



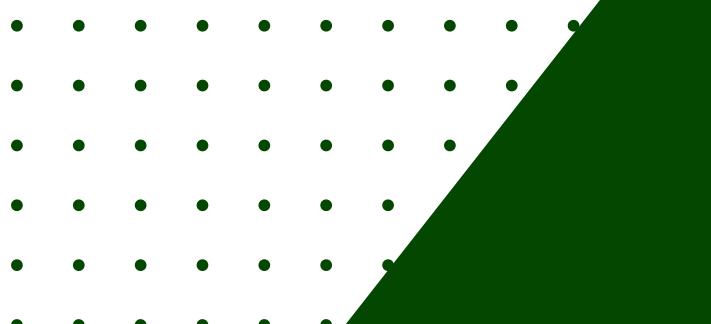
GROCERY DELIVERING APP

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Roll No: RKO364A28

Section: KO364



Problem Statement Identified

In today's fast-paced world, people often struggle to find time for meal planning and grocery shopping. Traditional grocery shopping can be inefficient, with customers navigating crowded stores and aisles, and often ending up with ingredients that go unused.

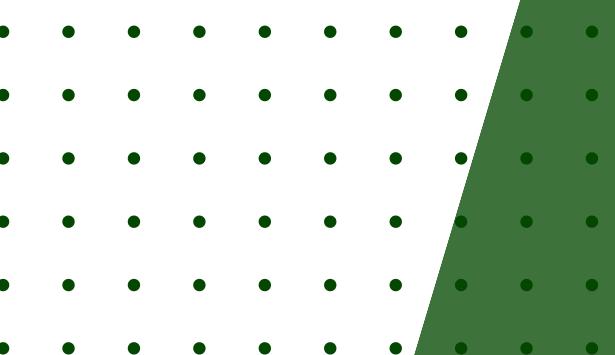
- **Busy Lifestyles:** Modern consumers have increasingly hectic schedules, leaving limited time for grocery shopping.
- **Limited Convenience:** Existing grocery delivery services may suffer from inconsistent delivery times, limited product availability, and high delivery fees.
- **Fragmented Experience:** Recipe-based grocery shopping often requires users to switch between multiple apps or websites.

Objective and Target Audience

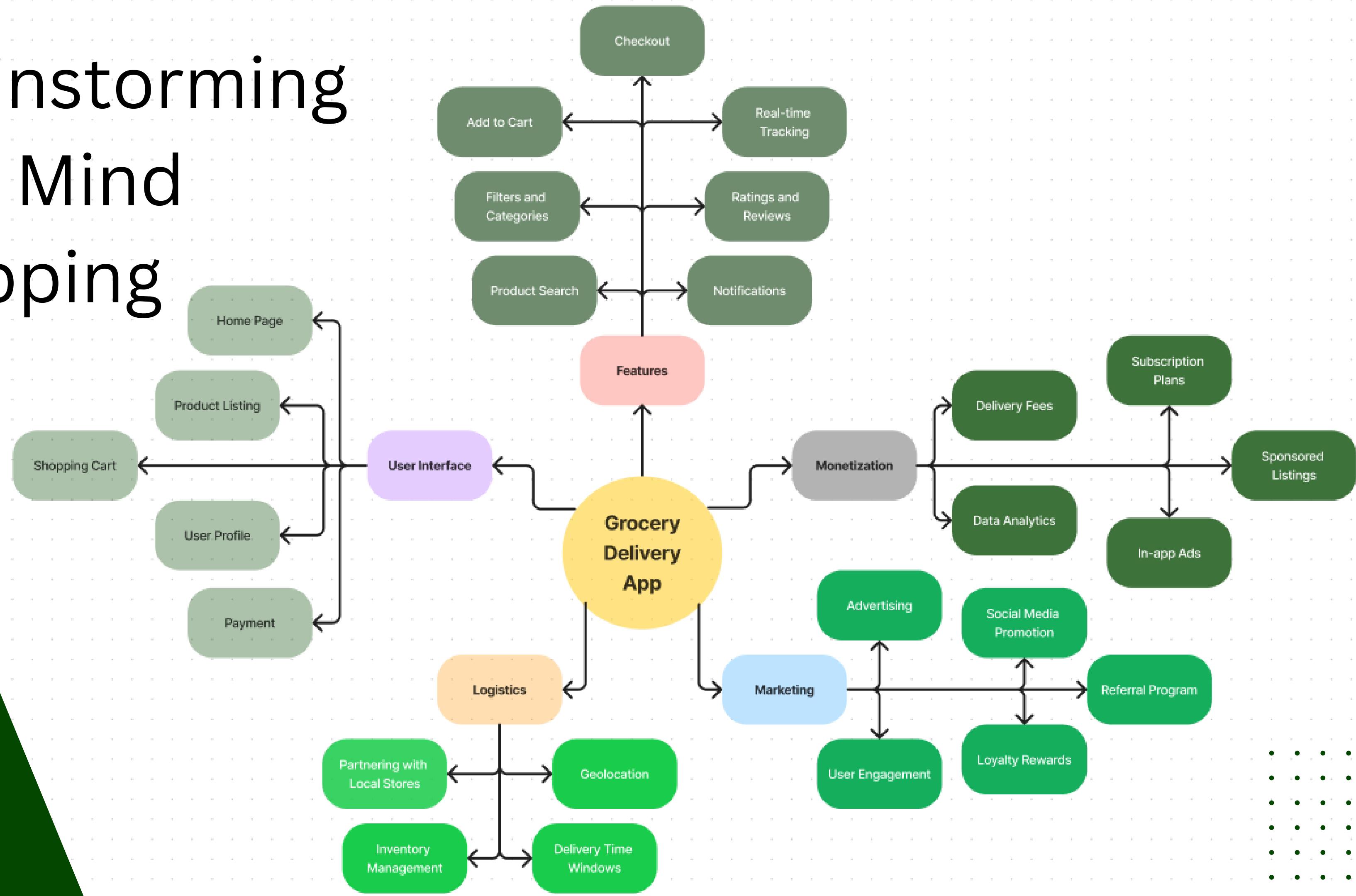
Our objective is to design an engaging and user-centric recipe-based grocery delivering app. We aim to create an intuitive and efficient platform that seamlessly connects users with their favorite recipes and provides a convenient way to order the ingredients, tailored to their specified number of servings.

Target Audience:

- *Home Cooks*: Enthusiastic home cooks who enjoy trying new recipes and exploring diverse cuisines.
- *Busy Professionals*: Individuals with demanding schedules who value efficient meal planning and grocery shopping.
- *Families*: Parents and caregivers responsible for preparing meals for their households.
- *Health-Conscious Consumers*: Users looking for nutritious recipes tailored to their dietary needs and preferences.



Brainstorming and Mind Mapping



Competitive Analysis

Competitor	Features	Pricing	Delivery Infrastructure	Partnership & Sourcing	Strengths	Weaknesses	Ratings
BigBasket	1) Extensive Product Selection 2) Scheduled Delivery 3) Discounts & Promotions	Variable delivery fees (Subscription options)	Own delivery fleet	Partnerships with local farms and brands Direct sourcing	1) Strong presence in India 2) Wide product range	1) Limited international presence 2) Delivery time slots may be limited	4.6/5 on App Store 4.5/5 on Google Play
AmazonFresh	1) Amazon Prime Integration 2) Extensive Product Range 3) Fresh Produce Quality	Subscription-based (included with Prime)	Amazon-owned delivery network	Integration with Amazon ecosystem Amazon-owned supply chain	1) Access to Amazon's vast customer base 2) Fresh produce quality	1) Prime membership required	4.4/5 on App Store 4.3/5 on Google Play
BlinkIt	1) Quick Delivery 2) Local Grocery Stores 3) Affordable Pricing	Variable delivery fees (Subscription options)	Hyperlocal delivery network	Partnerships with neighborhood stores Local sourcing	1) Competitive pricing 2) Local partnerships	1) Limited product range 2) Geographic expansion challenges	4.1/5 on App Store 4.2/5 on Google Play

Online Survey

1. How frequently do you think you would use a grocery delivery app?

Very frequently	0
Somewhat frequently	1
Occasionally	8
Rarely	4
Never	2



2. What platform would you prefer to use for accessing the grocery delivery app?

Mobile app (iOS)	3
Mobile app (Android)	7
Desktop website	0
Both mobile app and website	7



3. How would you rate the importance of a seamless and quick checkout process in a grocery delivery app?

Extremely important	7
Very important	6
Moderately important	2
Slightly important	0
Not important	0



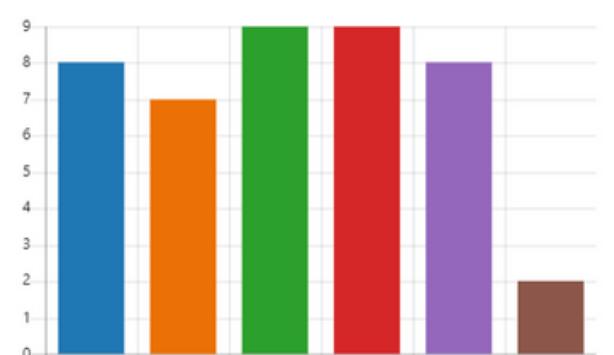
4. Which of the following factors would motivate you to choose a particular grocery delivery app? (Select up to three)

Competitive prices	4
Wide variety of products	12
Fast delivery	13
User-friendly app interface	9
Exclusive deals and discounts	5



5. Which features are most important to you in a grocery delivery app? (Select up to three)

Product search and filtering	8
Personalized recommendations	7
Order history and favorites	9
Real-time order tracking	9
Customer reviews and ratings	8
Multiple payment options	2



6. How important is a visually appealing and user-friendly interface to you?

Very important	10
Important	4
Neutral	1
Not very important	0
Not important at all	0



7. Do you prefer a grocery delivery app that offers detailed product information, including nutritional facts and ingredients?

Yes, very important	6
Yes, somewhat important	5
Neutral	4
No, not very important	0
No, not important at all	0



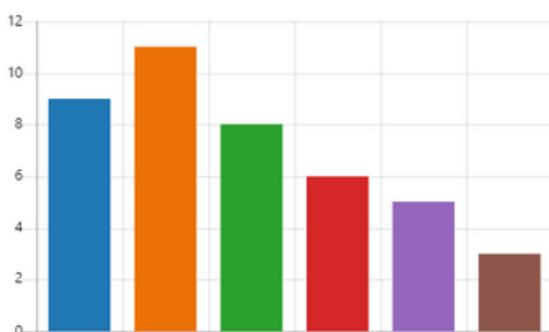
8. How interested are you in using a grocery delivery app that provides recipes along with ingredient delivery?

Very interested	4
Interested	8
Neutral	3
Not very interested	0
Not interested at all	0



9. When looking for new recipes to get the ingredients, which factors influence your choice the most? (Select up to three)

Quick and easy preparation	9
Healthiness/nutritional value	11
Variety of ingredients	8
Cuisine or flavor preferences	6
Cooking time	5
Special dietary requirements	3



10. How important is it for the app to provide detailed cooking instructions and step-by-step visuals for the selected recipes?

Extremely important	5
Very important	3
Moderately important	5
Slightly important	2
Not important	0



11. Would you prefer the app to suggest ingredient substitutions for recipes based on availability and dietary preferences?

Yes, definitely	7
Yes, if it doesn't compromise t...	5
Neutral	3
No, I prefer following the origi...	0



12. How important is it for the app to provide portion sizes that can be adjusted based on the number of servings you need to get the ingredients accordingly?

Extremely important	4
Very important	4
Moderately important	6
Slightly important	1
Not important	0



13. Would you appreciate personalized product recommendations based on your purchase history?

Yes, definitely	5
Yes, to some extent	5
Neutral	5
No, not really	0
No, not at all	0



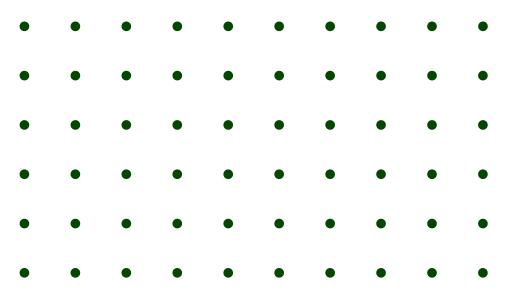
14. How far in advance would you prefer to receive the ingredient delivery before cooking?

Same day	9
1 day in advance	2
2 days in advance	0
3 days or more in advance	0
No preference	4



15. How do you feel about paying delivery fees for grocery delivery?

17. Do you have any innovative ideas or features that you would love to see in the app? Whether it's related to recipes, ingredient selection, delivery, or any other aspect, we'd love to hear your creative suggestions! Please share your unique ideas below:



Responses

I'd love to see more integration with real-time data sources, like news feeds or weather updates, to provide users with even more relevant and up-to-date information. Additionally, incorporating voice recognition for more natural interactions could be an exciting feature.

NA

I would also like to have step by step videos of making a recipe which I think is a useful feature.

No such ideas

Maybe adding a customer forum, where customer shares their own recipe with ingredients list which is available to all the users to view.

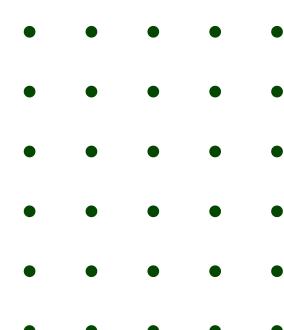
Try to delivery product in 2hour before making the recipes

No such ideas

Make sure there is no hidden charges

Include selling of organic products

Include features using AI



Interviews



User Persona



Debayan Chattopadhyay

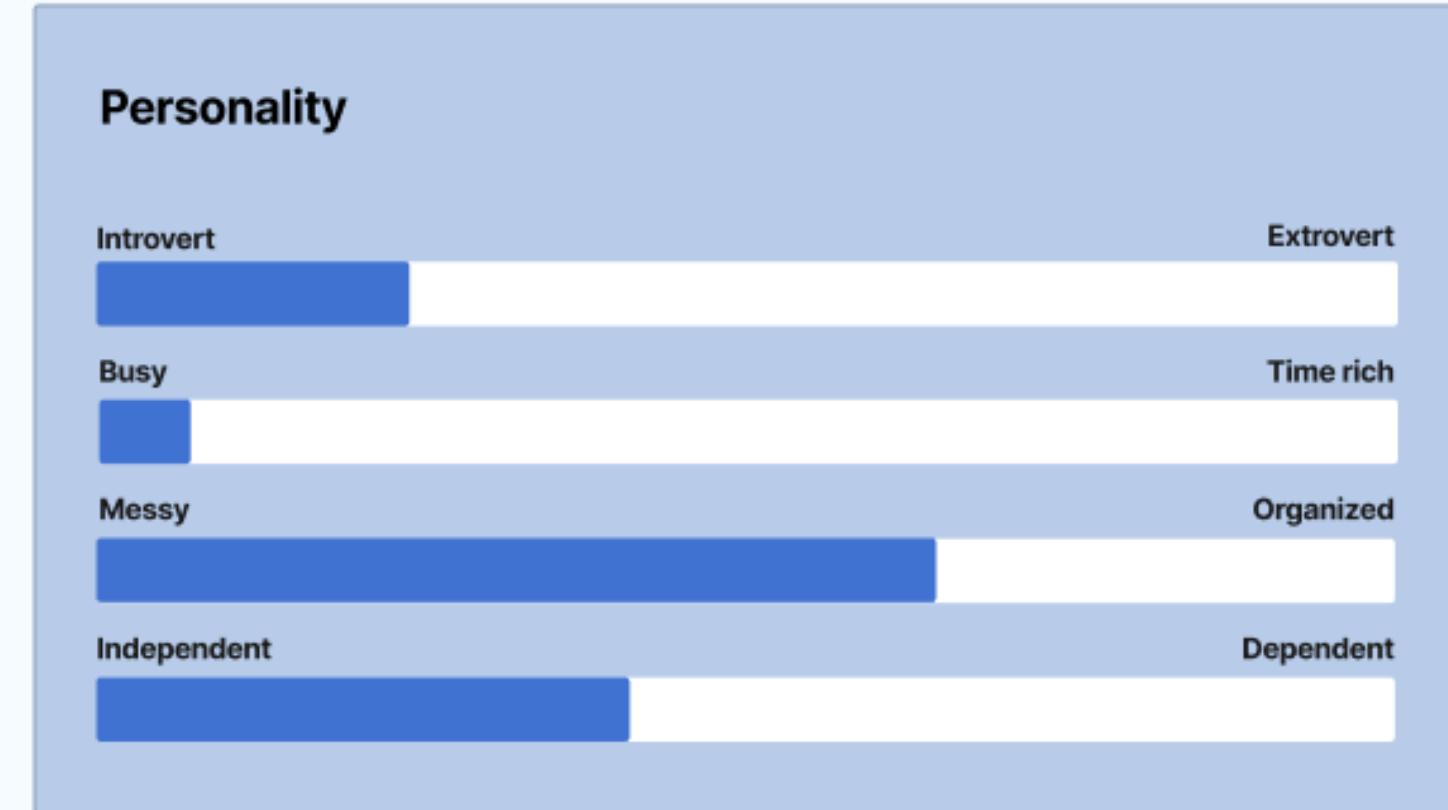
- **Age:** 21
- **Occupation:** Student
- **Location:** Phagwara, Punjab
- **Shopping Frequency:** Rarely
- **Minimum Daily Expenditure:** Rs. 300

I am a student and I enjoy making food but my college work and studies held me back most of the days.

I do grocery shopping once in three weeks. The whole process of making a note of what i need, to shopping, carrying them home, take a lot of time and effort.

Frustrations:

- Doesn't have the time to go shopping as much as he likes.
- Hate carrying heavy bags.
- Doesn't want to wait for too long for his delivery.



Needs:

- Product he is looking for to be available.
- Get shopping done quickly.

Frequently used Apps:

- Facebook
- Instagram
- Whatsapp
- Amazon
- Swiggy

User Persona



Joydeep Roy

- **Age:** 24
- **Occupation:** Student
- **Location:** Phagwara, Punjab
- **Shopping Frequency:** Frequently
- **Minimum Daily Expenditure:** Rs. 450

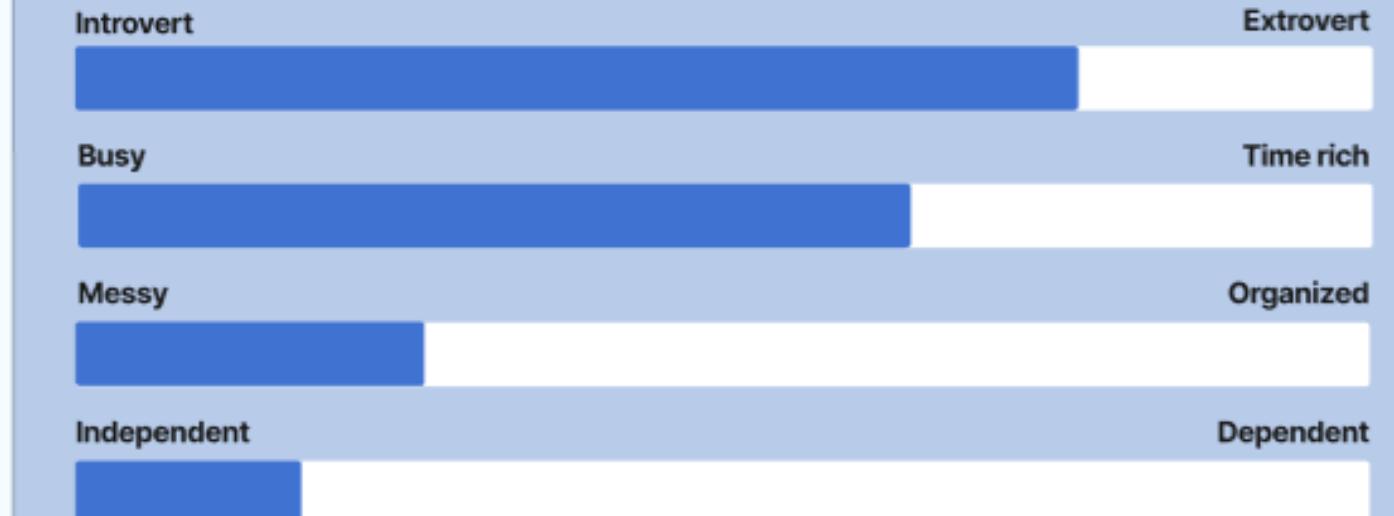
I am a student and I enjoy making food. I cook most of the days at home and rarely dine outside.

I do grocery shopping once or twice in a week. I like shopping from store as I can pick fresh groceries and ingredients by viewing the items physically.

Frustrations:

- Doesn't like someone pick his groceries and ingredients.
- Online doesn't let him explore new ingredients.
- Hates waiting for delivery.

Personality



Needs:

- To have more variety in brand selection so he doesn't have to shop at multiple stores.
- Get shopping done quickly.

Frequently used Apps:

- Instagram
- Whatsapp
- Amazon
- Zomato
- Netflix

Empathy Mapping

What he says:

- I wish I had more time to cook and try new recipes.
- I struggle to balance cooking with my college workload.
- I often forget to buy essential ingredients.

What he Thinks:

- Cooking helps me relax and unwind.
- How can I make grocery shopping more efficient?
- I wonder if there's a way to integrate cooking into my busy schedule.

What I See:

- Piles of textbooks and study materials
- A cluttered and busy college schedule
- A well-organized kitchen

What he Does:

- Plan meals and cooking sessions during study breaks
- Make shopping lists and try to stick to them
- Occasionally order takeout due to lack of ingredients or time

What he says:

- I prefer cooking at home because it's healthier and more affordable."
- I look forward to my weekly grocery store visits."
- I want to ensure the quality of the ingredients I use.

What he Thinks:

- Cooking helps me relax and unwind.
- How can I balance my cooking hobby with my busy college schedule?
- I hope I can find all the ingredients I need at the store.

What I See:

- A well-organized kitchen with a variety of cooking utensils
- Friends enjoying the meals he prepares

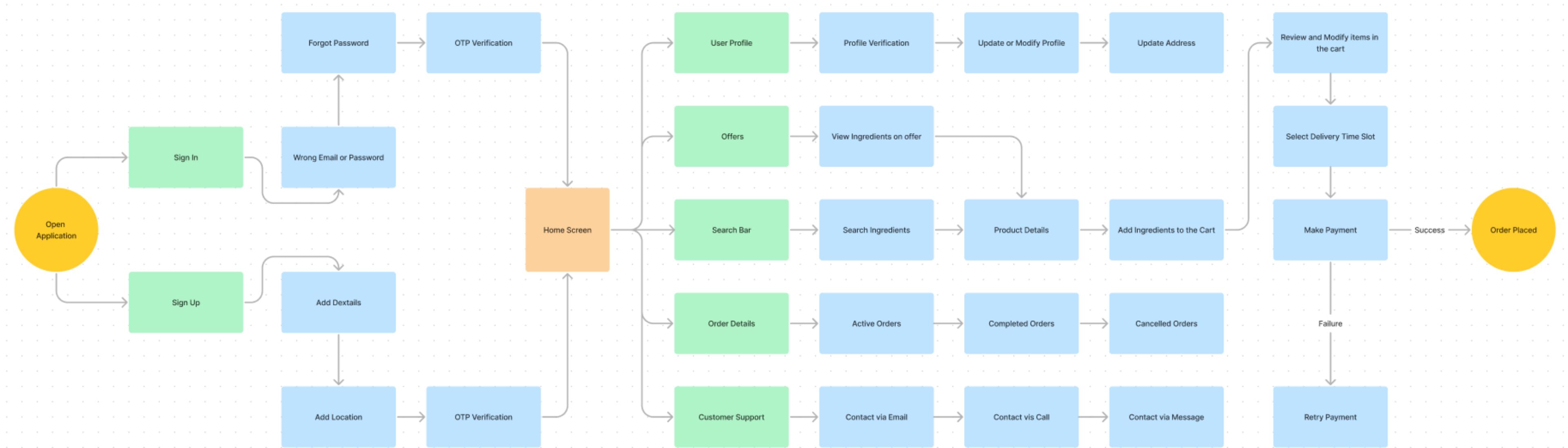
What he Does:

- Plan meals and cooking sessions as a break from studying
- Make detailed shopping lists before visiting the grocery store
- Explore new recipes

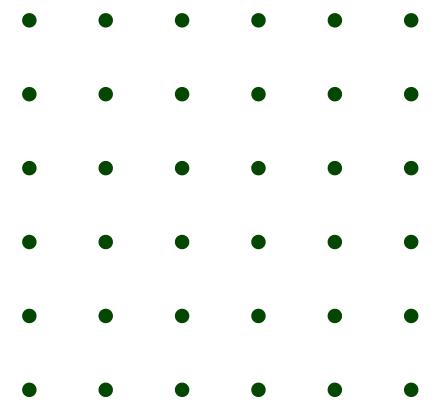
Empathy Mapping for first User Persona

Empathy Mapping for second User Persona

Current User Flow



Insights

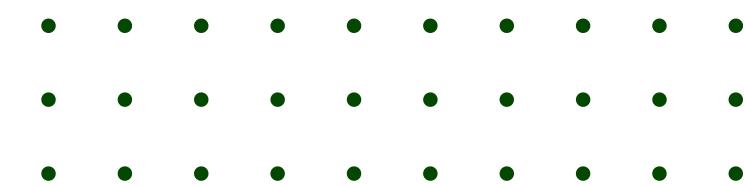


User Behavior Insights:

- 1. Recipe-Centric Shopping:** Many users prefer recipe-based meal planning, as it helps them discover new dishes and ensures they purchase only what they need.
- 2. Desire for Efficiency:** Users are looking for apps that streamline the entire cooking process, from recipe discovery to ingredient procurement.

Design Opportunities:

- 1. Seamless Integration:** There's an opportunity to create a user-friendly app that seamlessly integrates recipe discovery and ingredient shopping, reducing the need for multiple platforms.
- 2. Personalization:** Users appreciate personalized recipe recommendations that cater to their dietary preferences and restrictions.
- 3. Efficient Shopping:** The ability to convert recipes into shopping lists with adjusted quantities for specified servings can greatly enhance the user experience.



Redefine Design Brief

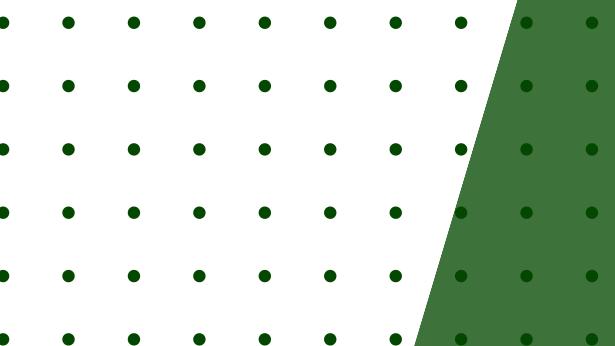
Objective: Design a seamless, personalized app that simplifies meal planning, grocery shopping, and cooking.

Target Audience: Home cooks, busy professionals, families, health-conscious, and sustainability-focused users.

Key Insights: Digital-first mindset, recipe-centric shopping, safety, and sustainability.

Design Opportunities: Integrate recipe discovery, personalize user journeys, enable effortless shopping, and prioritize sustainability.

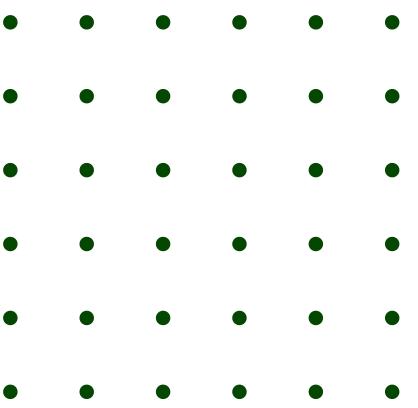
Conclusion: Our design brief centers on creating an efficient, personalized, and inspiring culinary experience, aligning with modern user needs and concerns.



Features

- User-Friendly Interface for easy understanding
- Product Catalog with detailed description
- Customize or select particular ingredients for the selected recipe
- Detailed recipe cooking instructions with videos
- Shopping cart management
- Multiple payment options
- Delivery options
- Real time tracking
- Promotions and discounts
- Customer support

Scenario Building

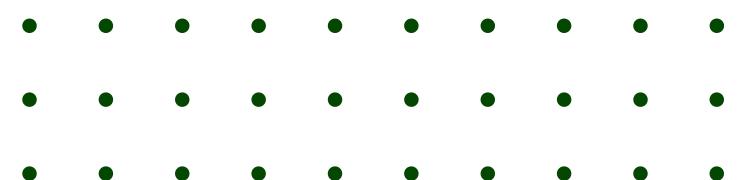


Scenario 1:

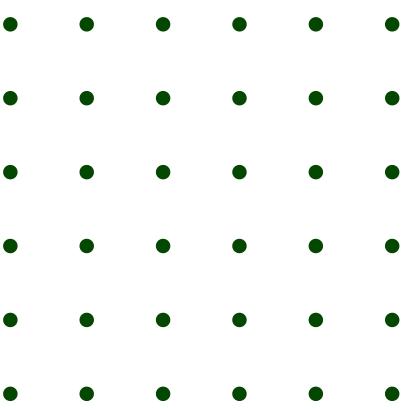
Imagine a scenario where a user comes across an enticing recipe somewhere but can't remember all the details. They're eager to make it, but to do so, they have to search through various websites, apps, or watching multiple videos. This process not only consumes the user's valuable time but can also be quite frustrating.

Solution:

Users can save a significant amount of time by using our app, which consolidates all the necessary features and resources in one place. This means they won't have to waste time searching through multiple websites, apps, or videos; everything they need will be readily available at their fingertips.



Scenario Building

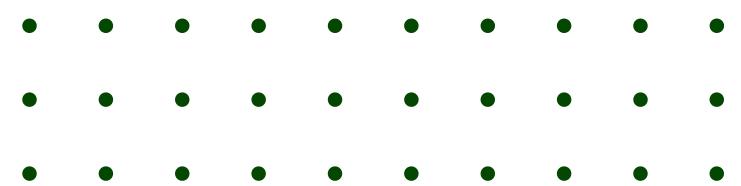


Scenario 2:

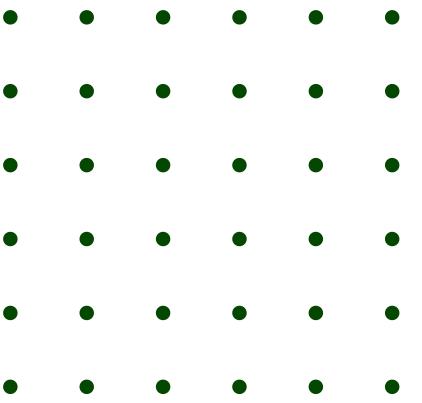
When a user wishes to prepare a recipe for a specific number of people but is uncertain about the quantity of ingredients required for the desired serving size frustrating.

Solution:

Through our app, users can conveniently purchase the precise quantities of ingredients needed for their desired recipe. In cases where the exact quantity isn't available, the app will present alternative available options.



Scenario Building

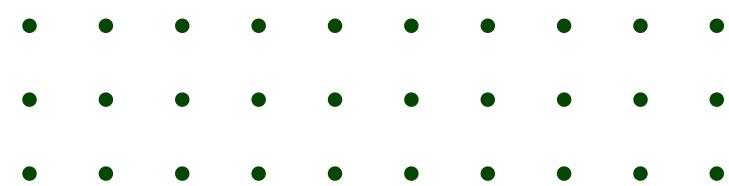


Scenario 3:

Imagine a situation where a user's daily schedule is packed with work and commitments, leaving them with little to no time to physically go out and purchase the necessary ingredients for their home.

Solution:

In a matter of minutes, users can place their orders of choice through our app and have the ingredients delivered to their homes at their preferred time slots, aligning with the schedules that most of our users find convenient.



Specification

App Name: GreenScale

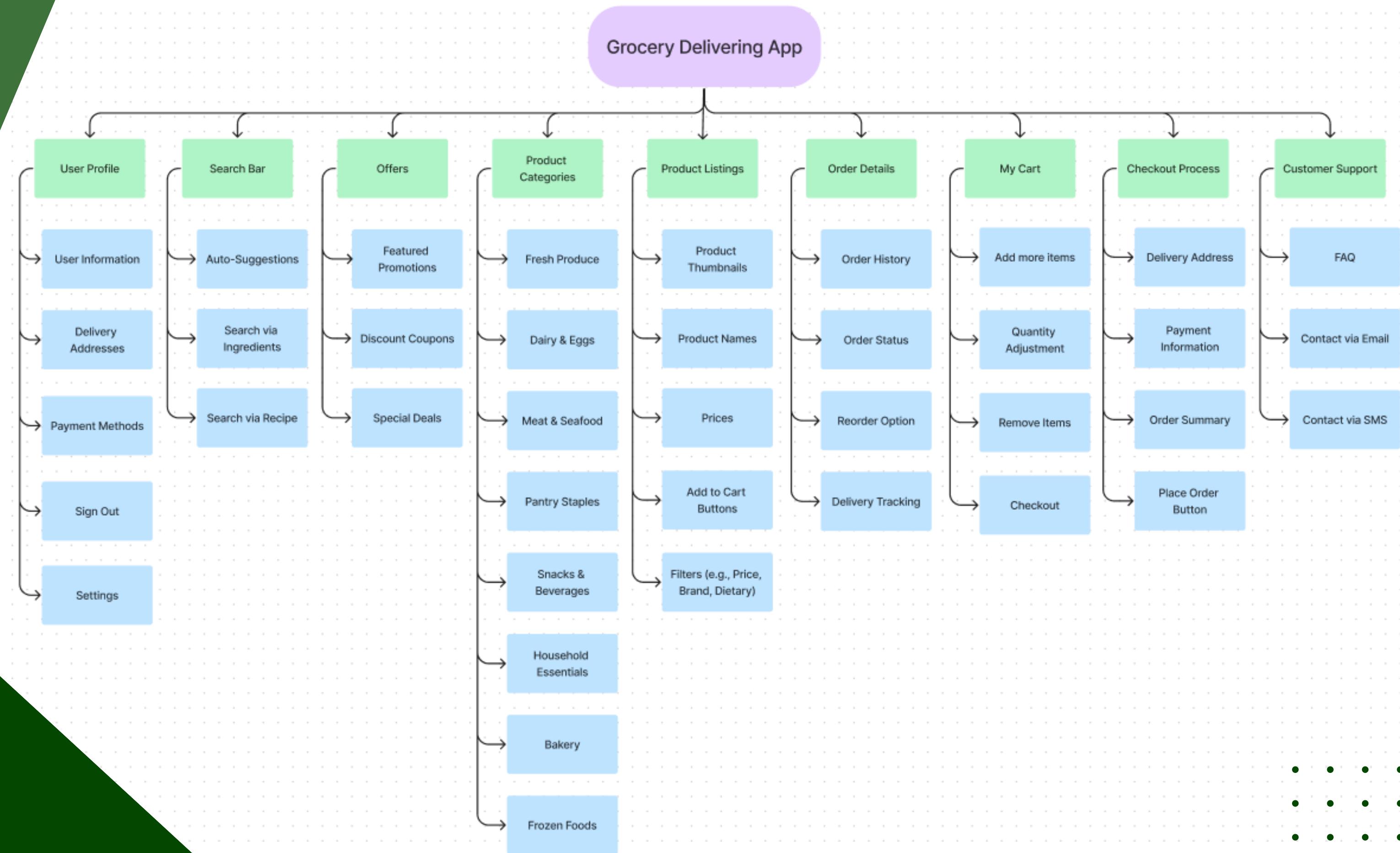
Target Audience:

- *Home Cooks*: Enthusiastic home cooks who enjoy trying new recipes and exploring diverse cuisines.
- *Busy Professionals*: Individuals with demanding schedules who value efficient meal planning and grocery shopping.
- *Families*: Parents and caregivers responsible for preparing meals for their households.

Market Focus:

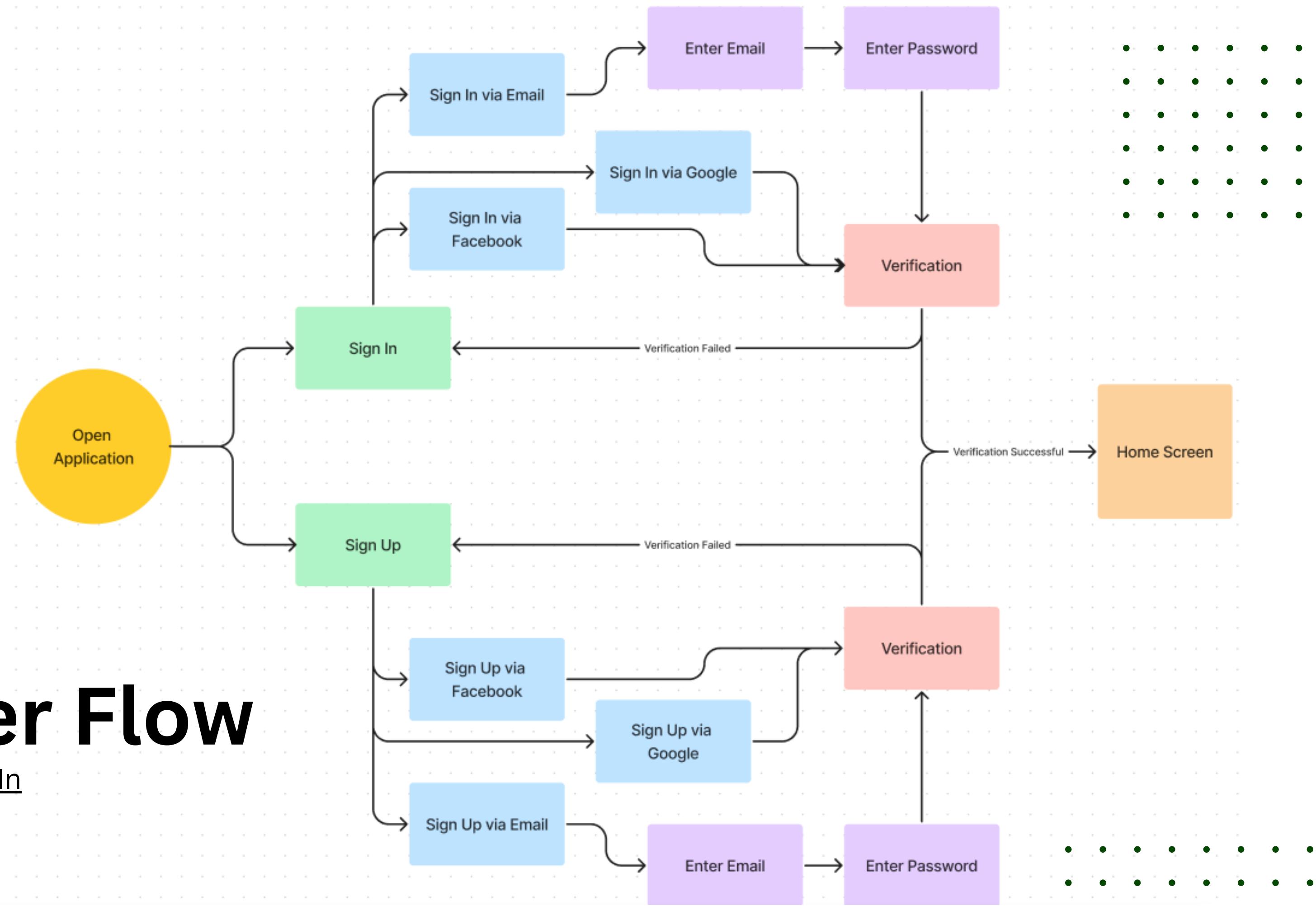
Initially, the app will launch in geographic locations which are favorable to us and will expand overtime.

Information Architecture



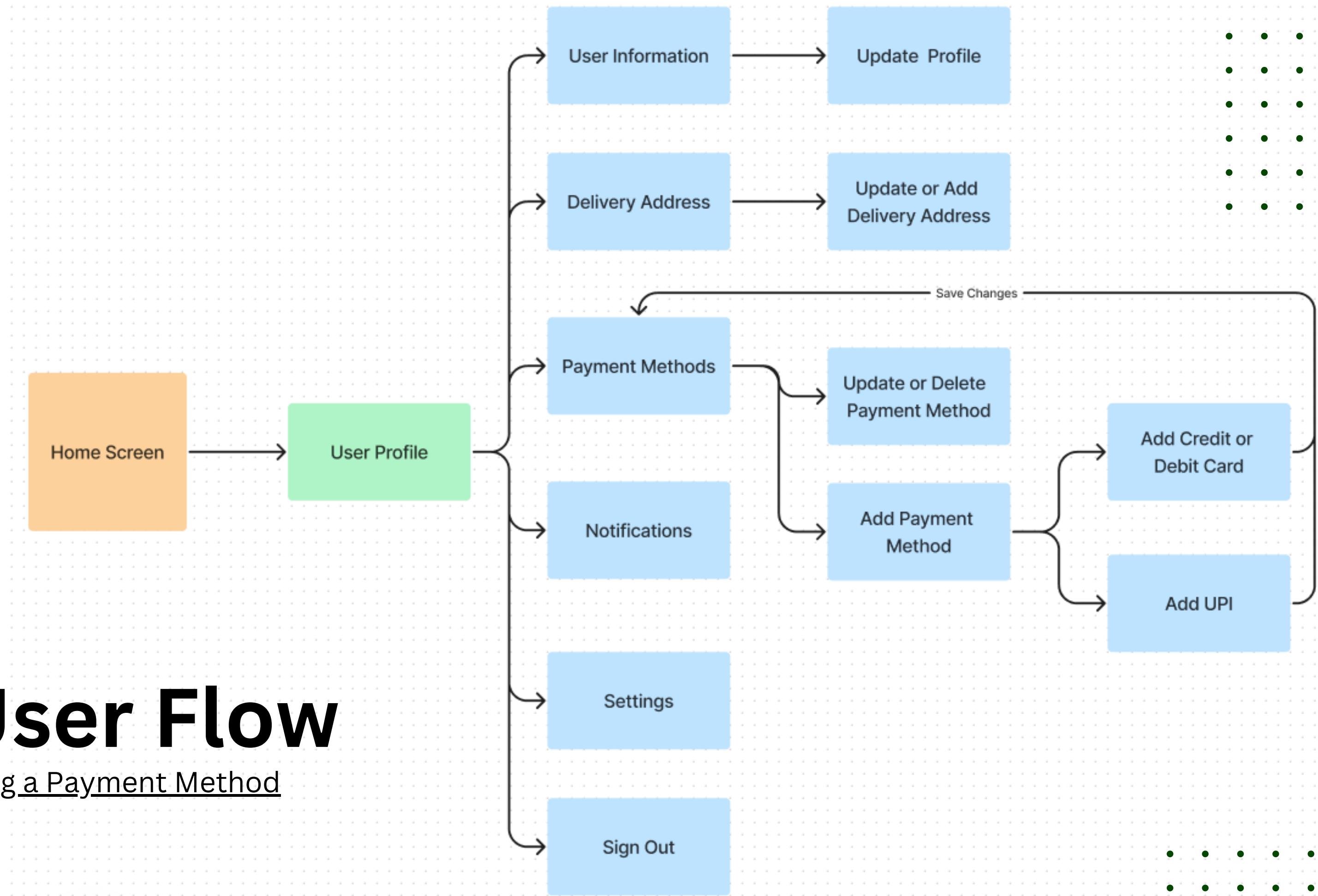
New User Flow

Login In



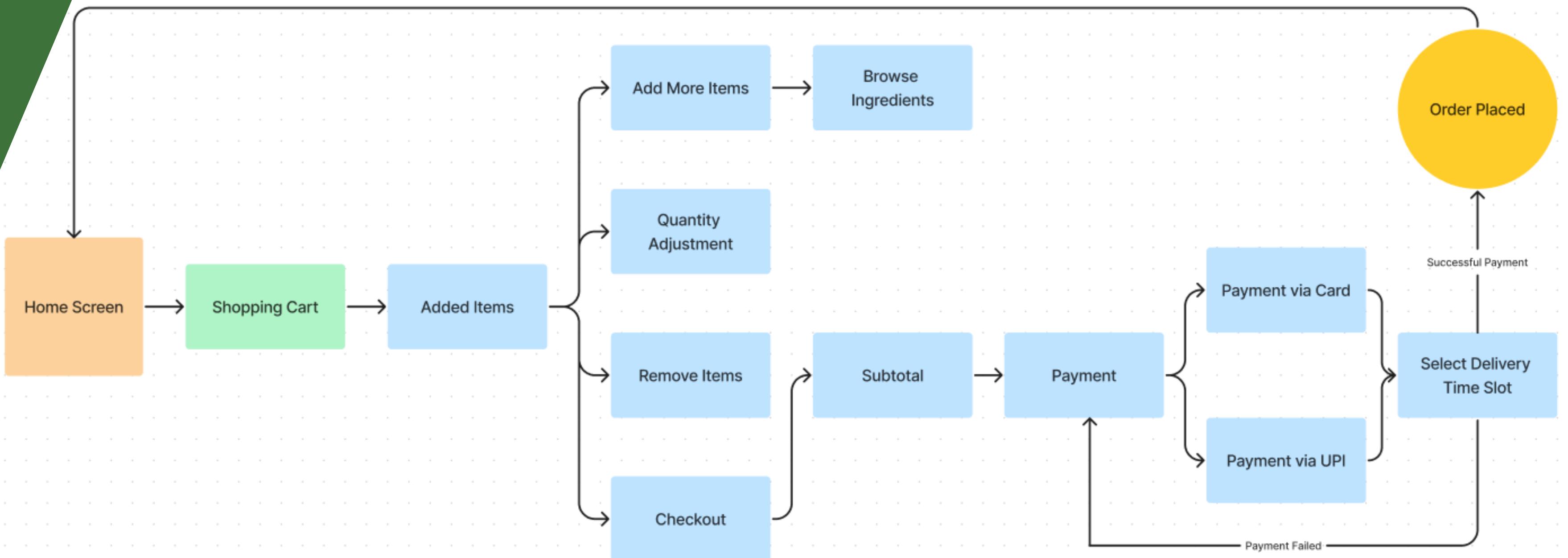
New User Flow

Task 1: Adding a Payment Method

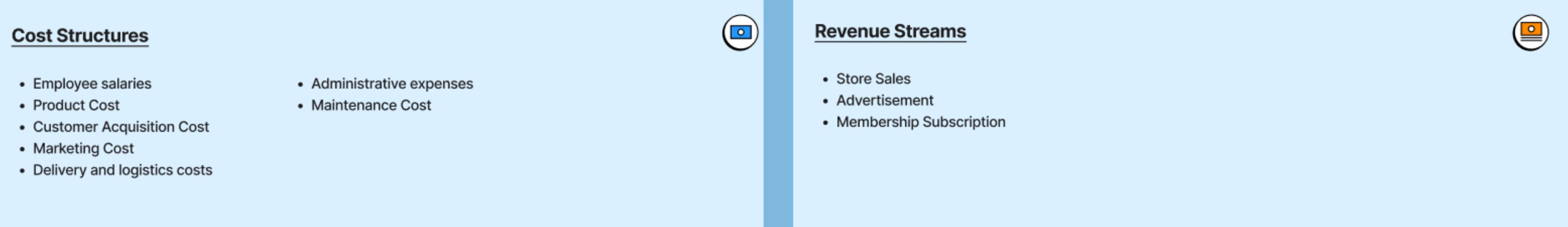
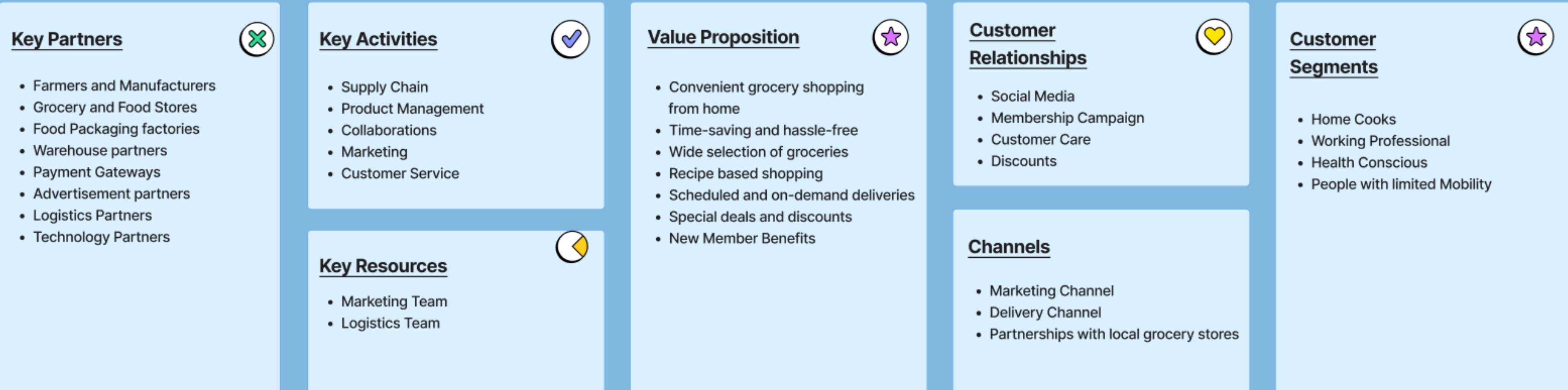


New User Flow

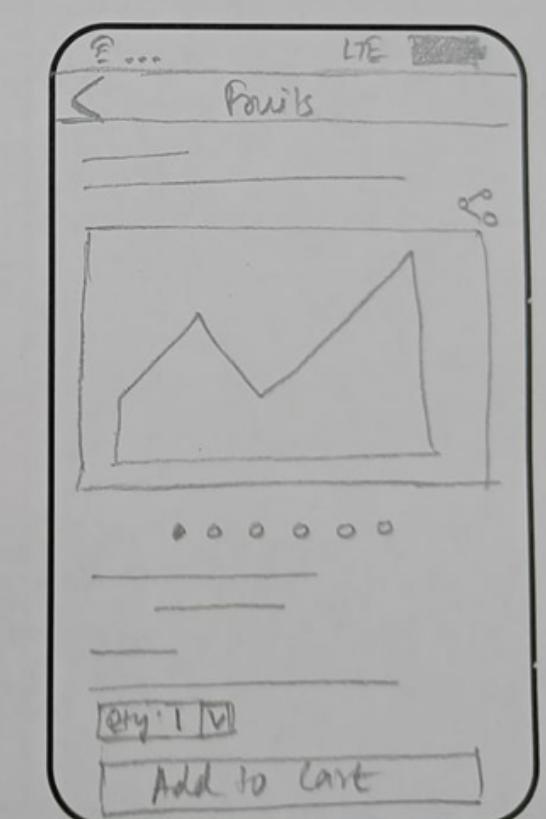
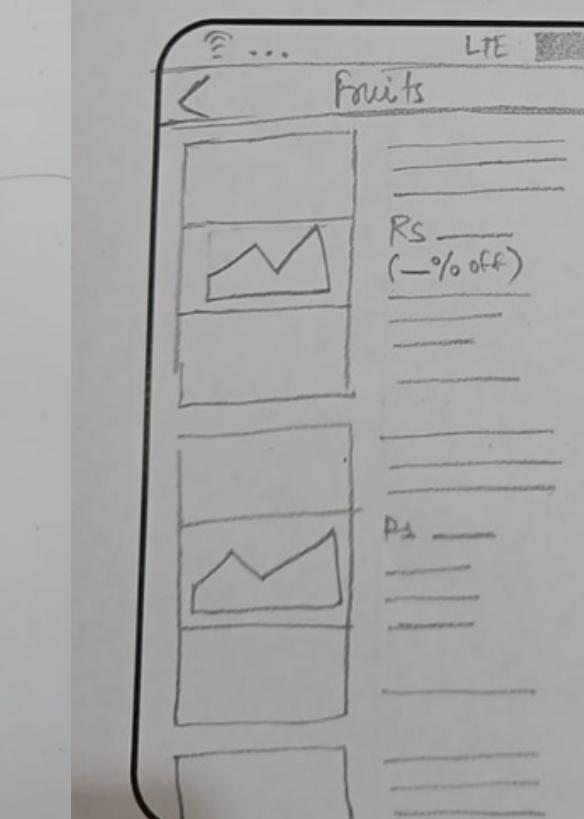
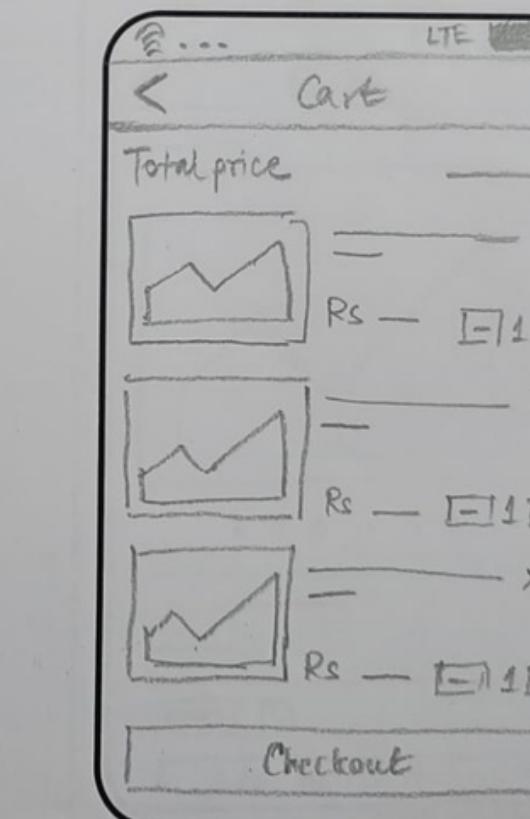
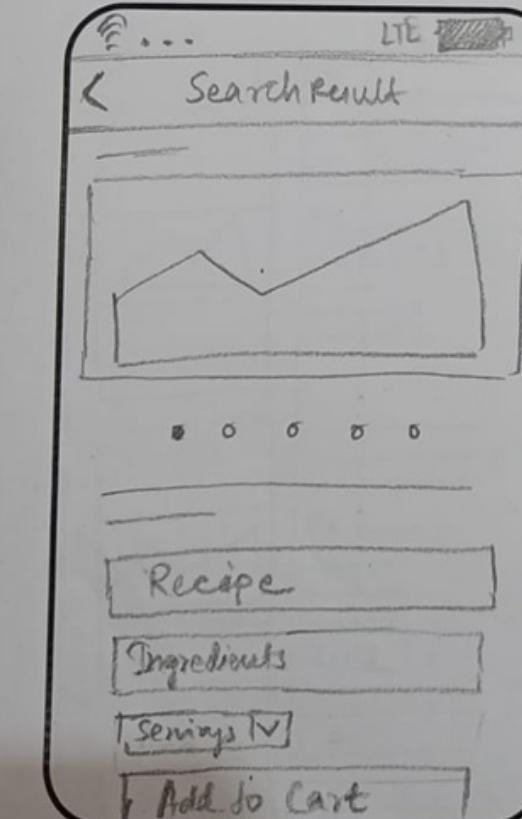
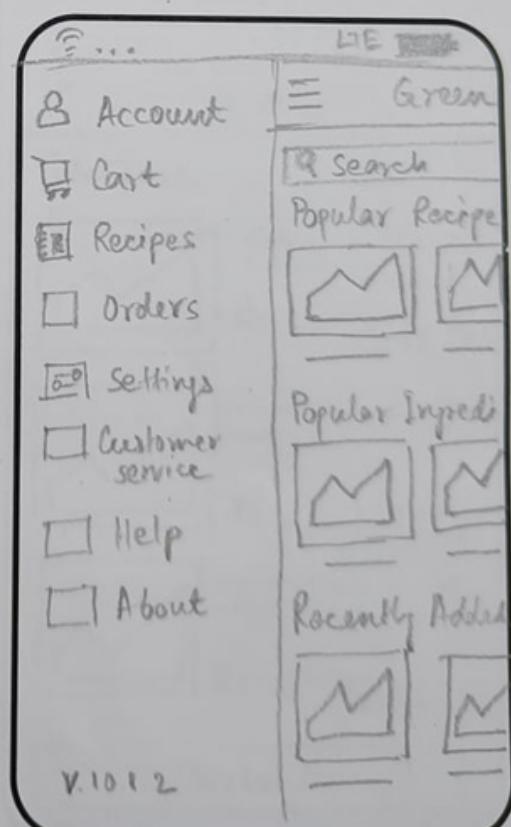
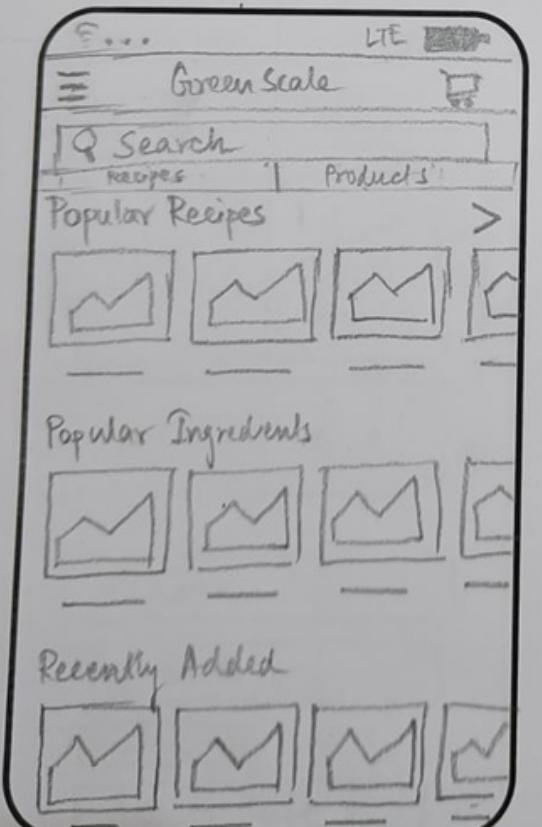
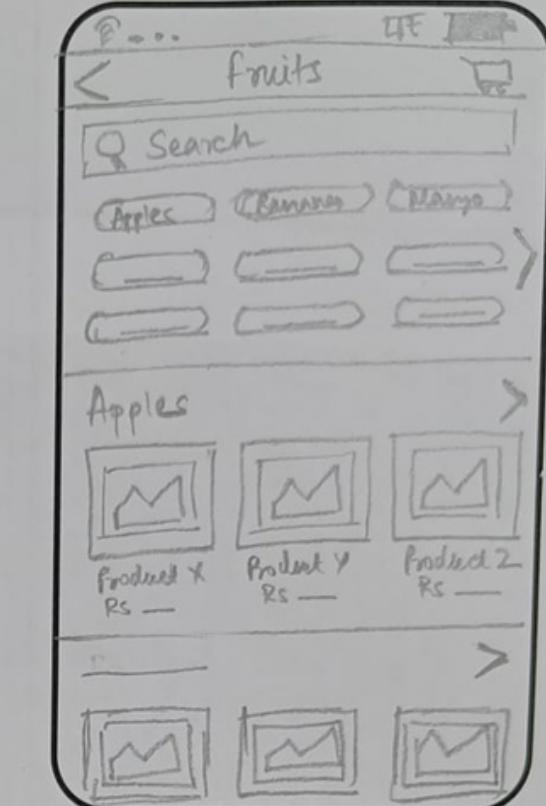
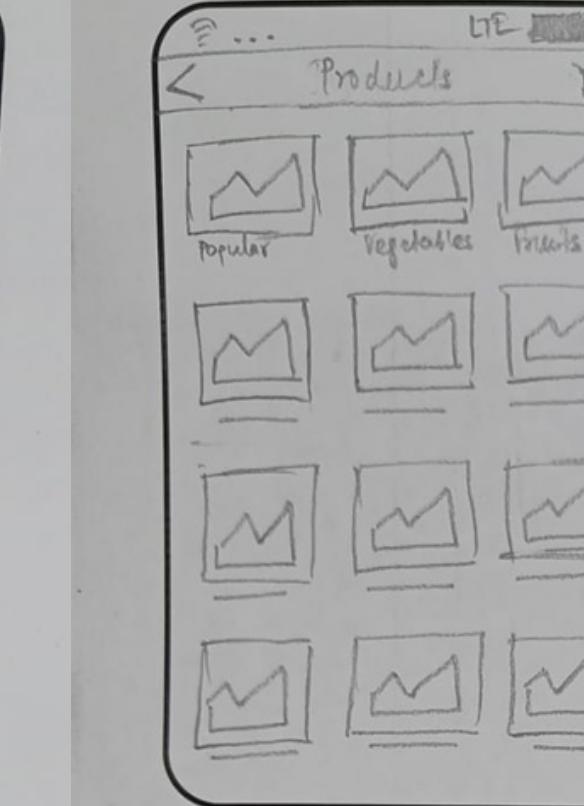
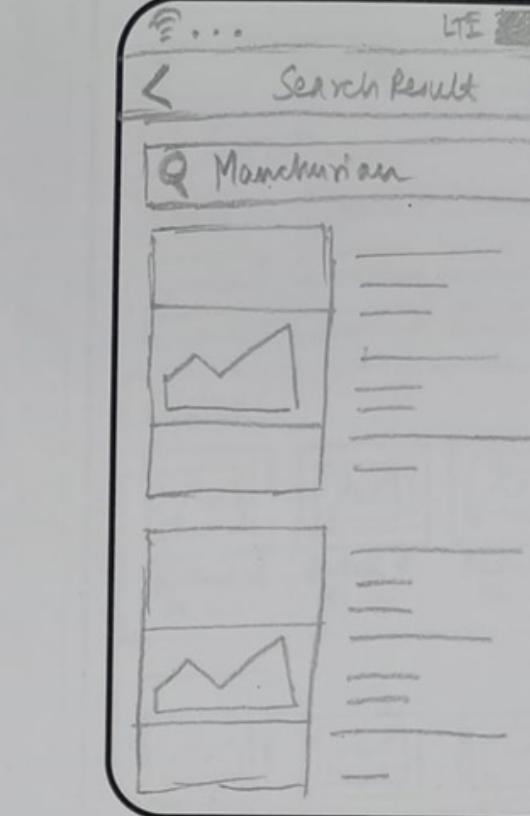
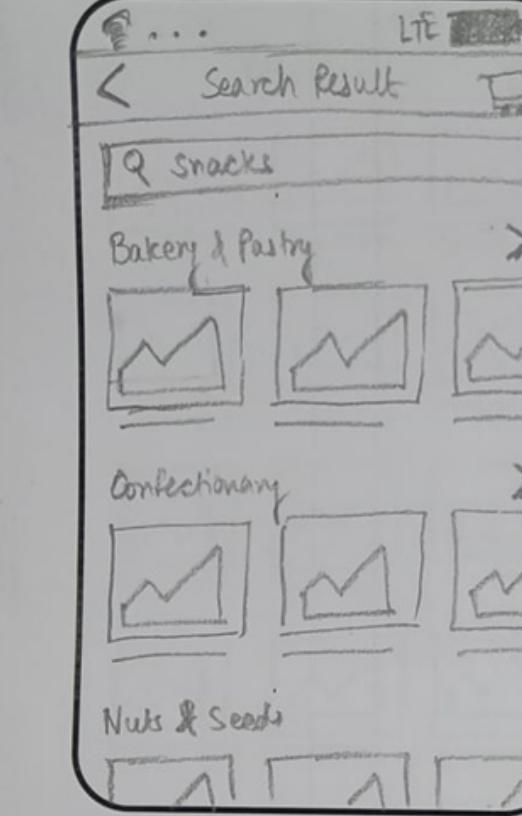
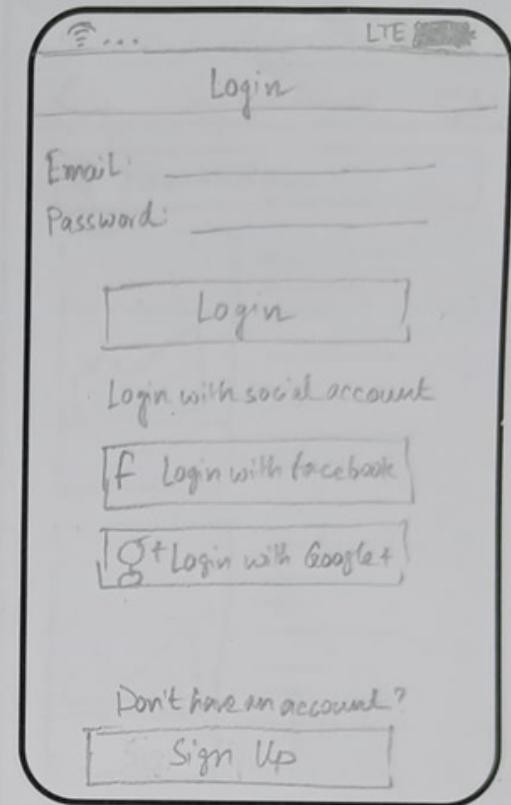
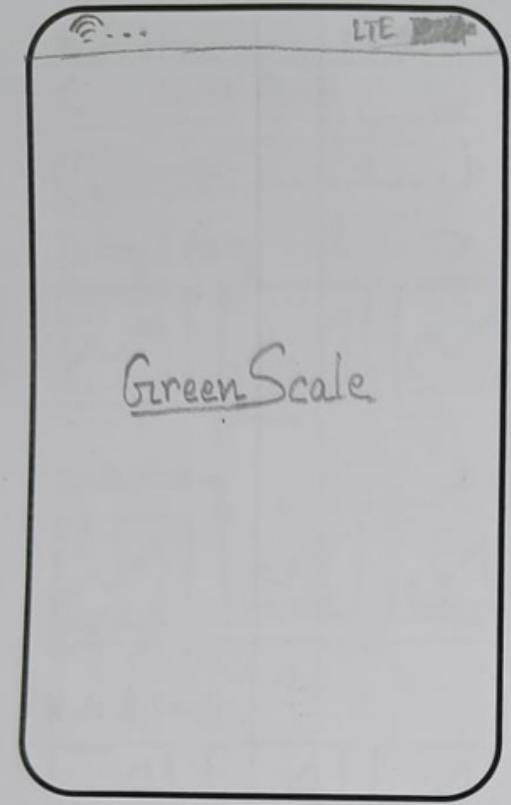
Task 2: Checkout an order



Business Canvas Model



Low-Fidelity Wireframe



HighFidelity Wireframe

Open Screen
09:25 AM



GreenScale

Login Screen
09:25 AM

Close Login

Email

Password

Login

Login with social network account

G Login with Google

f Login with Facebook

Don't have an account ?

Sign Up

Home Screen
09:25 AM

≡ GreenScale Cart

Search Recipes Ingredients

Popular Recipes >



Recipe X



Recipe Y



Recipe Z

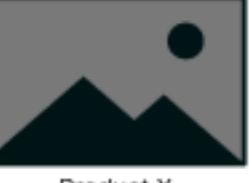
Popular Ingredients >



Product X



Product X



Product X

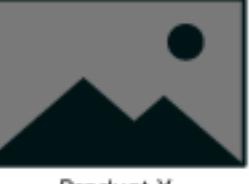
Recently Added >



Product X



Product X



Product X

Discounted Items >



Product X



Product X



Product X

HighFidelity Wireframe

Menu Screen

09:25 AM

GreenScale

- Account
- Cart
- Recipes
- Orders
- Settings
- Customer Service
- Help
- About

v 1.0.1.2

Search Screen

09:25 AM

GreenScale

Q Snacks

Recipes Ingredients

Bakery & Pastry

Product X Product Y Product Z

Confectionary

Product X Product X Product X

Nuts & Seeds

Product X Product X Product X

Biscuits & Cookies

Product X Product X Product X

Product Screen

09:25 AM

GreenScale

Q Lays

Lay's Potato Chips 50g/52g, India's Masala Magic Flavour, Crunchy Chips & Snacks ...

Magic Masala

4.4 *****

Rs. 20
(Rs. 40/100g)

Get it by tomorrow

Free Delivery starting from order above Rs. 499

Lay's Potato Chips 90g/115g, American Style Cream & Onion Flavour, Crunchy Chips & Snacks ...

Cream & Onion

4.6 *****

Rs. 40
(Rs. 40/100g)

Get it by tomorrow

Free Delivery starting from order above Rs. 499

Lay's Potato Chips 25g, Chile Lemon Flavour, Crunchy Chips & Snacks ...

Chile Lemon

4.2 *****

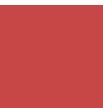
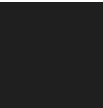
Rs. 10
(Rs. 40/100g)

Get it by tomorrow

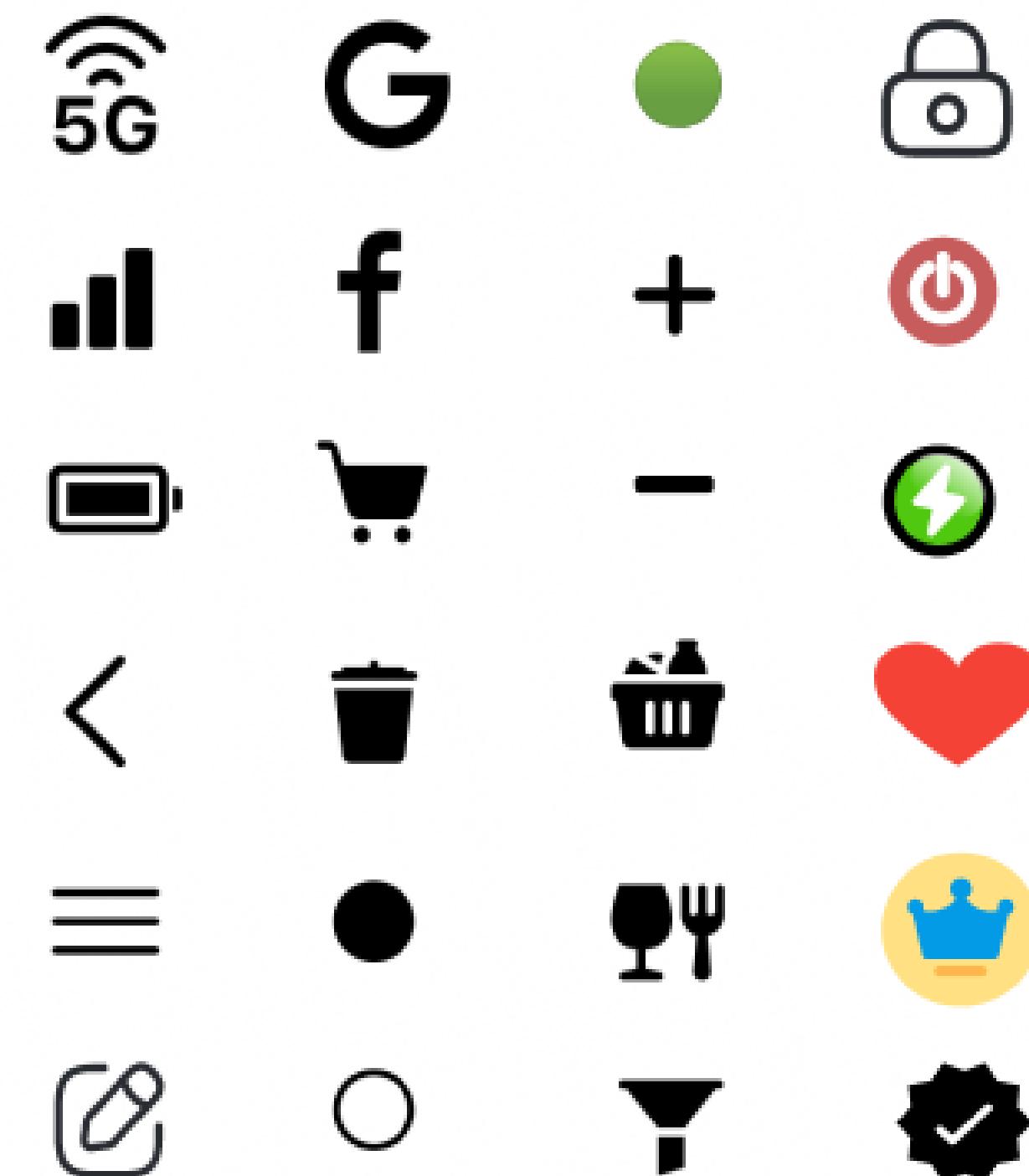
Free Delivery starting from order above Rs. 499

Style Guide

Colours

	087D4C
	DDB62D
	C74646
	1270A5
	D8EBE3
	DA3B3B
	E1C153
	FF541E
	1F1F1F

Icons



UI Screens

Open Screen
09:25 AM

GREENSCALE

Login Screen
09:25 AM

Close Login

Email

Password

Sign In

Login with social network account

G Login with Google

f Login with Facebook

Don't have an account ?

Sign Up

Home Screen
09:25 AM

≡ GreenScale Cart

Search | Recipes | Ingredients

Popular Recipes View More

 Pancake

 Pasta

 Burger

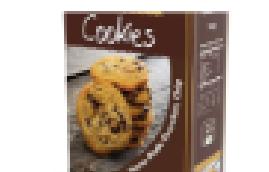
Popular Products View More

 Basmati Rice

 Sunflower Oil

 Maggi Noodles

Recently Added View More

 Royalty Cookies

 Sandwich Cookies

 Dry Fruit Cookies

Discounted Items View More

 Nachos

 Almonds

 Corn Flakes

UI Screens

Menu Screen

09:25 AM

GreenScale

- Account
- Cart
- Recipes
- Orders
- Settings
- Customer Service
- Help
- About

v 1.0.1.2

Search Screen

09:25 AM

GreenScale

Snacks

Recipes Ingredients

Bakery & Pastry

Sandwich Bread Garlic Bread Chocolate Cake

View More

Confectionary

Dairy Milk Chocolate Cookies Chocolate Cake

View More

Nuts & Seeds

Dry Fruits Almonds Cashew

View More

Biscuits & Cookies

Oreo Bourbon Dark Fantasy Choco Fills

View More

Search1 Screen

09:25 AM

GreenScale

Lays

Lay's Potato Chips 50g/52g, India's Masala Magic Flavour, Crunchy Chips & Snacks (...)

Magic Masala

Rs. 20
(Rs. 40/ 100g)

Delivery in 30 mins

Add

Lay's Potato Chips 90g/115g, American Style Cream & Onion Flavour, Crunchy Chips & Snacks (...)

Cream & Onion

Rs. 40
(Rs. 40/ 100g)

Delivery in 30 mins

Add

Lay's Potato Chips 25g, Chile Lemon Flavour, Crunchy Chips & Snacks (...)

Chile Lemon

Rs. 10
(Rs. 40/ 100g)

Delivery in 30 mins

Add

UI Screens

Product Screen

09:25 AM

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Q Lays

Lay's
Lay's Potato Chips 165g, India's Masala Magic Flavour, Crunchy Chips & Snacks (weight may vary)



New Nouveau

Magic Masala Masala magique

FLAVOURS FROM INDIA SAVOURE DE L'INDE

165 g

Rs. 60 (Rs 40.00/100g)

Inclusive of all taxes

FREE delivery starting from orders above Rs. 499, get it by tomorrow.

In Stock

Qty: 1

Add to Cart

Delivered from More SM Phagwara

Sold by More SM Phagwara

Cart Screen

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Subtotal ₹ 240.00

CheckOut



Lay's Potato Chips 165g, India's Masala Magic Flavour, Crunchy Chips & Snacks (...
Magic Masala

₹ 60

- 1 +

Delivery in 30 mins

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Lay's Potato Chips 165g, Chile Lemon Flavour, Crunchy Chips & Snacks (...
Chile Lemon

₹ 60

- 1 +

Delivery in 30 mins

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Lay's Potato Chips 165g, American Style Cream & Onion Flavour, Crunchy Chips & Snacks (...
Cream & Onion

₹ 120

- 2 +

Delivery in 30 mins

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Account Screen

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My Account



Your Name

+91 xxxxxxxxx

Premium

Email Address emailaddress@gmail.com

Date of Birth 28 February 2000

Gender Female

Edit Profile

Change Password

LogOut

UI Screens

Recipe Screen
09:25 AM

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Saved Recipes

- Pancake
- Veg Burger
- Manchurian
- Mixed Fried Rice

Recipe1 Screen
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Saved Recipes



Pancake

Ingredients:

- 1 1/2 cups all-purpose flour
- 3 1/2 teaspoons baking powder
- 1 tablespoon granulated sugar
- 1/4 teaspoon salt
- 1 1/4 cups milk
- 3 tablespoons melted butter
- 1 large egg
- Vegetable oil or cooking spray for greasing the pan

Instructions:

1. In a large bowl, whisk together the flour, baking powder, sugar, and salt.
2. In a separate bowl, whisk together the milk, melted butter, and egg.
3. Pour the wet ingredients into the dry ingredients and whisk until just combined. Do not overmix, as this can lead to tough pancakes.
4. Heat a griddle or frying pan over medium heat. Grease the pan with vegetable oil or cooking spray.
5. Pour 1/4 cup of batter onto the griddle or pan for each pancake. Cook for 2-3 minutes, or until bubbles form on the surface of the pancakes and the edges start to brown.
6. Flip the pancakes and cook for an additional 1-2 minutes, or until browned on the other side.
7. Serve immediately with your favorite toppings, such as maple syrup, butter, fresh fruit, or whipped cream.

Recipe2 Screen
09:25 AM

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Saved Recipes

Tips:

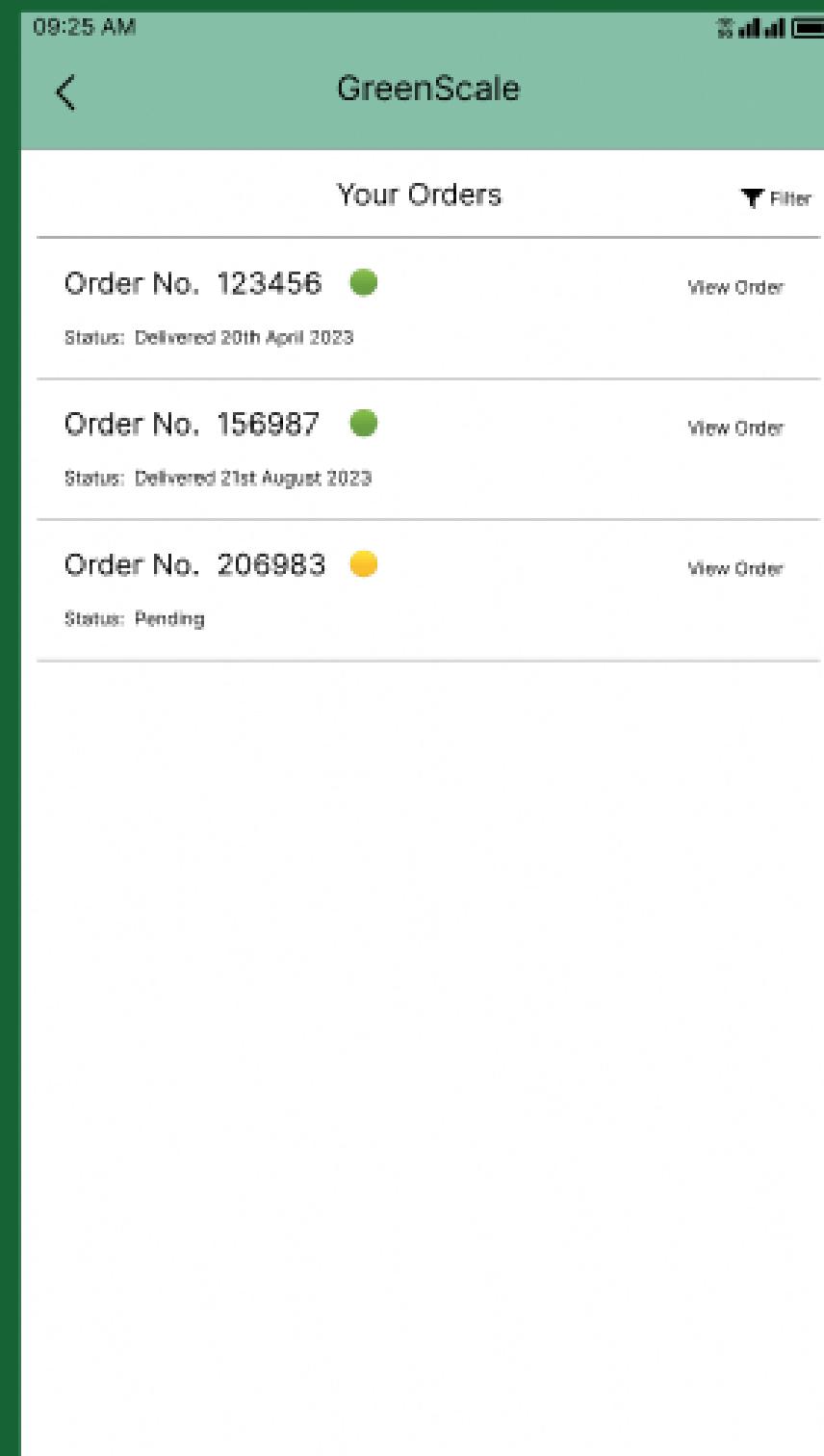
- For extra fluffy pancakes, use buttermilk instead of milk.
- If you don't have buttermilk, you can make your own by adding 1 tablespoon of lemon juice or white vinegar to 1 cup of milk and letting it sit for 5 minutes.
- To make sure your griddle or pan is hot enough, sprinkle a few drops of water on it. If the water sizzles and evaporates quickly, the griddle is ready.
- Don't overcook the pancakes, or they will become tough and dry.

YouTube Links:

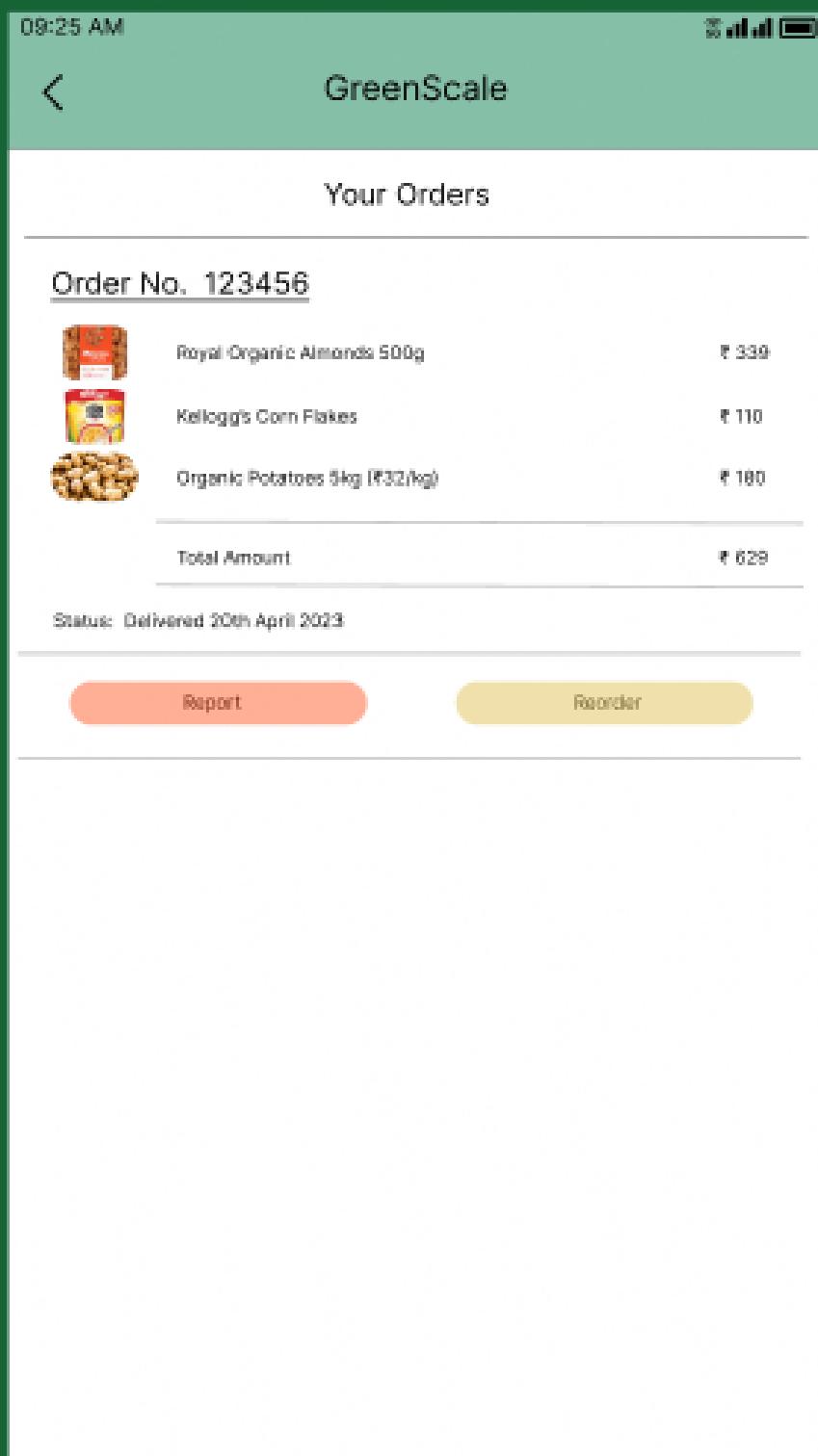
- [How to Make Pancakes at Home | Easy Pancake Recipe](#) by Hands Touch
- [How to make Pancakes | Fluffy Pancake Recipe](#) by Recipes by Carina
- [The Best Pancakes You'll Ever Make | Epicurious 101](#) by Epicurious
- [FLUFFY Pancakes Recipe](#) by Preppy Kitchen
- [Making IHOP Pancakes at Home | But Better](#) by Joshua Weissman

UI Screens

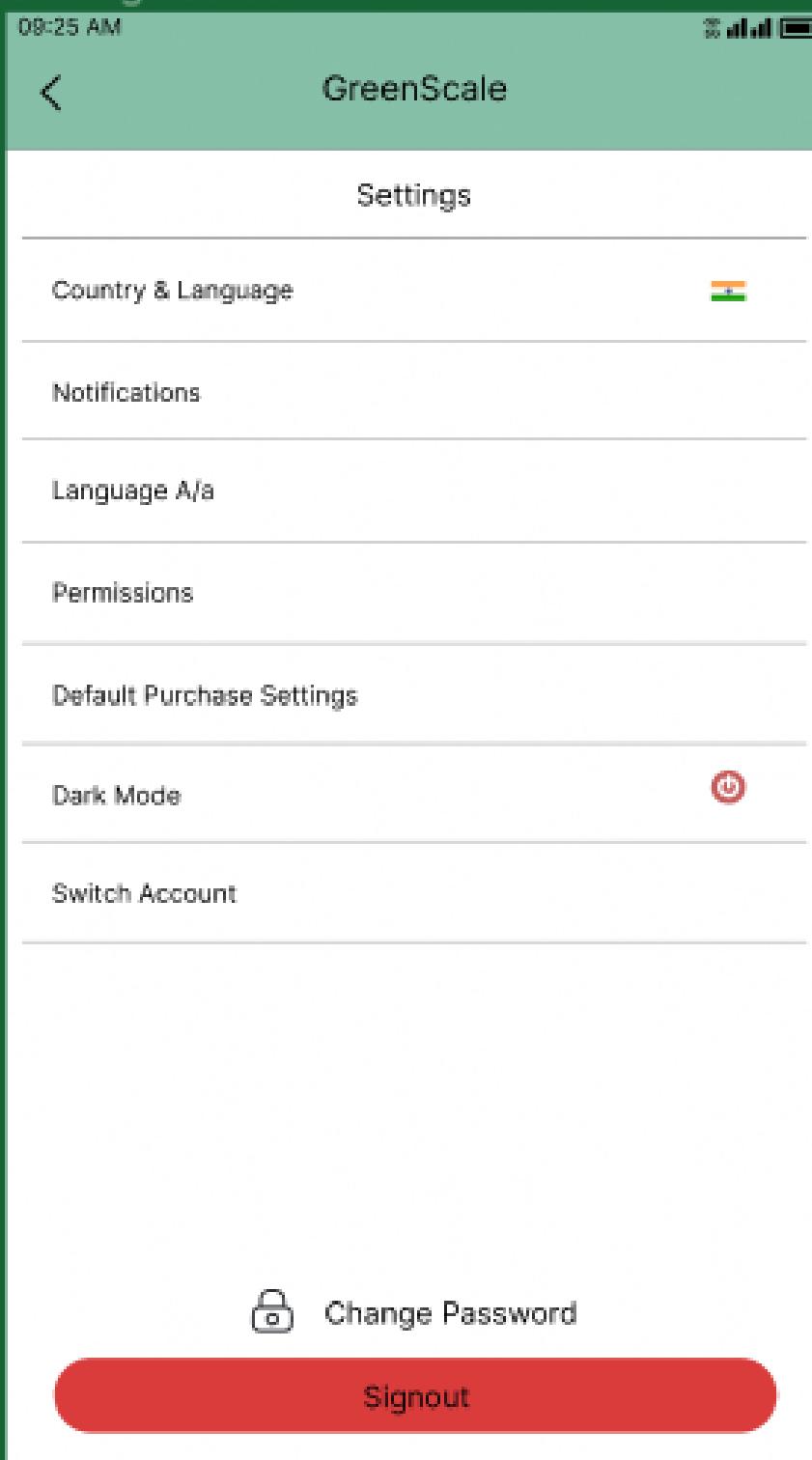
Order Screen



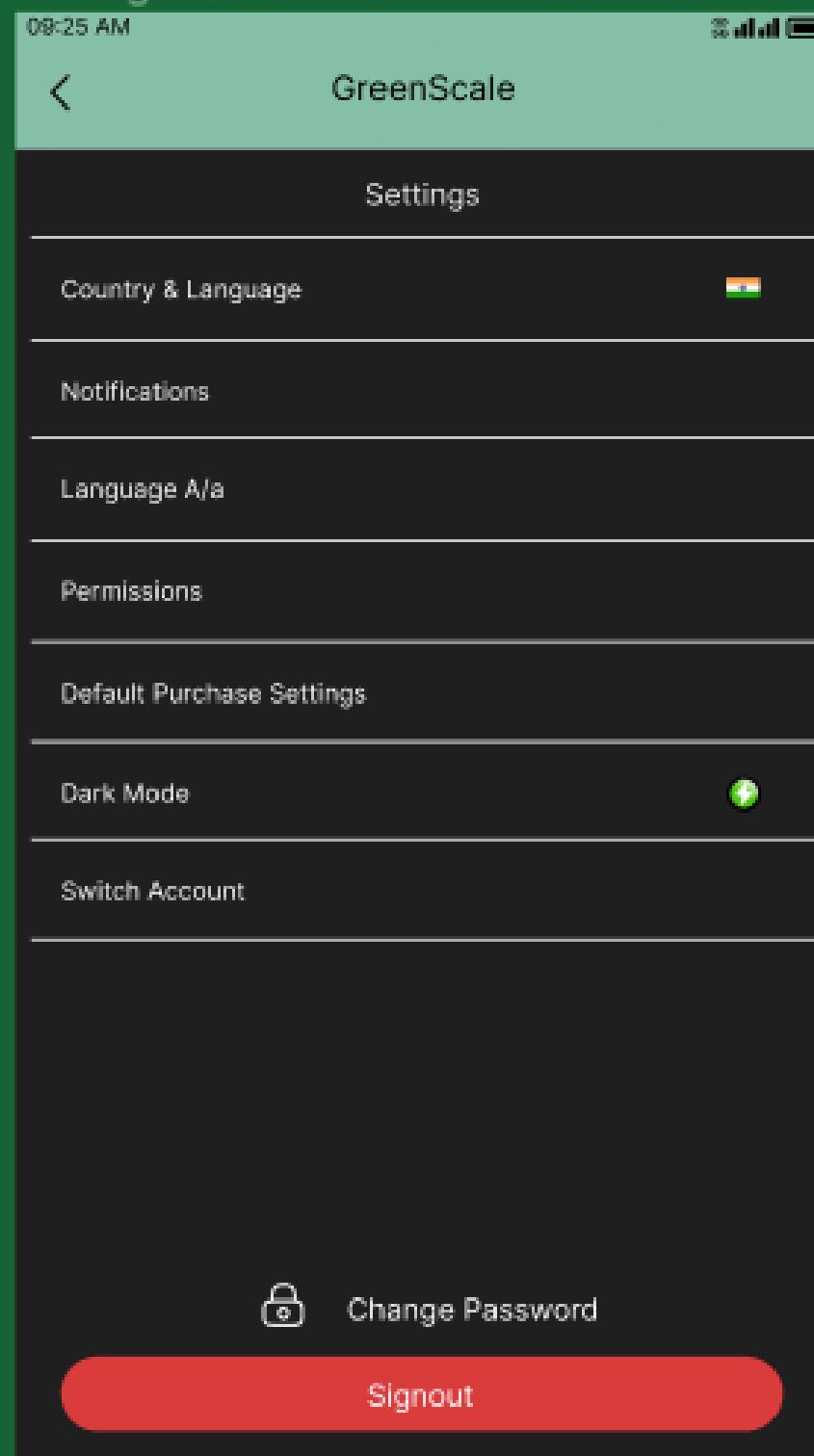
Order1 Screen



Settings Screen



Settings1 Screen



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HighFidelity Wireframe link

<https://www.figma.com/file/WxVOPvREaFpUd1DoaIHqjU/Highfidelity-Wireframe?type=design&node-id=0-1&mode=design&t=ovuK8I8pMbFKmdNQ->

UI Screens link

<https://www.figma.com/file/fNO2YHOKBO5nkanjW4FzWQ/WireFrame?type=design&node-id=0-1&mode=design&t=6Wx2rl2VXRKDQVQz-0>

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Thank You

