# Re-design of Groceries app

Roberto Texis

# Project overview

**The product:**

"El Floredo" it's a supermarket focus on sell groceries of all kind, currently they compete with 4 major stores, all located in the northwest of Mexico, accurately on Tijuana, Baja California.

**Project duration:**

October to november 2021



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# Project overview

**The problem:**

Customers doesn't get attract by the current design of the application.

**The goal:**

Complete the redesigning in a lower time, achieving new sell records and raise the valoration of the app

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# Project overview

## My role:

UX designer redesigning El Floredo app

## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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# User research: summary

I focus principally in one sector, those who are new in the mobile applications, those are the principal target because of the lackness of technology accessibility in the region of Tijuana.

During the project I did 5 interviews, focus on the problems the users have during the order process

# User research: pain points

## 1

### Lack of time

People doesn't have time to learn or doesn't want to know how an apps work

## 2

### Accessibility

People gets confused during the process of order

## 3

### Lack of Help

People gets frustrated when they are trying to receive feedback about a question.

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# Persona: **Roberto**

**Problem statement:**

Roberto is a married, taxi driver who needs an app where they can order groceries, because they want to spend more time with their family.

*"I don't use sales apps frequently, it's something difficult for me, I prefer to go to the store personally"*

**Goals**
- To spend more time in his house
- To make dinner immediately after leaving their workday.
- To save time by using an grocery order app instead of going to the store in person

**Frustrations**
- "It's annoying start to using an app without a tutorial"
- "It is difficult to go to the supermarket after a day of a lot of work and stress"

**Roberto**

**Age:** 40 years old
**Education:** Elementary school
**Hometown:** Tijuana, MX
**Family:** Married
**Occupation:** Taxi Driver

Roberto is a 40 years old who works from 8:00 am to 4:00 pm. They work as a taxi driver in the city of Tijuana, also help his son to do their homework. Roberto often ends his day with little few hours of restful, they often wishes there were a way to spend more time with his family, instead of go to the otherside of the city to do the supermarket.

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# USER STORY

[Roberto]

**As a/an**   Taxi driver, who is not very familiarized with the technology

_type of user_

**I want to**   Be able to do an supermarket order with some help, maybe a tutorial or customer assistance

_action_

**so that**   I can save valious time and spend more time resting in my house

_benefit_

# PROBLEM STATEMENT

Roberto is a/an Taxi driver from 7:00 am to 4:00 pm

user name / user characteristics

who needs to make his groceries quickly after laboral journey

user need

because they want to spend more time in their house, resting with their family.

insight

# **IF/THEN STATEMENT**

If _____ Ana uses the app _____ ,

action

then ___ They will be able to do all the task they normally does in CoffeHouse ___ .

outcome

# User journey map

[Your notes about goals and
thought process]

**Persona: Roberto**

Goal: To receive assistant when using the grocery app "El Floredo"

| ACTION | Open the app | Watch the tutorial | Do their order | Pay their order | Receive their order |
|---|---|---|---|---|---|
| **TASK LIST** | Tasks<br><br>A. Download the app<br>B. Click the app<br>C. Select "watch the tutorial" option | Tasks<br><br>A. See the tutorial complete<br>B. Close the window tutorial | Tasks<br><br>A. Start to do an order<br>B. Select the icon "search" in order to find the products<br>C. Add the products to the "cart" | Tasks<br><br>A. Select the "cart icon"<br>B. Add a payment method<br>C. Verify the order | Tasks<br><br>A. Give the address location to the app.<br>B. Confirmed the order<br>C. Receive the order |
| **FEELING ADJECTIVE** | • Nervous<br>• Confused<br>• Anxious | • Confused<br>• Impatience | • Confused | • Insecure | • Doubt |
| **IMPROVEMENT OPPORTUNITIES** | Make the main screen of the application enjoyable and understandable | Make a complete interactive tutorial for beginners, also explain in more detail the things that might be obvious to a wide range of users | Develop a simple design by making icons nice to see. | Give to the user positive reviews of other usuaries about how they feel when did their first order | Develop an order tracking feature |

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# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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# Paper wireframes

In this part of the process I only focus on the designing of the cart section, because I identify this is the hardest part for users which cause a barrier between them and the order
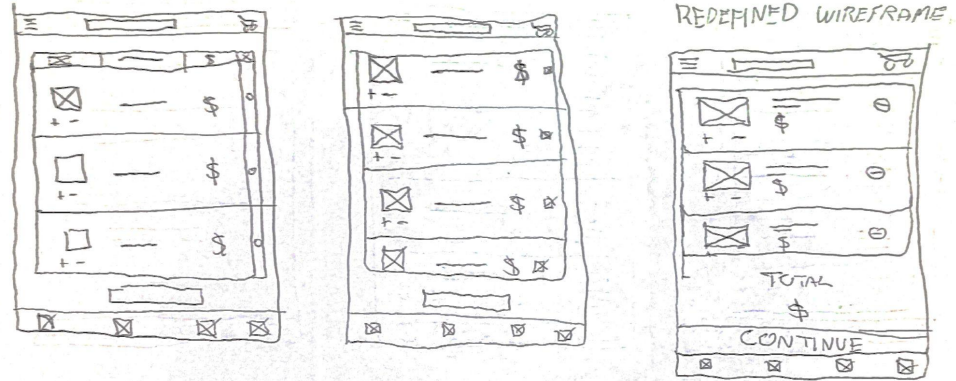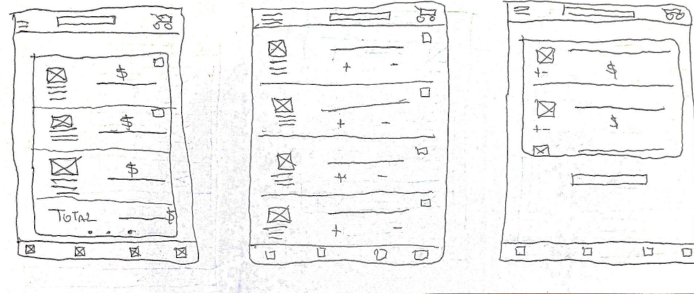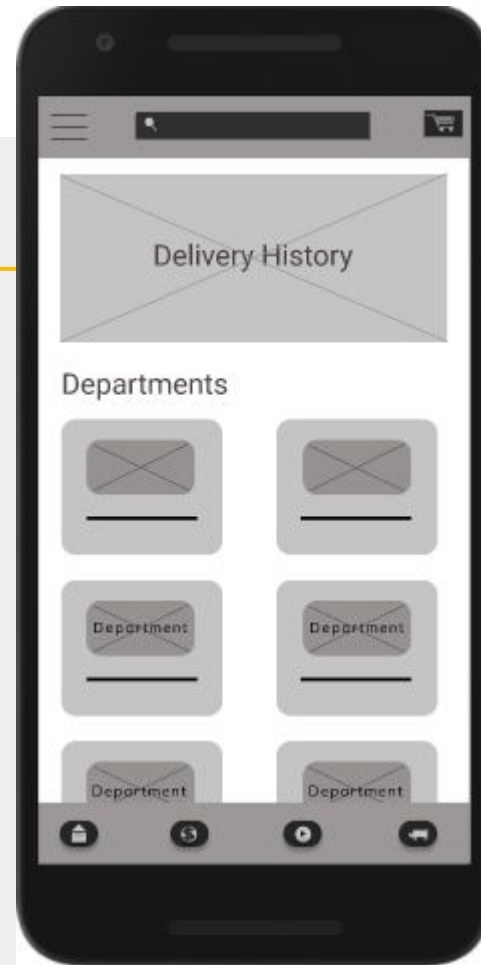
# Digital wireframes

As an add for my work, I decided to quit the sales ads and add a different feature, call "Delivery History"

Nav bar

Deliver history feature

Delivery History

Departments

Department  Department

Department  Department

Bellow nav bar

# Digital wireframes

I also add a screen focus to beginners



Video tutorial for beginners

Information about the Customer service

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# Low-fidelity prototype

Prototypes I consider most
important to add
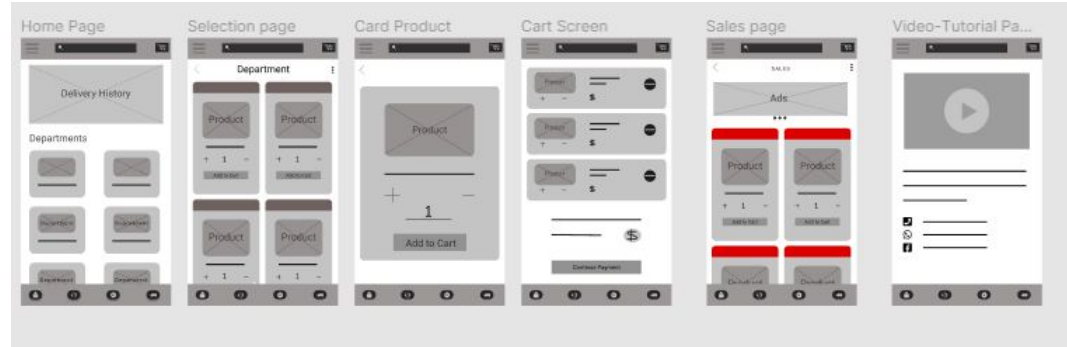
# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

1. Users need less intrusive ads

2. Users need a functional  user flow

3. Users need more understandable icons

## Round 2 findings

1. User wants pop ups of what's happening during an action

2. Users need a map where they can select their location

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# Refining the design

- Mockups
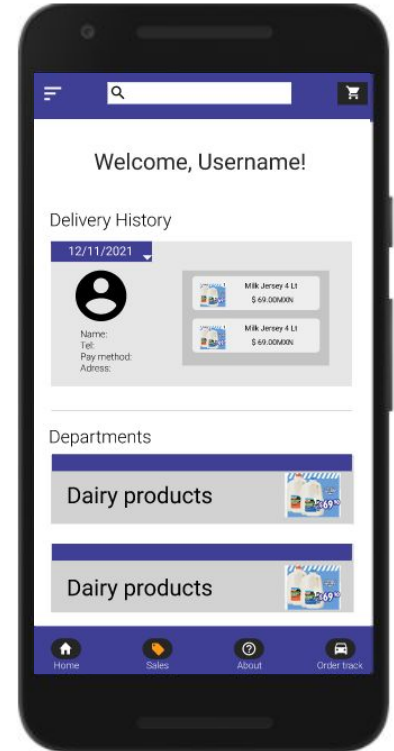- High-fidelity prototype
- Accessibility

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# Mockups

Here we can notice the features I add, in the first mockup (after first usability study) the Home Page wasn't realized yet, but with the second usability study I was able to determine what designs and what not designs can be on the Hi-Fi
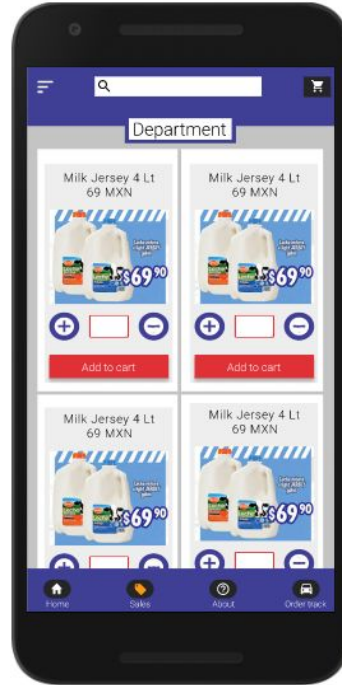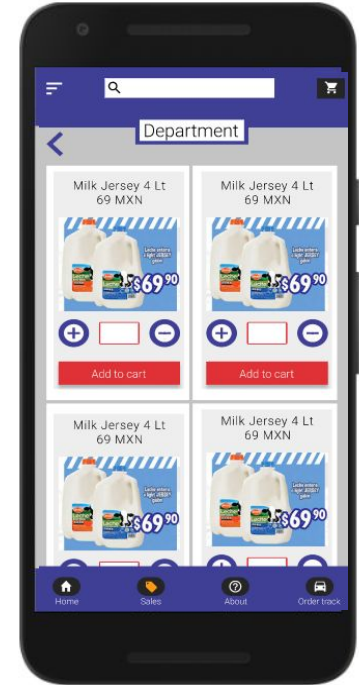
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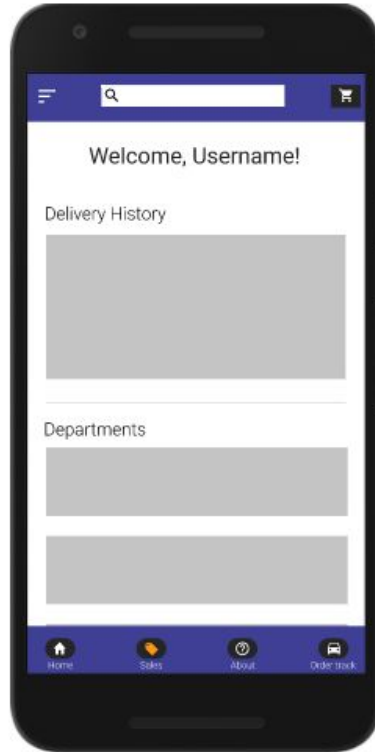
# Mockups

After the second usability study, I notice that the majority of users have had problems with come back to the previous screen, so I decide to put a "back to previous screen" feature
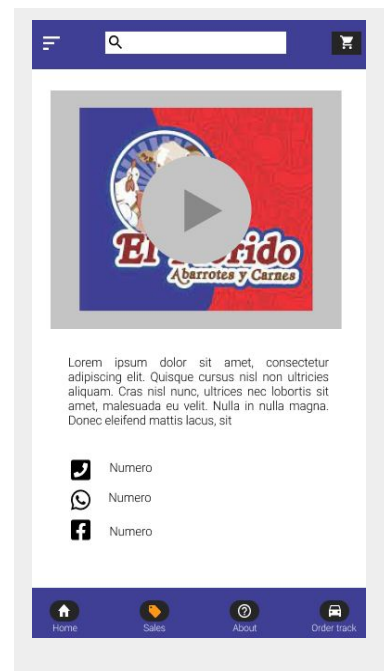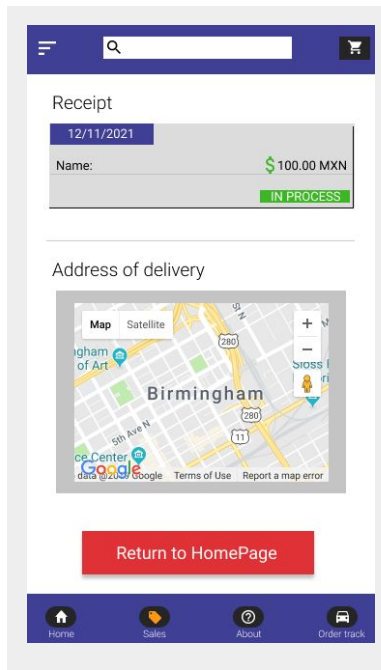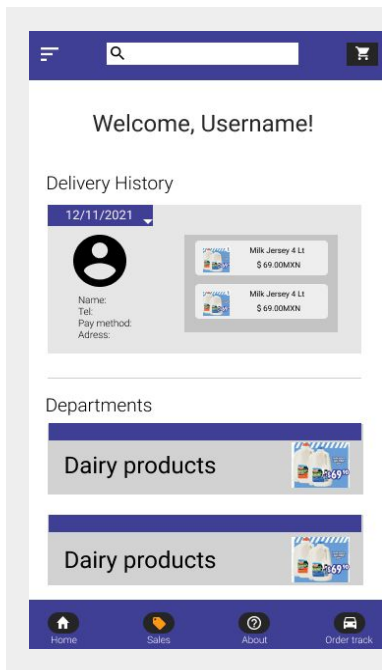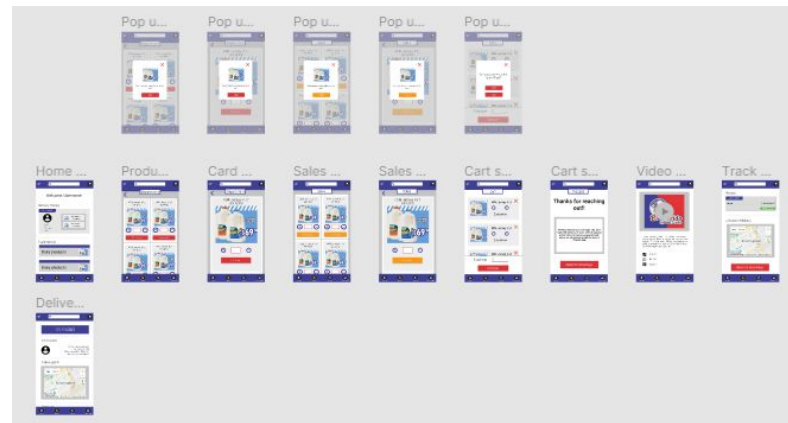
Before usability study



After usability study

# Key Mockups

# High-fidelity prototype

My High fidelity prototype consist in a series of screens that I think would be more accessible for non native mobile app users, each one of them oncludes at least 2 accesible motion features



You can see my prototype scanning this QR code!!



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# Accessibility considerations

**1**

Add a screen page focus to non technology native users

**2**

Insert a video tutorial for those who doesn't know how a mobile app works

**3**

Insert more icons than words

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# Going forward

- Takeaways
- Next steps

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# Takeaways

**Impact:**

App "El Floredo" was designed to liderate the grocery delivery sells via mobile app from all the existing apps in the market

**What I learned:**

I learned everything, from having an idea of a project, brainstorming that idea, defining the idea, making research, doing prototypes, wireframes, how to use figma, and a large etcetera...

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# Next steps

**1**

I'm planing to send this project to "El Florido" stakeholders and see if they respond me

**2**

In the case that i'm not receive a response, I will take this project as my first case study and publish it to social media like medium

**3**

Do a usability test to my familiars

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# Let's connect!

Thank you for your paying attention to my first UX project, this has been a great challenge to me, i literally learned everything in about a month

You can contact me by my email:
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