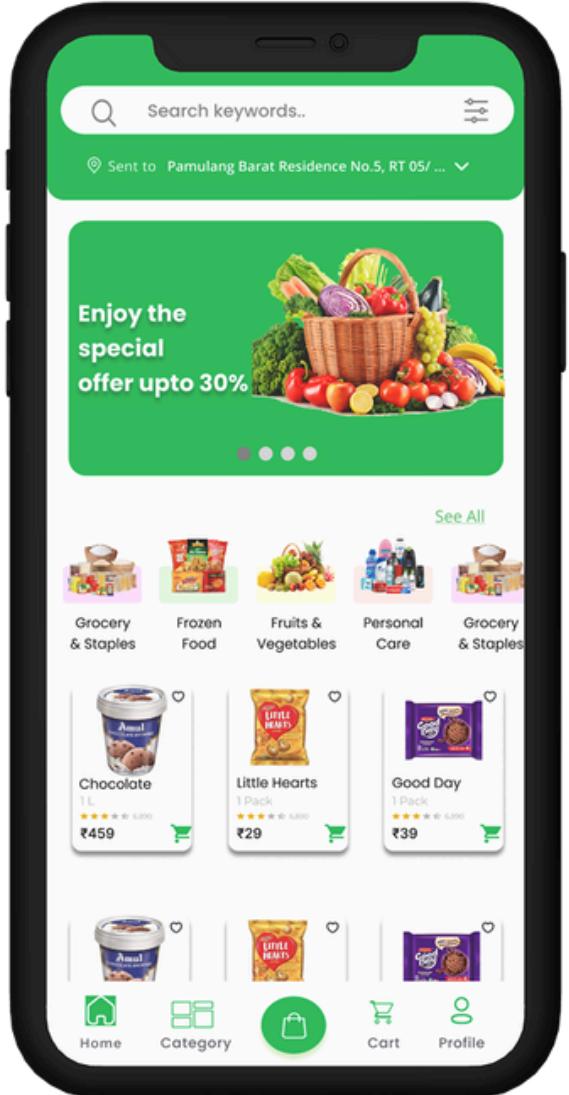


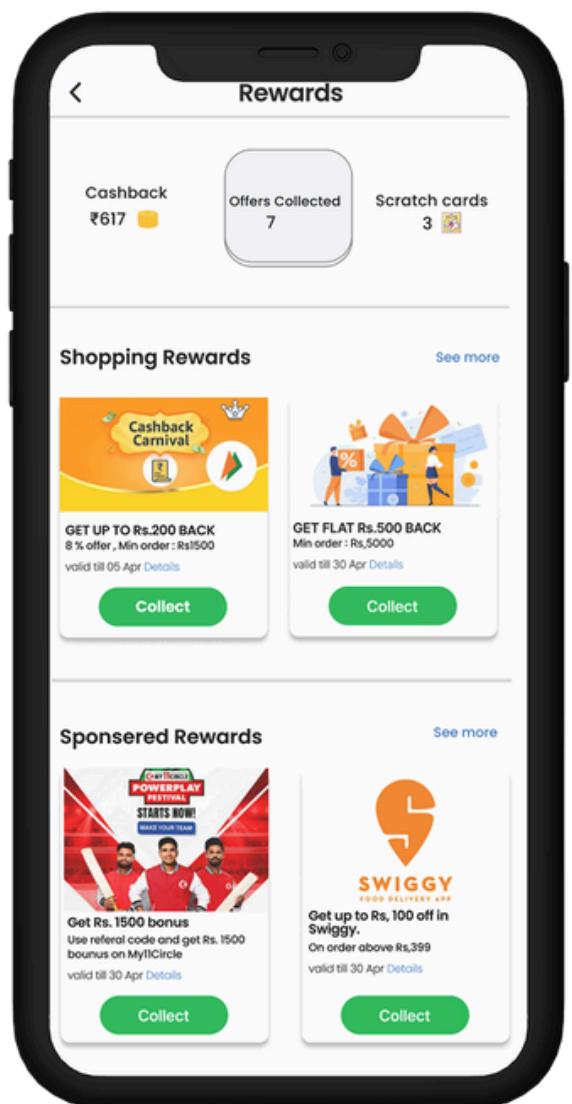
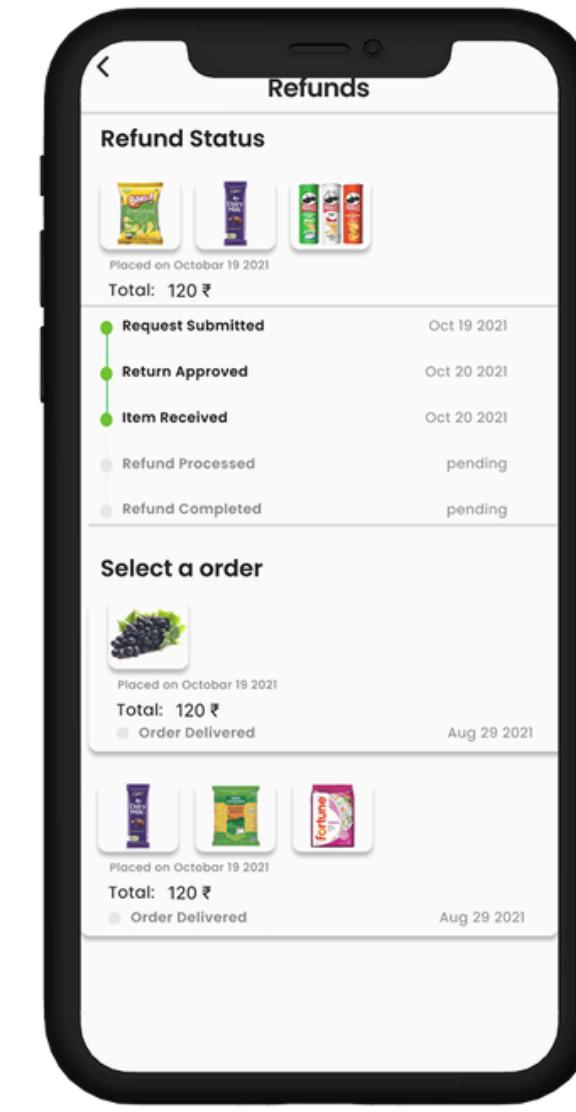
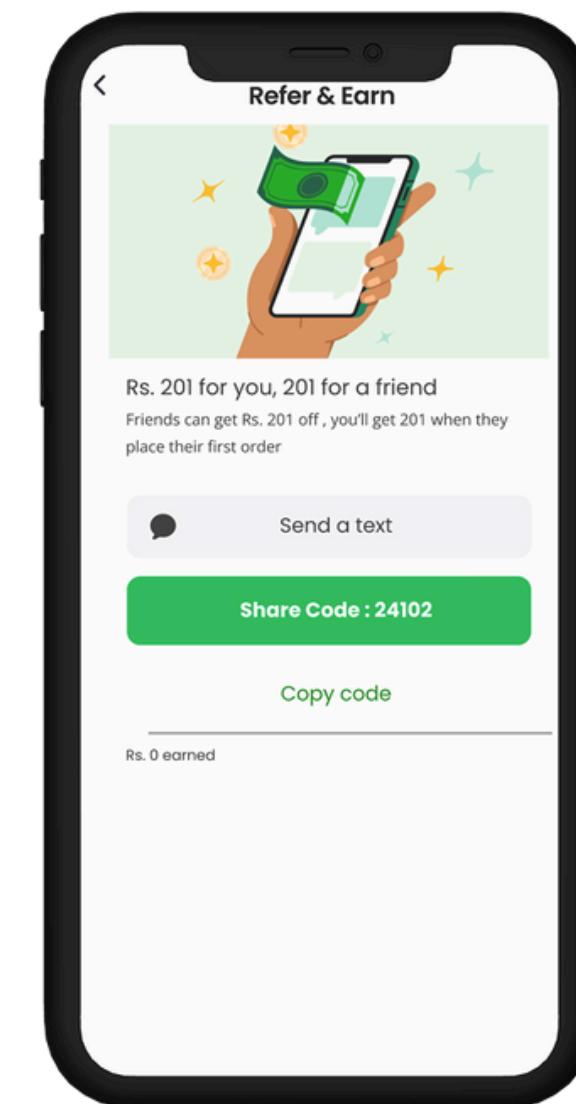
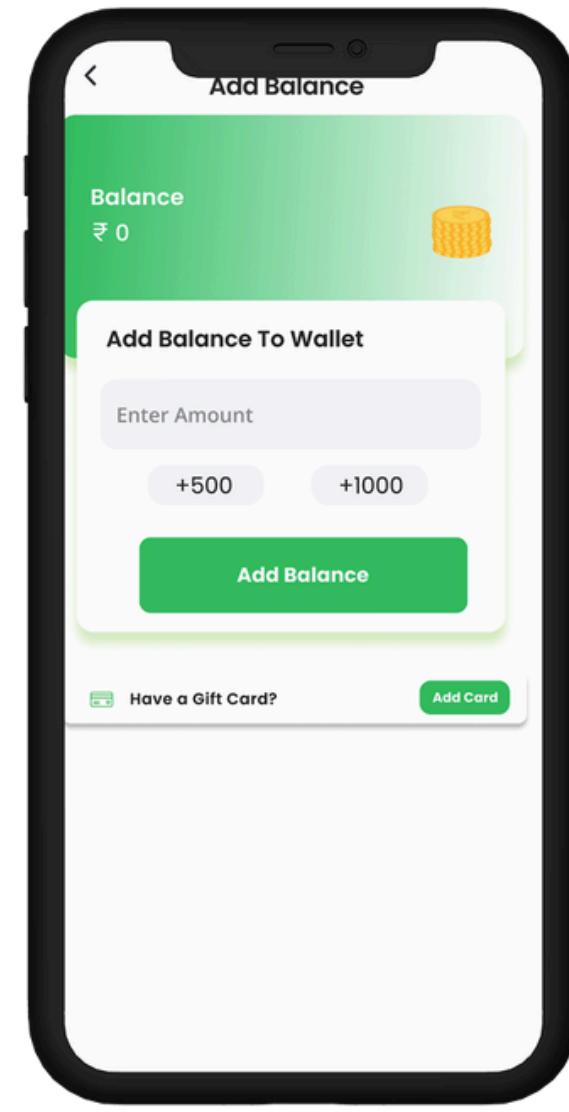
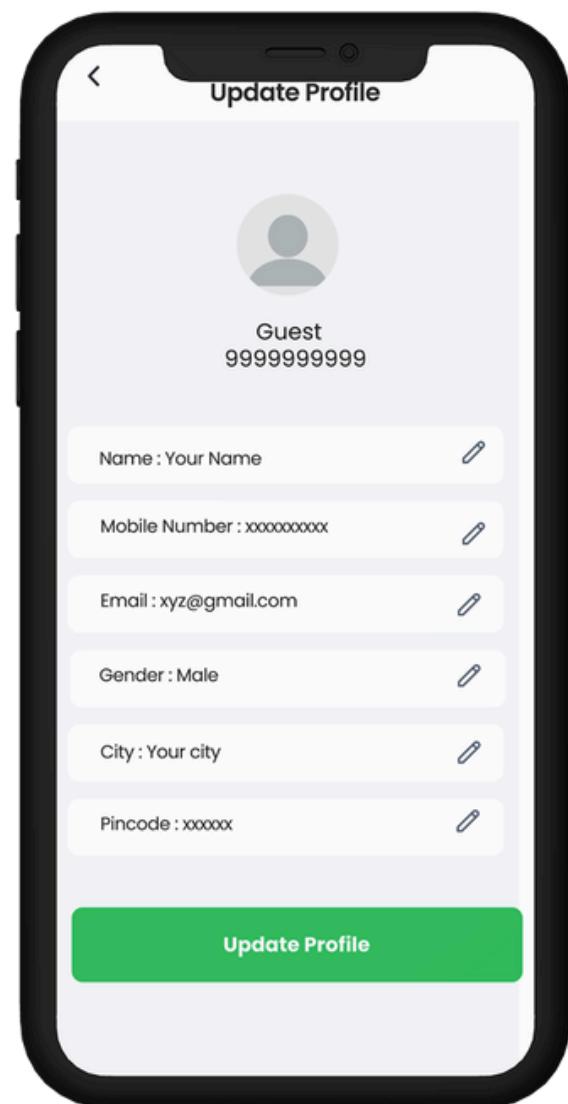
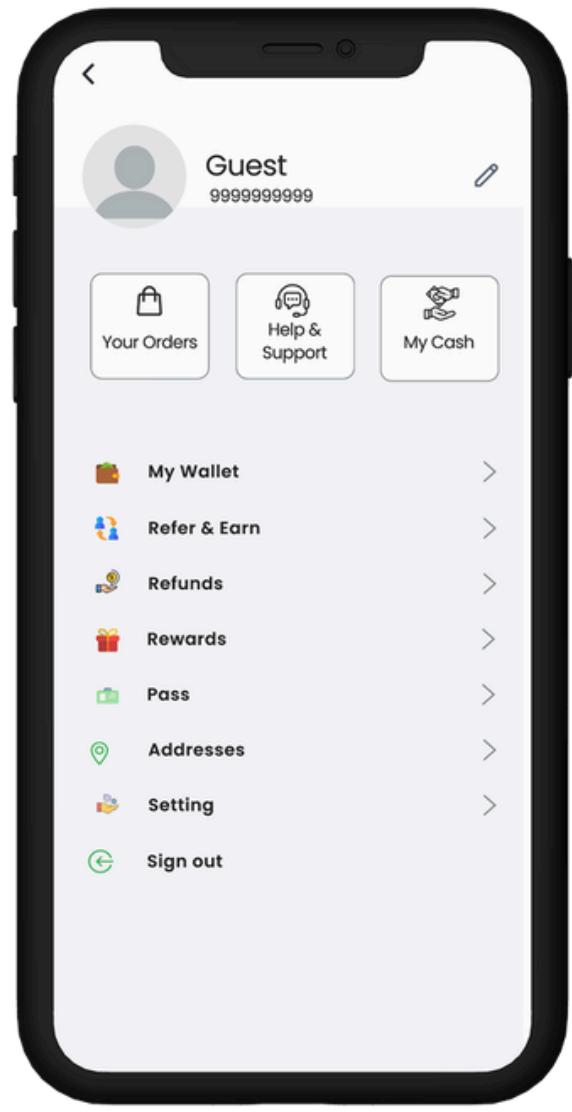
High Fidelity Wireframe

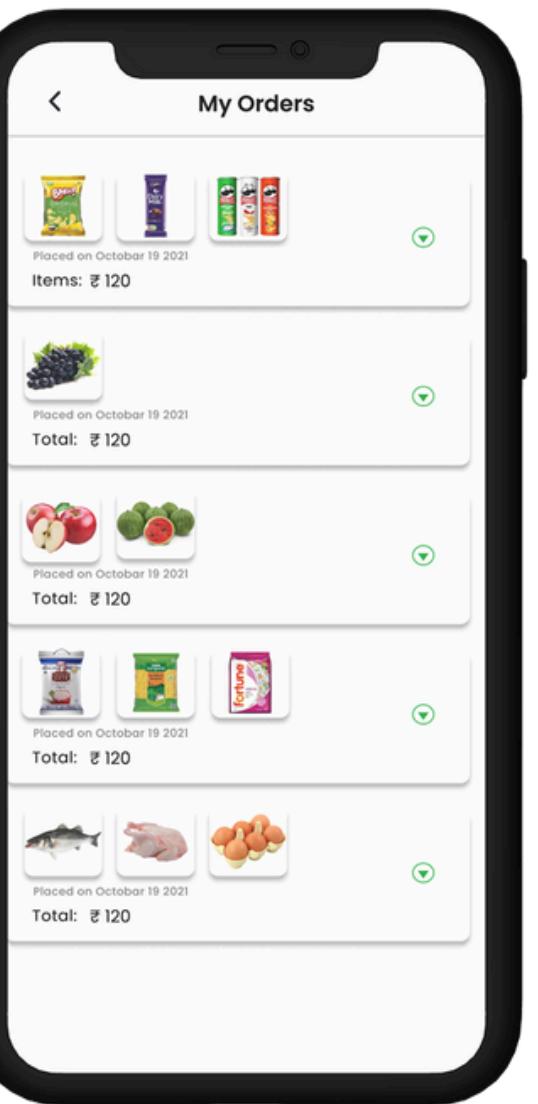
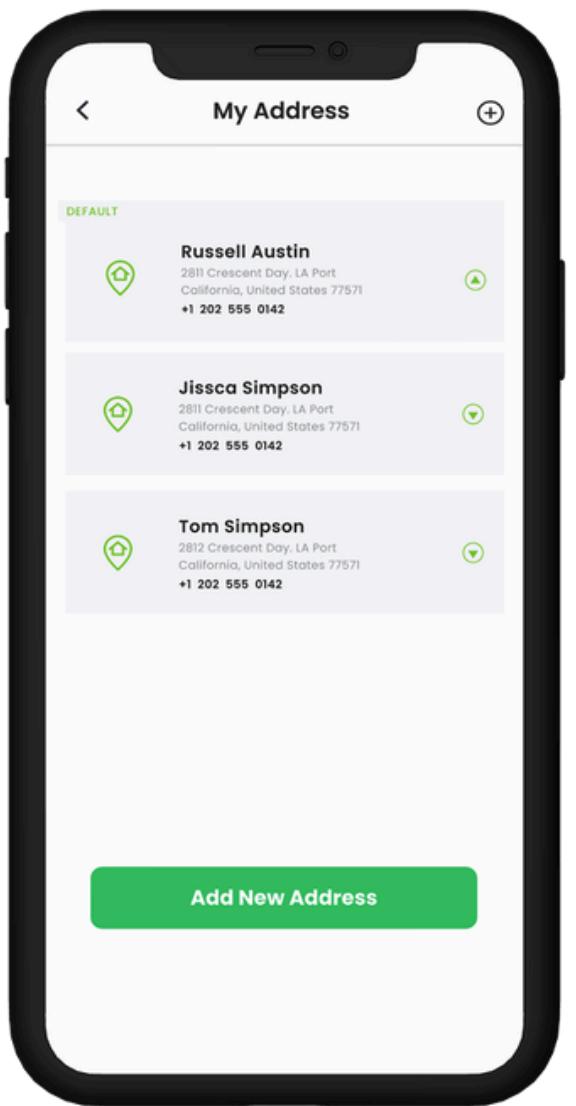
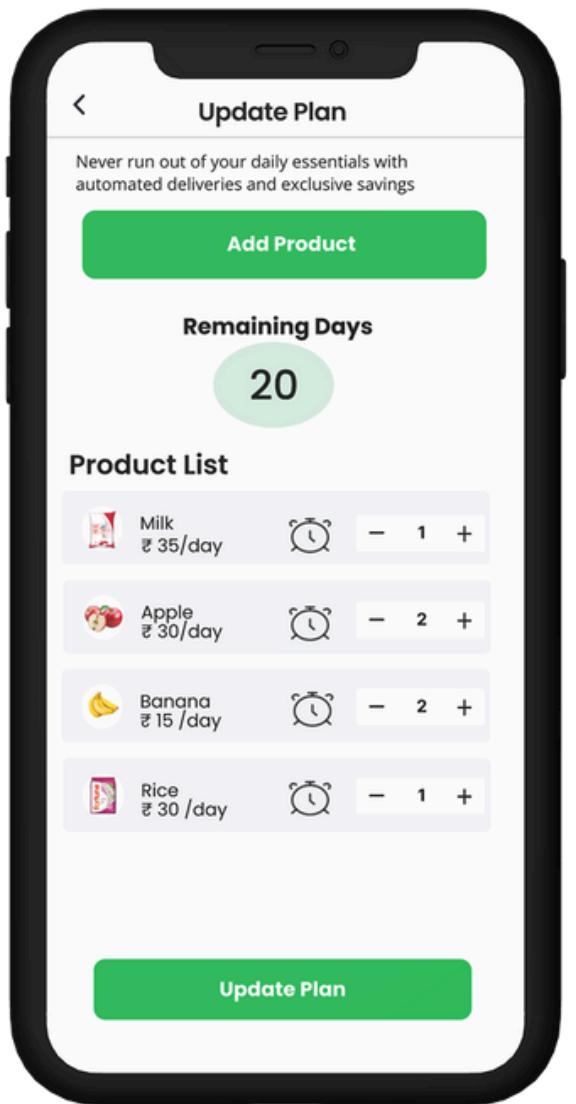
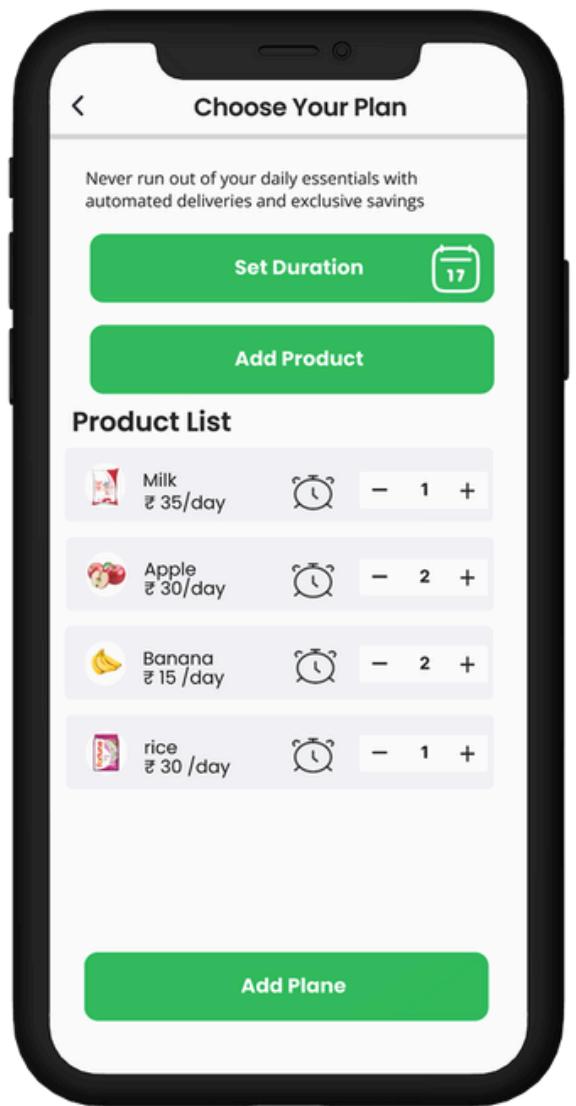
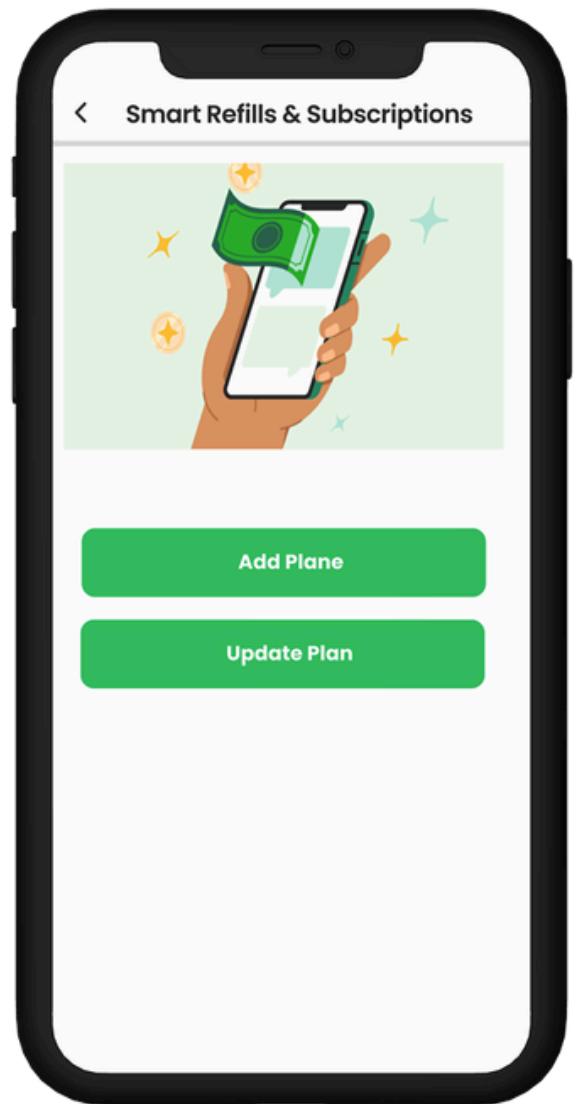
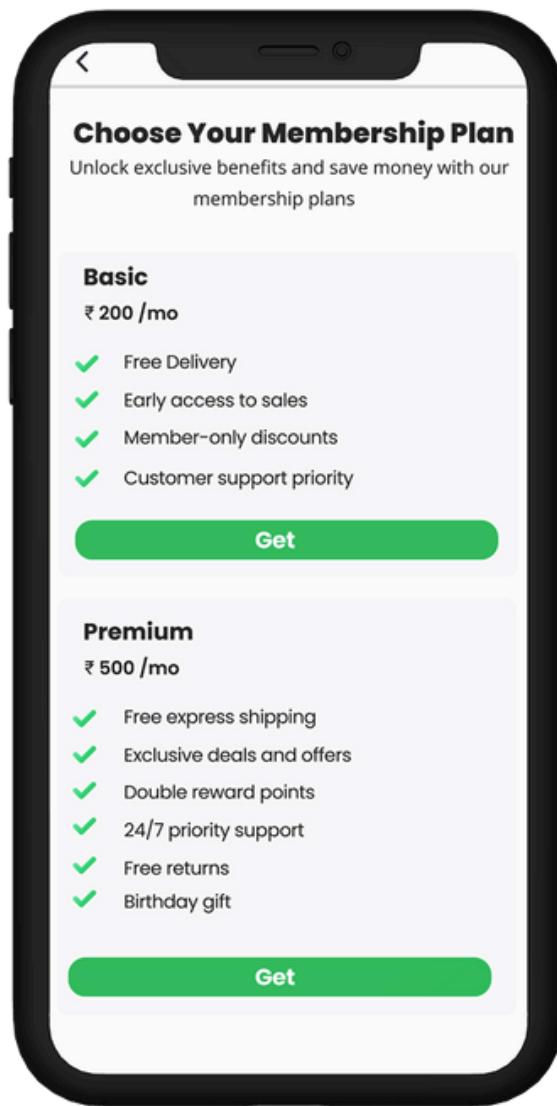


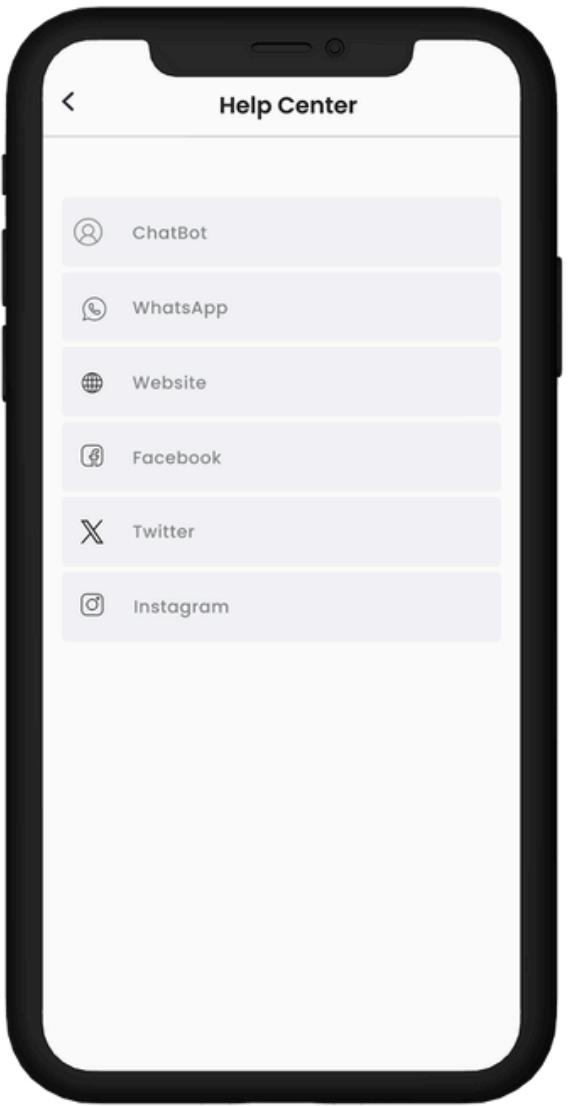
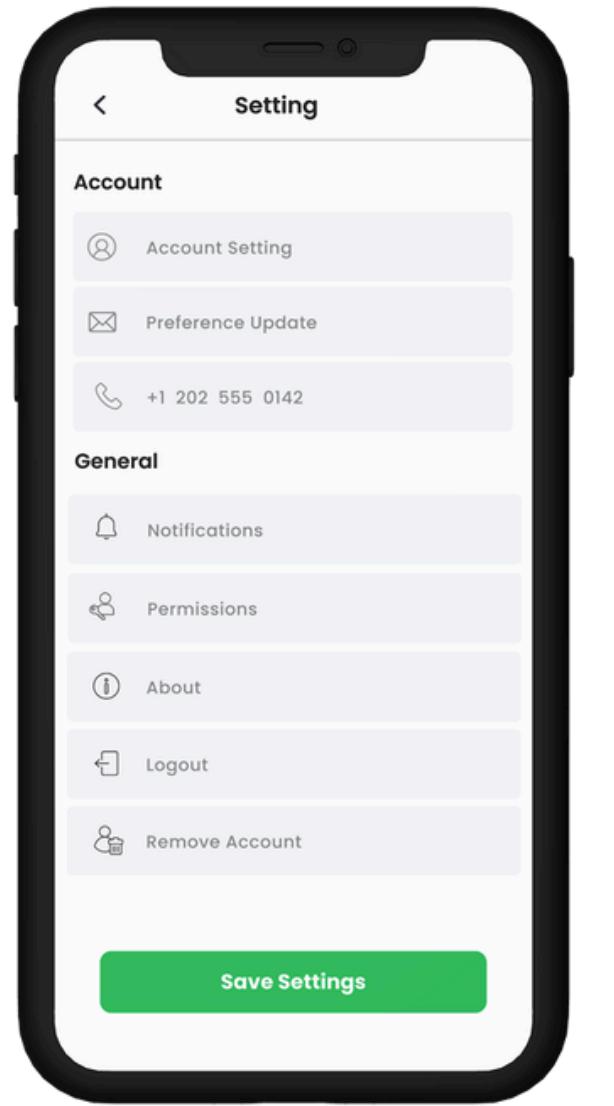
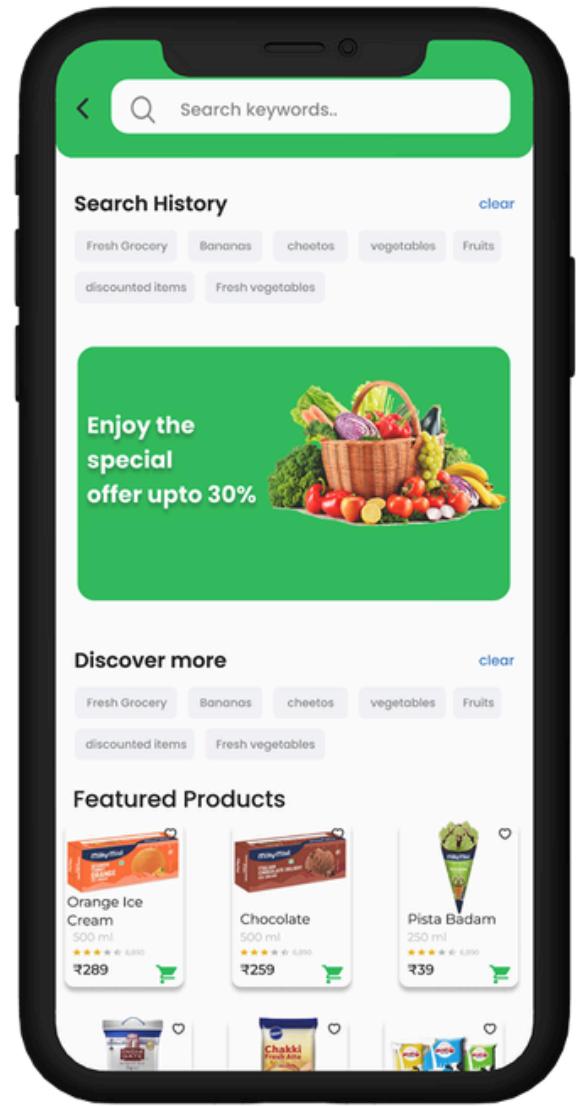
Home Page

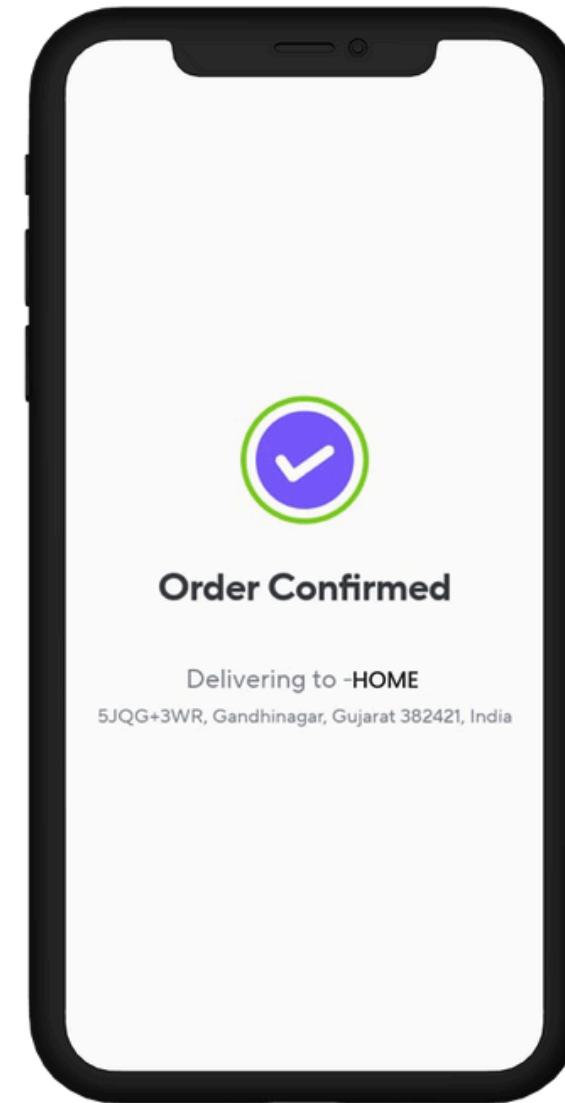
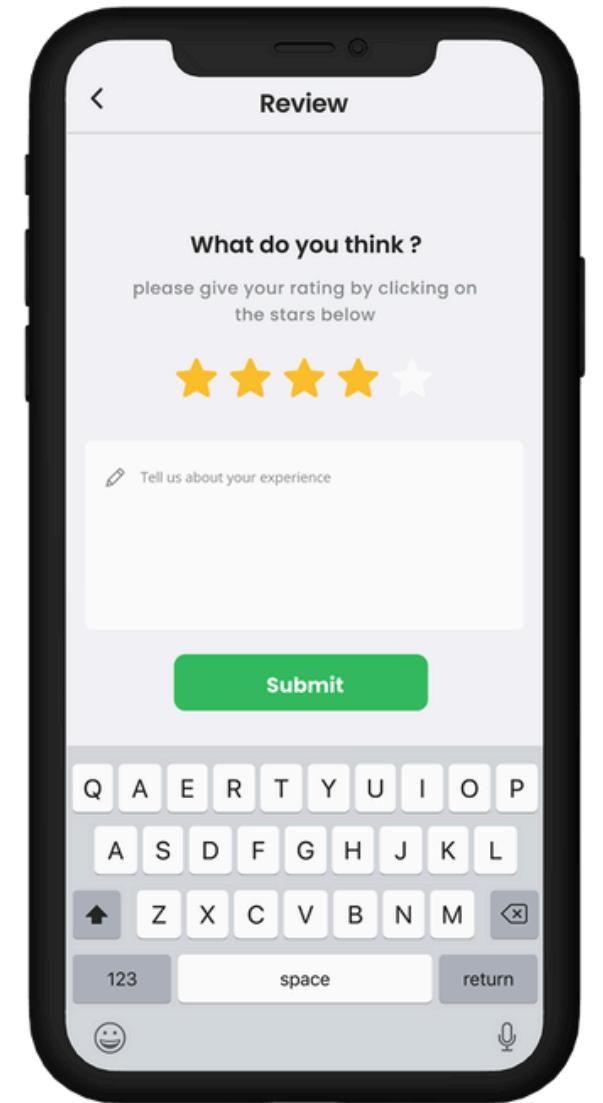
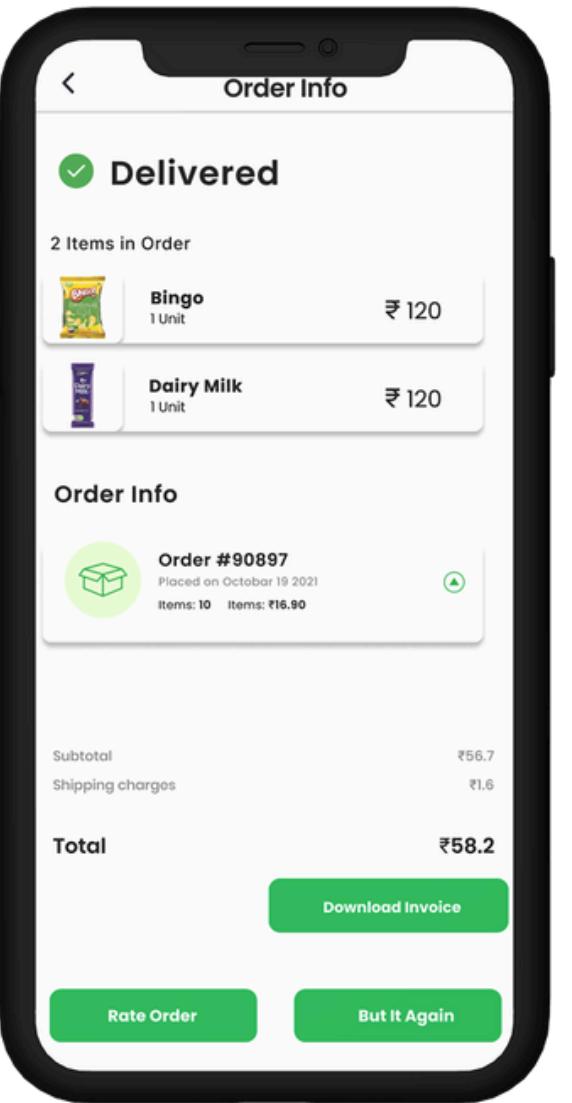
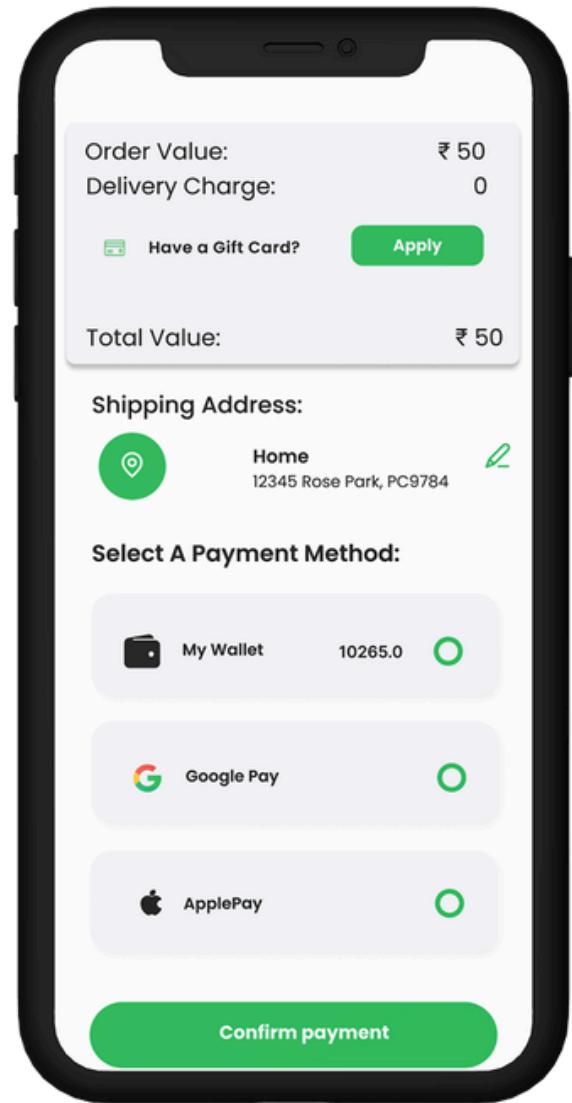












Thank You