



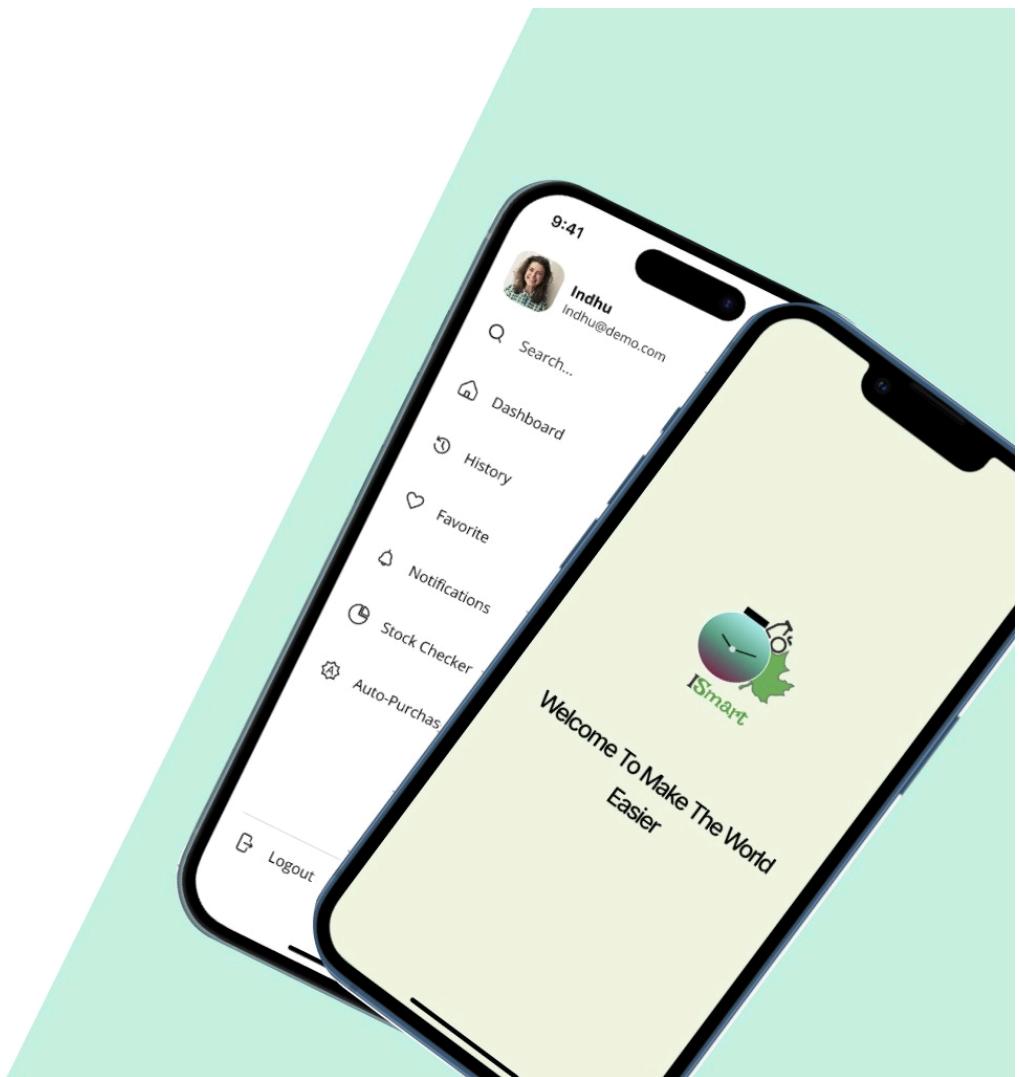
UI / UX CASE STUDY

# ISmart

E-COMMERCE APP

30+ SCREENS

4 WEEKS



# Project Overview

Many households and businesses struggle with efficiently managing their inventory and tracking expiration dates of perishable items. This often leads to food waste, financial losses, and potential health risks.



A smart inventory and expiration tracking system is needed to address these issues by providing real-time monitoring, timely alerts, purchase grocerys and medicines and data-driven insights for better inventory management.



# Problem Statement

Households often struggle to keep track of pantry inventory and expiration dates, leading to waste and inefficient shopping. In today's fast-paced world, it's challenging to monitor products and determine whether they've expired.

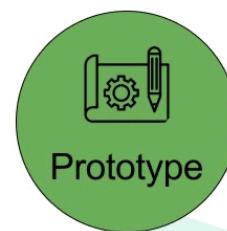
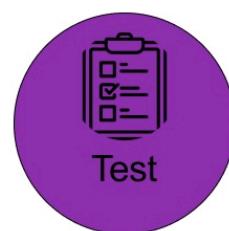


# Solutions

- 
- 1. Log or scan product dates for expiry alerts.
  - 2. Buy products with auto-expiry scanning.
  - 3. Supports groceries and medicines.
  - 4. Set recurring purchases with notifications.
  - 5. View purchase history.
  - 6. Manage product stock.
  - 7. Track deliveries in real time.

# Design Thinking Process

The Design Thinking process is a user-centered approach with five phases: Empathize (understand user needs), Define (identify the core problem), Ideate (brainstorm solutions), Prototype (create models), and Test (gather feedback and refine). It's an iterative process that drives innovation and problem-solving.

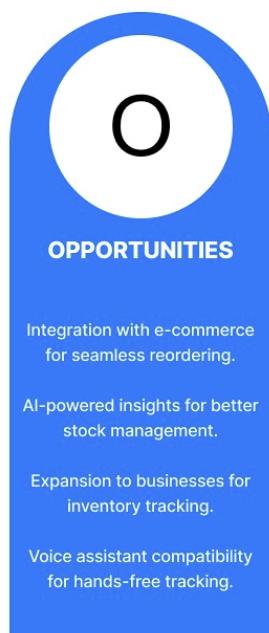


# Competitive Analysis

Features/Competitors	Sortly	Freshventory	UpKeep	Pantry Check	Zoho Inventory
Target Audience	🏢	🏡	🏢	🏡	🏢
Easy of Use	✅	✅	✗	✅	✅
Barcode Scanning	✅	✅	✗	✅	✅
Expiration Alerts	✗	✅	✗	✅	✗
AI Features	✗	✗	✗	✗	✗
Cloud Integration	✅	✅	✅	✗	✅
Reporting & Analytics	✅	✗	✅	✗	✅
Sustainability Focus	✗	✗	✗	✗	✗
Free Tier	✅	✅	✗	✅	✅
Pricing	✗	✅	✗	✅	✗
Stock Checker	✅	✅	✅	✗	✅
View of History	✅	✗	✅	✗	✅
Non-Food/Grocery Usage	✅	✗	✅	✗	✅
Purchase Capability	✗	✗	✗	✗	✅

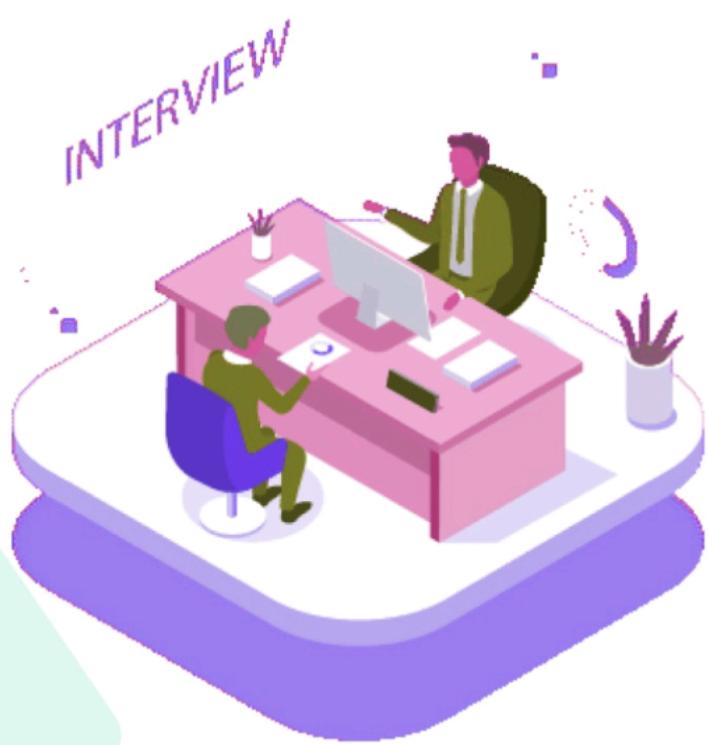


# SWOT Analysis



# Interview Questions

- Can you describe your current method of tracking grocery / medical items?
- How often do you need to track or restock your grocery / medical items?
- Have you ever faced issues like running out of essential items or forgetting about something until it expires? Can you share an example?
- Do you usually remember what's in your pantry, fridge, or medicine cabinet when you go shopping?
- Would you find it helpful to get notifications for low stock levels or expiration dates?
- How do you feel about barcode scanning for inventory management? Would it make the process easier for you?

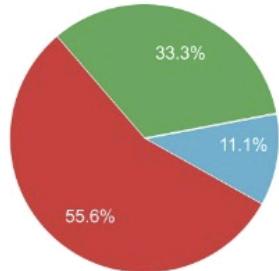


# Research Insights & Opportunities

	INSIGHTS	OPPORTUNITY
Current Methods of Tracking Inventory	Most users rely on manual methods like writing in notebooks, using memory, or maintaining simple lists (e.g., phone notes).	There's a significant gap for an easy-to-use automated app to replace manual and fragmented systems.
Frequency of Tracking and Restocking	Users track and restock items at varying frequencies—weekly for groceries, monthly for medicines, and occasionally for emergencies.	The app should allow flexible restocking schedules tailored to item types and user preferences.
Problems with Running Out or Expired Items	Many users experience issues with running out of items or accidentally using expired products.	Timely notifications for expiration and low stock levels can significantly improve user convenience and safety.
Notifications for Low Stock and Expiration Dates	Notifications are seen as helpful by most, but users want control over the frequency and type of alerts to avoid feeling overwhelmed.	Include customizable notifications that let users choose the frequency and priority of alerts.
Barcode Scanning	Barcode scanning is a desirable feature for many, especially for bulk item tracking, but some users prefer manual entry.	Offer barcode scanning as an optional feature while keeping manual input simple and intuitive.

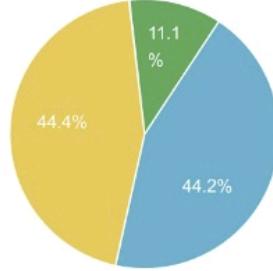
# Quantitative Research

Current method of tracking grocery



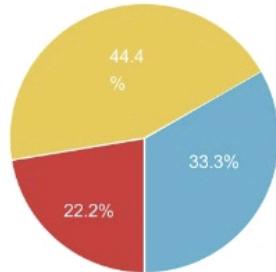
- Yes
- Maybe
- No
- I'm not sure

Often do you need track or restock grocery



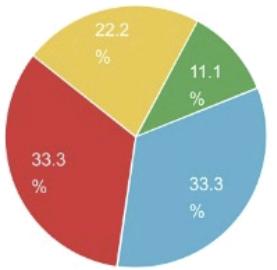
- Weekly
- Biweekly
- Monthly
- Rarely

Have you faced issues like running out of stock



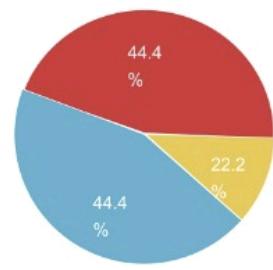
- Yes, often
- Yes, occasionally
- Rarely
- Never

Would you use an app for tracking and restocking?



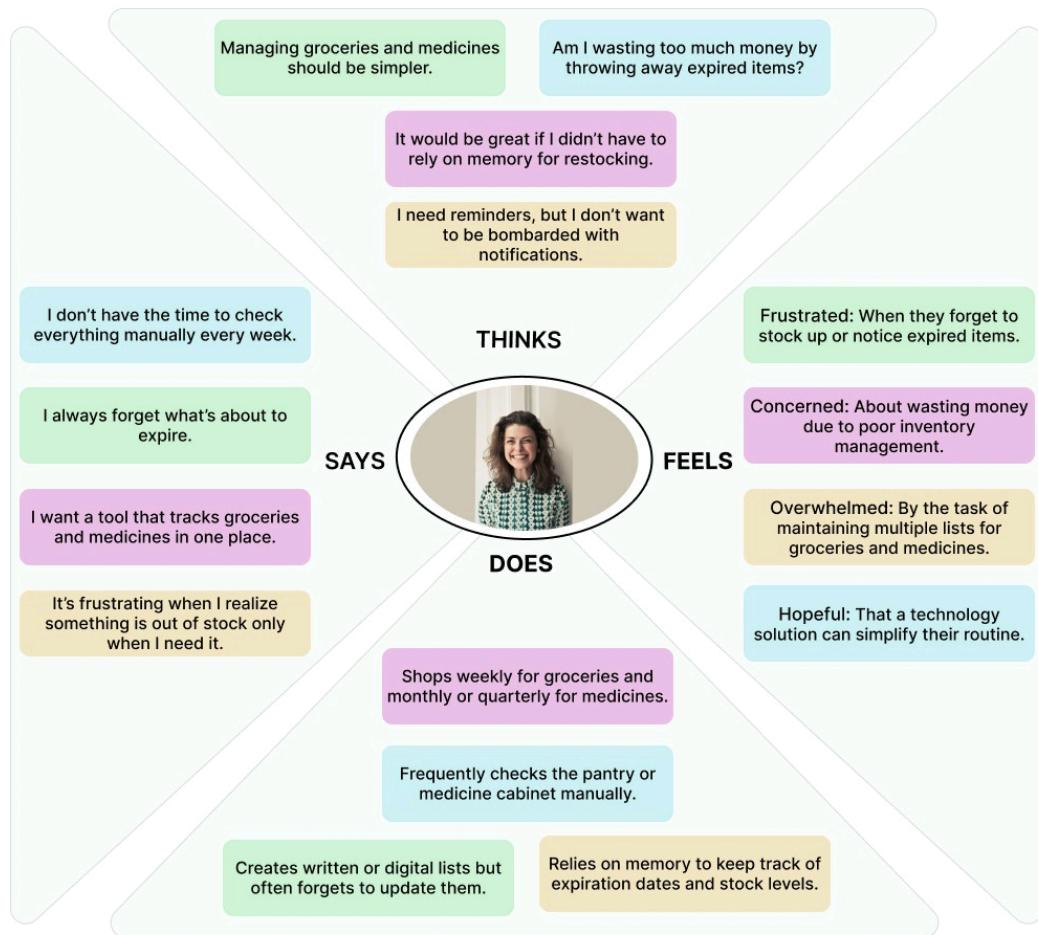
- Yes
- Maybe
- No, prefer manual
- I'm not sure

Is notification is helpful



- Yes
- Maybe
- No
- I'm not sure

# Empathy Map



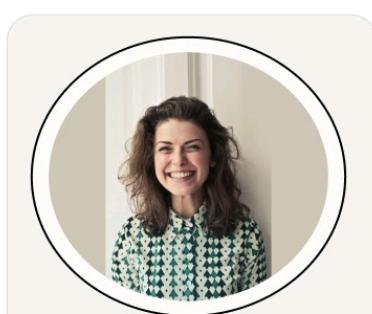
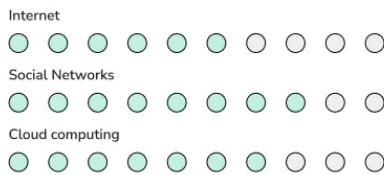
# User Persona

## BIO

Indhu, 28, a HR in an MNC company from India, juggles work and household duties. Her busy schedule makes it hard to track groceries and medical supplies, causing wastage or missed purchases.

"Smart reminders free my mind to focus on what truly matters."

## Technical Skills

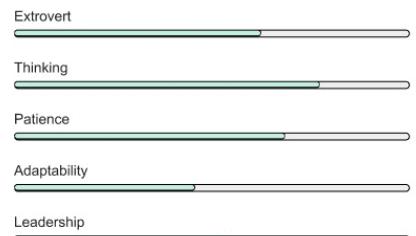


**INDHU**  
HR

## About



## Personality



## Goals

- Avoid wasting food and medicines due to expiration.
- Save time by automating inventory tracking and management.
- Ensure her family's needs are always met without unexpected stockouts.

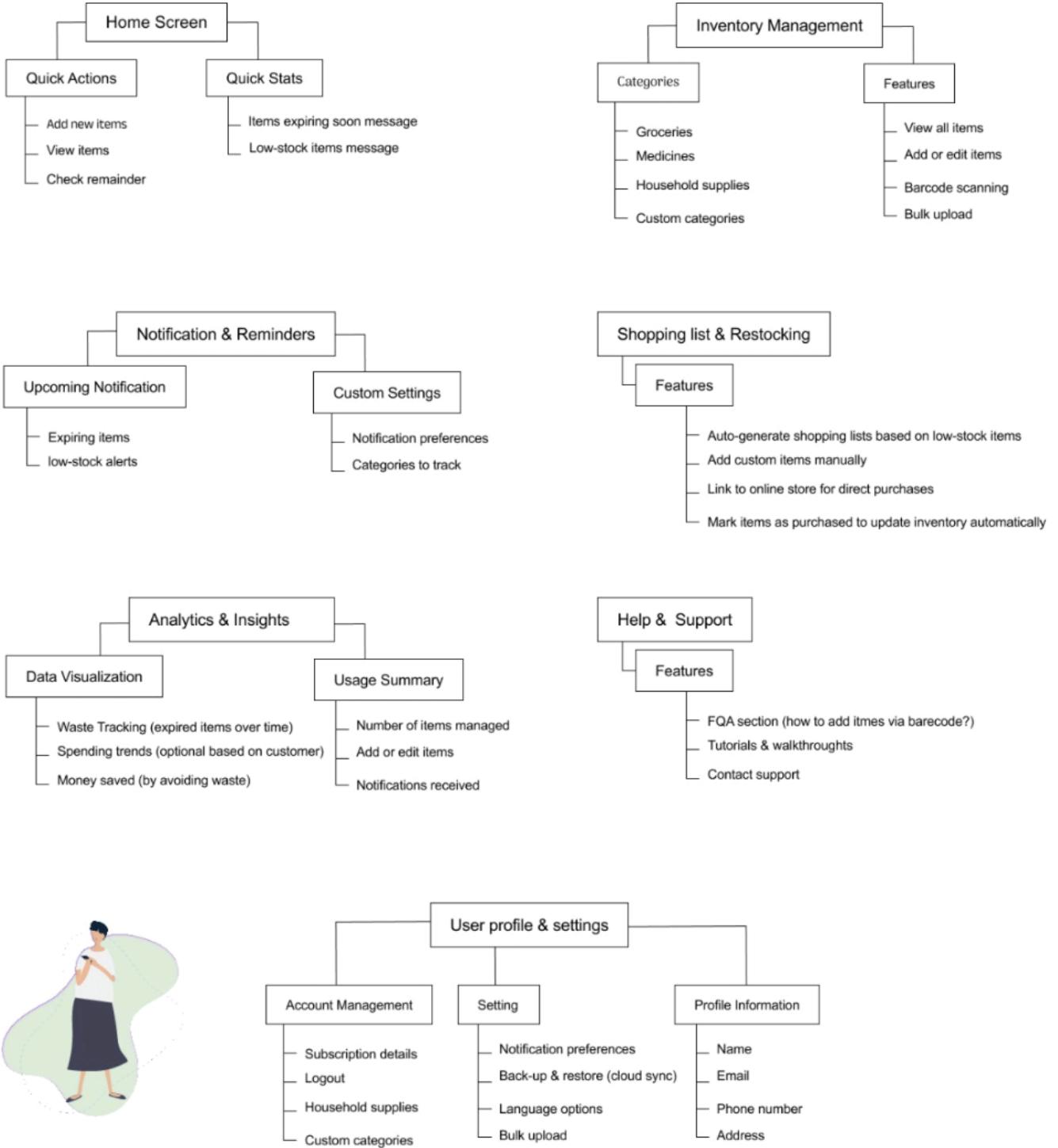
## Pain Points

- Forgetting to restock essential items.
- Expired products going unnoticed until it's too late.
- Spending too much time managing inventory manually.

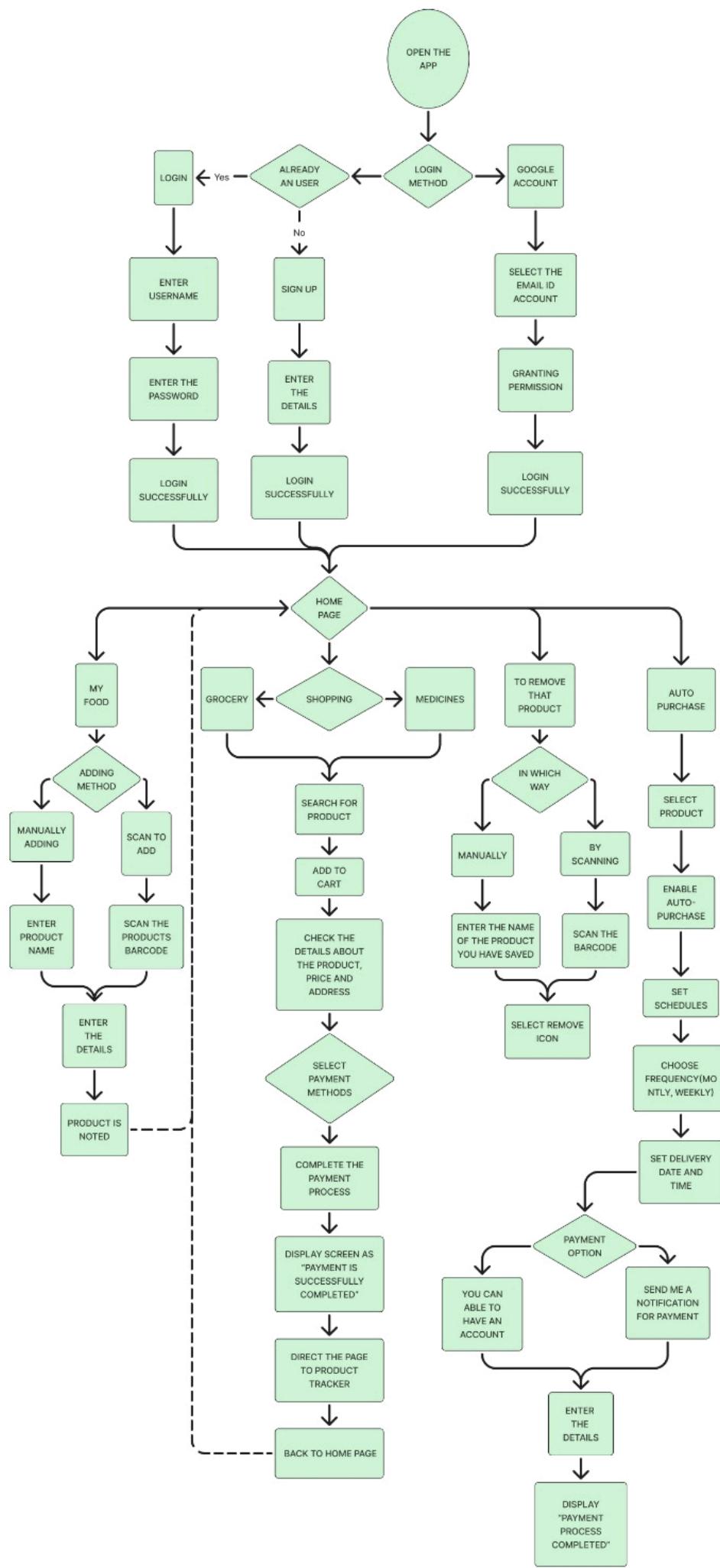
# User Journey Mapping

STAGES	Awareness →	Consideration →	Retention →	Advocacy →
USER ACTION	Notices wastage due to expired groceries or medicines.	Searches for tools or apps online. Reads reviews and compares features of existing solutions.	Regularly updates the inventory and uses features like restock lists or purchase integration.	Recommends the app to friends and family, highlighting its convenience.
TOUGH POINT	Social media, conversations, app stores.	App store reviews, websites, user forums.	App dashboard, reminder notifications.	Word-of-mouth, referral program.
PAIN POINTS	Forgetting expiration dates and running out of stock.	App complexity, fear of excessive notifications, reliability doubts.	Forgetting to update inventory after purchases.	None
FEELING				
OPPORTUNITIES	Educate users through ads or blogs about how the app solves this issue.	Showcase key features like simple setup, customizable notifications, and cross-category tracking.	Enable features like automated updates based on shopping history or integrated purchase receipts.	Incentivize referrals through discounts or rewards.

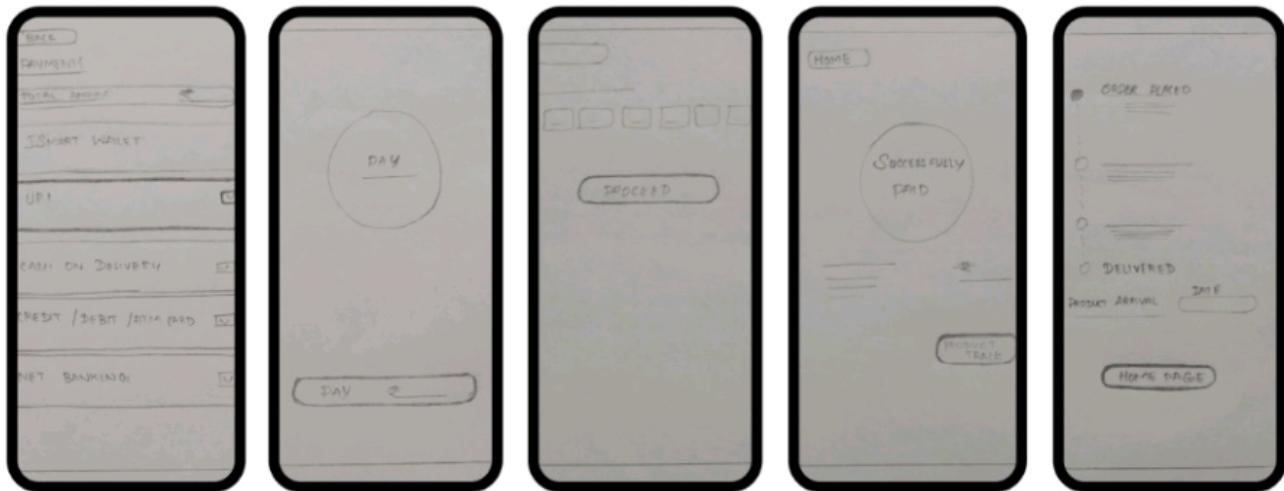
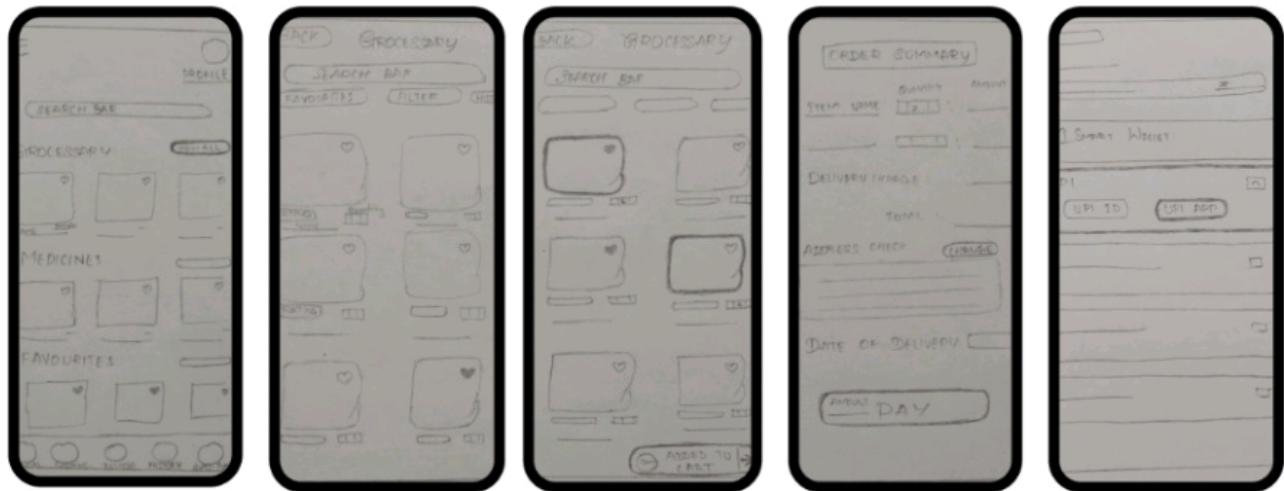
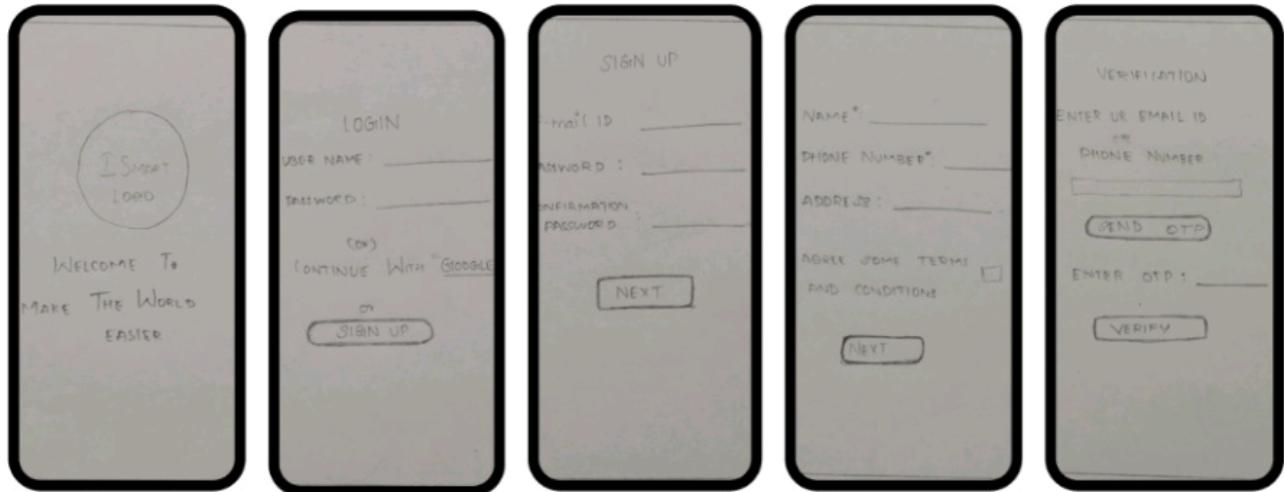
# Information Architecture



# User Flow



# Paper Sketching



# Low-Fidelity Wireframes



# Style Guide

## Typography

Aa1

Typeface

INTER

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

1 2 3 4 5 6 7 8 9 0

Vv Ww Xx Yy Zz

Regular 12

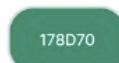
Medium 16

Semi bold 20

Bold 24

## Color Palette

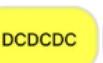
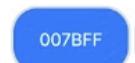
Primary color



Secondary color



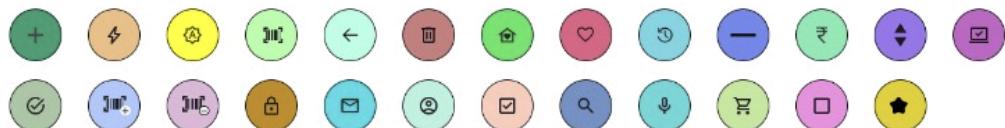
Supporting color



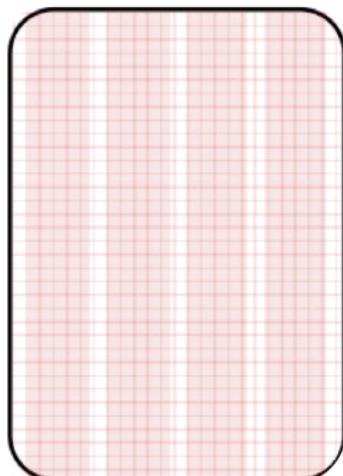
Text color



## Icon



## Grid System



## Mobile

Column		
Count 4	Color FF0000	10%
Type Stretch	Width Auto	Margin 20
Gutter 20		

## Components

# High-Fidelity Wireframes

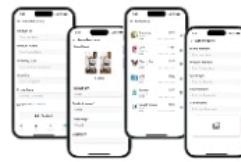


## LOGIN SCREEN

"The login page unlocks access to personalized features, savings tracking, and efficient product management."

## HOME SCREEN, HISTORY, & MENU

"A platform where you can easily discover new products, view them conveniently, and remove items effortlessly."



## AUTO-PURCHASE, FAVOURITES & ADD PRODUCT

"This feature saves time by automatically scheduling purchases for repurchases, while still allowing users to manually add items as needed."

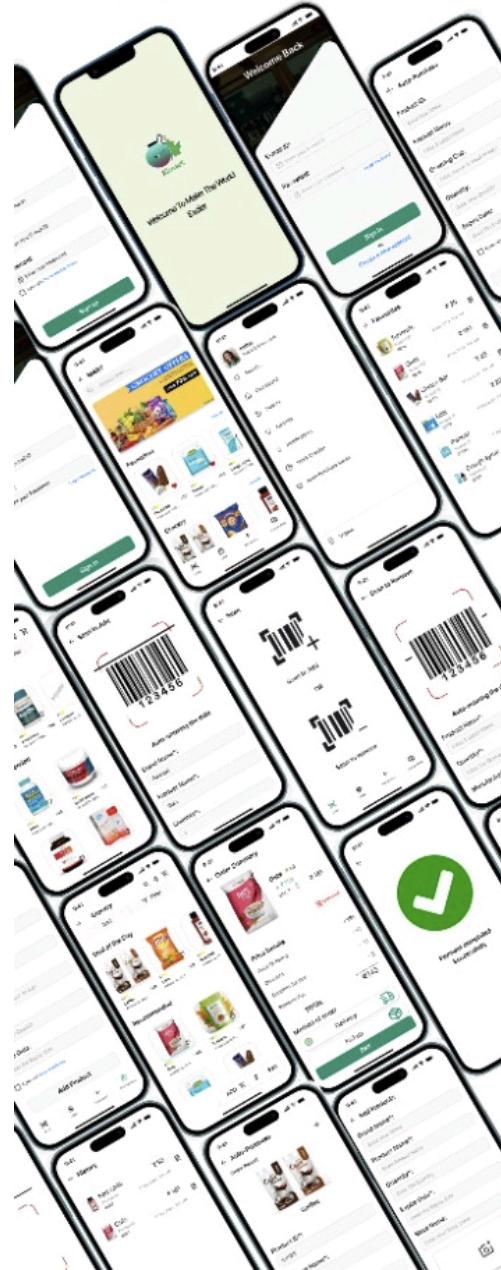
## SHOPPING & PAYMENT

"As you shop with us, there's no need to manually check expiration dates. Our system automatically scans and records them for your convenience."

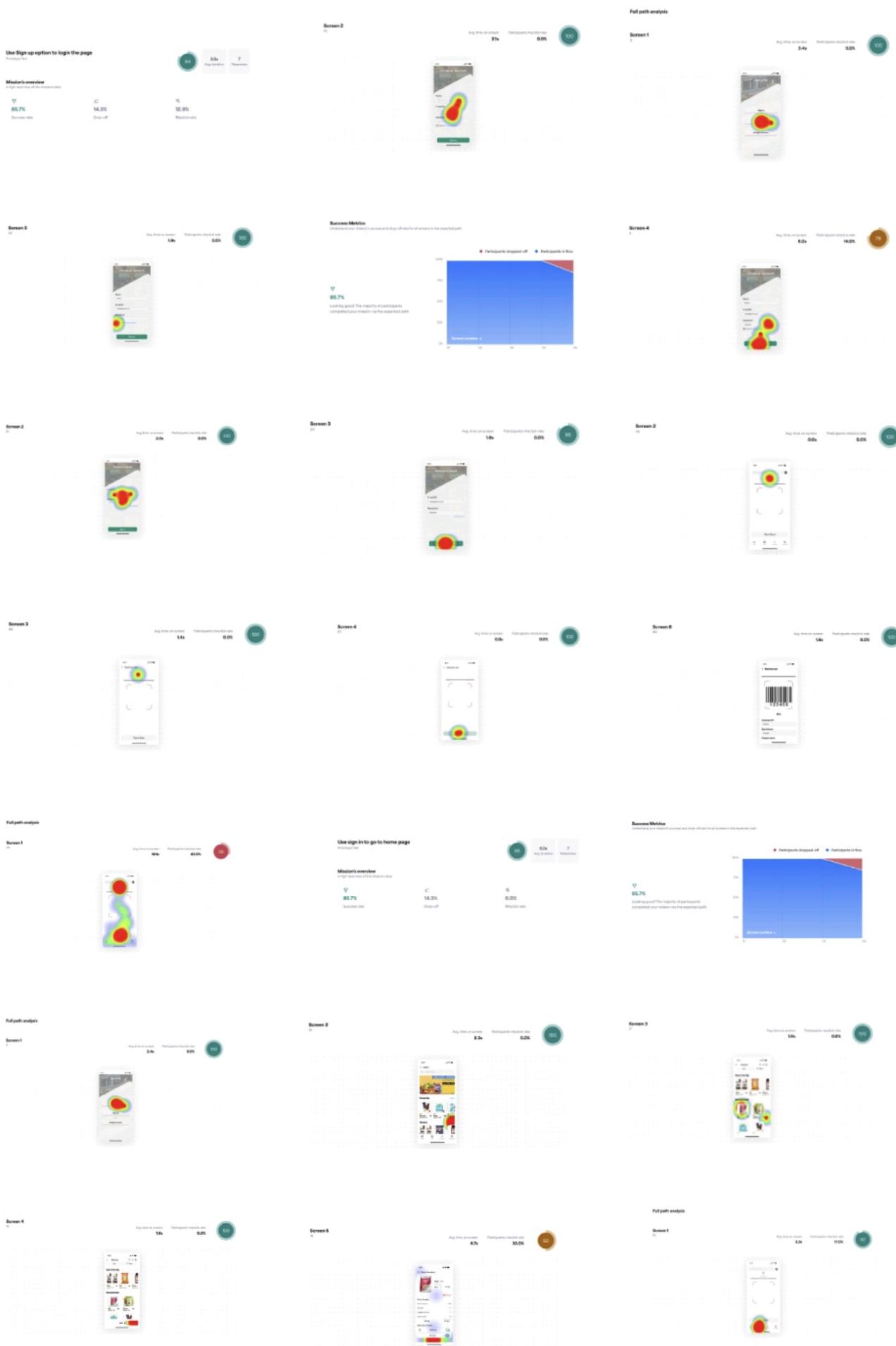


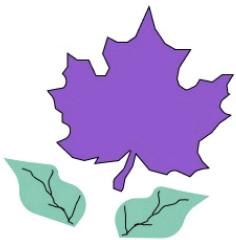
## SCAN

"Here we can able to add and remove the product by scanning, which will reduce the work and time saving."



# Testing the Prototype





Thank You  
For Watching

Your feedback are highly appreciated

