# Report

## User research

1- What demographic information is important for categorizing and understanding our users?

- Age:Age groups can differ in their requirements and interests.
- Location:We can optimize the app according to regional tastes, language, and local product availability by knowing where our users are located. It also helps to maximize service delivery.
- Income Level
- Shopping Behavior
- Shopping Goals

2-How do users' preferences and expectations differ based on their demographic information?

- The Influence of Diversity on Consumer Preferences
- Lifestyle, and culture can also play a significant role
- Unveiling the Gender Divide in Consumer Preferences

## Information Architecture

1- How would you categorize grocery items to make navigation intuitive for users?

It is important to take into account user preferences, item relationships, and frequent usage patterns when organizing grocery products so that users may navigate them easily. Here I categorized it as Meats & Fruits , Vegetables, and Fruits.

2- What features or categories do users prioritize when navigating through a grocery shopping app?

When using a grocery shopping app, users rank various features and categories in order of importance, and these rankings can change depending on personal tastes and requirements.

- Search Functionality
  A search feature that allows users to quickly find specific items by name, brand, or category. Autocomplete suggestions and filters can enhance the search experience.
- Product Categories
  Here I categorized it as Meats & Fruits , Vegetables, and Fruits. So, users can navigate all the items easily.
- Shopping Lists

The ability to make and manage shopping lists is frequently given top priority by users

- Delivery and Pickup Options

  For customers who prefer these services, it is imperative to provide clear information regarding delivery and pickup options, including available time slots, costs, and delivery tracking.

- Checkout Process

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## Wireframing

1- What should be the primary focus on the home screen to ensure a seamless user flow?

An app for grocery shopping must have a user-friendly home screen in order to guarantee smooth navigation and a satisfying experience.

Here in HomeScreen if we click the search bar we can search the wanted items easily.

- Easy Access to Purchase Lists:

  Give people easy access to their shopping lists straight from the home screen if they make lists frequently. Think about showcasing recently made lists or favorites

- Access to Accounts and Profile:

  Make sure that user accounts, order histories, and profile settings are easily accessible. It should be simple for users to log in, check previous orders, and manage their accounts.

- Quick link to Customer Support

  If we have the cart option, we can order the food by our Credit card.

  Users can easily identify their favorite items by favorite option.

2- How can we optimize the search functionality for quick and accurate results?

- Visible Search Bar:

  Put a noticeable search bar at the top of the display. Make sure it is simple to find and use for users by making it easily accessible.

- Search by categories

We can list the products by categories. It's easier for the users to search the product on time.

- Display of Search Results:

    Draw a neat and well-structured search results page. The product name, an image, and perhaps a brief description should be included with each result.

- Placement of the Search Icon:

    To cater to users who might not notice the search bar right away, think about adding a search symbol to the navigation bar or other easily accessible spots.

3- What features should be prominent on the product details screen to aid users in decision-making?

The product details screen is a crucial part of a grocery shopping app, as it provides users with essential information to make informed decisions.

- Product Illustration:

    Provide users with a visual picture of the product by including a high-quality image of it. The image ought to be sufficiently large to show the product clearly.

- Brand and Product Name:

    At the top of the screen, prominently display the brand and name of the product. This makes it easier for users to recognize the product they are looking at.

- Cost:

    Make sure the product's price is clearly visible. If applicable, think about putting any discounts, special offers, or unit prices on display.

- Button to Add to Cart:

    Make sure the "Add to Cart" button is prominently visible so customers may quickly add the item to their shopping cart. To make the button stand out, think about selecting a contrasting color.

4- How should the cart management and checkout screens be organized for a smooth experience?

<u>Cart Management Screen</u>

Put a cart icon somewhere consistent and obvious, preferably in the screen. For a brief summary, include a badge that indicates how many things are in the cart.

Make an area where users can verify or enter their billing and shipping details. Name, address, phone number, and any other pertinent information should all be included in the forms.

<u>Checkout screen</u>

If appropriate, give a comprehensive list of shipping choices together with the related expenses and projected arrival dates. Permit users to select the delivery option that best suits them.

Show a brief order summary with the names, prices, quantities, and total cost, payment of the products. Make it simple for customers to check their order before completing it.

Provide a space where users can choose or enter their payment method. Provide choices for digital wallets, credit/debit cards, and any other accepted payment methods.

Put a large "Place Order" button at the bottom of the screen to make it obvious what to do when you reach the checkout page's last stage. And Create a model to track your order.

## Prototyping

1- What interactive elements are crucial for the prototype to accurately reflect the app's functionality?
  - Buttons That Can Be Clicked:

    Make sure every button in the prototype can be clicked so that consumers can interact with it just like they would with the real app. These comprise the main buttons, such as "Add to Cart" , "Place Order" and "Proceed to Checkout".

  - Able to select the location:

    When we order the items in the grocery App we want to select the location to receive our ordering items. So finding the correct destination is very important in an online grocery app.
    - Add to Cart
    - Checkout Process
    - Cart Management
    - Order Confirmation

2- How should users interact with the app to add items to the cart, review their selections, and   proceed to checkout?

When prototyping, you should try to replicate how a user would interact with the app to browse options, add goods to the cart, and then check out.

On the product details screen, there should be a visible "Add to Cart" button. Clicking this button simulates the action of adding the item to the cart.

Users can click on the cart icon (usually located in the top-right corner) to access the cart summary.

Include a clear "Checkout" button on the cart summary screen. Clicking This button takes users to the checkout process.

Users can select their preferred option from the list of available shipping alternatives.

## Usability Testing

1- What specific tasks or scenarios should users perform during the usability testing session?

Usability testing is a valuable method for evaluating the effectiveness, efficiency, and satisfaction of users interacting with a product. Here I had done the usability testing by our students in our class. Some of them are mentioned below

- First page must be the login page, if they don't have an account they want to sign up.
- Users said that Grocery items can be categorized into their special features.
- You have a discount coupon with you. Please locate the promo code application area during the checkout process and try to apply it successfully.
- Users want to be able to see their favorite items, through this users can buy it often, It is simple for users to view their preferred goods.
- Want to add a location to get the products on foot.

2-How will you measure the success of the usability testing, and what metrics will you use?

I sent a google form with my design to collect the feedback from users. Collect user feedback through surveys and questionnaires to understand their overall satisfaction with the product. This provides qualitative insights into the user experience.

Measure the accuracy and completeness with which users can achieve their goals. This is particularly relevant for systems where accuracy is critical.

Evaluate the ease with which users may search for information, use the system, and navigate through  pages.

## Iterative Design

1-What specific feedback points from usability testing will guide your iterative design process?

Change the background color.

Include the page for placing in the current location to retrieve the item.

Add the page to view users' favorites items.

Simplify the navigation.

2-How will you prioritize and implement changes based on user feedback?

Gather feedback from usability testing and user surveys.

Sort feedback according to importance for the user experience as a whole.

Evaluate each input item's alignment with the project's overall design goals and objectives.

Find the critical issues based on users' feedback.