



SARTHAK CASE STUDY

Mini Multipurpose Store





Case Study: Building an Online Presence for a **Sarthak-Mini Multipurpose Store**

Project Title: “**Sarthak-Mini Multipurpose Store** – A Blog Website for Local Grocery Store”

Project Type: UI/UX Design – Content-based Website

Duration: 1 Weeks

Tools Used: Figma, Adobe XD, Canva

Role: UI/UX Designer



Problem Statement

A small family-run Kirana store wanted to create **online visibility** and connect with their local customers digitally.

Their goal was *not* to sell online but to:

- Run the Legacy of their Grand-Parent.
 - Share daily offers.
 - Post healthy living tips and local recipes.
 - Provide store contact/location details.
 - Build trust and stay connected with loyal customers.
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Project Goal

Design a **simple, responsive blog website/App** that:

- Reflects the warmth and identity of the store
 - Is easy to update by the store owner
 - Helps customers stay informed and engaged
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User Research







Target Audience

- Local residents (18–60 years old)
- Regular walk-in customers
- Health-conscious homemakers

Key Insights

- Users like checking daily discounts online
 - Community recipes and wellness content are popular
 - Trust is key—people prefer familiar, local businesses
 - Many users access content via mobile devices
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Information Architecture

-  Home (Welcome message + Today's offers)
 -  Blog (Tips, Recipes, Healthy Eating)
 -  About Us (Store story, map location)
 -  Contact (Phone, WhatsApp, Opening hours)
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UI Design Strategy

Visual Direction

- **Color Palette:** Yellow , Red ,Orange ,Pink
- **Typography:** Friendly, readable fonts in English and optional Hindi version(Try to Include).
- **Imagery:** Use real productstore photos to build familiarity

Mobile-First Approach

- Optimized layout for easy reading on small screens
 - Tap-friendly buttons for WhatsApp or call
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Wireframes & Prototypes

- Created low-fidelity sketches for layout planning
 - Final design mockups in Figma with scrollable blog feed, featured posts, and a simple CMS-friendly layout
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Usability Testing

Tested the design with 4 customers and the store owner.




Tasks:

- Find today's offer
- Read a recipe
- Locate the store address

Result:

- 100% could navigate easily
 - Positive feedback on friendly and familiar design
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Key Features Designed

-  Blog layout with filter tags (Offers, Recipes, Tips)
 -  Quick contact buttons (Call, WhatsApp)
 -  Featured section: "Aunty's Healthy Recipes"
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Impact(Future Prediction)

- The store now shares offers and recipes daily
 - Regular customers engage with posts and share links in local WhatsApp groups
 - Built a sense of community and trust online
 - The owner receives 2x more inquiry calls since the site launch
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Conclusion

This project showed that even a simple blog-style website can **create meaningful digital engagement** for small businesses. Designing with clarity, cultural relevance, and mobile users in mind was the key to success.