



OVERVIEW

This project was created to provide users a personalized selection of local and sustainable groceries. Once users have selected their preferences, users are able to do so by dietary needs and restrictions as well as location.

The purpose of Local Grocer is to allow users to find what they are looking for in one place instead of being forced to search through a large number of various websites first.



OBJECTIVE

This project was created to provide users a personalized selection of local and sustainable groceries. Once users have selected their preferences, users are able to do so by dietary needs and restrictions as well as location.

The purpose of Local Grocer is to allow users to find what they are looking for in one place instead of being forced to search through a large number of various websites first.



APPROACH

From the beginning of the experience, an option to sort through a list and select for user preference and needs is provided. Vegetables and fruits are sorted by location and dietary needs. This allows users to quickly find what they are looking for in one place instead of being forced to search through a large number of various websites first.

The purpose of Local Grocer is to allow users to find what they are looking for in one place instead of being forced to search through a large number of various websites first.

CHALLENGE

From the beginning of the experience, an option to sort through a list and select for user preference and needs is provided. Vegetables and fruits are sorted by location and dietary needs. This allows users to quickly find what they are looking for in one place instead of being forced to search through a large number of various websites first.

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STYLE GUIDE

Typeography iOS

San Francisco
ABCDEFIGHJKLMNPQRSTUVWXYZ
0123456789

ABCDEFIGHJKLMNPQRSTUVWXYZ
0123456789

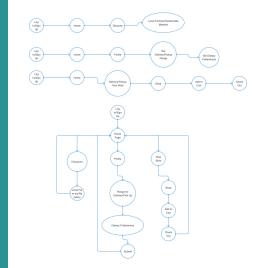
Typeography Android

ABCDEFIGHJKLMNPQRSTUVWXYZ
0123456789

ABCDEFIGHJKLMNPQRSTUVWXYZ
0123456789

USER FLOWS

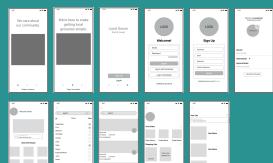
After defining who the user was and what their needs would be I created user flows.



PRIMARY, SECONDARY AND EDIT MID-FI WIREFRAMES

Next, I defined and created what would be primary, secondary and edit screens for iOS and Android.

iOS Primary Screens



iOS Secondary Screens



iOS Edit Screen



Android Primary Screens



Android Secondary Screens



Android Edit Screen



PROTOTYPING AND USER TESTING

I then created high-fidelity prototypes and created prototypes on Adobe XD to perform user testing.

Prototype link: <https://figma.com/file/930361648-4452-a5f8-5e2d-1441-61a4>

Main Takeaways from User Testing:

- The flow needs to be more intuitive (such as adding ways to go back to several screens)
- The colors need to be more vibrant
- The camera is hard to differentiate from the rest of the screen

FINAL DESIGN

From the prototype feedback I received, I adjusted my designs and came out with these final designs for iOS and Android.

FINAL iOS DESIGN



FINAL ANDROID DESIGN

