Final Project Presentation

Group 10

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Problem Statement

- This development resulted in the development of the modern market system.

- Several companies and shops are now serious about their internet presence.

- The majority of consumers today choose to shop online rather than go to a real store, which is the most frequently claimed defense for this.

- More individuals are purchasing online as a result of the epidemic, and many of them now find it convenient or even pleasant.

- The online web portals are incredibly beneficial to the many firms in the supermarket and daily-needs markets.

Solution

- Make a supermarket delivery app that will enhance customer purchasing and bridge the gap between online and in-store purchases.

- Improve the shopping experience by creating an appealing, user-friendly application.

- The in-store experience might be improved by using the app scanner and making the loyalty card signup procedure more user-friendly.

Logo

Design System

Essential UI Components

Fonts

Arial

SVG Icons

Color Codes

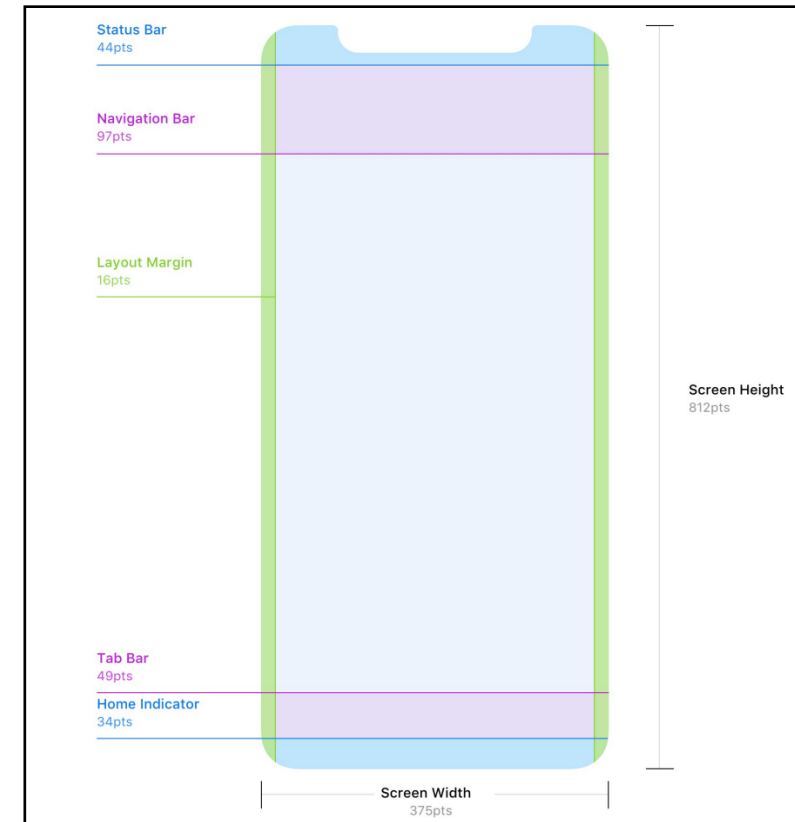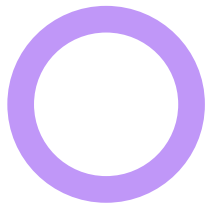|	
■	#D9001B
□	#FFFFFF
■	#000000
□	#FEF6E7
■	#8080FF
■	#63A103

Layout

- Unit
- Pixels/Points

- Screen Dimensions
- W: 812, H: 375

- Button Dimensions Min
- W:68, H:21

- Header Font Size
- Min 30 according to line height

- Paragraph Font Size
- Min 14 according to line height

Status Bar
44pts

Navigation Bar
97pts

Layout Margin
16pts

Screen Height
812pts

Tab Bar
49pts

Home Indicator
34pts

Screen Width
375pts

Product Objectives

- Provide a straightforward registration procedure.

- Provide clients with an intuitive user interface.

- Engaging and less complicated to use with fewer buttons

- To make the application better, get user input.

- Recently seen products have to be included in the product search.

- All of the deals and discounts should be accessible to customers via browsing, searching, and sorting.

Target Audience

- Customers looking for a distinct alternative to Amazon and other food-related websites that offers a wide range of products.

- Those between the ages of 18 and 69 are the primary demographic for using smartphone apps for grocery shopping.

- Working professionals benefit greatly from the application because it is always operational and is based on the consumer's comfort and pleasure; instead of worrying about planning, they can simply add items to their basket whenever they have free time.

- Customers who use a simple, user-friendly grocery shopping app with few advertisements individuals seeking to save money on groceries through the use of discounts, coupons, and incentives

Personas

Persona1:

Persona: Jennifer

Job title: Student

Responsibilities: She's living alone, going to school, and working part-time.

Demographics :
- 22 years of age
- Unmarried
- Seeking a Master's
- She values punctuality.
- She desires total transparency in all aspects of her life   .

Environment:
- She feels at ease utilising the internet and computers.
- She demands that the items she has purchased arrive on schedule
- Dislikes irrational expenditures.

Quote: "Living a balanced existence."

Persona 2:

Persona: Laura Marano

Job title: Senior Software Engineer

Responsibilities: She commutes alone to work and carries out full-time employment.

Demographics :

- 44 years of age

- Single

- working for an international corporation

- Females predominate.

- holds a master's degree in computer science.

Environment:

- She considers herself a data structures specialist and is at ease utilizing computers. Northeastern University is where she obtained her Master's degree.

- She wants to utilize trader joe's to get fresh fruits and veggies for the essentials of the home because she is often busy during the week.

Goals and tasks:

- She plays a strong leadership role and is centered and goal-oriented. Maintaining quality throughout all program output is one of her worries.

Persona 3:

Persona: Joe Peterson

Job title: Accountant

Demographics :
- 32 - 41 years old
- Living alone in an apartment as a single person
- Straight male

Environment:
- He is adept at utilizing both a computer and a mobile device. He considers himself an online enthusiast who follows all of the most recent developments.
- Though a frequent user of Trader Joe's website, he frequently forgets his passwords.
- He frequently employs the forget password use case since he doesn't trust the idea of keeping passwords in storage.

Goals and tasks:

•A greater sense of delight in life. Quickly and easily pick up new information. observing the most recent trends. He spends his time:
- Making certain that financial records are accurate and compliant with all applicable rules and laws.
- Online shopping makes it easier to keep track of spending and saves time on trips to and from stores.

Quote: "An equilibrium in one's life."

Persona 4:

Persona: John Buttler

Job title: Graduate Student

Demographics :
- 23 - 25 years old
- Single
- attending Northeastern University to pursue a master's degree
- Male predominance

Environment:
- He enjoys regular exercise, is brilliant at coding, and is constantly seeking methods to keep his mind and body busy.
- He orders just the brands he trusts since he is quite picky about his diet. To find the things that meet his everyday needs, he accesses Trader Joe's account.

Goals and tasks: He is an enthusiastic and highly driven student working on an information systems master's degree. He does the following:
- Attending classes and doing homework
- Getting ready for exams and internship applications
- Performing exercises at the gym each day.

**Quote:** "Learning is wonderful because it cannot be taken away from you by anyone."

User Needs

o A secure and safe checkout process is required by the user.

o The user needs to be able to view the comments made by other clients.

o For user purchases, a wish-list functionality is required.

o Good customer service should be provided. Every time a problem arises, customers should be able to contact you.

o The product should be described in great depth.

o The order should be trackable for the user.

o There should be a return and exchange option available.

o The cart needs to be simple for users to alter

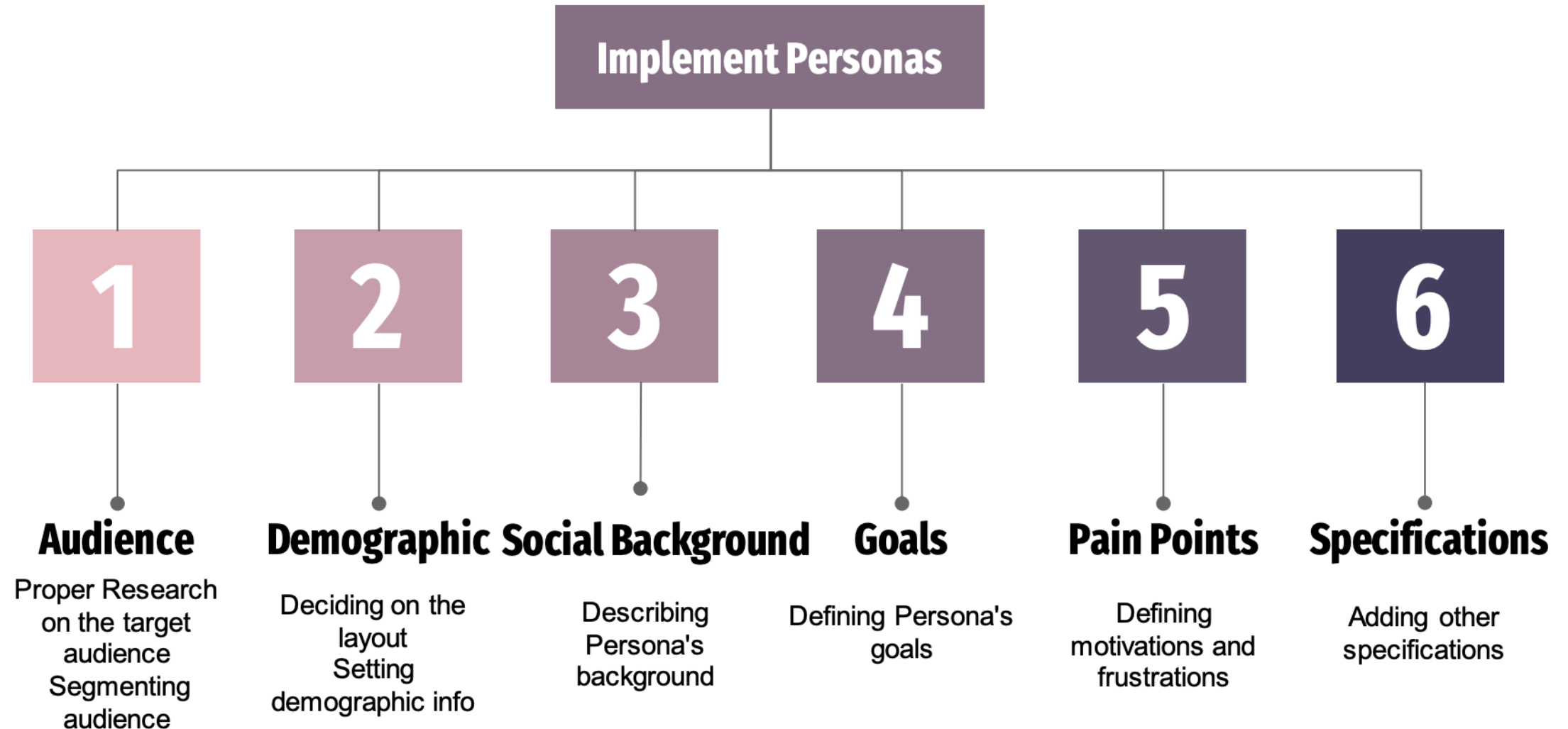# Research Methods Used

Persona Building
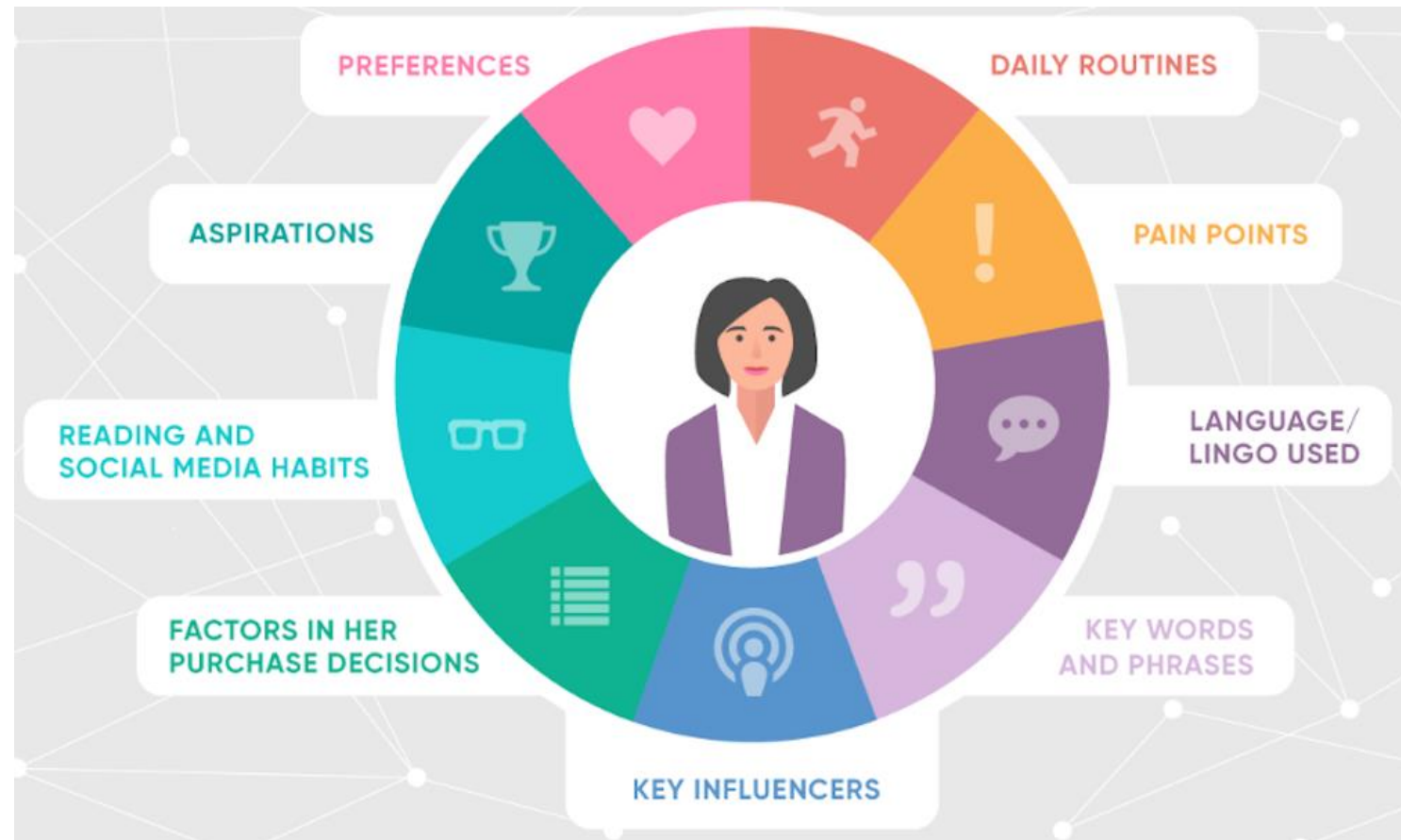
Persona Building

To create exceptional products, one must thoroughly understand their target market audience. It is possible to design a successful product by first understanding the target market's needs, expectations, and motivations.

By thinking about the needs of a fictional persona, designers may be better able to infer what a real person might need. Identify the user they are designing for.

Needs:

- In order to build personas, we analyzed and produced the following:
- Persona name
- Photo
- Demographics (gender, age, location, marital status, family)
- Goals and needs
- Frustrations (or "pain points")
- Behaviors
- Bits of personality (e.g. a quote or slogan that captures the personality)

Implementation of Personas

Implement Personas

1	**Audience**
2	**Demographic**
3	**Social Background**
4	**Goals**
5	**Pain Points**
6	**Specifications**

Audience
Proper Research on the target audience
Segmenting audience

Demographic
Deciding on the layout
Setting demographic info

Social Background
Describing Persona's background

Goals
Defining Persona's goals

Pain Points
Defining motivations and frustrations

Specifications
Adding other specifications

Persona Building Analysis

Created semi-fictional characters based on the current or ideal customer references. Personas were created by segmenting users by various demographics and psychographic data to improve product marketing.

Analysis:

- On analysing the persona1, it was certain that the user needs to track the orders to make sure that the orders arrive on schedule. Hence, an option for Delivery tracking is introduced.

- On analysing persona2, it was known that for certain type of users, fresh produce is a must and they only prefer to buy freshly produced products.By understanding this preference, an option to shop fresh foods is introduced in the Products menu.

- On analysing persona3, it was known that certain type of users forget their passwords and also don't prefer to store them in their phone or on cloud storage. Hence, Forgot Password option to change the password by sending a mail to email ID registered is introduced.

- On analysing persona4, it was deduced that certain users trust a particular brand/brands and want to shop produce from those brands alone. By identifying this use case, a smart search option is introduced for the user to directly search for a specific product by typing in the brand name or the product name itself to browse the product of that brand alone.

Card Sorting

Open and closed card sorting procedures:

To comprehend the user perspective and develop the information architecture, open and closed card sorting was used for online grocery consumers. We developed 15 cards based on the current application and the redesign based on user requirements and product objectives.

We followed the following guidelines while naming the cards:

- o Simple and accurate naming.
- o Each card is given a special name.
- o To prevent users from favoring one card over another, the cards' formats are identical.

Open Card Sorting

Open card sorting is a user-experience research technique in which participants are given a set of unlabeled cards and asked to organize them into groups that make sense to them.

It can be a helpful tool in app design to determine how users naturally categorize information and what terminology they use to describe various features and functions.

Steps taken during the Open card sorting technique for our app:

- Identified the goals
- Determined the study's goals and objectives
- The sorting exercise was carried out by presenting the cards to the participants and asking them to group the cards together in a way that makes sense to them.
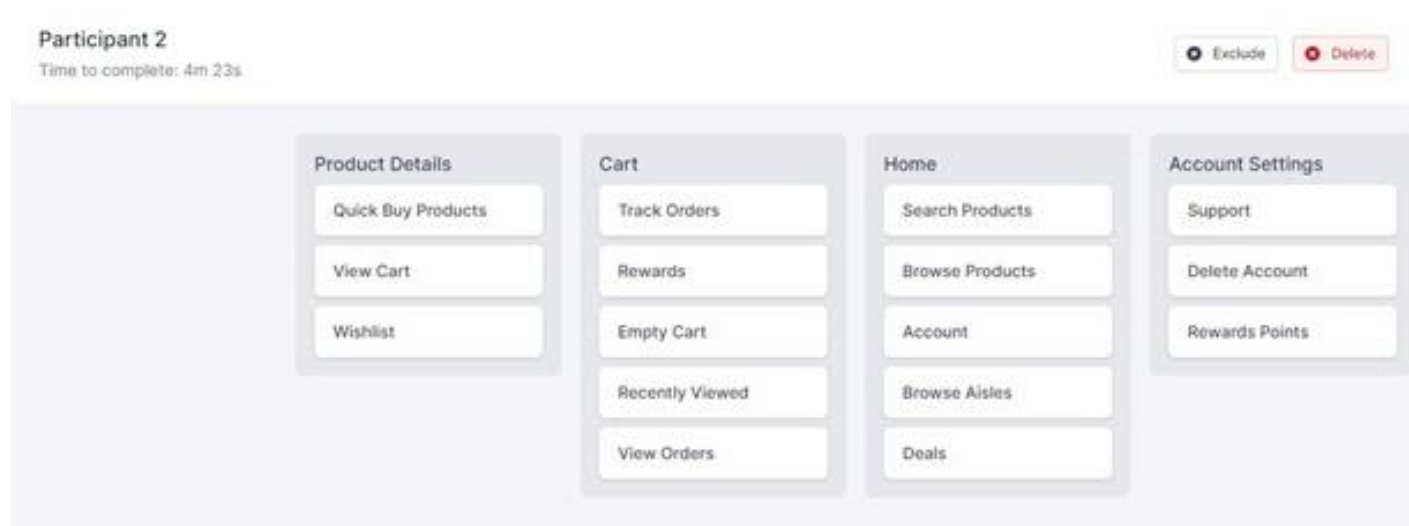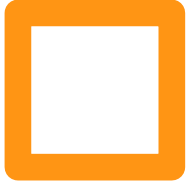
Closed Card Sorting
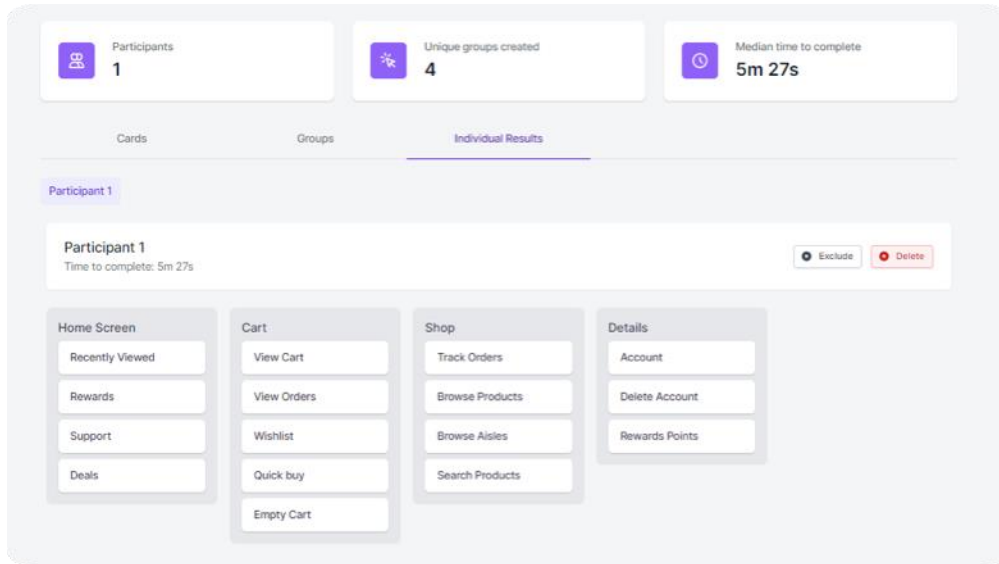
Closed card sorting is another technique used in user experience (UX) design to organize and structure information for an app or website.

In this method, participants are given pre-defined categories and asked to sort information or features of an app into those categories.
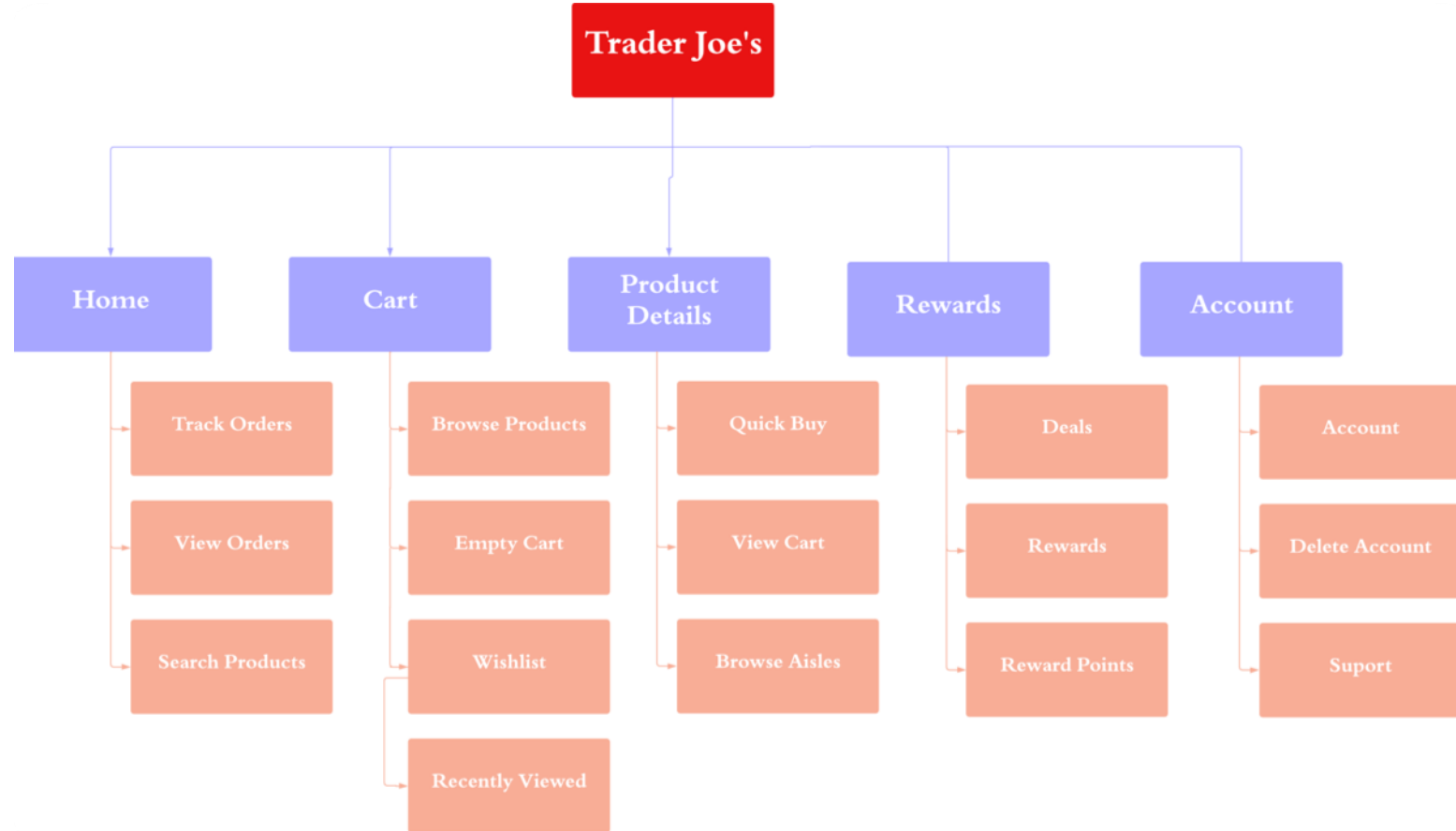
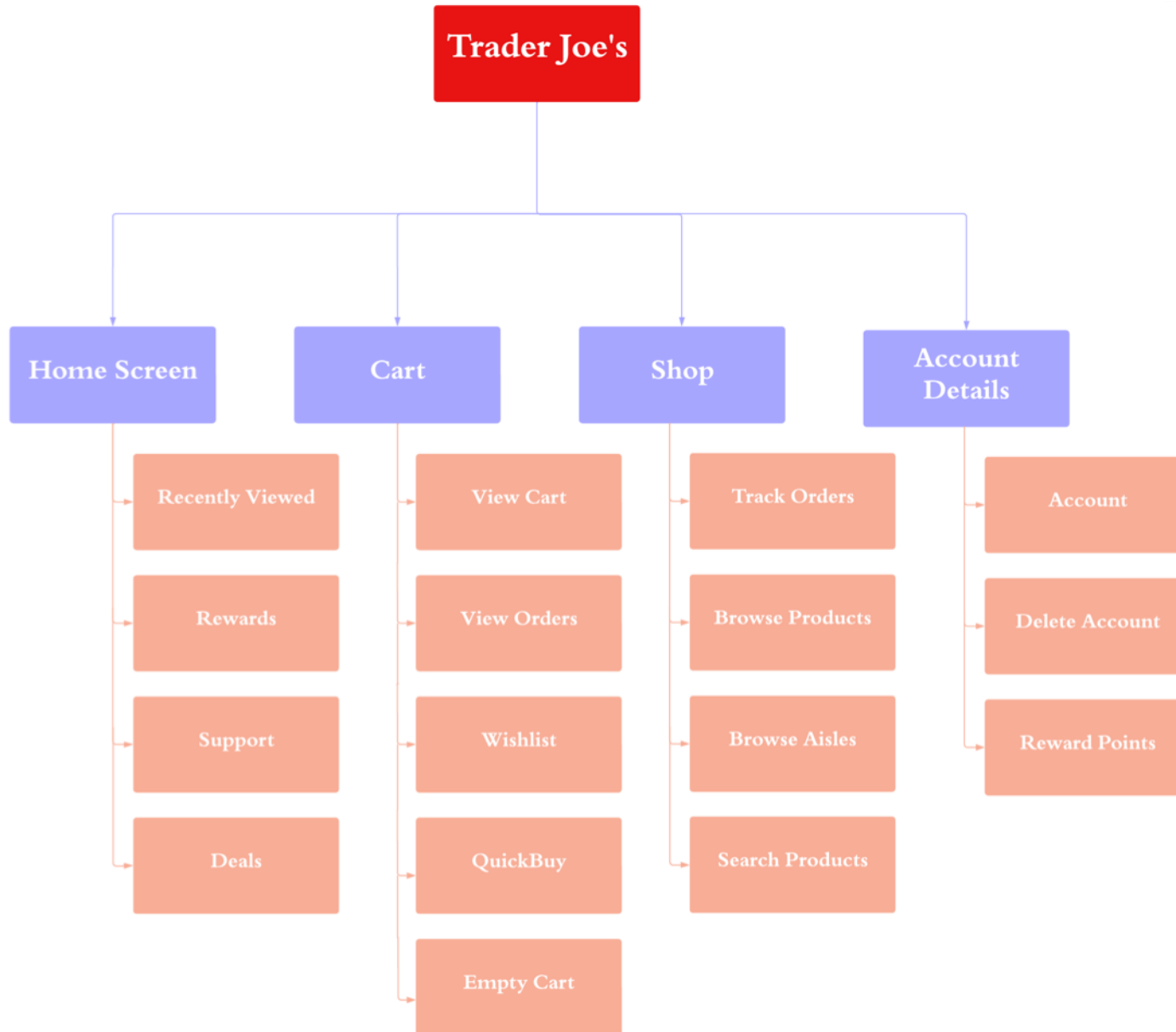Steps followed when conducting the Closed card sorting technique for our app:

•Identified the categories

•Created Cards

•Conducted the sorting session: Gave the participants the cards and asked them to sort them into categories.

Information Architecture

Open Card Sorting

Information Architecture

Closed Card Sorting

Error Handling

- The most common way to handle errors is to display clear and concise error messages. In error messages, users should be given a brief explanation of the problem and suggestions for resolving it. For example, the message "Invalid email address" or "Invalid mobile number" may appear.

- Data validation: Prevent users from submitting invalid data by using client-side validation. For example, an error message should be displayed in real-time if a user enters an invalid email address.

- Consider displaying an error page that explains the issue and potential next steps for critical errors that prevent the app from functioning correctly. The app may be actively working to fix the issue, which can help users understand the issue is not their fault.

- Users can report errors and get help resolving them by calling or chatting with customer support.

Usability Testing

- It is critical to ensure that your app or website is simple to use and that tasks can be completed quickly; otherwise, users will leave and visit a competitor's website.

- Learn how real people interact with your website and make changes based on the results.

- To collect the data required to identify usability issues and improve the design of a website or app.

- Indicates trouble spots for users and areas where they become stuck or confused.

What do you think of the user interface? * *

It is good

What's your opinion on the way features and information are laid out?* *

I really liked the walkthrough page which gave me a prompt to get to know about the adoption process.

What did you like the most/least about this product? And why? *

I can't find the filter in the app to filter my search

Is it likely that you would use an app like this for grocery shopping?

Yes

Usage of Planes

Five Planes
The five planes – strategy, scope, structure, skeleton, and surface – provide a conceptual framework for breaking down the task of designing experiences into component elements so that we can understand the problem as a whole. On each plane, the issues we must deal with become a little less abstract and a little more concrete. On the lowest plane, we are not concerned with the final shape of our end product. Whereas on the highest plane, we focus on concrete details of the appearance of the product. Plane by plane, the decisions we make become a little more specific and involve finer levels of detail.

Strategy:
We incorporated Strategy for user needs as well as product objectives. Fundamentally, the strategy plane was used to answer two questions:
- Why do we want to build the product?
- What are the needs of our users and how do we address them?
- For the Trader Joe's app that allows people to order groceries, fresh produce, etc online,

some of the strategic objectives are quite obvious: Users want to order products online which needs to be delivered to the given address, and the Trader Joe's company wants to earn profit from this transaction.

Scope:
Scope is guided by the product strategy. Here, we explore what features and functions are within scope, as well as what content elements may be required to meet users needs.
Going back to our Trader Joe's app , the app might offer a feature that allows users to set a 'home' and 'work' location to make it easy to order products to frequently used location. The question of whether that feature – or any other feature – is included on a site is a question of scope. We have used MoSCoW prioritisation technique to priories the requirements.

MoSCoW Prioritization

Must Have	Should Have	Could Have	Will not have
Customers should be able to quickly narrow their product selection by using categories and search filters.	Keep it simple and less restrictive for customers.	Enabling customers to check each product's online availability by adding QR codes. ensuring that a product they viewed on your internet can be found quickly at the shop as well.	Encourage viewing in landscape mode.
Ensuring the checkout procedure is as seamless as possible.	Clear product descriptions: and customer testimonials.	Greetings that are specific to the users' welcomes.	To aid customers in finding items, provide voice recognition functionality.
On the devices of potential clients, the website should load quickly and look fantastic. It's crucial to provide them with the best-looking images since they explore and choose meals and commodities visually.	Feedback from customers is welcome on any product.	Multiple users on a single account are beneficial. One account may be shared by roommates, but they could use distinct sessions (with different in-app settings and the same billing info).	
	Multiple choices for priority delivery. support a range of payment options. card readers for sluggish consumers.	Comparison of certain items.	

Usage of Planes

Structure:
Structure defines how the various features and functions fit together. Here we start transitioning from the abstract to more concrete elements of the user experience. Structure deals with defining how users get to specific information and where they can go next.
Whereas _skeleton_, the next plane, might define the arrangement of navigational objects allowing users to select their 'Products', _structure_ defines the categories of Products possible.i.e Products can be Diary, Home needs, etc

Skeleton:
Skeleton is the concrete expression of the more abstract _structure_ of the site. Here we start designing interface elements – buttons, text blocks, images, etc. – that will facilitate the user's understanding and movement through the product.
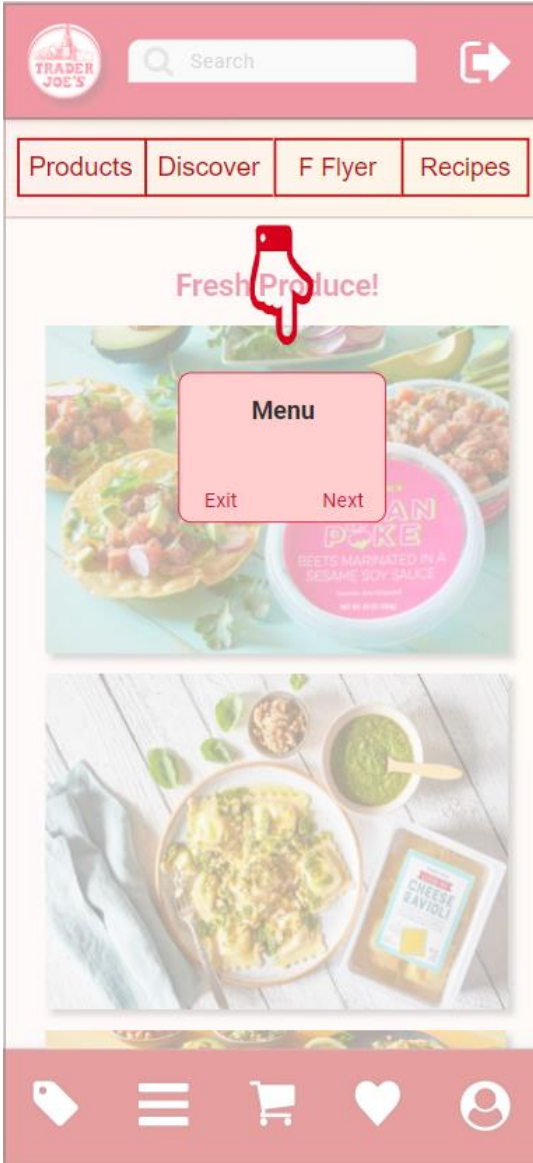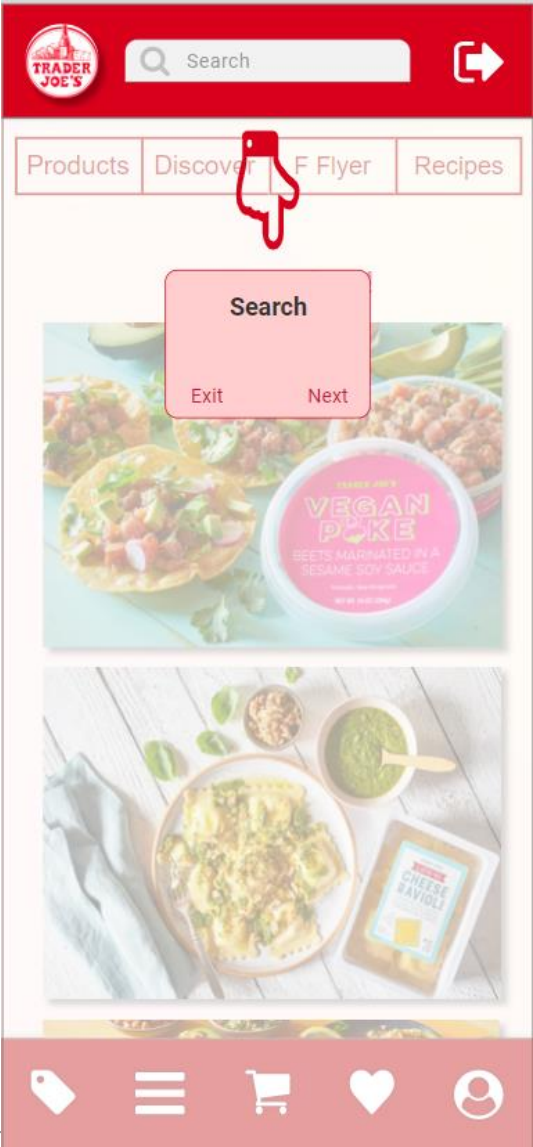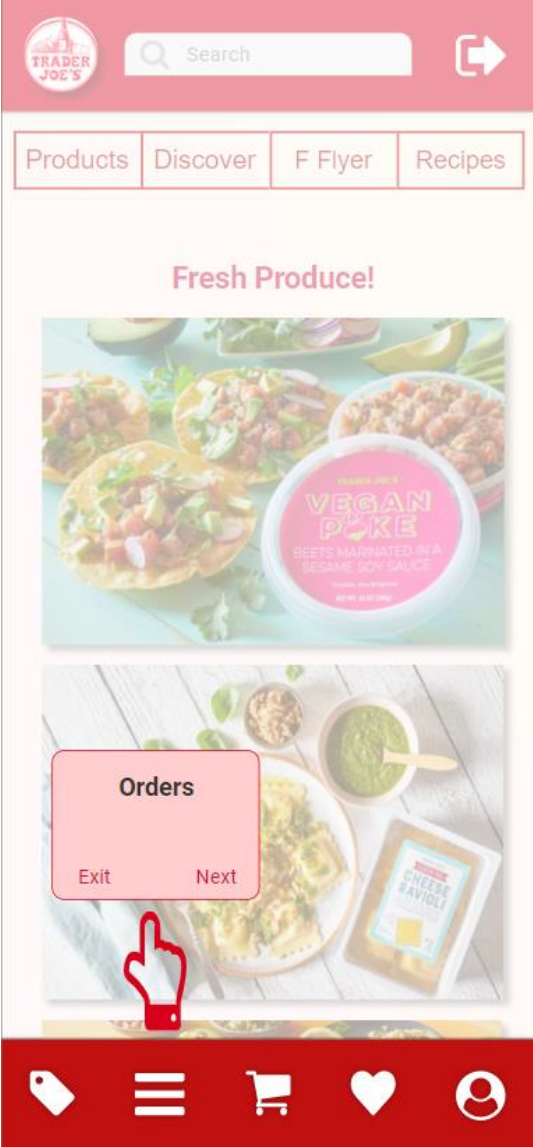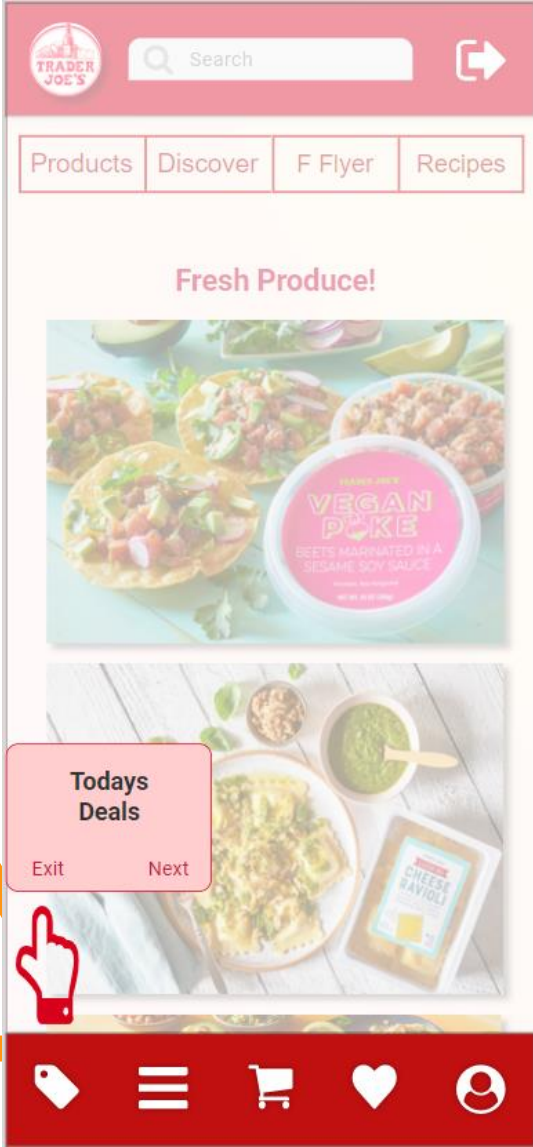The skeleton, that often materialises in the form of a wireframe or a low-fidelity prototype, is designed to optimize the arrangement of UI elements for efficiency and ease of use. For example, back in our Trader Joe's app example, it might be determined that buttons would deal with the orders placed, track orders or manage them. A prominent button to allow the user to add the product to the cart, checkout or just for quickbuy is all included while defining the skeleton of the app.

Surface:
Surface is the 'skin' layer of the product. Here, designers dive into the visual treatment of the product, including text, graphical elements, and navigational components to create the packaging, the final 'look-and-feel', of the product.
Surface level design is often what most people will refer to when talking about the product. For some, the packaging is what triggers feelings and emotions that will lead them to choose one app over another.

Onboarding Screens

Thank you