#### Appendix:

#### Personas

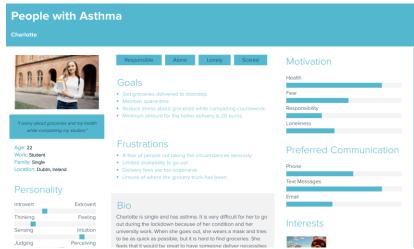


Figure 1: Persona for people with respiratory diseases

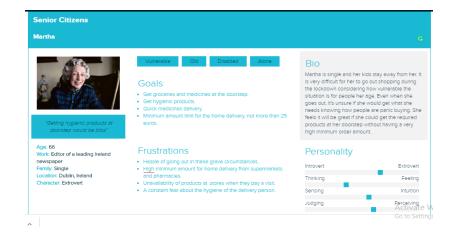


Figure 2: Persona for Senior Citizens

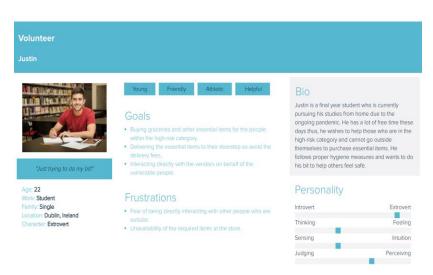


Figure 3: Persona for people volunteering



Figure 4: Persona for vendors

## Sitemap



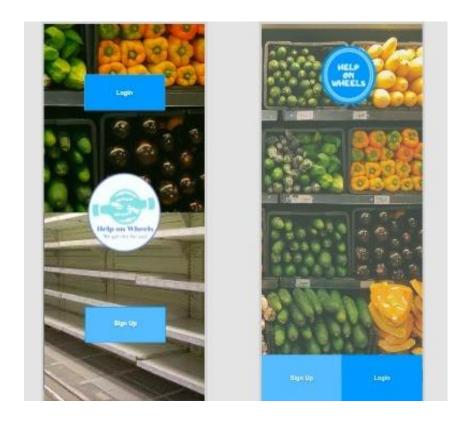
Figure 5: Sitemap

# Customer Journey Map

	AWARENESS	USING	EVALUATION	PURCHASE	DELIVERY
Customer Goals	To have access to essential products like groceries and medicines during the pandemic.	To be able to find the supermarkets and pharmacies that they usually shop from.	To be able to compare the cost of items which are available with the actual prices in stores and look for discounts, offers, etc.	To be able to easily add the products to card and pay online. Also be able to repeat orders.	To be able to receive the ordered products without any contact.
Process	1) Stressed about ongoing pandemic and does not know how to go out to buy essential items without putting themselves at risk. 2) Learns about this application and decides to give it a shot.	1) Search for the supermarkets and pharmacies that they are familiar with. 2) Find the desired products that they want to be delivered under the chosen supermarket or pharmacy.	1) Look at the cost of different products and make sure that the amounts are reasonable. 2) Go through the discounts and offers on products before deciding what to purchase. 3) Compare products online with other websites.	1) Add the products to the cart and proceed to checkout. Or simply repeat the exact same order and proceed to checkout.  2) Pay using the card.	Receive doorstep delivery of products without having to interact with the delivery person.
Customer Concerns	1) How will the high risk people manage to get every day essential items without going outside? 2) Is delivery an option at every super market and pharmacy?	1) Will the website have the particular store? 2) Would the prices be reasonable as compared to the actual store prices? 3) Will the person buying the products adopt hygienic practices?	1) Will there be any discounts and offers available through the application? 2) Will using the application be more expensive as compared to actually going shopping?	1) Do i need to create an account if I just want to test out the application with the first order?  2) If there is cash on delivery, will I have to have contact with the delivery person or is card payment an option?  3) Are there extra charges for delivery?	1) Will I have to interact with the delivery person?
Experience	trust joy amazement				
	*				
Ideas / Opportunities	Application can be properly advertised so that more people can learn about it and there would be less dependence on word of mouth.	Add as many stores as possible and start taking recommendations about store names which are not available on the application.	Ask the stores to provide a list of regular offers and discounts that can be added to the application.		

Figure 6: Customer Journey Map

## **Design Concepts**



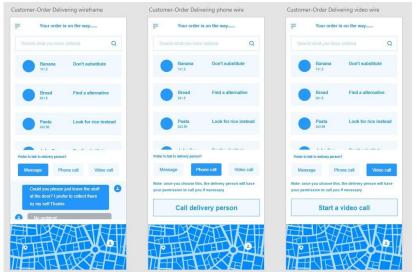


Figure 7: Login Screens

Figure 8: Communication

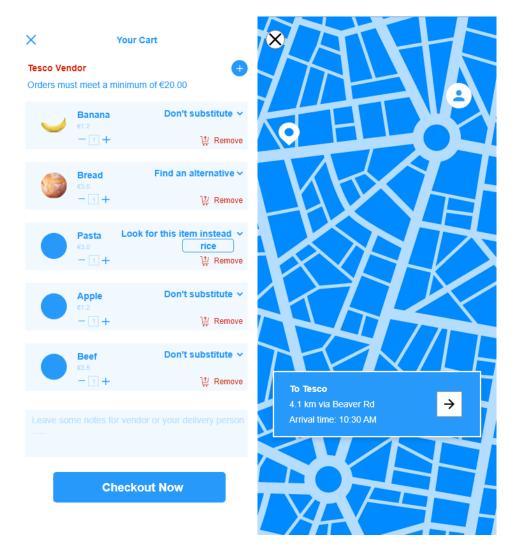


Figure 9: Alternatives

Figure 10: Map