

BY BRAZIL

Brazilian Grocery Store



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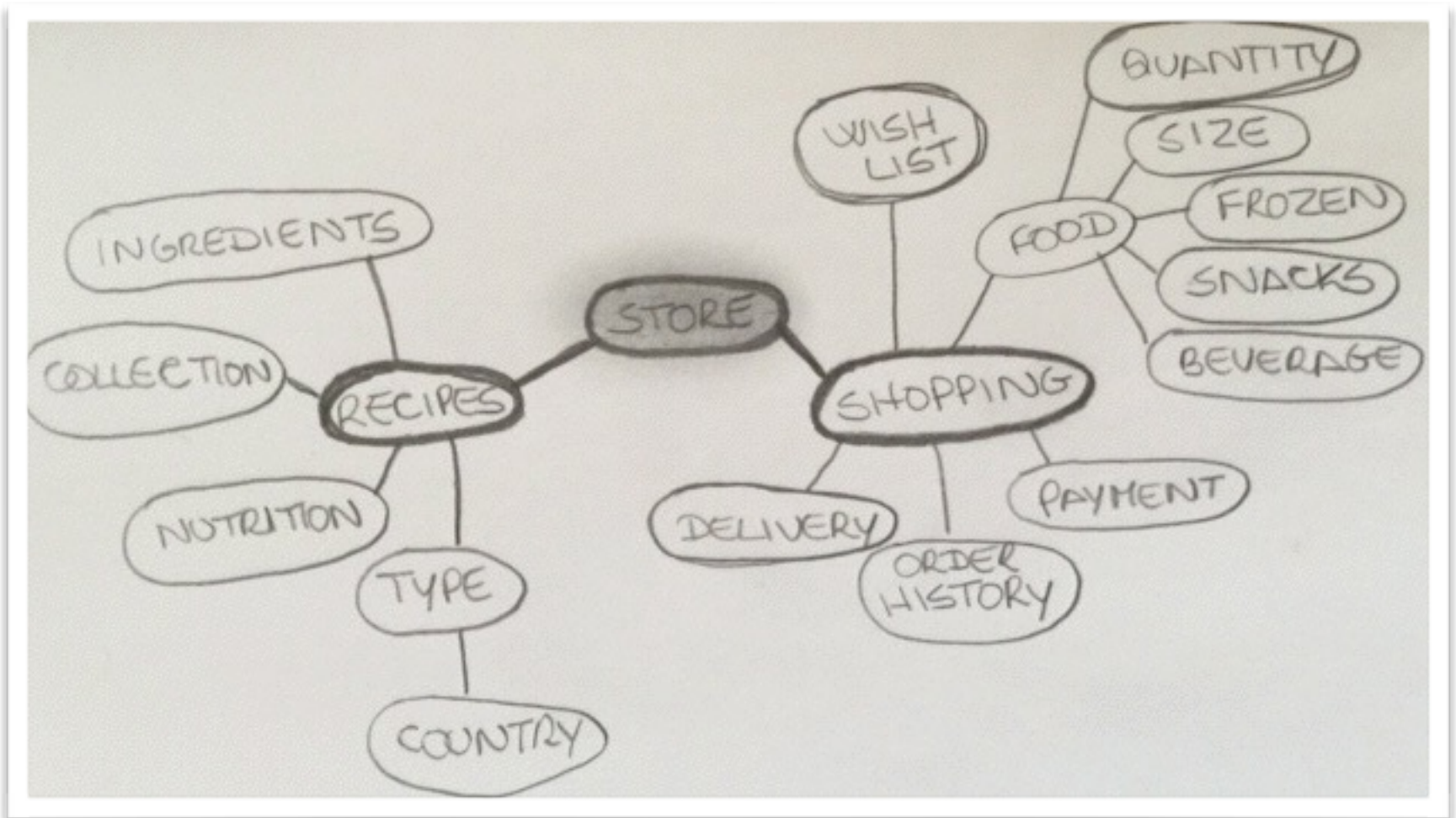
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Mission

“To deliver Brazil to America, the best Brazilian products delivered to your door any time of the year”

By Brazil

Concept Mapping



This concept map allowed me to organize ideas collected during stakeholder interviews. These interviews allowed me to learn more about the business goals moving forward.

User Goals



I reached out to By Brazil's returning clients as well as potential customers who live far from the store's location. My goal was to learn how they shop and how an app would help them with their groceries.

The users' main goals were the following:

- Users require a safe transaction method if they were to use the app. Many of them don't feel safe purchasing groceries online but think it would save them time.
- They would like to communicate with the store during the shopping process if needed.
- Users would like access to recipes as they shop or add products to their wish lists.

Primary persona

New mom

Ana's baby is 6 month old. She has a lot on her plate at the moment, and things won't change in the next year or so.



Planner

She plans her groceries and uses lists when she goes shopping. She thinks that an app would help her find and purchase Brazilian products that she cannot find in stores close to her

Cooker

Despite her limited time, Ana loves to cook and share recipes with her friends. Some of her friends cannot find ingredients for Brazilian recipes and ask her for help.

Mockup

Mockup screens are included in the following pages

Bananada



\$8.00

Select Size ▾

Select Quantity ▾





Buy




Search


Cart


Me

	<div>Toast</div> <div>Quantity: 1</div>	<div>\$3.00</div> <div>></div>
	<div>Wafers</div> <div>Quantity: 1</div>	<div>\$2.00</div> <div>></div>
	<div>Cookies</div> <div>Quantity: 1</div>	<div>\$2.00</div> <div>></div>
	<div>Polvilhos</div> <div>Quantity: 1</div>	<div>\$2.00</div> <div>></div>

Subtotal	\$9.00
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SHIP TO

STEP 1 OF 2

Full Name

Street Address (Include Apt/Unit)

City

State

Zip

Phone

NEXT

My Recipes



Ingredients



New Collection



Sides



Drinks



Breakfast



Desserts



Feijoada

Black Bean Stew

Ingredients

5

Count

Nutrition

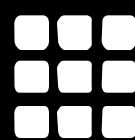
500

Calories

Cook Time

20

Minutes



My Recipes

