UI/UX Research → Grocery App

Introduction

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Online grocery shopping was kinda boring before. Not many people used it. Then, boom! Covid came, and everyone loved getting groceries delivered. Way more people started using apps!

Companies like Zepto and Blinkit jumped in, helped by India's cheap internet. But even then, buying groceries online still had some problems.

That's where Green Basket comes in! It's your quick and easy way to get groceries delivered in your area, super fast! Imagine getting your favorite snacks quicker than making dip!

Green Basket even remembers what you need and can deliver it regularly, like a magic fridge! No more crowded stores or dusty shelves. Green Basket makes grocery shopping simple!

Get your groceries delivered in a flash, set up convenient subscriptions, all in one easy app. It's like having a personal grocery helper, without the fancy clothes or talking lamp. Skip the stress, choose Green Basket, and enjoy grocery shopping made easy!

Problem Statement

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The pandemic made it increasingly common for buyers to reach for their phones when they need groceries, rather than heading to the supermarket. Grocery has been one of the categories that saw the biggest shift in shopping habits, with large numbers of consumers who had never purchased groceries online before now making it a regular habit. Monthly online grocery spending has more than doubled as a result of the pandemic as per Adobe report on Forbes.

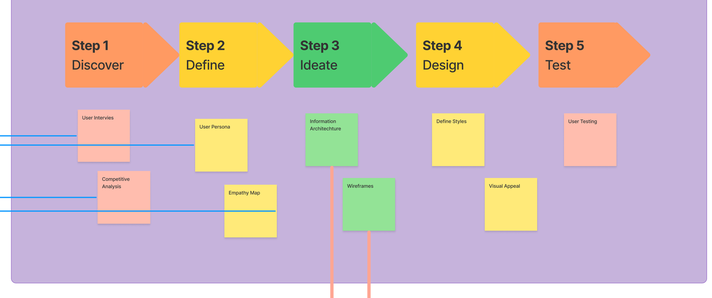
Solution

Solution

Building a mobile application that manages the complete grocery ordering flow for the users. Green Basket will provide an integrated solution to help users to subscribe or buy as per their requirements. It helps to get fresh groceries, real-time tracking of orders, and tailored product suggestions to decide.

Design Thinking

Design Thinking



User Interviews

Interviews can help to empathize with users as they provide an in-depth understanding of their values, perceptions, and experiences. It helps to ask specific questions while remaining open to exploring their point of view.

I conducted around ten user interviews with users aged between 20 and 40 years via calls and surveys. It helped me gain deeper insights into the problems they faced doing grocery shopping, what things they like about online shopping, and many other insights.

It gave me a glimpse into their minds and helped me understand how they interact with the other apps.

No	Survey Questions
1	Which age group do you fall in?
2	How frequently do you go grocery shopping?
3	What kind of issues do you face while ordering grocery items?
4	Do you get attracted by offers/discounts and end up buying things that you did not intend to buy?
5	Would you like fresh groceries delivered daily to your doorstep?
6	Do you usually make a list before going grocery shopping?
7	What platform do you prefer ordering groceries on and why?
8	Do you buy groceries when you are running low on items?
9	Would you like the real-time tracking of the orders?
10	When would you expect the delivery of the ordered items?

Insights

- Users don't get *many deals* and offers from local Kirana stores.
- The most common problem users face is a waste of time while grocery shopping. Apps can resolve them and schedule their delivery. Also, now they will not waste their time finding the location of items.
- The *estimated* delivery time is mostly not clear and precise.
- Usually, people order 2-3 *times* a week or when they are running low on items.
- Users using apps can also know about the cart value before checkout. They can also save the items in their wishlist to shop for later.
- Users don't prefer to go to the grocery shop every morning to get fresh products.

Insights

- Users would like to have fresh groceries every morning
- Users want to get the groceries delivered quickly as they might have started cooking but a few things might be missing to complete that dish
- Users are always looking for offers and discounts so that they can save money which they usually don't get at local kirana stores
- Users are already too busy in their lives and ordering groceries will definitely save some of their time

User Persona

By understanding the motivations and frustrations of target users, it will be possible to design a product that will satisfy their needs. A hypothetical persona was crafted, using the gathered insights. The persona helped to prioritize the type of users and gave a clear idea to execute combined solutions to their problems. Building a persona helped in solving the process and opened new design opportunities.

Persona Information

Raj

"Software Engineer"

- Age: 23
- Lives in a big metropolitan city
- Busy work schedule
- Does not get much time to cook his meals
- Relies on apps for almost everything

Statement

I want the groceries to be delivered as soon as possible. I want to get fresh milk in every morning. I am a bachelor and I want my grocery to be delivered before my cook comes home. I should be able to have some option that will reduce the burden to go for grocery shopping and get it delivered at my doorstep.

Goals

- Quick Deliveries
- Fresh milk daily
- Wants good offers and deals on shopping
- Easily place the order with hassle
- Schedule the delivery before his cook comes

Pain Points

- Very few applications provide options for quick delivery
- No option for daily milk delivery
- No good deals and offers available while shopping
- Does not have much time to a shop to buy grocery

Scenario

Looking options for quick and hassle free grocery delivery at door step. Also, wants to have fresh milk and vegetable every morning. Needs these features in a single app to save time.

Competitive Analysis

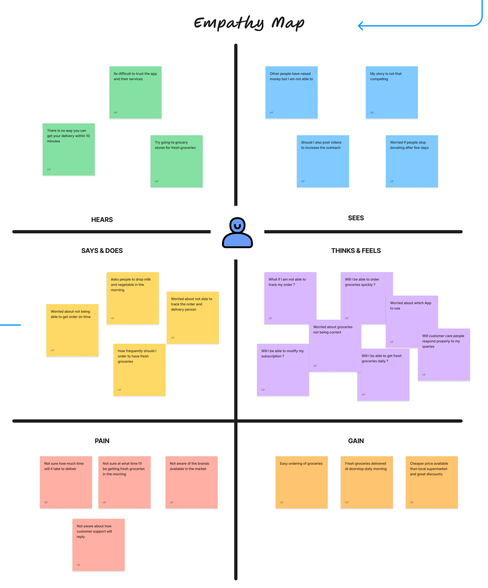
Understanding the factors of the competitors' apps would help to strategically design solutions to make a superior product as well as experience.

	Big Basket	Instamart	Dunzo Daily	Flipkart	Blinkit
Guest Checkout	✗	✗	✗	✗	✗
Subscription Option	✗	✗	✗	✗	✗
Realtime Order Tracking	✗	✓	✓	✗	✓
Quick Delivery Option	✗	✓	✓	✗	✓
Refunds	✓	✓	✓	✓	✓
Chat Support	✓	✓	✓	✓	✓
Search in Categories	✓	✓	✓	✓	✓
Gift option	✓	✗	✗	✗	✓

Insights

- *Most* of the apps ask the users to register even before they can explore the app. Sometimes, users just want to browse, see if the product is available, and compare prices. It is always a good experience to have an option for the user to explore the app even without registering
- Most of the apps have a completely different app for subscription or don't have that option at all. Users would like to have fresh groceries delivered every morning to have a hassle-free life by not visiting supermarkets every day.
- Few of the apps have recently started quick deliveries at the doorstep. It has become a necessity as well as a convenient option for users.
- Sometimes, users might forget some important events in their personal lives and would like to send a bar of chocolate, cake, or any other gift to their friends or family. Having a gift option makes this whole process a lot easier.

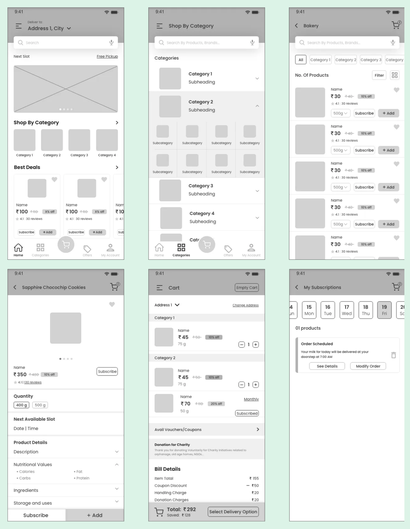
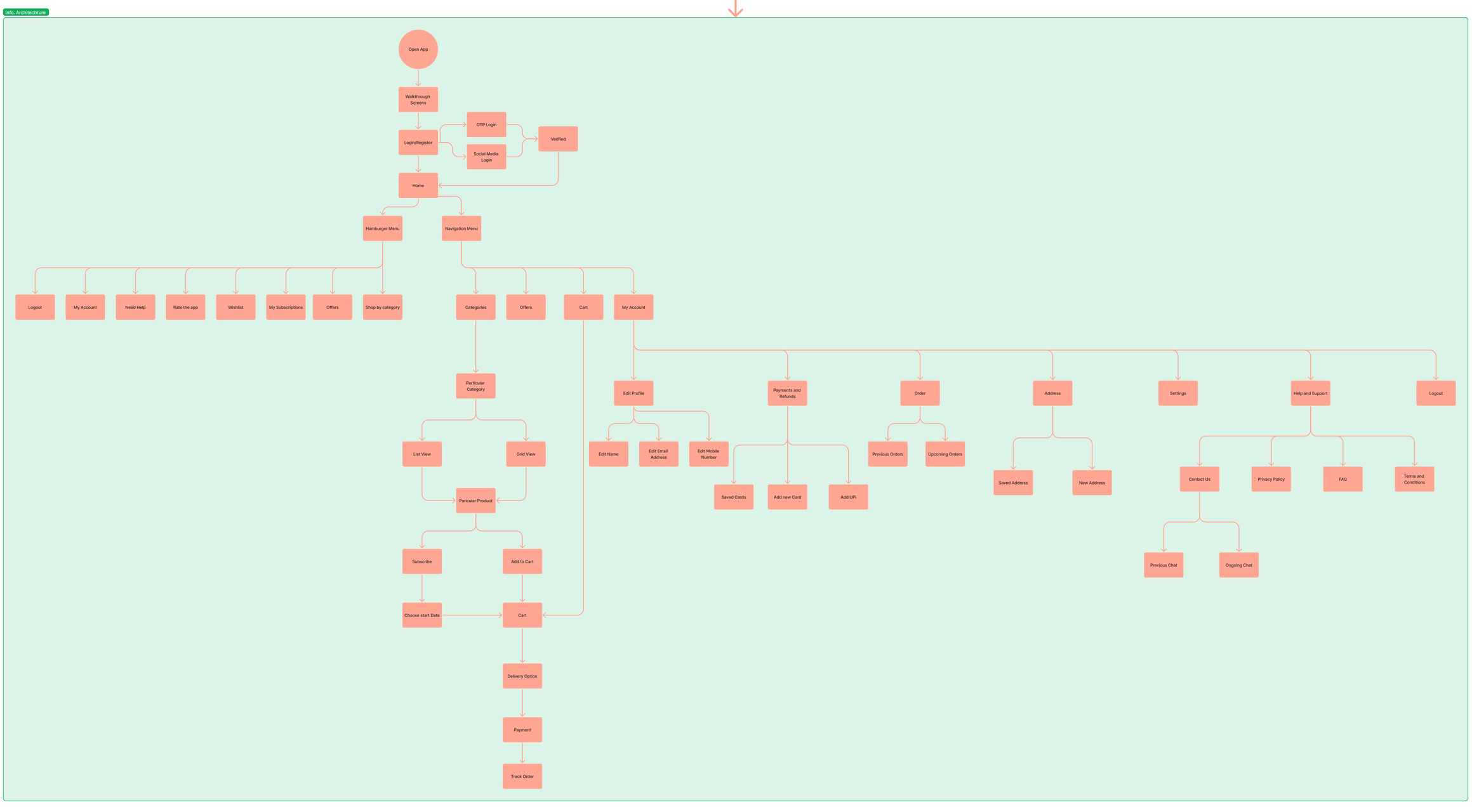
Empathy Map



Insights

- Users will easily search the items and can order from different brands and categories
- Easy returns and refunds are possible if the quality needs to be better.
- Users don't have to find people who can provide fresh milk in the morning

Wireframe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