

Everyday Grocery

Case Study



Everyday
grocery

Introduction

User Research

Data Synthesis

Understanding Experience

Ui Design

Mock ups

Usability Testing

Future direction

Everyday Grocery is a grocery shopping aid that makes the customer's grocery shopping experience more productive. When going grocery shopping, many people experience problems such as spending longer than anticipated in the store.

In today's fast-paced world, it's common for individuals to be in a rush and frequently forget what they need to buy at the grocery store or what they already have at home. Users may wind up purchasing items they don't require or that they already own. Due to expiration dates, the groceries will ultimately go to waste.

To develop a simple, minimal mobile application that would inform users of what they already had at home and what they still needed to buy, will make their enhance their grocery shopping experience.

What is the one issue you have when grocery shopping?

Not knowing how much left I have of something

Forgetting items if I don't make a grocery list

Forgetting what I have at home

Not knowing how much left I have of something

Sold out items or lack of quality

Comparing and finding the best deals

How can you improve your efficiency in grocery shopping?

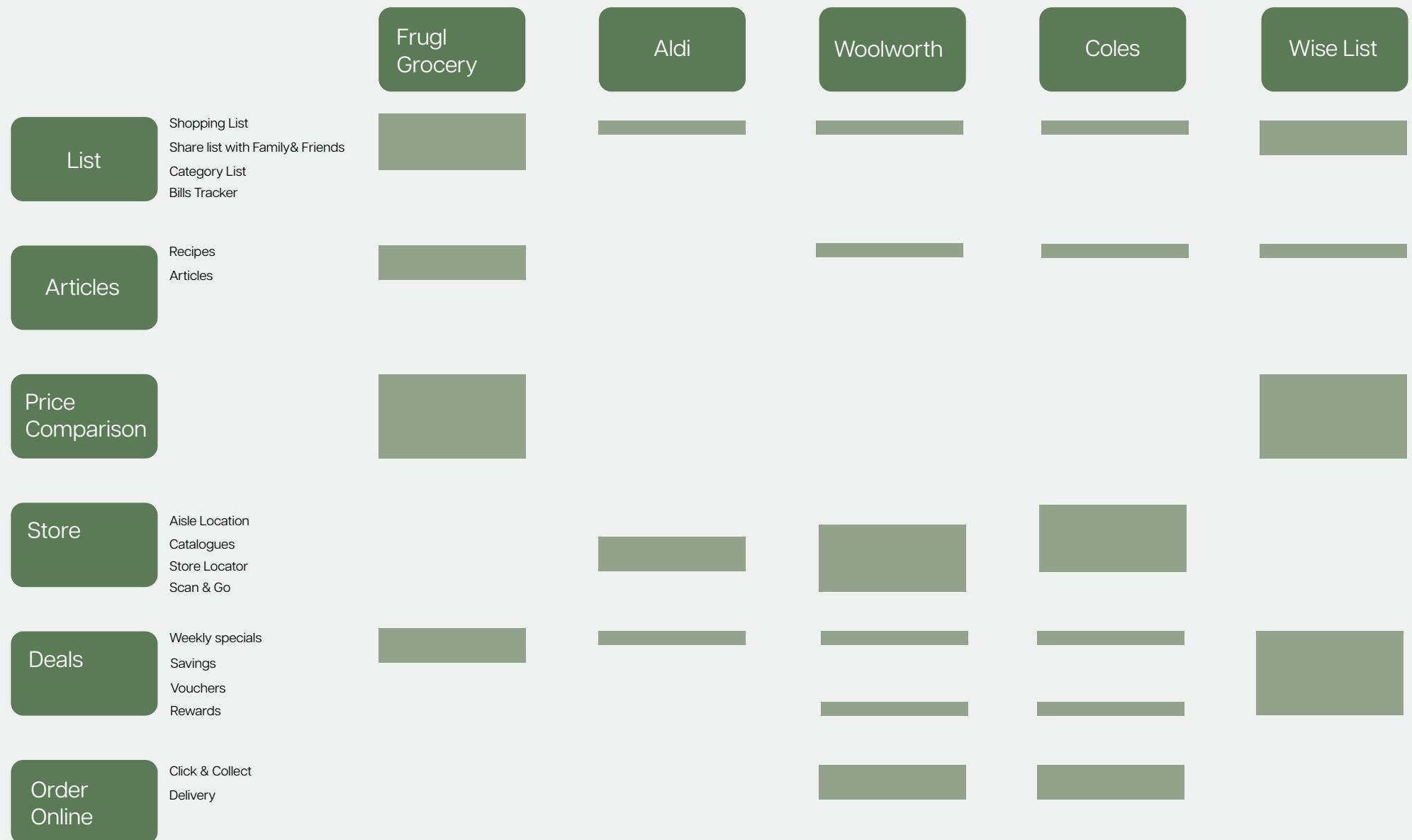
If I knew what ingredients I have and what I can cook

Be more organised and create a shopping list

Making list in categorical order of how the supermarket is laid out

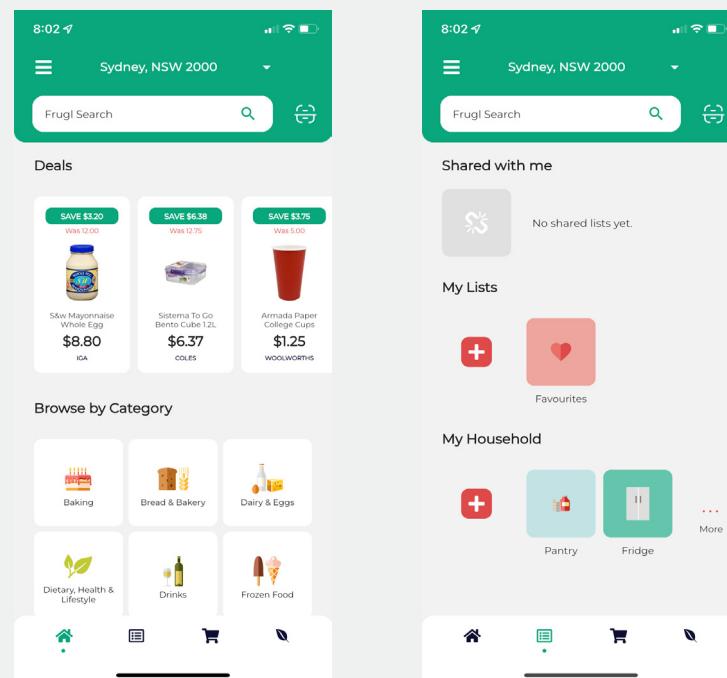
Comparing and finding the best deals

Be able to easily navigate my way around the supermarket

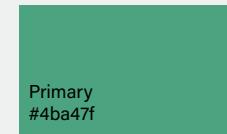


Frugl Grocery

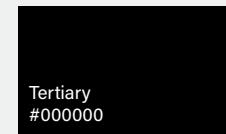
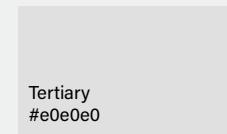
Frugl Grocery was chosen for Ui Analysis because it is one of my competitors.



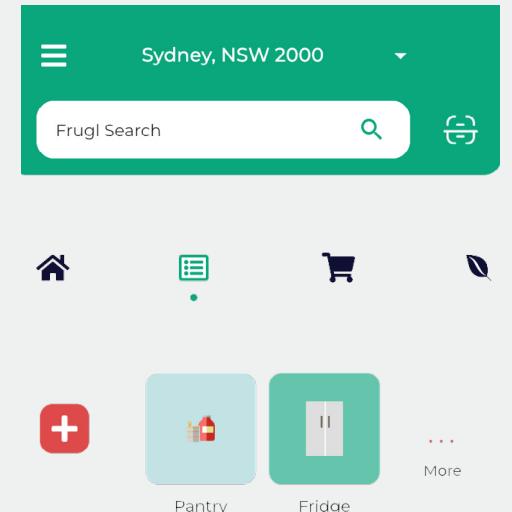
Colour Palette



Secondary
#f2f2f2



Button & Icons



Typography

The chosen typography is Roboto

Sub heading

12 px

Body

10 px

Imagery



Baking



Bread & Bakery



Dairy & Eggs



Dietary, Health & Lifestyle



Drinks



Frozen Food



Cylina Miller

busy mother

Age:	40
Gender	Female
Occupation:	Consultant
Marital status:	Married
Family:	3 Children
Fav Movie:	Titanic
Fav Colour:	Purple

BIO

Cylina is a sales consultant for a house building company and the mother of three children—a boy and two daughters. Saturday through Wednesday, 9:00 am – 5:00 pm are her working days. She needs to make sure the family's dinner is prepared once she gets home, which takes her 40 minutes. It might be challenging to balance job and parenthood when there is a busy schedule. However, Cylina is well-organized and uses two planners to stay on schedule.

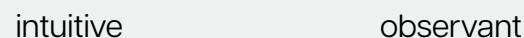
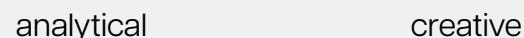
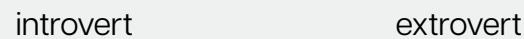
GOALS

- Be organised and efficient
 - Prevent food wastage
 - Supermarket less than 20 min
 - Budget \$100 for the week

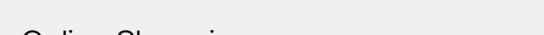
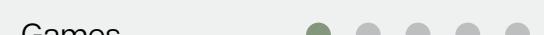
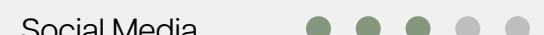
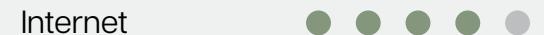
PAIN POINTS

- Busy schedule
 - Groceries must be Fresh
 - Healthy Food

PERSONALITY



TECHNOLOGY



BRANDS





Cylina Miller

busy mother

Feel

- exhausted
- busy
- dreading

Think

- aware of kids allergies
- what to buy
- what to cook

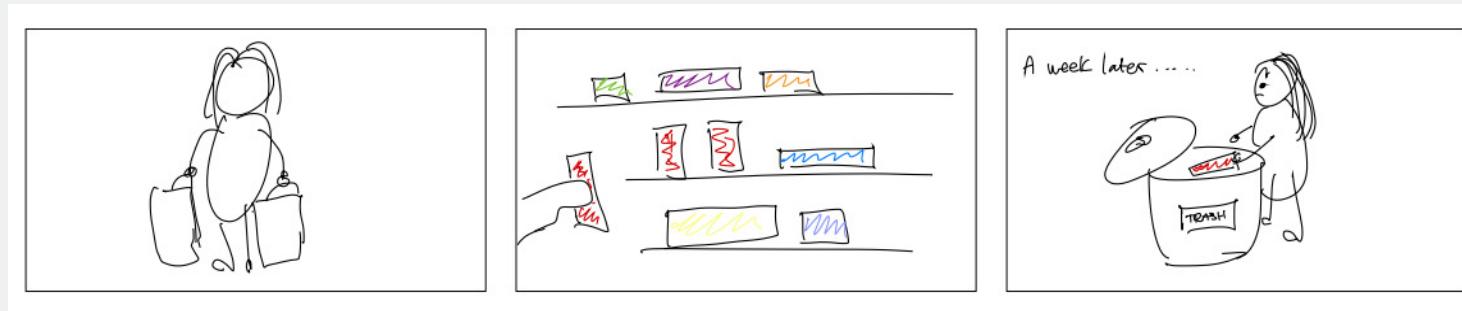
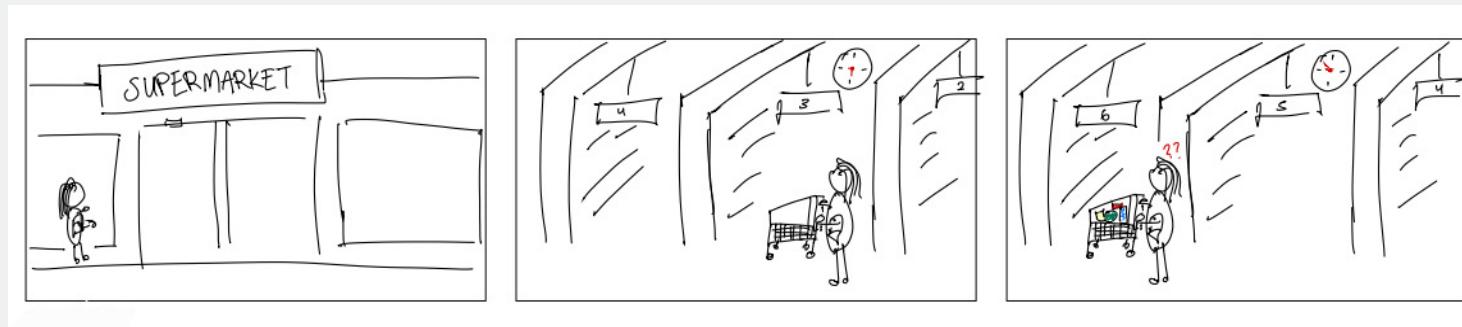
Say

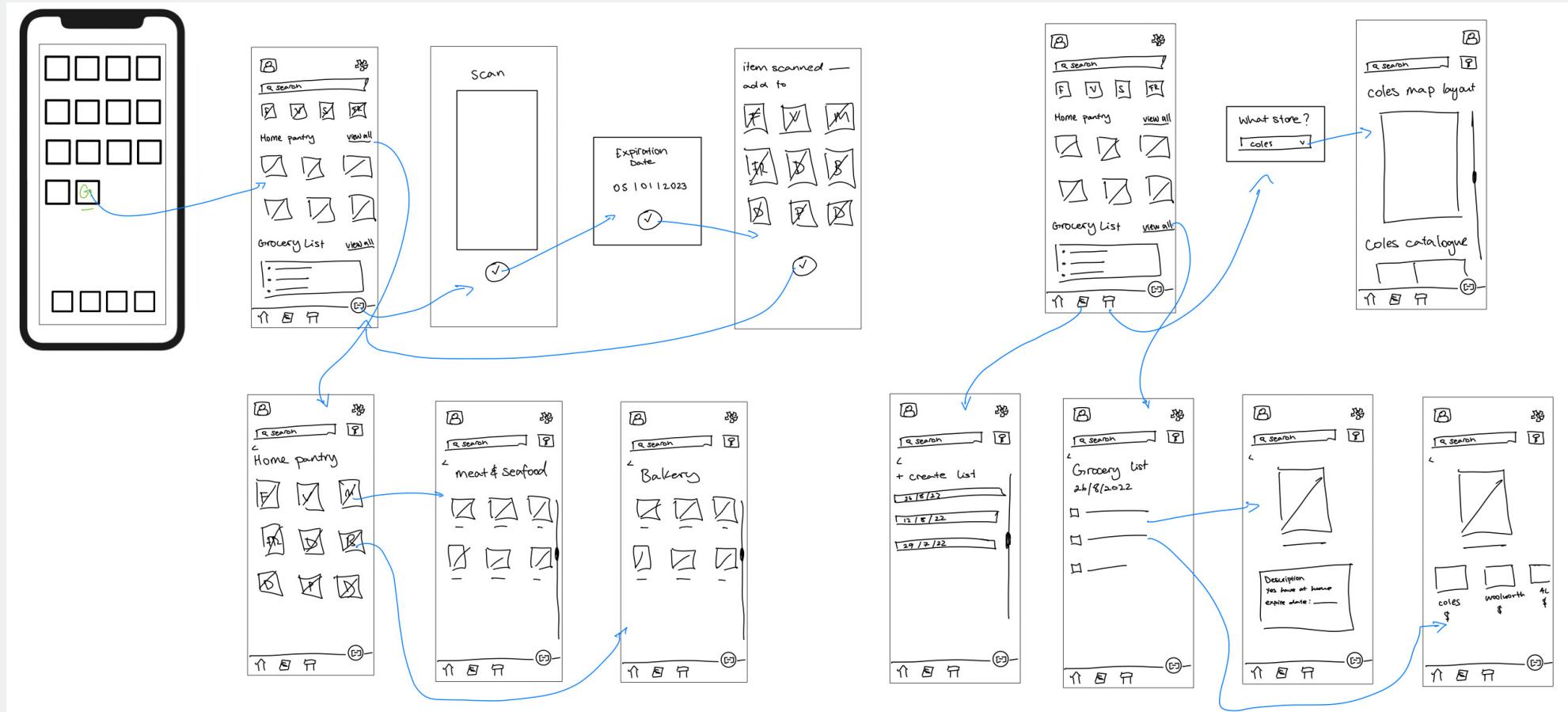
- “it is hard to balance work and mum life, if I’m not organised
- “i would like some help sometimes”

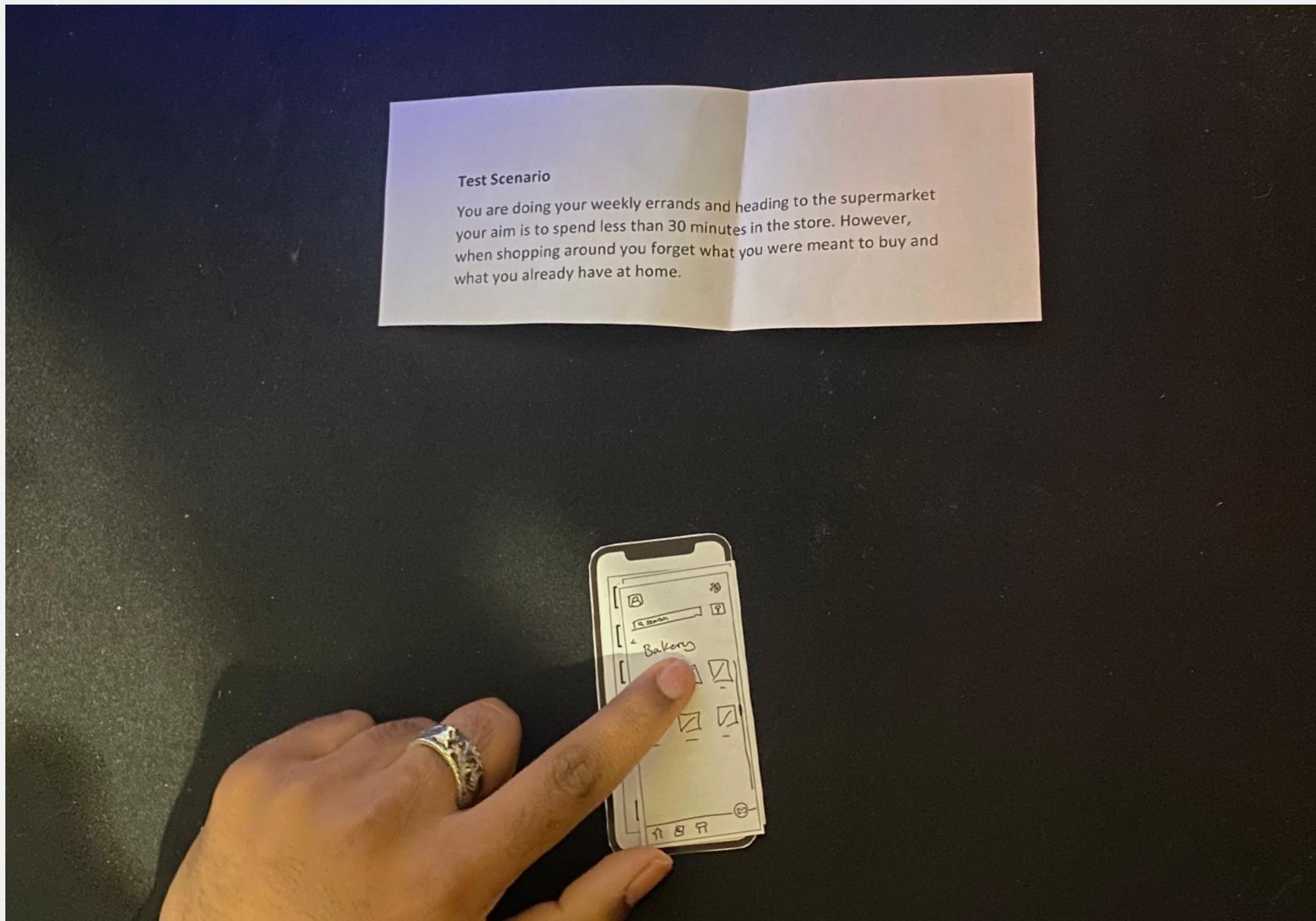
Does

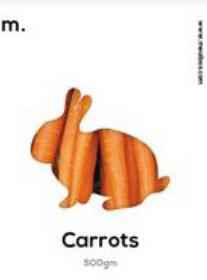
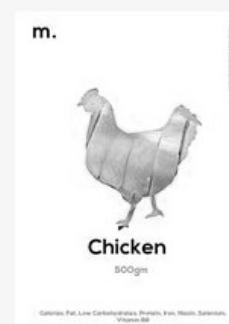
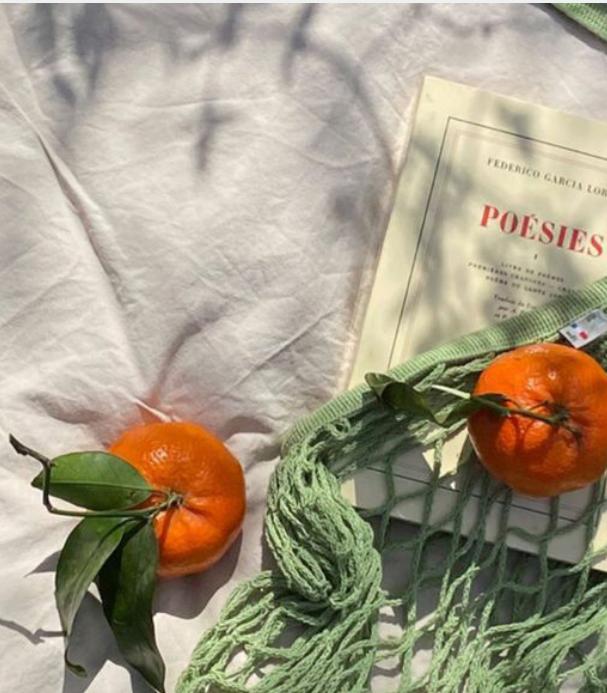
- make a shopping list
- find good deals
- buy groceries
- look for recipes
- look at the reviews

Cylina Miller is mother of three children, a son and two daughters who works full time. She needs to make sure the family's dinner is prepared once she gets home, which takes her 40 minutes. Every Monday after a long workday, Cylina goes grocery shopping to have the week ready with groceries. Her aim is to get fresh and healthy groceries and not to spend no more than 20 minutes in the supermarket. However every time Cylina enters the supermarket she forgets what she needs to buy making her double her shopping time as she is endlessly browsing around and not knowing what aisle the item is in. She doesn't know what else she has in the house, so she buys more groceries than she needs, which end up in the garbage because they're expired.









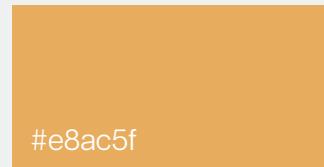


Aa

Open Sans

Heading	24 pt
Sub-Heading	20 pt
Body	14 pt
Caption	12 pt

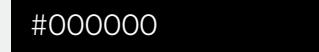




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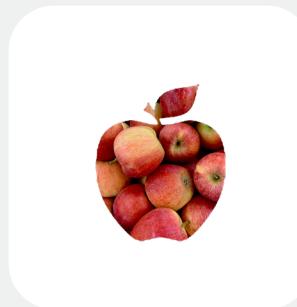
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#fff9f1



#ffffff

#000000



normal



hover

Aa

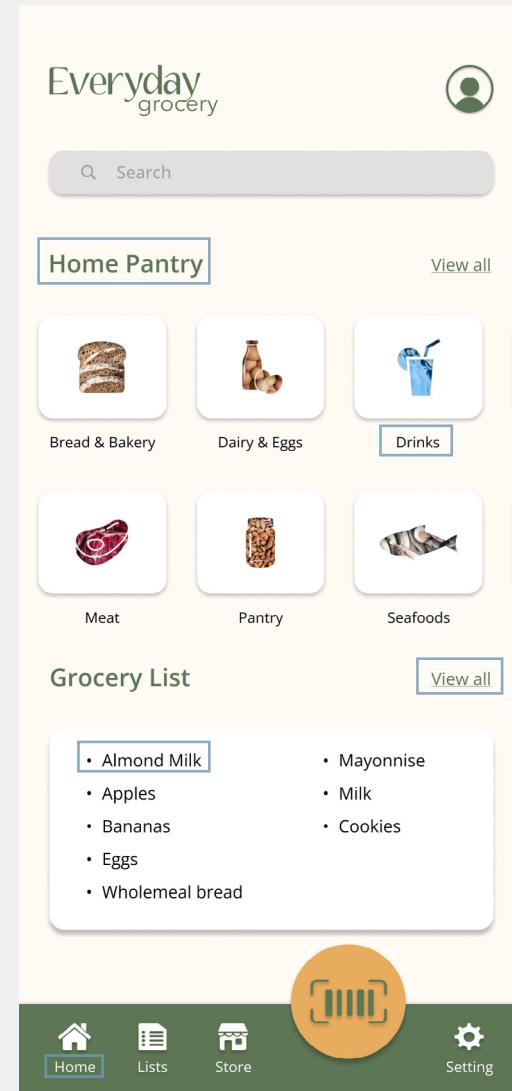
Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz

Sub Heading 20pt

Body 14pt

Caption 12pt



Icons



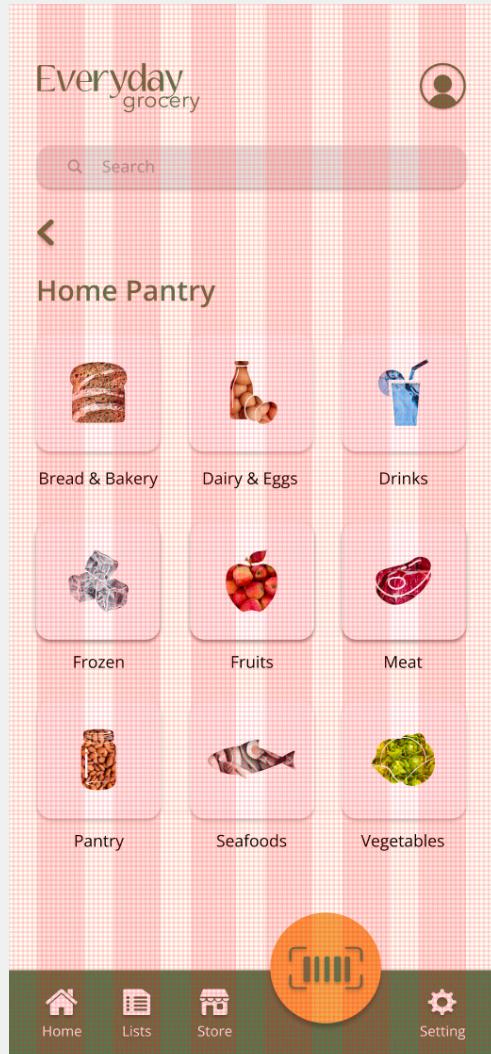
Buttons

 Search

Almond Milk

Images



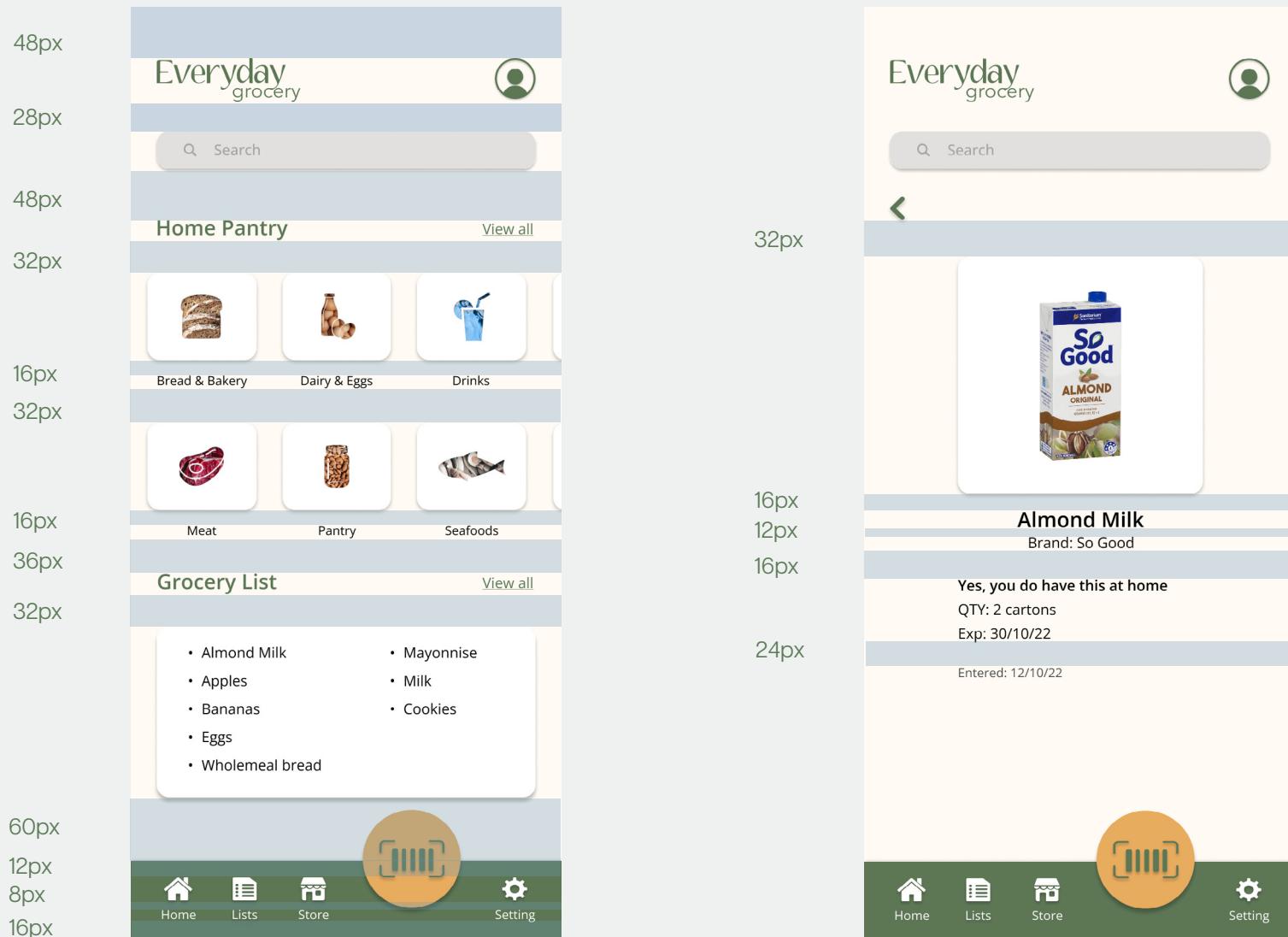


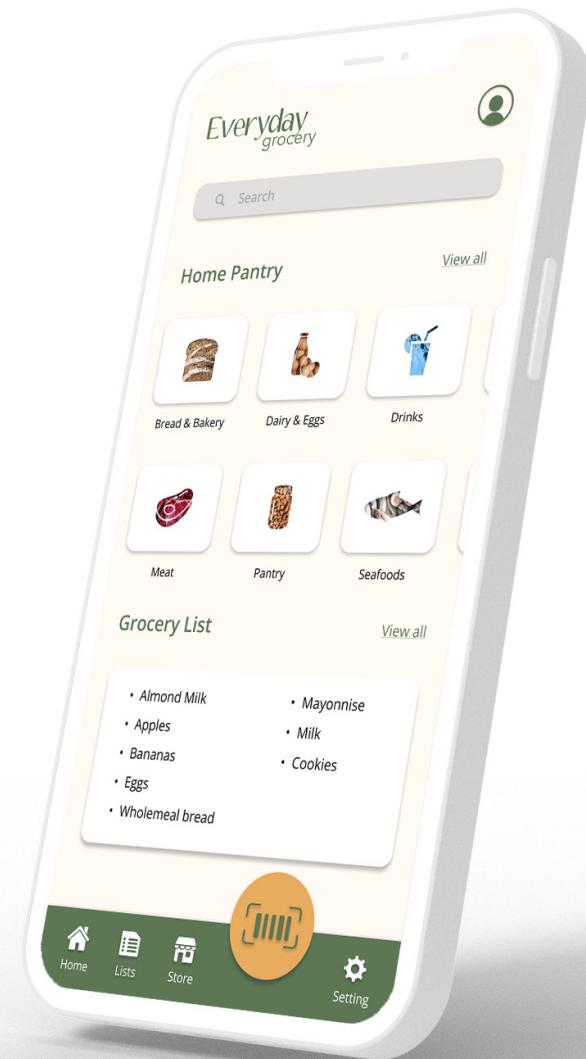
Grid: 4px

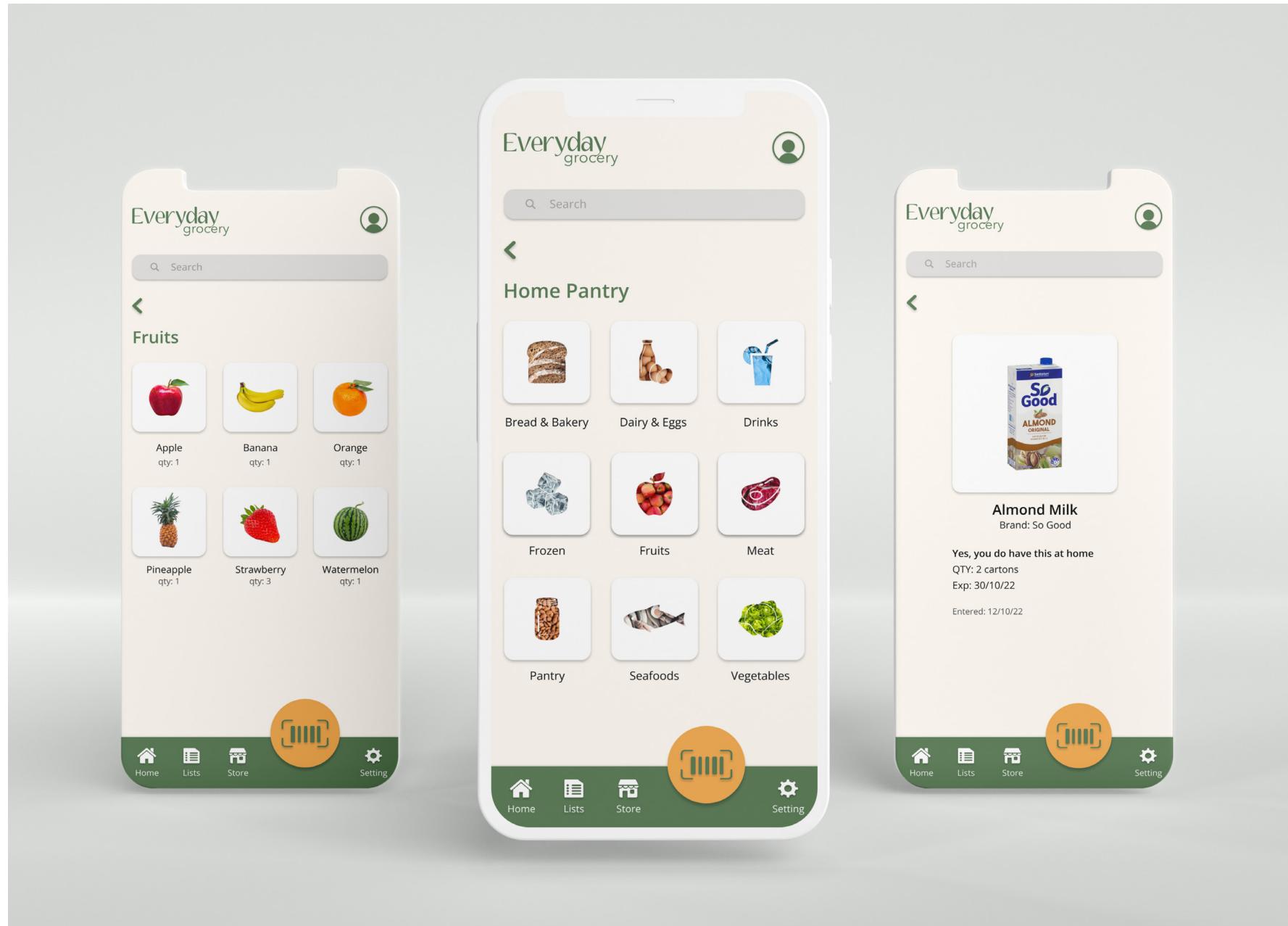
Column: 6

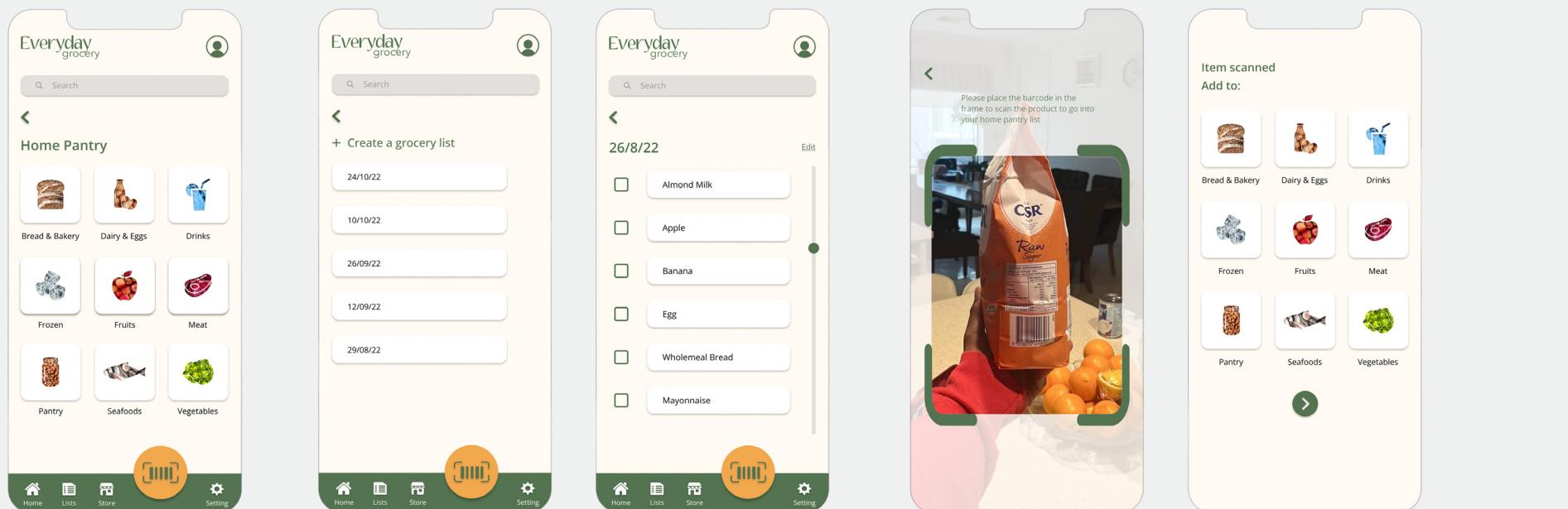
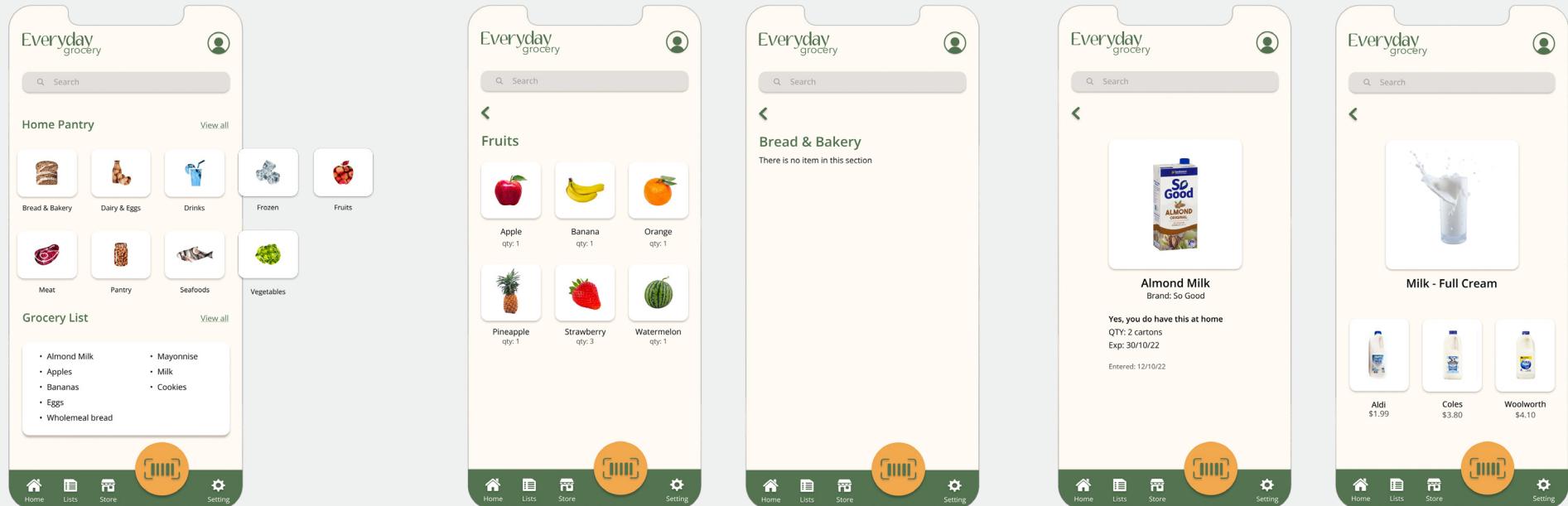
Margin: 25px

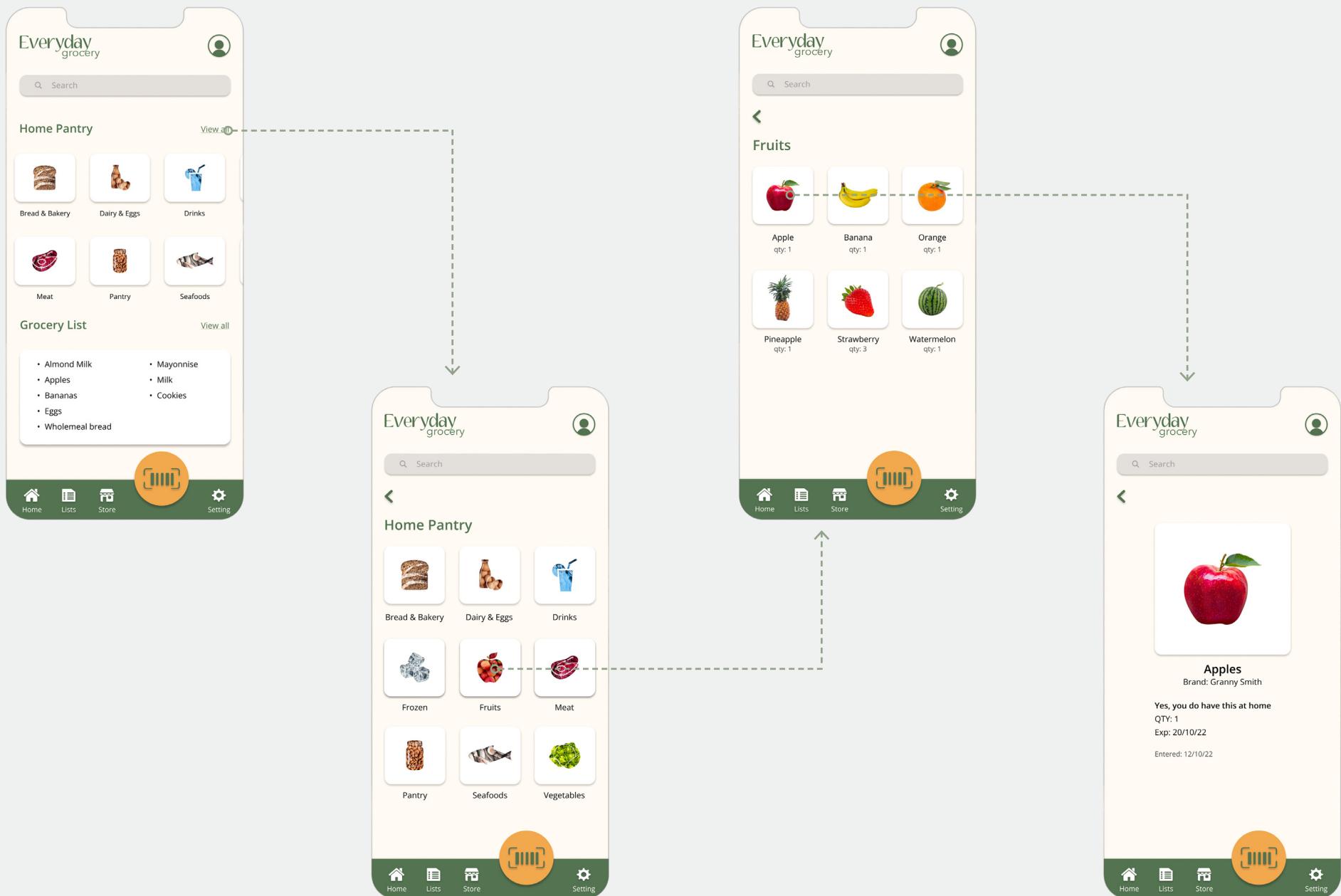
Gutter: 25px

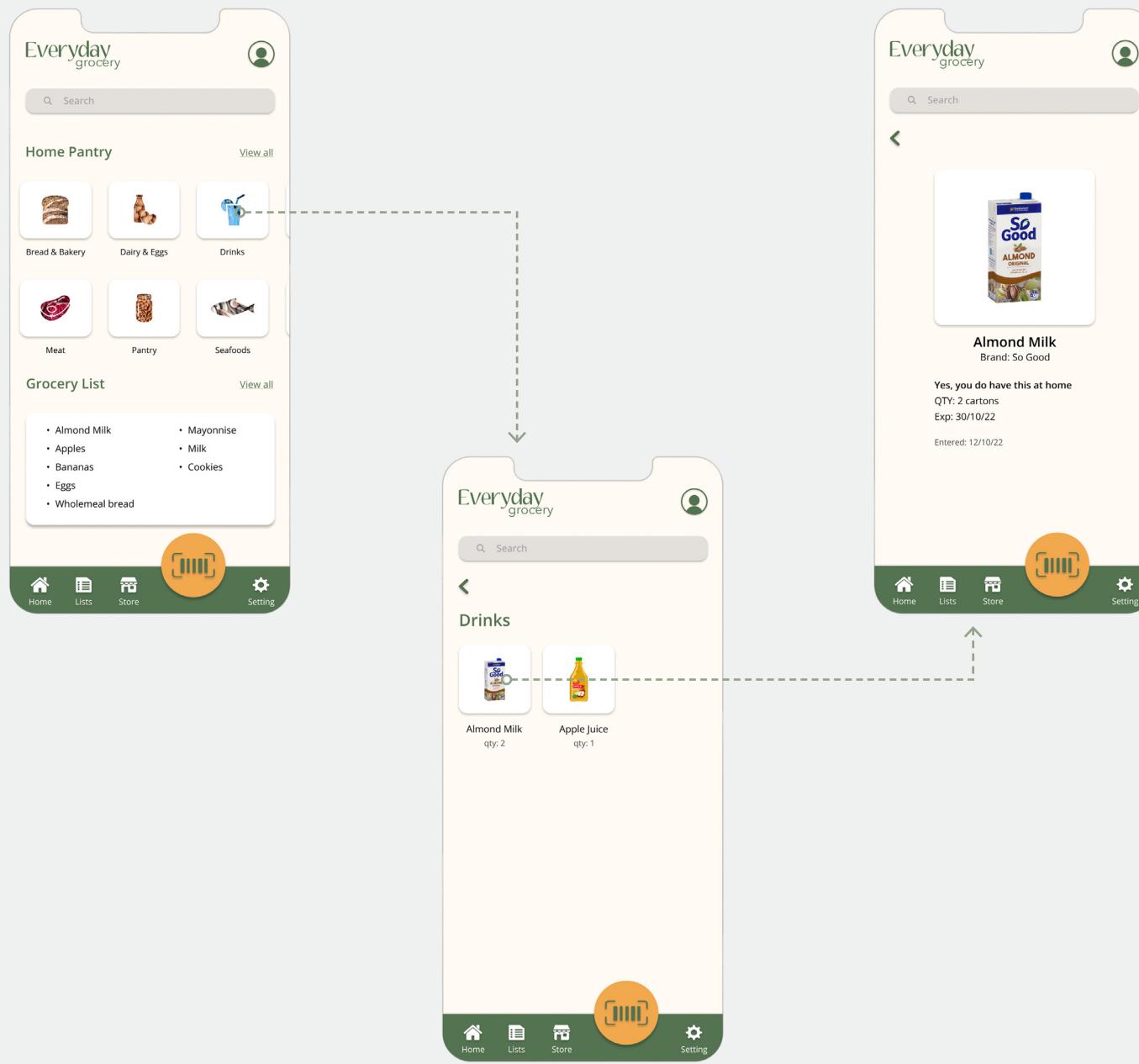


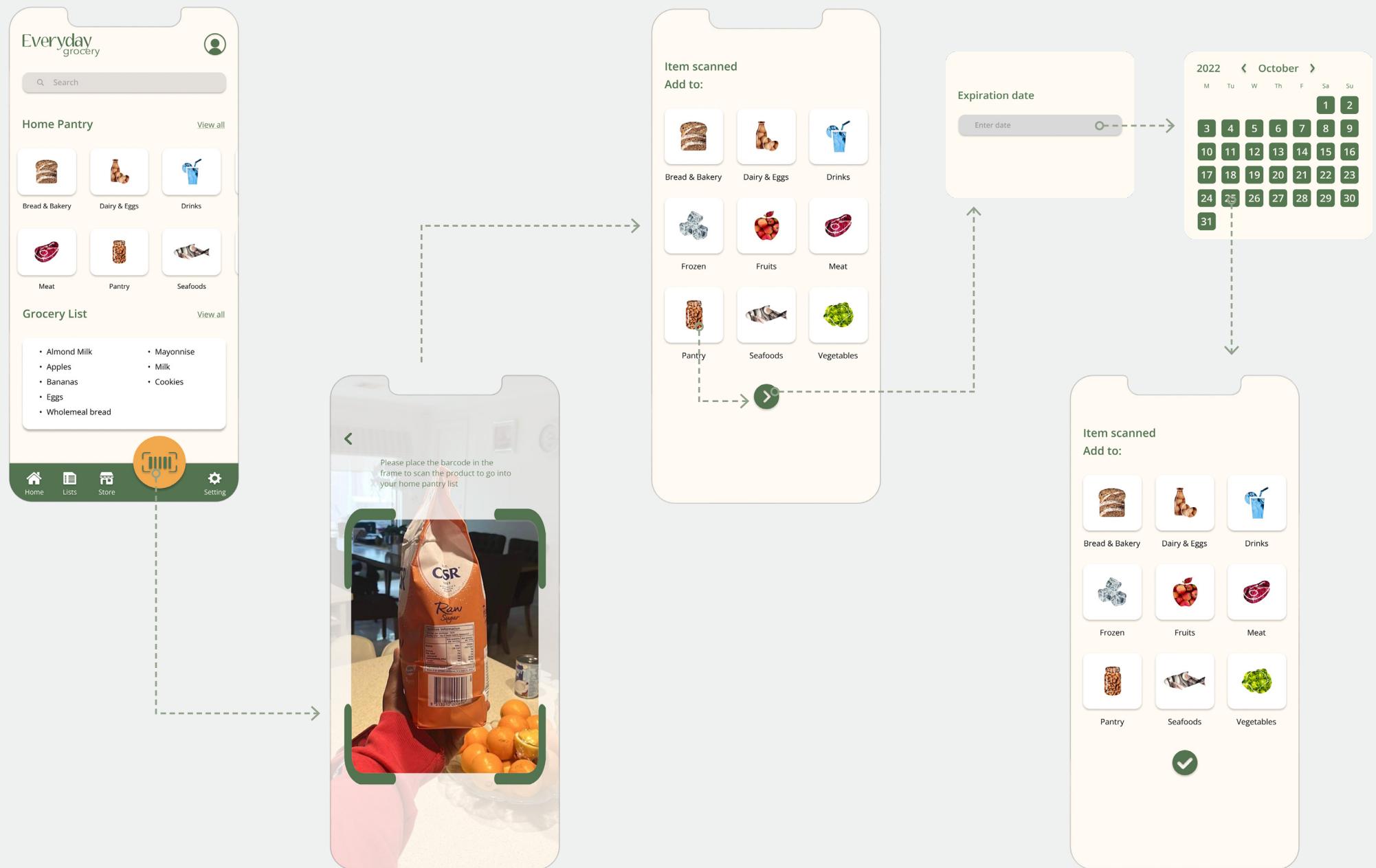








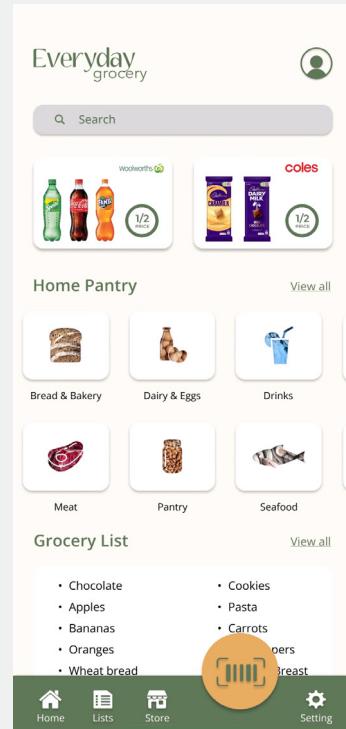




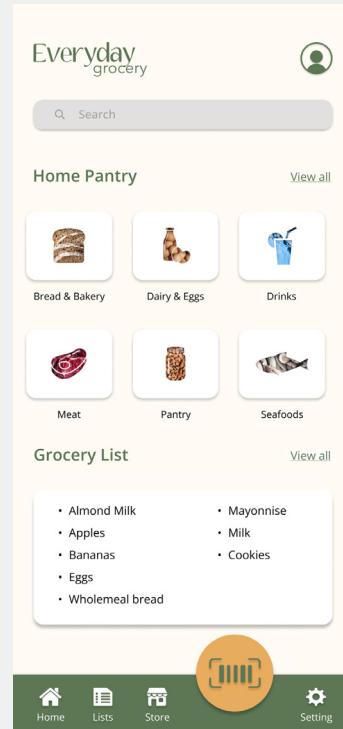
You are going to your grocery store to do your fortnight groceries to stock the fridge and pantry for the next two weeks. Make sure there are enough fruits, snacks, and bread for the children to take to school. Before leaving, you want to make a list to make sure you don't forget anything



I can see from the test scenario that the back arrow was too small, making it challenging for the user to click. I was informed that the app's advertisement was unnecessary because it didn't offer any relevant information. Additionally, I was instructed to include an edit button to show that users may modify the list. Consider that some people might not be aware that they can click on an item to see if they have it at home. In order to make it appear as though each item is a button, I altered the pages.

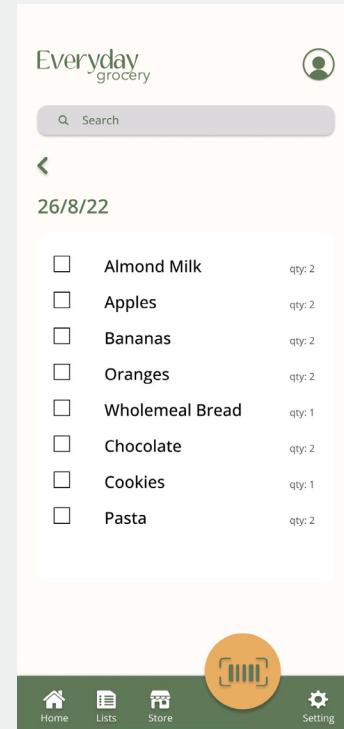


Before Testing

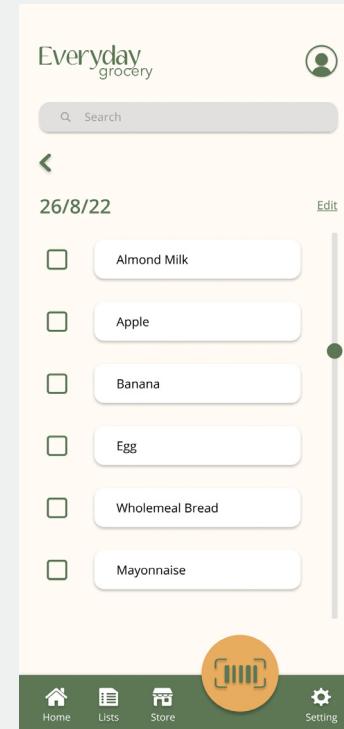


After Testing

The advertising carousel wasn't essential because it doesn't solve the issue of forgetting which groceries are in the house. Therefore, I took it out and changed the space on the main page to make it appear clean and user-friendly.



Before Testing



After Testing

The test user didn't realise there were buttons on the shopping list items that would take them to a page with more details about each item when they were on that page. To make it appear more evident, I turned each item into a button.

Based on the user feedback, I conclude that the prototype is relatively successful, but some areas still require modification. For example, when you click on a category item, it says there is no item in the pantry. There should be a redirect to the section where it will provide where you can buy that item and how much it is from different stores. The next step is to improve the grocery experience even more by developing a platform for users to buy their groceries on that app in exchange for rewards and vouchers to use for the next grocery shop.

<https://www.figma.com/proto/Z9PpLLAqWOPIGHEH5WoBqY/Grocery?page-id=86%3A2&node-id=86%3A3&viewport=130%2C327%2C0.17&scaling=scale-down&starting-point-node-id=86%3A3&show Proto-sidebar=1>

Unsplashed: <https://unsplash.com>

Freepik: <https://www.freepik.com>