



Buy Fresh

Feed your Family with the best.

Mobile App Proposal

~1 March 2020

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TEAM MEMBERS

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INTRODUCTION

Our team is pleased to submit a proposal for the development of a mobile application to **Roshan Thomas Chittezhath**. Through this project users will have a chance to choose from a wide range of options in every category, exclusively handpicked with best quality available at the lowest prices. **Buy Fresh** will allow its users to walk away from the drudgery of grocery shopping and will introduce an easy relaxed way of browsing and shopping for groceries. No more getting stuck in traffic jams, paying for parking, standing in long queues and carrying heavy bags – get everything you need, when you need, right at your doorstep.

TARGET AUDIENCE

This app will attract mainly **old aged people and working women**, who don't get time to go for grocery runs.

WHAT MAKES OUR APP UNIQUE?

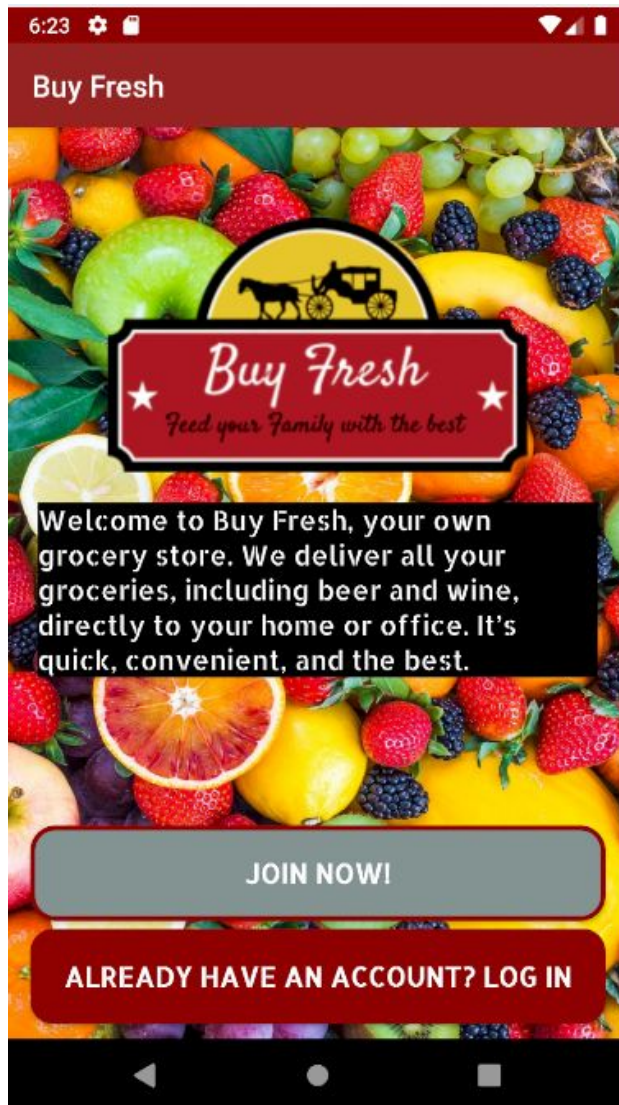
The very first thing, we will make the app's UI user-friendly. Users will have the option of paying Online. The menu will be updated regularly according to fresh items available. Moreover, we do deliver exported fruits which are not available on every grocery store. Groceries are delivered in as fast as 1 hour.

Similar App: Instacart.

ACCOMPLISHMENTS

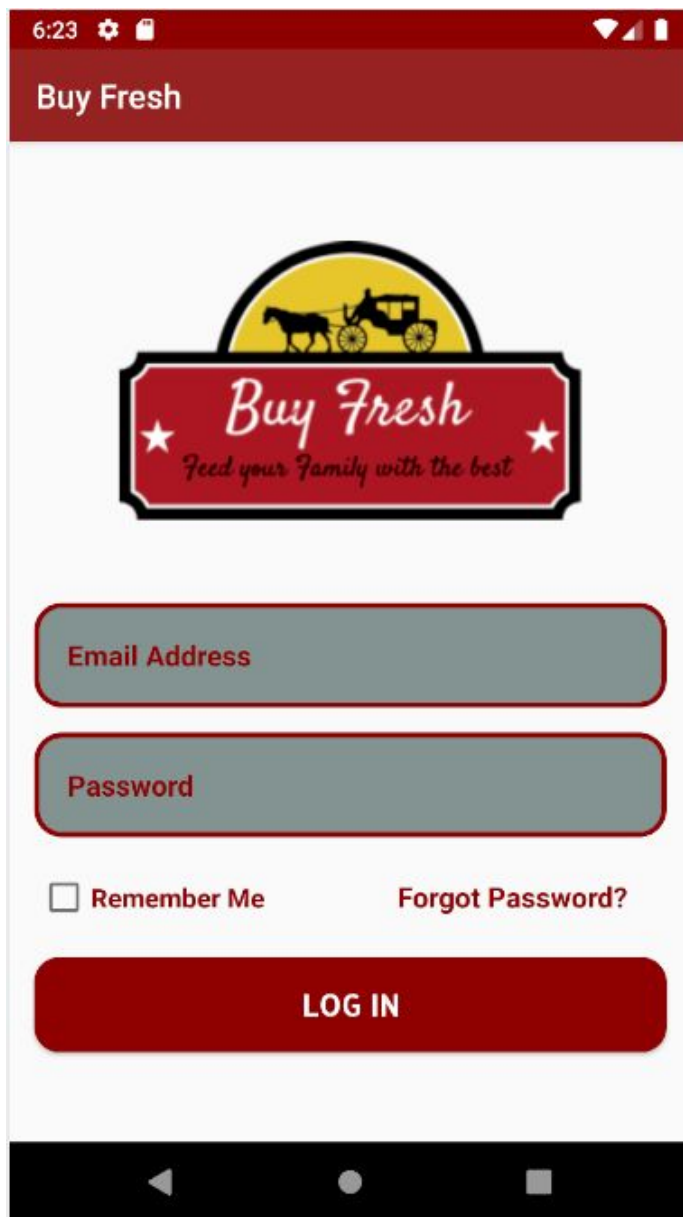
1. Home Page

This is the starting page of the application. Here people can proceed to Login to their account or can make a new one by choosing create a new account option.



2. Login

In this page only the authorised users that have their id and password can login and go to the next page for shopping. This page provides a security mechanism that prevents unauthorized users from accessing the system. Also there will be a option of Forgot Password for those who do not remember their password.



The image shows a mobile application login screen for 'Buy Fresh'. At the top, there is a dark red header bar with the text 'Buy Fresh' in white. Below the header, the main content area is white. In the center, there is a logo featuring a yellow semi-circle with a black silhouette of a horse-drawn carriage. Below the semi-circle is a red rectangular box with a black border, containing the text 'Buy Fresh' in a white script font, flanked by two white stars, and the tagline 'Feed your Family with the best' in a smaller, italicized font. Below the logo, there are two input fields: 'Email Address' and 'Password', both with rounded corners and a light gray background. Below the 'Email Address' field, there is a checkbox labeled 'Remember Me' and a link labeled 'Forgot Password?'. At the bottom, there is a large red button with the text 'LOG IN' in white. The entire screen is framed by a black border at the bottom, which contains three white navigation icons: a back arrow, a home circle, and a recent apps square.

UPDATE

UPDATE 15th March:

So far, we have made a home page and login page for our application. By just clicking the login button on the home page, the login page will open.

On the login page you would have the option to enter email and password to enter your account on the application.


We have to make a new page for users, who don't have an account on our application. So that, they could make orders too. In addition, we will require a page where people could select from food categories according to their need. For your reference, we have attached Mockups of expected future pages.

MOCKUPS

1. Join Now

Here users who are accessing the application for the first time can register for using the application by providing their information. The user has to enter the credentials that are shown in the screenshot here and all fields must be filled with valid data like Name, unique email id and a strong password for the security reasons. After this process the user will be able to access this application for buying their groceries.

Buy Fresh



Create Account

2. Categories

On this page, Customers would have the option to choose from different categories in food like fruits, vegetables or drinks.

