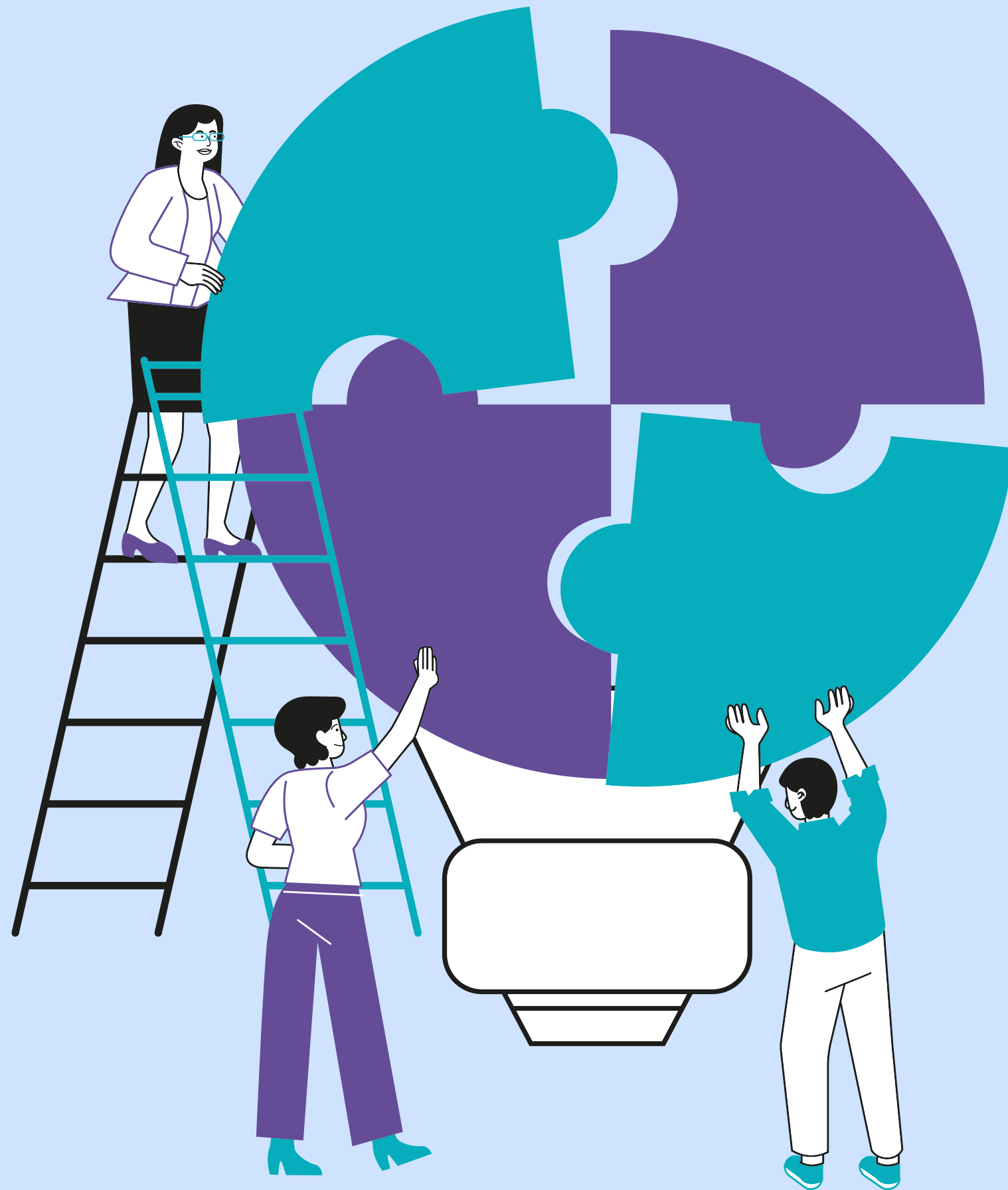




Problem

The students/working professionals sometimes want to have instant event plans or order products from different stores but are unable to visit stores physically due to constraints like no car or being in a new city and they also have an issue with the online websites as there are no customer reviews available and there is no hassle-free option to order items from multiple stores at one go.



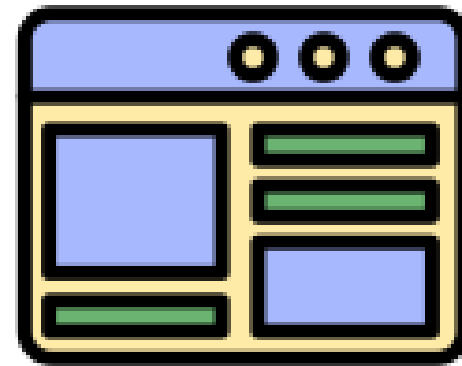
Solution

Our application will help users do their item shopping and payment online from multiple stores at one go, skipping going to crowded stores or waiting in long lines to purchase something, with delivery options they can schedule the day and time of order, can maintain an items list based on needs and set a budget for those lists. Once the orders are placed, it can be tracked individually for every stores and call/ message the delivery man for any instructions and clarification.

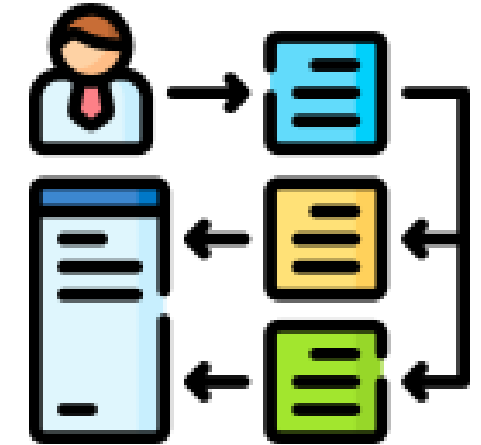
My Role



Research



Wire frame



User Flow

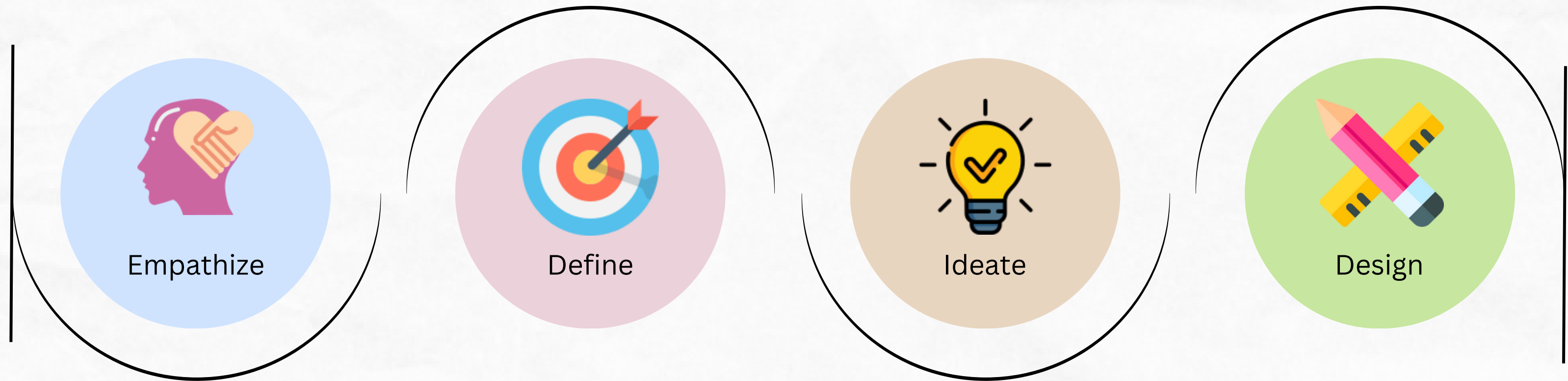


User Persona



UI Design

Design Process





Secondary Research

I did some research based on articles and reviews of major food, essentials and grocery delivery apps and found that :

- Of all the items purchased, roughly 40–50% come from search, 20–35% from browse and discover, and 20–30% from ‘buy it again’ lists.
- Around 4 in 10 Millennial and Gen Z shoppers buy groceries online weekly spending between 51-200.
- 84% of Millennials are either very likely or likely to repurchase products from a previous online order, and the same goes for 75% of Gen Z.
- Nearly 3 in 4 consumers (73%) reported recently turning to delivery for an urgent situation where they needed food last-minute.
- The most common way to grab food when consumers order meals to go is via curbside pickup (41%), with drive-through coming in second (36%), and on foot being the least popular (23%).
- Top 5 most ordered foods are French fries, burgers, pizza, salad and tacos on door dash and on instacart its basically groceries.

USER PERSONA-1



Chetan Warad

24 years

Full time masters student

Boston

Bio

Chetan Warad is from India and is presently a first-year graduate Student at Northeastern University, Texas. He is new to the USA and exploring the culture and options to settle down smoothly. He is looking for ways to set up his apartment with essential items but is unaware of the places to go to buy them and doesn't have a car to drive to explore the city making him worry about life in the USA.

Goals and Needs

- A wide variety of affordable and high-quality products to choose from.
- Settle down in new city smoothly
- Online order options to compare prices and reviews

Pain Points

- Not aware of the best places to buy essential items from.
- Need to put a lot of effort into searching for options.
- Does not have access to transportation.

Hobbies

listening to music

Sports

reading books

USER PERSONA-2



Dani Thomas

24 years
Software Engineer
Durham

Bio

Dani Thomas is an avid online shopper and a software engineer based in Durham. She is busy at work and does not find enough time to plan and prepare for events and also doesn't have enough time to physically go to stores for purchases. So, she prefers instant parties and is exploring online options to order all required items at one go and receive a quick hassle-free delivery

Goals and Needs

- A wide variety of affordable and high-quality products to choose from.
- Receive quick hassle-free delivery at the doorstep.
- Order multiple items at a single time for an event

Pain Points

- Not aware of the best places
Need to put a lot of effort and time into searching for options.
- Does not have time to physically visit stores.






Hobbies

writing blogs

painting




Exercise

User journey Map

	Discover	Search for event / custom order	Add Items to cart	Review and Pay	Track orders / Delivery
Customer Actions	<ul style="list-style-type: none">Install the applicationGet used to the interfaceCompare with other apps	<ul style="list-style-type: none">Search if items can be ordered for an event or make custom ordersCreate list for schedule future orders	<ul style="list-style-type: none">Added required items to cart from with created list or new orders	<ul style="list-style-type: none">Review the right items quantity and price(delivery and tax) added and finally pay.	<ul style="list-style-type: none">Track orders from all places , get driver and delivery details for any instructions
Touchpoint	<ul style="list-style-type: none">Mobile PhoneApplicationSocial Media	<ul style="list-style-type: none">Mobile PhoneApplicationSocial Media	<ul style="list-style-type: none">Mobile PhoneApplication	<ul style="list-style-type: none">Mobile PhoneApplicationReferrals	<ul style="list-style-type: none">ApplicationEmailText MessageDelivery Partner
Emotion					
Experience	<ul style="list-style-type: none">Difficult to find out the application on app store and get convinced about using it.	<ul style="list-style-type: none">Satisfied as items can ordered from various stores.can make specific/custom order	<ul style="list-style-type: none">No limit to the quantity ordered.clarity about stores items were ordered from.	<ul style="list-style-type: none">Frustrated about payments made as order s coming form various stores	<ul style="list-style-type: none">All the orders could be tracked with details about driver and delivery time.
Suggestions	<ul style="list-style-type: none">Improve presence on social media and communicate with people as a differentiator	<ul style="list-style-type: none">Provide more insights about features that can help users for efficient shopping	<ul style="list-style-type: none">provide individual subtotal for orders from different stores with a entire total	<ul style="list-style-type: none">provide clarity that there is one time payment no matter orders from various stores	<ul style="list-style-type: none">provide an option for users to cancel or modify orders after payment if needed

DEFINE

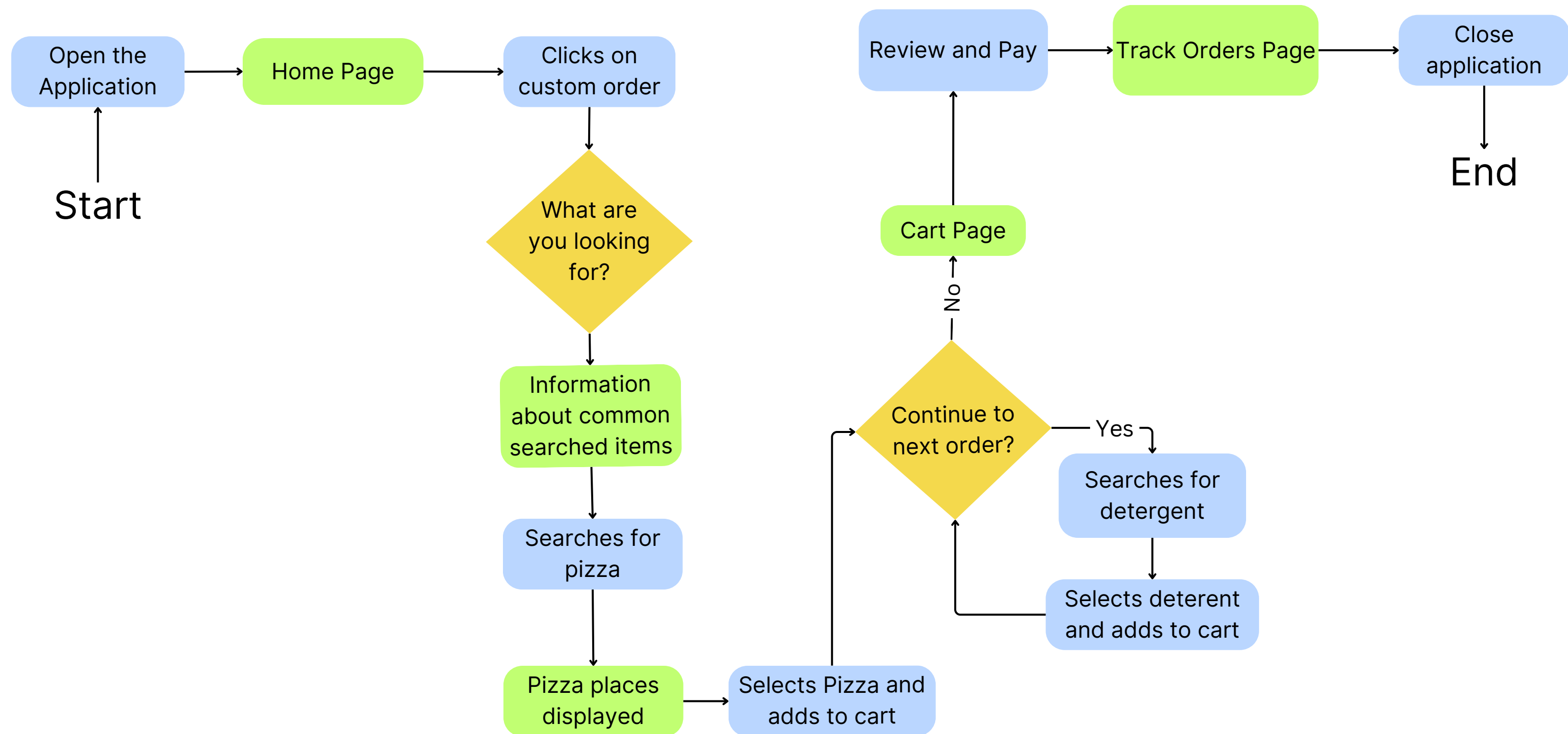
Competitive analysis

COMPETITIVE ANALYSIS			
OVERVIEW	<ul style="list-style-type: none">San Francisco–based company that operates an online food ordering and food delivery platform. It trades under the symbol DASH.With a 56% market share, Door Dash is the largest food delivery company in the United StatesIt also has a 60% market share in the convenience delivery category.	<ul style="list-style-type: none">Is an American delivery company based in San Francisco that operates a grocery delivery and pick-up service in the United States and Canada accessible via a website and mobile app.	<ul style="list-style-type: none">Walmart Inc. is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores .It is a grocery delivery platform part of the Walmart application.
QUICK FACTS	<ul style="list-style-type: none">Launched: 2013Headquarters: San Francisco, CARevenue: 6.583 billion USD (2022)	<ul style="list-style-type: none">Launched:2012Headquarters: San francisco, CARevenue:2.55 billion USD (2022)	<ul style="list-style-type: none">Launched: 1962Headquarters: Bentonville, ARRevenue:611.3 billion USD(2022)
FEATURES	<ul style="list-style-type: none">Delivers food and has a network with a wide range of restaurants. Diversified to other delivery areas like grocery and convenience stores.Schedule an order when the restaurant is closed.Has Dash Pass: \$9.99/month. Zero delivery and reduced service fees on orders above \$12.	<ul style="list-style-type: none">select items from your favourite stores at instacart.com or the mobile application.Personal shoppers pick items with care. Chat as they shop and manage your order.\$9.99 – monthly subscription fee	<ul style="list-style-type: none">As a member there are no shipping charges irrespective of number of orders. Provides additional perks like fuel discounts, paramount + subscription, access to tools for faster shopping.Can set up returns in the accountCan schedule delivery (both day and time)
LIMITATIONS	<ul style="list-style-type: none">Can order from only one restaurant at a timeMajorly dominant in suburbs and the competitors are highly active in the metro cities.	<ul style="list-style-type: none">Can order from only one store at a time.Cannot schedule the delivery.	<ul style="list-style-type: none">Can order items only from Walmart.Price higher than Instacart (\$12.95/month)

IDEATE

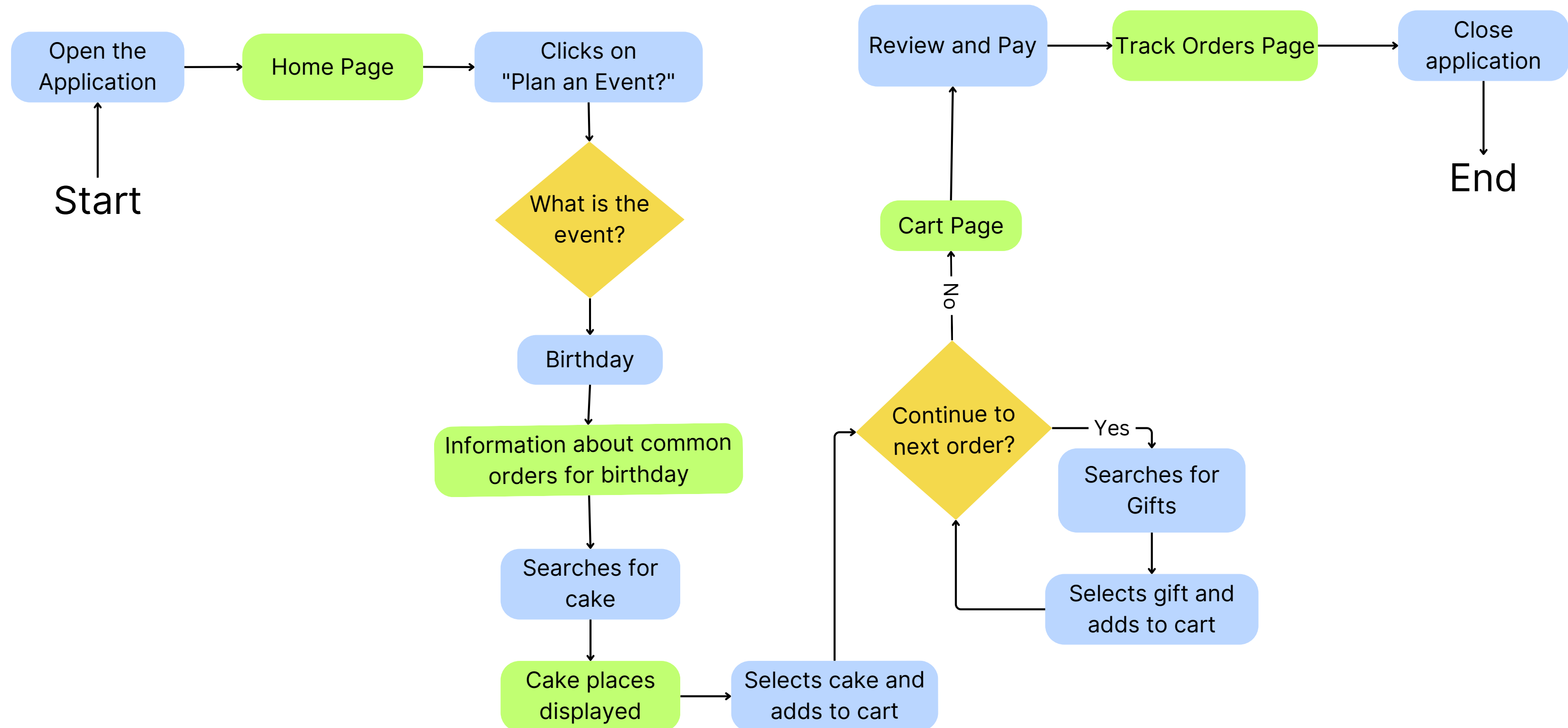
User flow

SCENARIO 1: CHETAN WANTS TO ORDER PIZZA AND DETERGENT



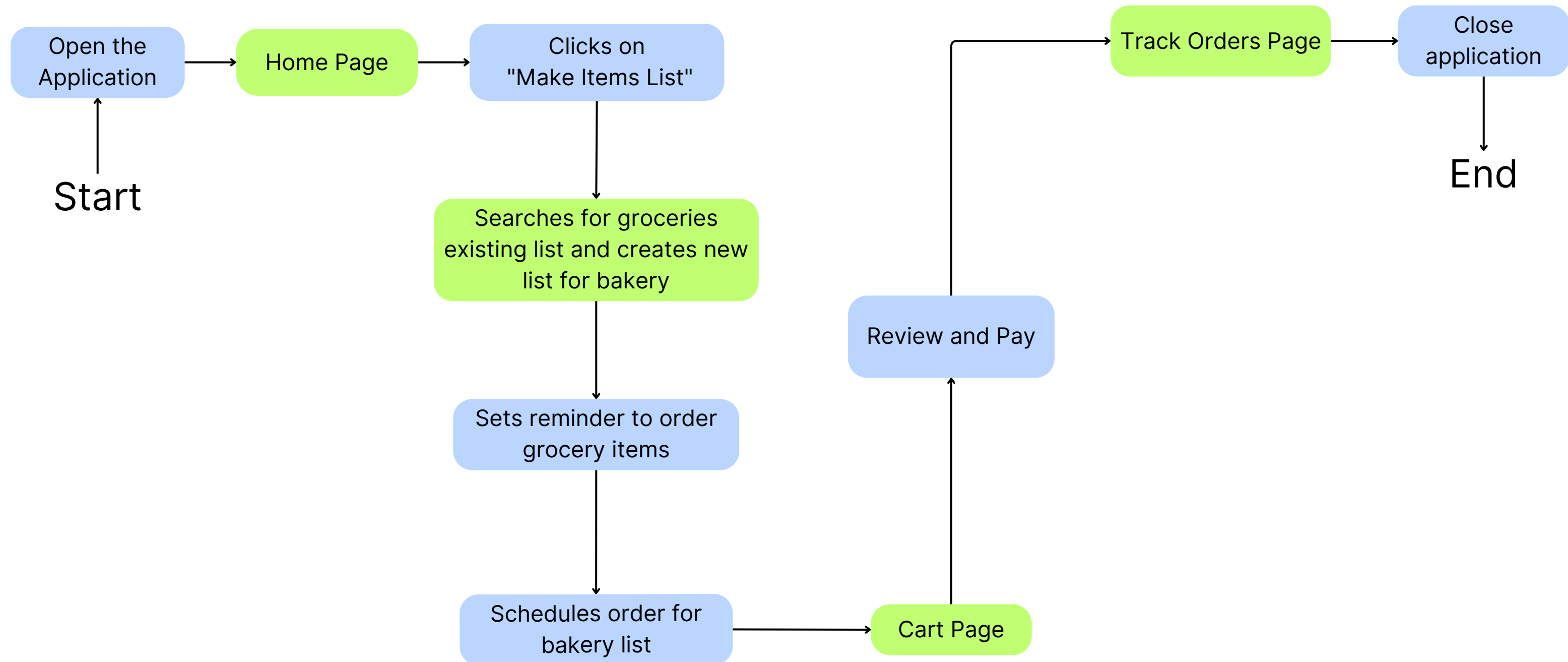
User flow

SCENARIO 2: CHETAN WANTS TO ORDER CAKE AND GIFTS FOR THE BIRTHDAY EVENT

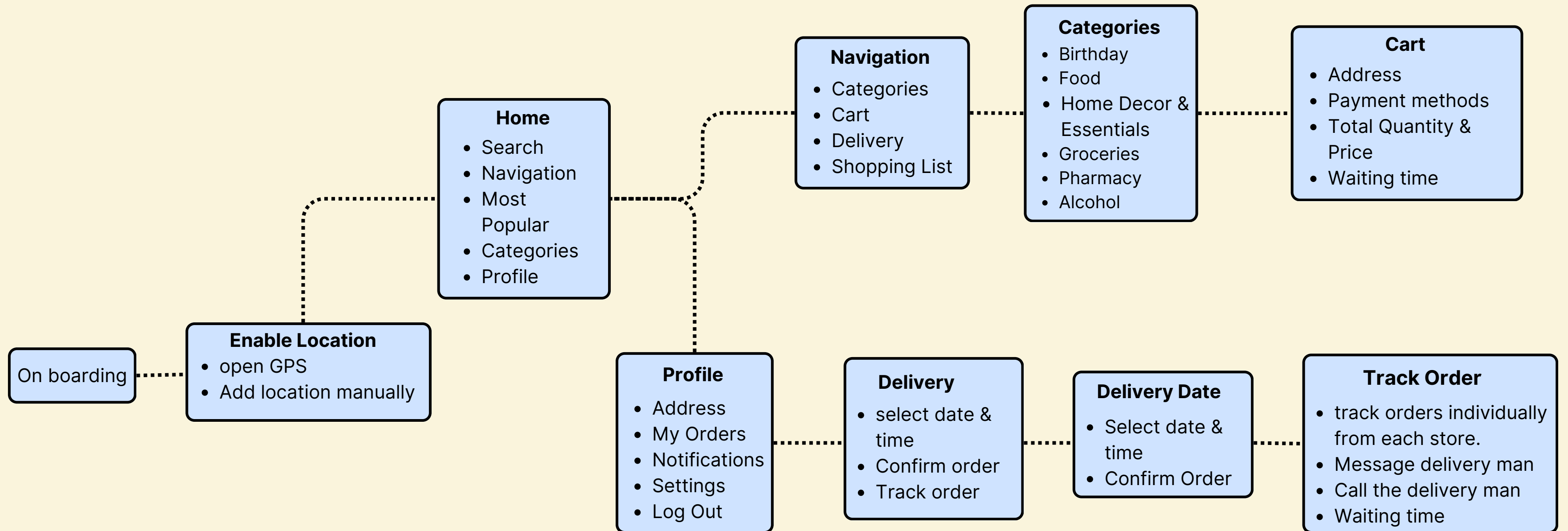


User flow

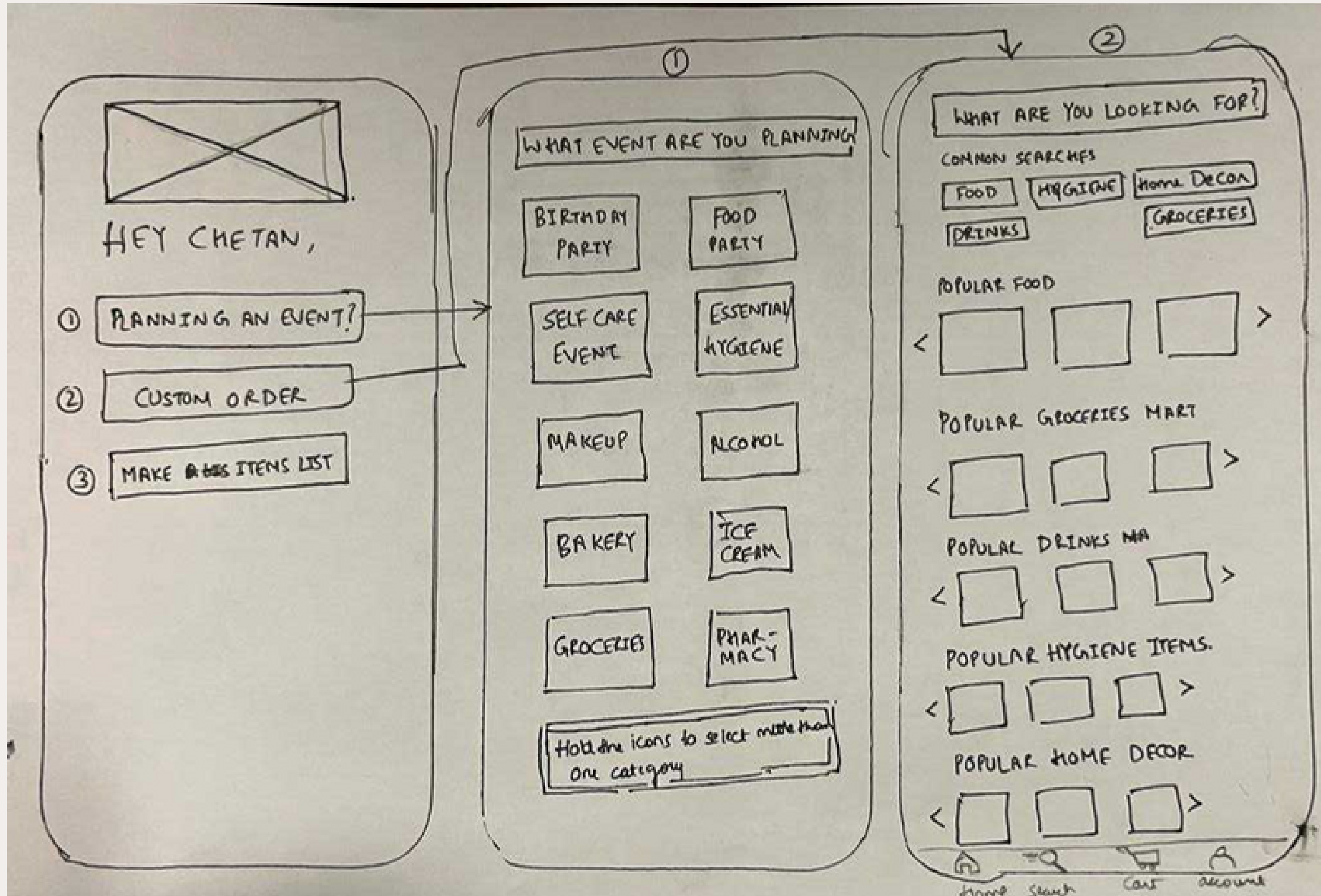
SCENARIO 3: CHETAN WANTS MAKE AN ITEMS LIST AND SET REMINDER FOR GROCERIES AND SCHEDULE BAKERY ORDER



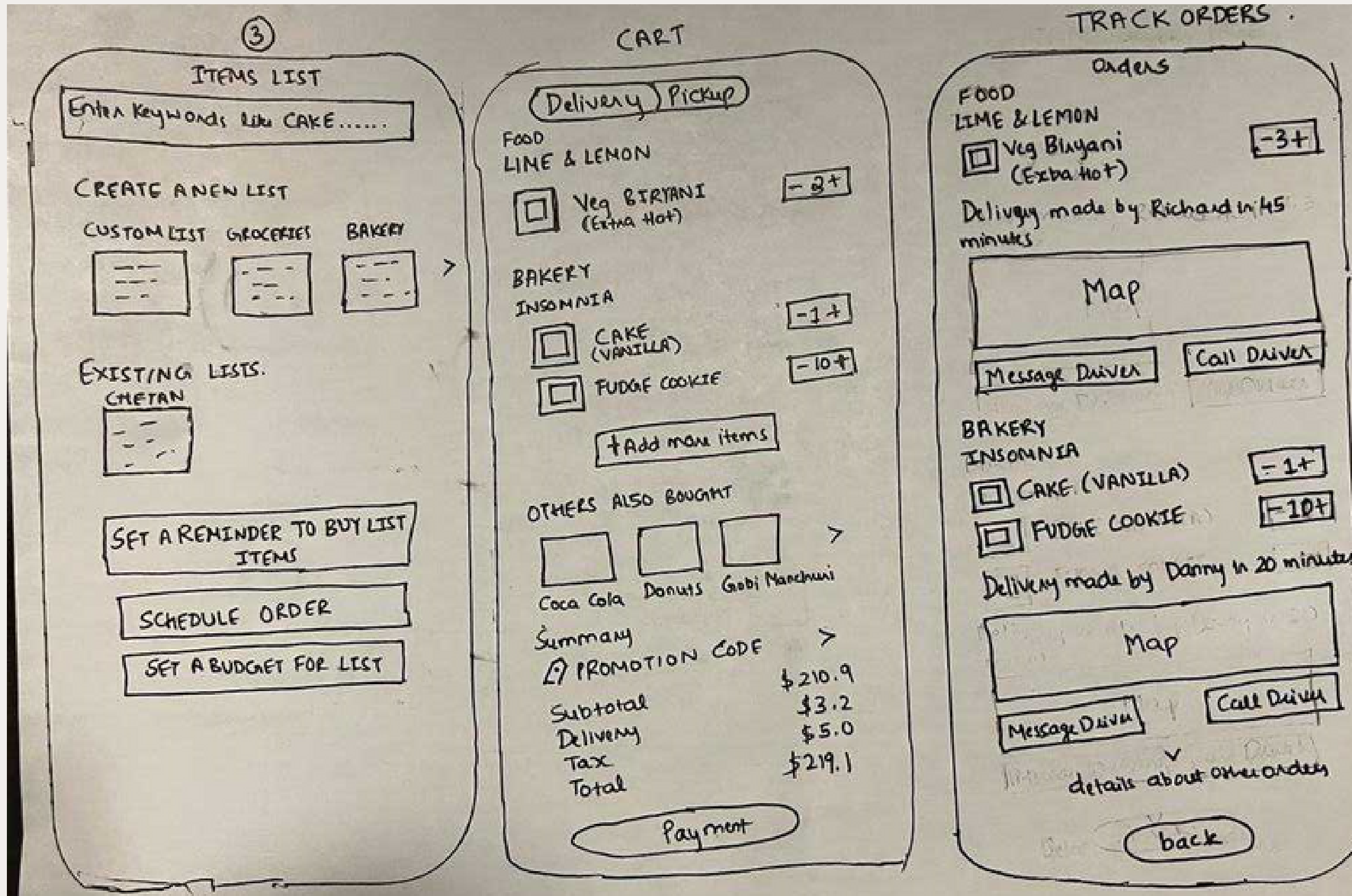
Information architecture



Low Fidelity Wire Frames

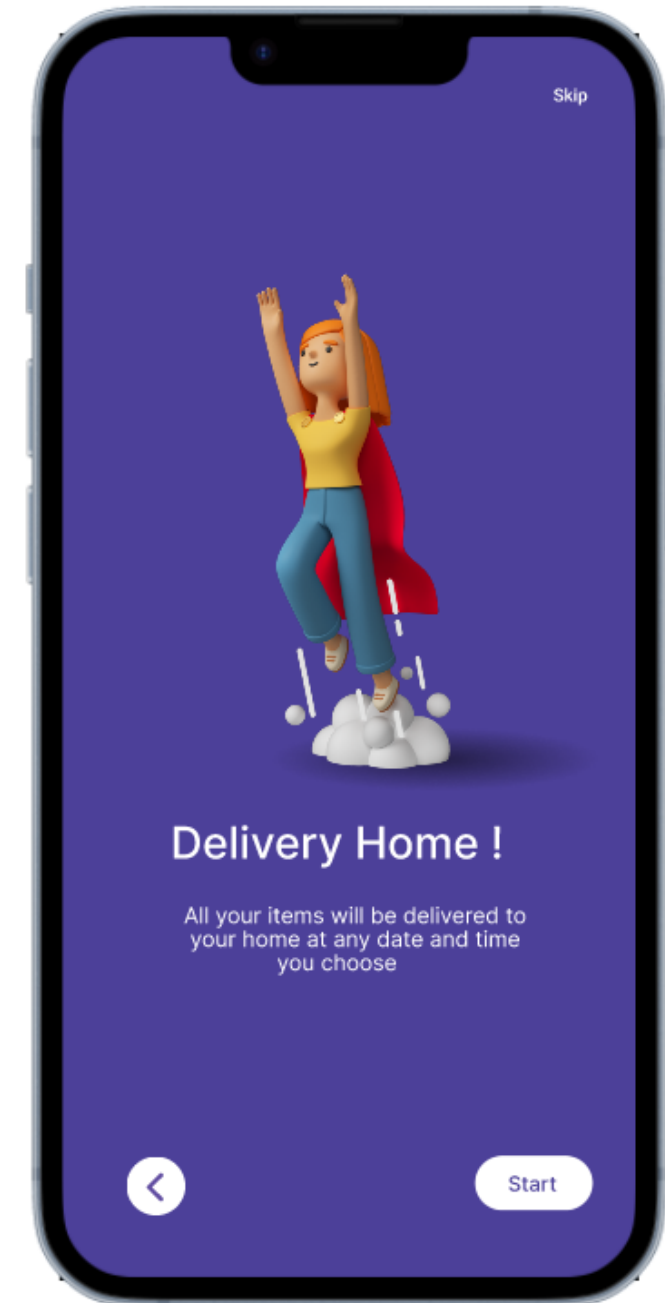
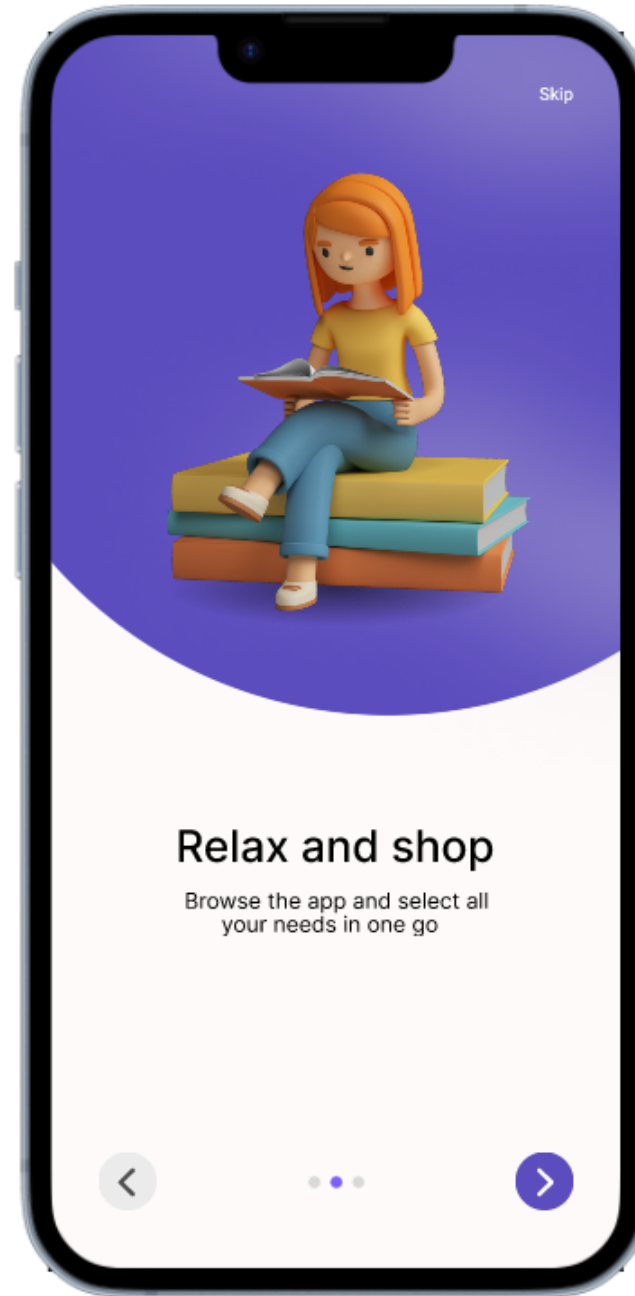
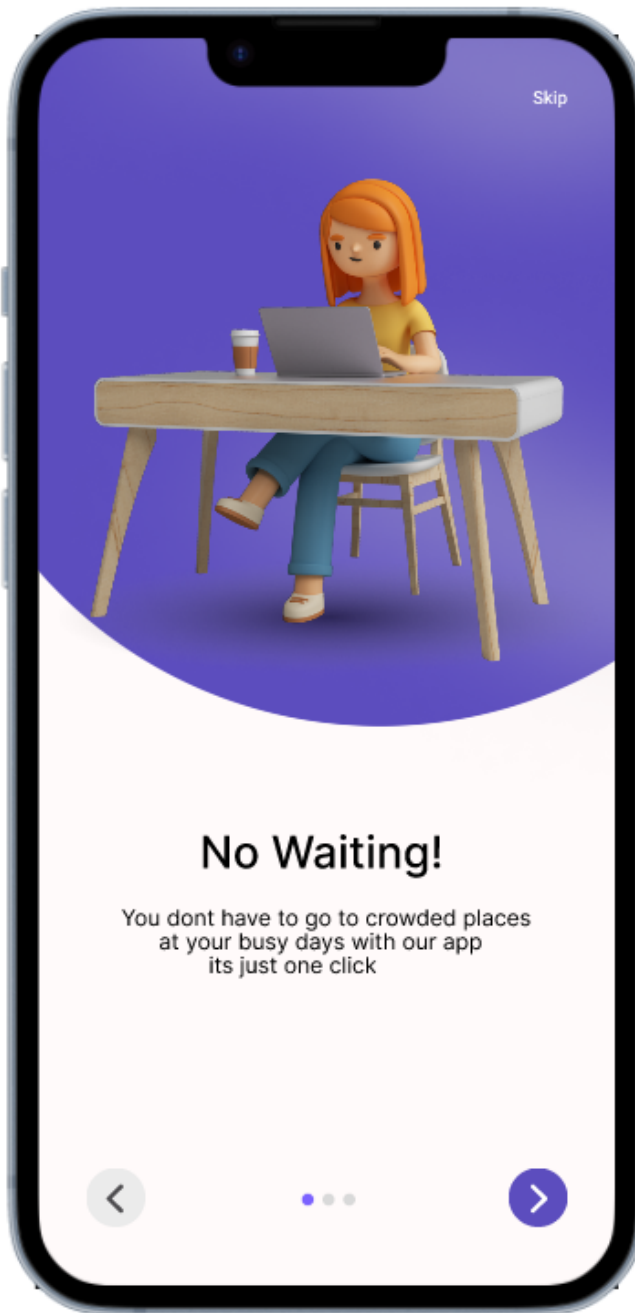


Low Fidelity Wire Frames



UI Design


1. Onboarding Screens



UI Design

2.Signup & Profile

< Create an account






Create your account

Email address

Password

Create an account


Or

Already have an account ? [Login](#)

< Complete your profile


Complete your Profile



Full Name

Username

DD/MM/YYYY


 (201) XXX XXXX

Complete your profile

< Complete your profile

✓ Information successfully Updated ×


Complete your Profile



Chetan warad

Chetan_w23

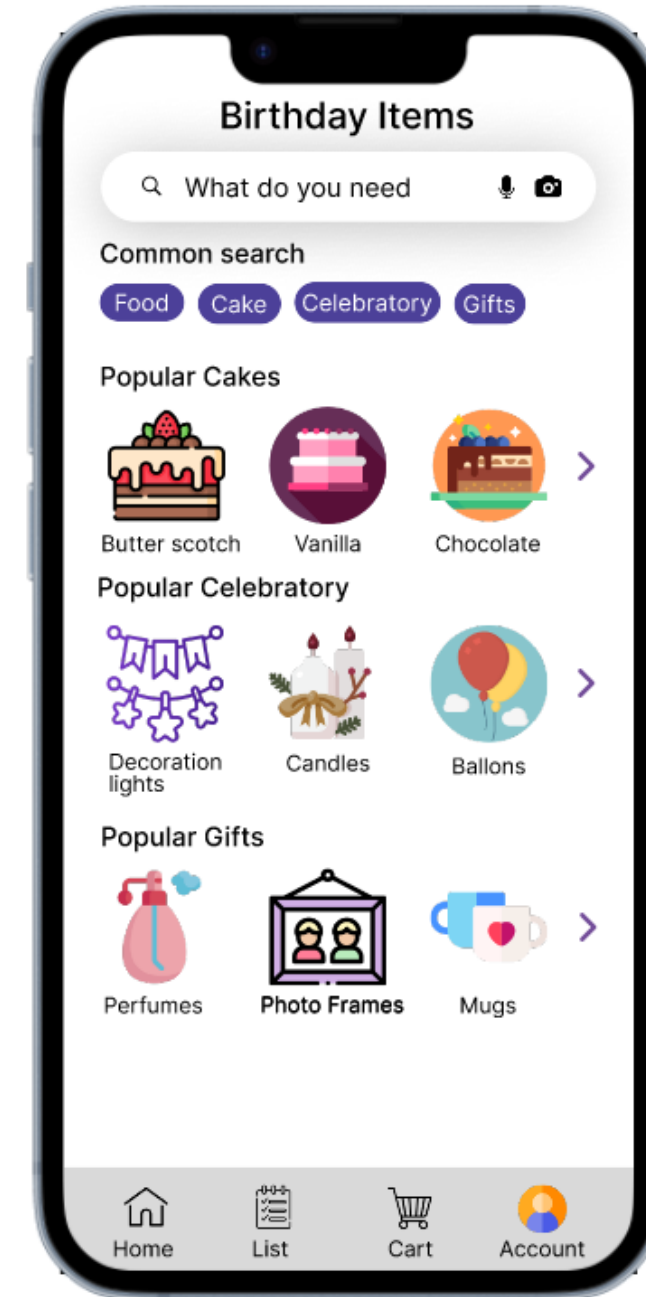
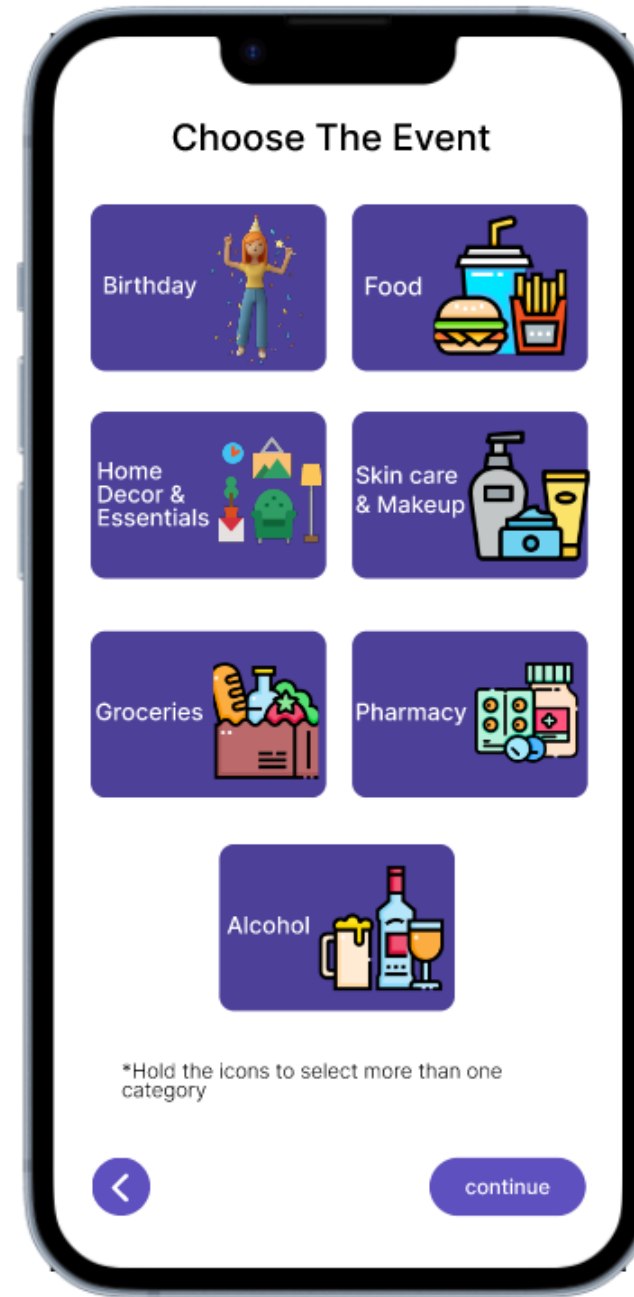
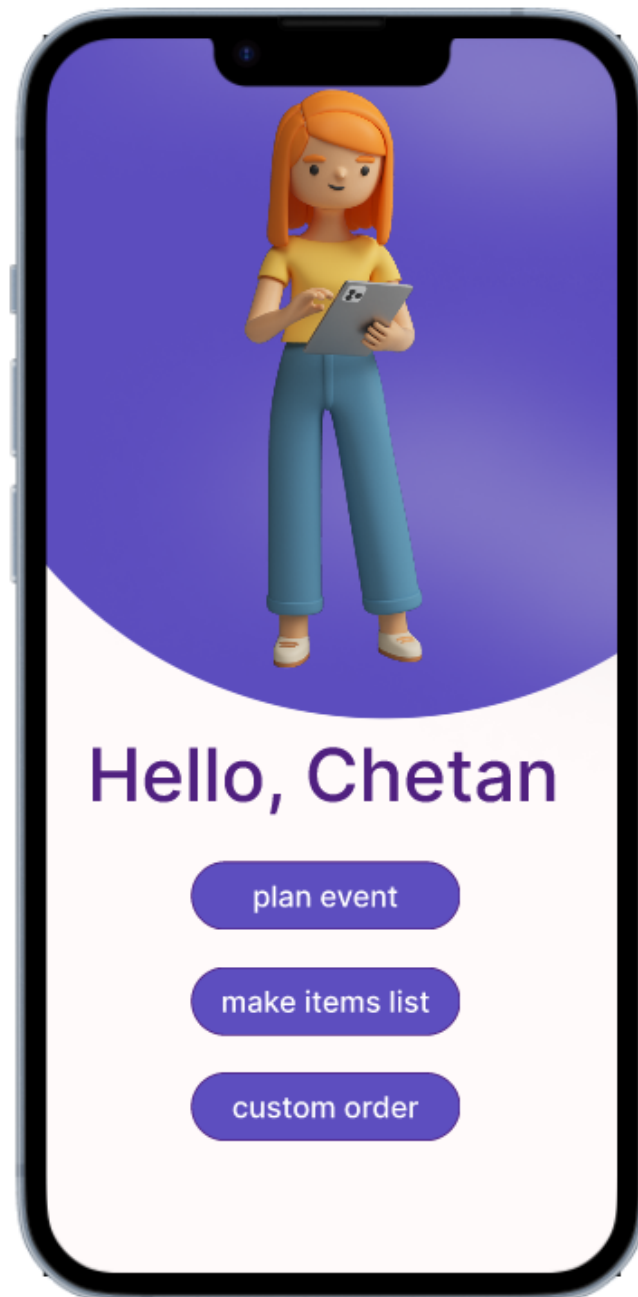
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 (201) 616 2455

Complete your profile

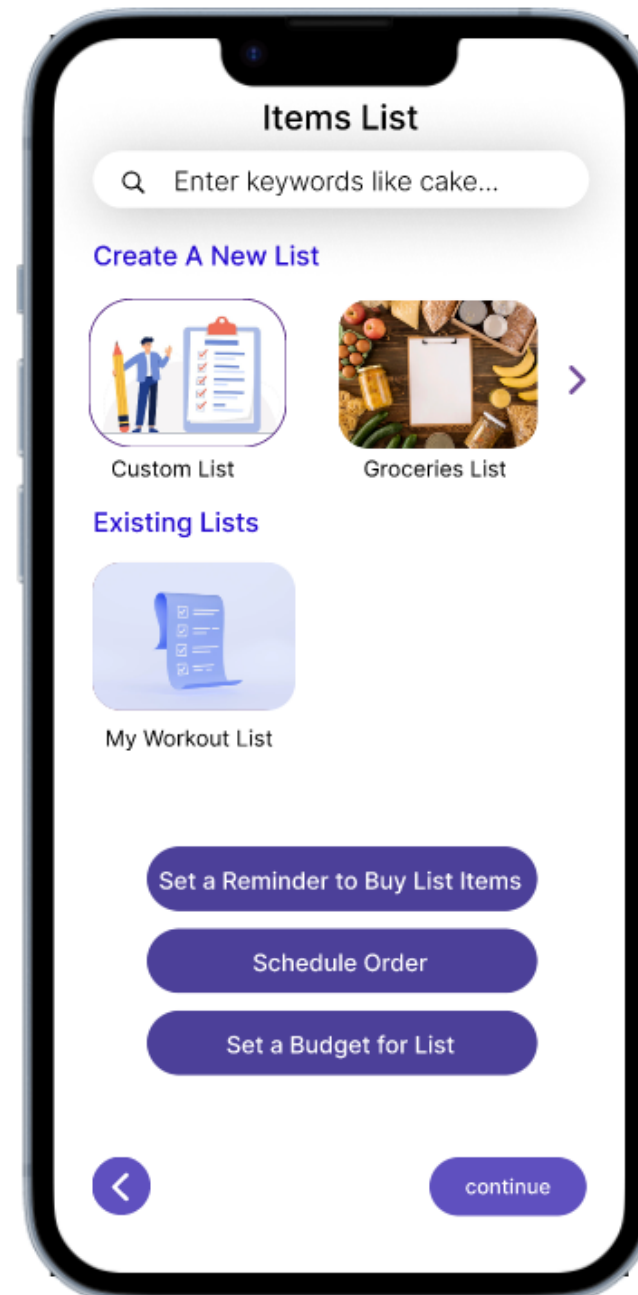
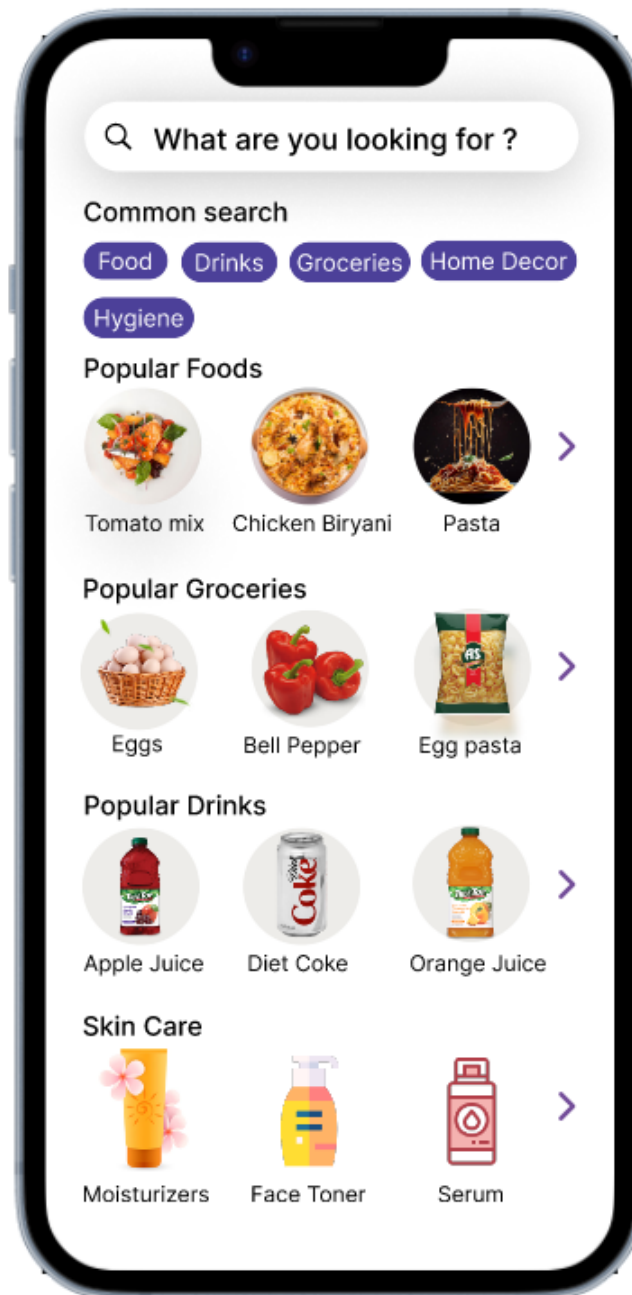
UI Design

3.Home & Category



UI Design

4. Category & Items List



UI Design

5. Cart & Order Summary

