

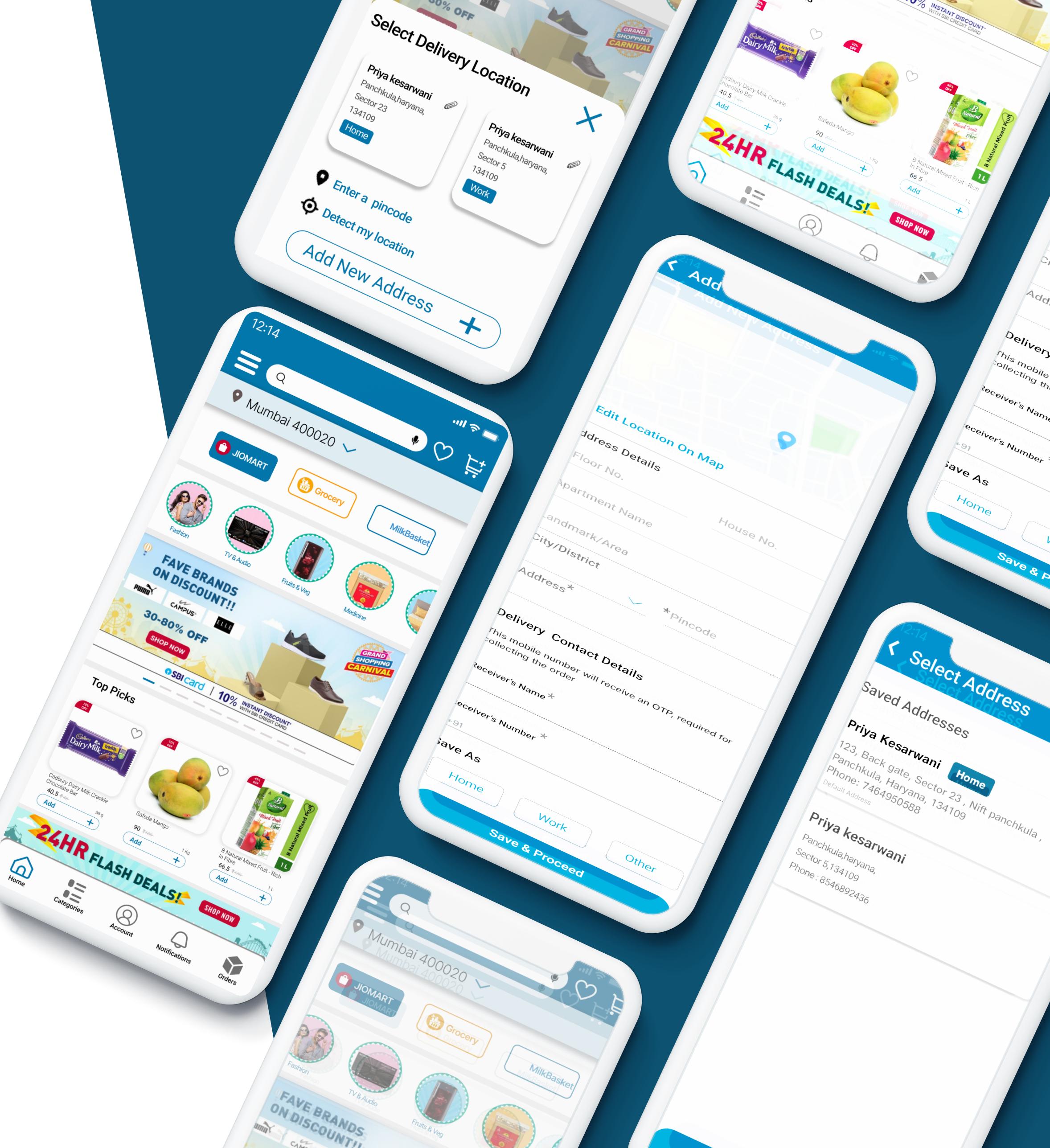


JioMart

App Redesign

UI/UX CASE STUDY

-By Priya Kesarwani



Project Overview

The project aims to enhance the user experience of the JioMart app, an e-commerce platform for groceries and household essentials. By addressing the identified gaps and challenges, my goal is to create a more seamless and user-friendly shopping experience for JioMart app users.

The primary focus of this project is to improve the app's navigation system, allowing users to easily change their location on the map and providing a more intuitive way to search for addresses. Additionally, we will tackle the issue of cluttered layout by redesigning the home screen to present information and options in a more organized and visually appealing manner.



- Students living away from family, working professionals.
- Nuclear families
- Middle-aged people
- Retired people who do not want to go out due to their age and health issues
- Middle-class and lower-middle-class households in India.
- JioMart targets customers who value convenience and time-saving.
- JioMart partners with local Kirana stores to facilitate last-mile delivery and support small businesses.

Target Audience

User Research

Empathy Mapping

Problem Solution

Gap identification

Visual Design

Information Architecture

Wireframes

User Flow

User Persona

Prototyping

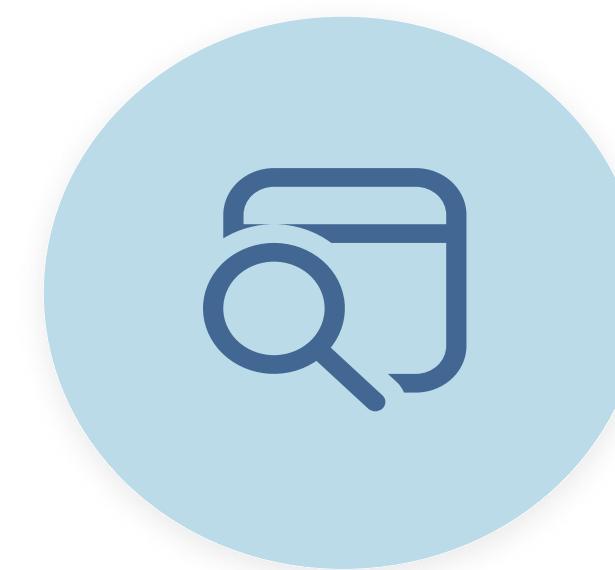
My Responsibilities

Design Process



Empathize

UI Analysis
User Reviews
Competitor ui analysis
Gaps



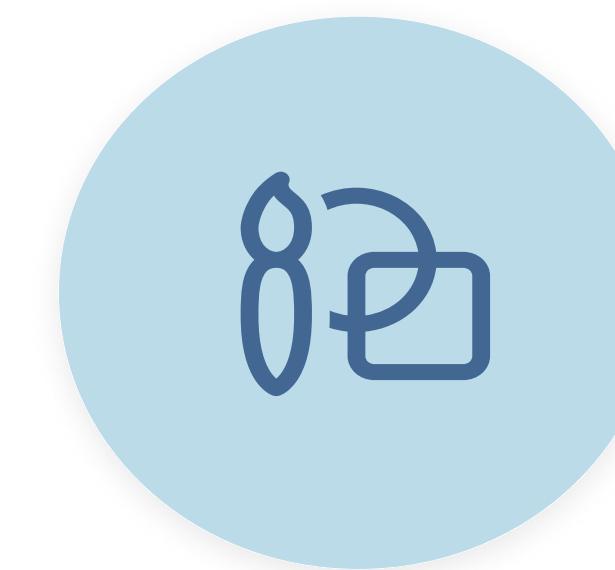
Define

User Persona
journey Map



Ideate

Information
Architecture



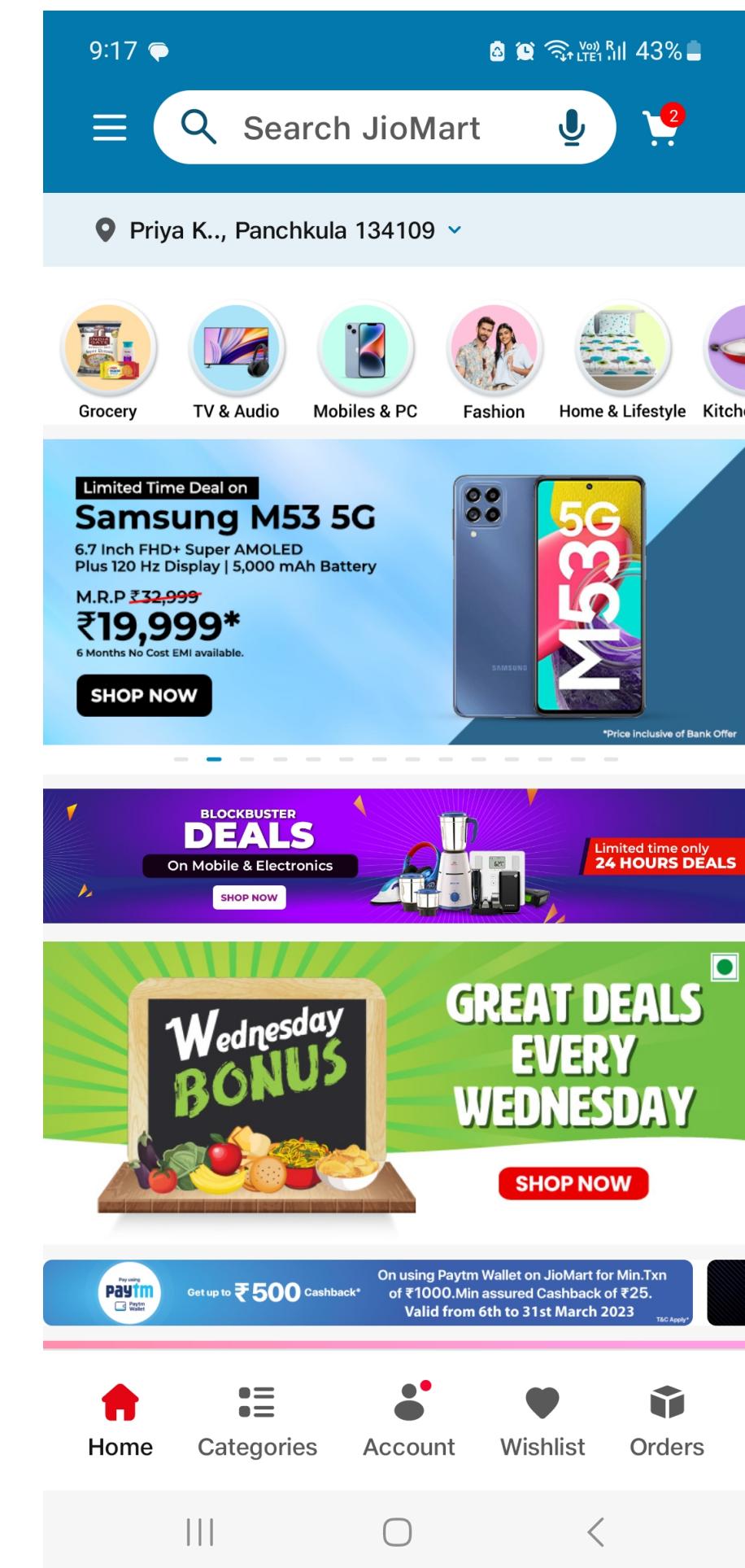
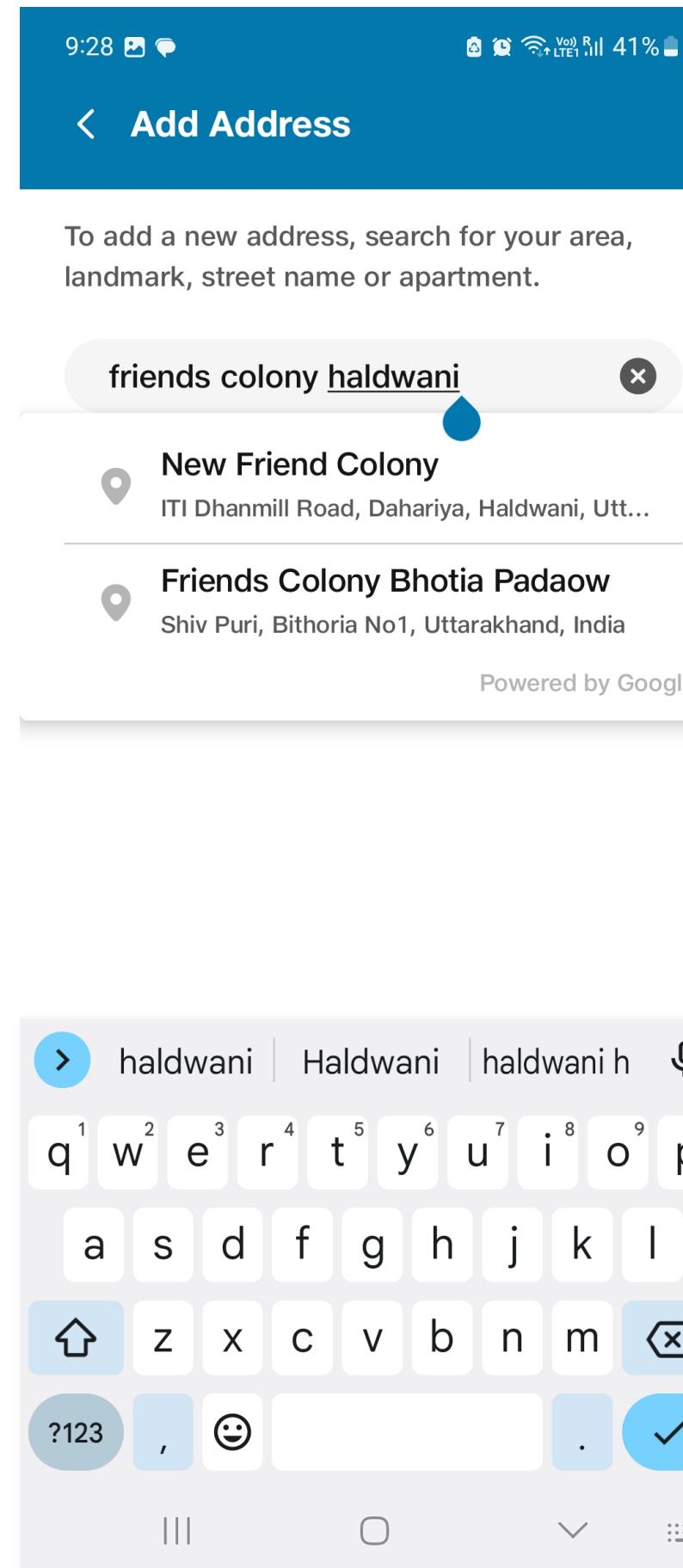
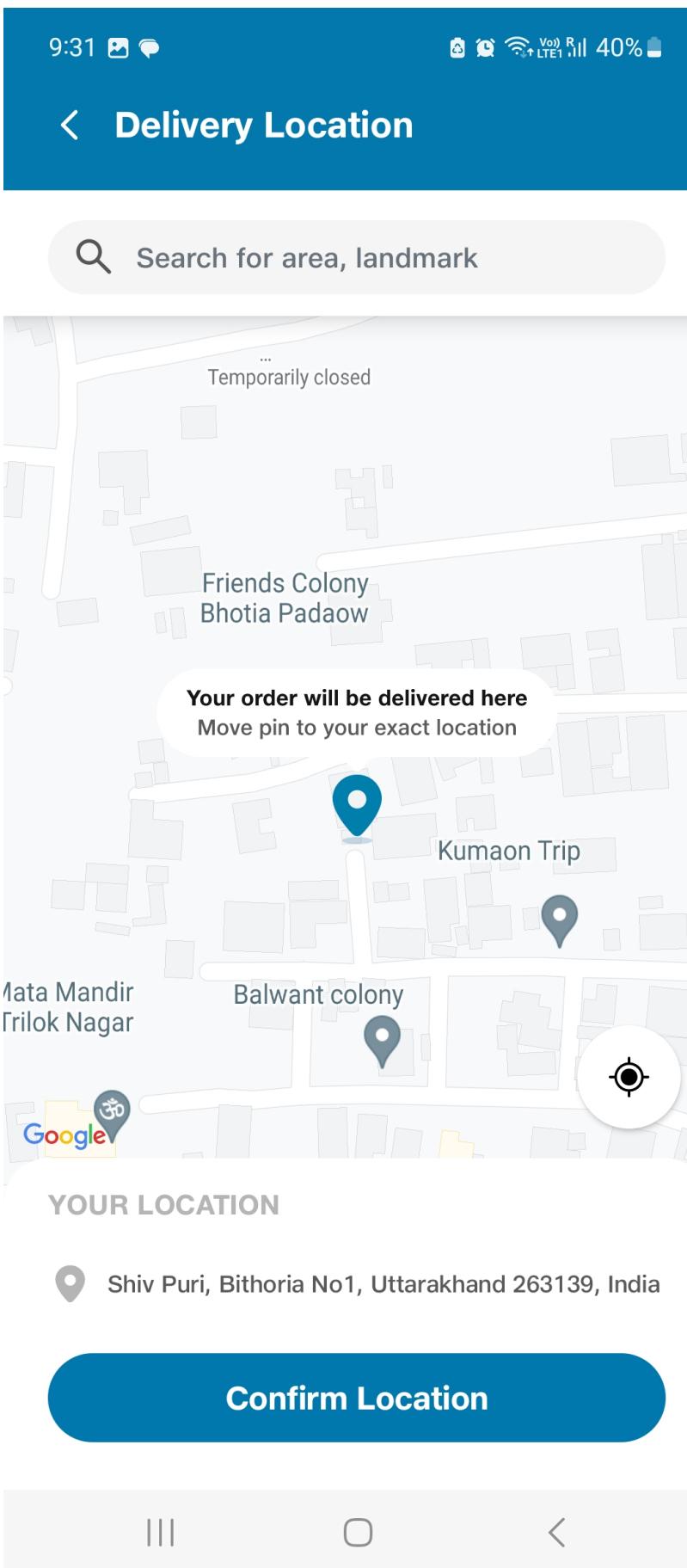
Design

Paper
Wireframes

UI Evaluation

Inconsistent Navigation

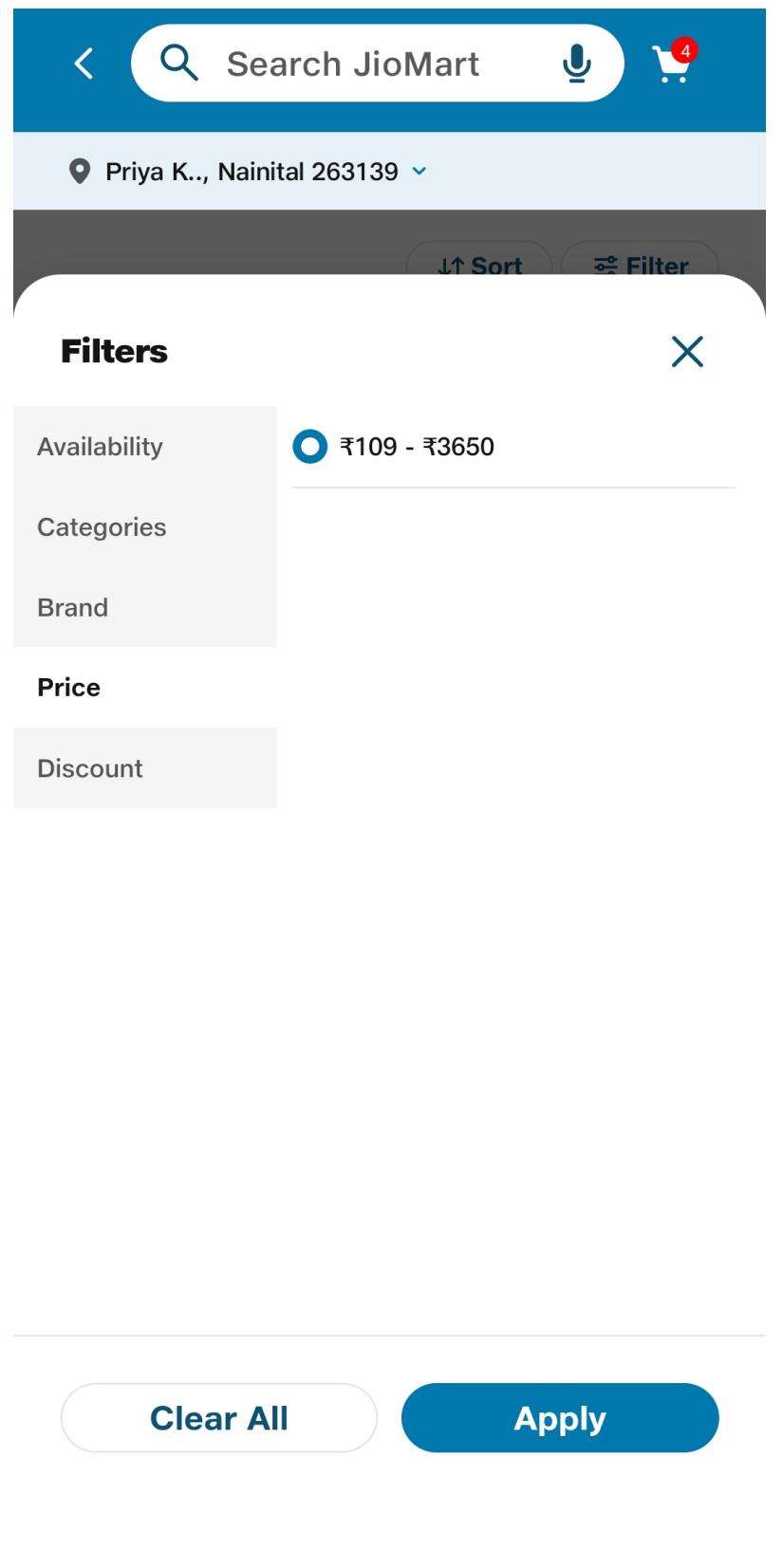
location on the map can't be changed if written manually. It is pretty annoying to have to choose the suggested address while searching for a location because it is required and just a few addresses are available.



Hierarchy Of Fonts Not Followed
font style is improper and mismatched font size is improper where Maine this are not highlighted.



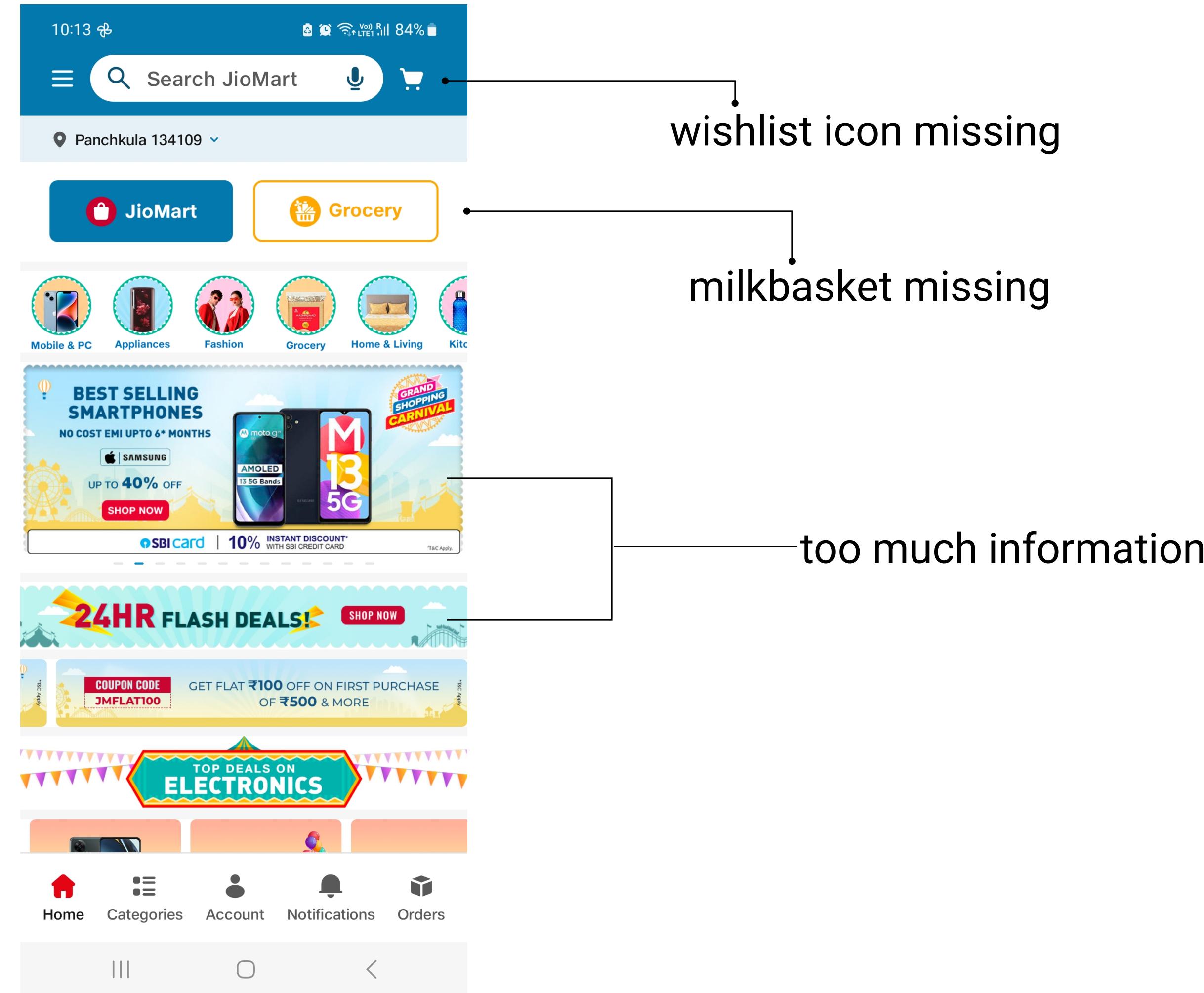
Limited Filtering Options
filter option is not well defined. discount option there is no % mentioned. price range not available in some products.



Cluttered Layout

cluttered and overwhelming to some users, with a lot of information and options presented on the home screen.

UI Evaluation



User Reviews



Bala Jeevanandham

:

★★★★★ 14/03/23

Very worst experience with jio mart, Yesterday they sent wrong product, no options in app to return or refund, reached customer care, they said n you will get solution after 48 hours. Very worst service. I Can't even give rate for this app.



Nishad Pancholi

★★★★★ 24/04/23

Aesthetic app, decades old user interface, cart shows 2 products however after clicking on cart there is no products in the cart and msg received our cart is empty. Hire quality testers and designers



SOMANAND Mamle

:

★★★★★ 14/03/23

What a joke no proper search available in grocery category, I searched for cold drinks it was showing unnecessary things. Make sure after every update you should Chek personally the app was working or not.



SOMANAND Mamle

:

★★★★★ 14/03/23

What a joke no proper search available in grocery category, I searched for cold drinks it was showing unnecessary things. Make sure after every update you should Chek personally the app was working or not.



Anurag Singhal

:

★★★★★ 17/01/23

User interface is poor. Filters don't work. Customer service is ill informed.



Manish yadav

:

★★★★★ 20/11/22

This app is simply horrible! *Firstly it takes two days to deliver daily groceries, I mean you order vegetable and fruits wait for two days. *Secondly user interface pathetic, I mean even CS students would design more meaningful and convenient app than this. I can't cancel my order, provide me cancel button please. * One star just because it is the lowest parameters available here . I understand it is Beta version but still wrote this because of the poor services too.



Gaps Identified

- Inconsistent Navigation: The app lacks consistent navigation, making it difficult for users to change their location manually or find specific addresses while searching for locations
- Address search limitations: The existing address search functionality lacked options and relied heavily on suggested addresses, leading to inconvenience and inaccuracies for users and user can't proceed further without selecting address.
- Cluttered Layout: The home screen of the app can feel overwhelming and cluttered, with an excess of information and options presented all at once
- Usability challenges: Users faced challenges in terms of finding specific products, adjusting quantities, and applying discounts, resulting in frustration and inefficiency.
- Limited personalization: The app lacked the ability to easily change location on the map and provide manual address input, limiting the personalized and accurate shopping experience.

User Persona



NAME Gyan
AGE 32
Family Status Married
JOB Software Engineer
LOCATION Bangalore

Goals and needs

- Gyan is a busy working professional who wants to save time on his grocery shopping.
- Gyan wants to be able to purchase fresh and high-quality products online.
- Gyan wants to be able to choose a delivery time that works for his busy schedule.
- Want to order groceries online for convenient delivery
- Want good customer service with fast and free delivery
- Want to save time and spend it with family

Motivation

- Convenience
- Safety
- Selection
- Price
- Personalization
- Sustainability
- Health

PAIN POINTS

- The application is too hard to browse
- Payment and refund issues
- Limited availability of products
- Delivery delays or issues
- Concerns about product quality or freshness

Journey Map

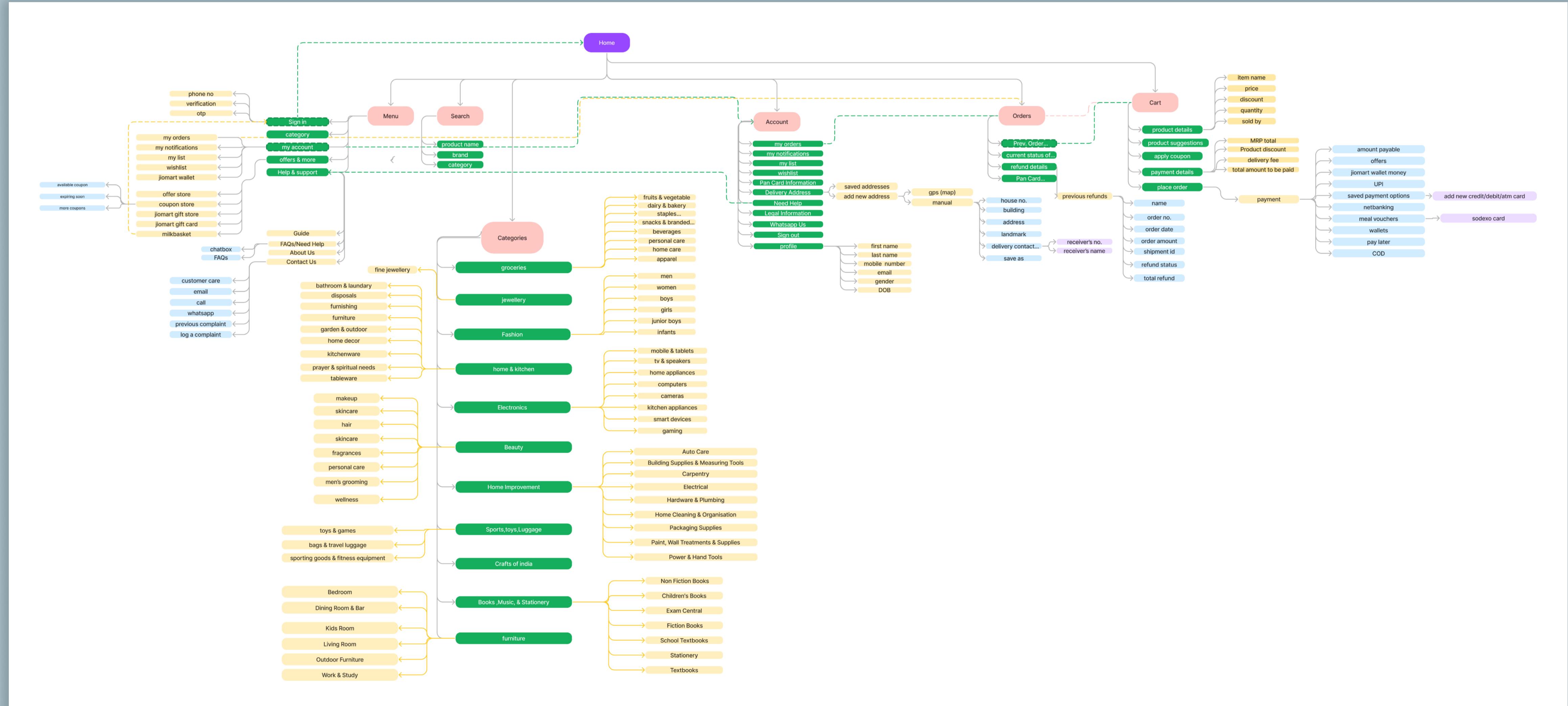
Persona: Gyan

Goal: Gyan is a busy professional who desires to shop for groceries for his home while he is at work..

STAGE	DISCOVER	EXPLORE	CHECKOUT PROCESS		PURCHASE		
ACTION	looking for an app to buy groceries	installs jiomart app and sign up	Searching products / groceries	Adding groceries to cart	Order Review	Payment	Order Placed
TASK LIST	Tasks A. check application in playstore B. ask friends C. research about some apps	Tasks A. found app & installs it B. sign up using no. C. while signing up thought about other ways to sign up like google ,social media	Tasks A. serach vegetables B.look for some grocery which he might like	Tasks A.checks total amount B. looks for some discount coupons C. adjusting quantity	Tasks A. add home address while sitting in office B. adds details	Tasks A.look for delivery slot B. looks for convenient payment option	Tasks A.looking for map view where is his order B. Track order
Pain points	<ul style="list-style-type: none"> couldn't decide which app to prefer have very limited time so couldn't go to buy grocery nearby offline shopping is time consuming limited accessibility 	<ul style="list-style-type: none"> couldn't find more options to sign up 	<ul style="list-style-type: none"> while searching there were confusing categories filter & sort options were limited too much scrolling to find the desired product 	<ul style="list-style-type: none"> added products doesn't have remove option i had to remove one by one by decreasing quantity 	<ul style="list-style-type: none"> writting address but its not showing in the option given no option to proceed if written address manually 	<ul style="list-style-type: none"> couldn't find delivery slot not mentioned anywhere when it will be delivered 	<ul style="list-style-type: none"> map tracking is not available
FEELING	Confused 	neutral 	irritated 	happy because of discounts 	frustrated 	frustrated 	clueless & dissapointed
OPPORTUNITIES & IMPROVEMENTS	Add text	<ul style="list-style-type: none"> add more options to sign up 	<ul style="list-style-type: none"> add more sort & filter options add same product but different quantity in same option well defined categories 	<ul style="list-style-type: none"> remove optioon can be added 	<ul style="list-style-type: none"> add manually option should be given 	<ul style="list-style-type: none"> delivery slots should be available 	<ul style="list-style-type: none"> map view can be added

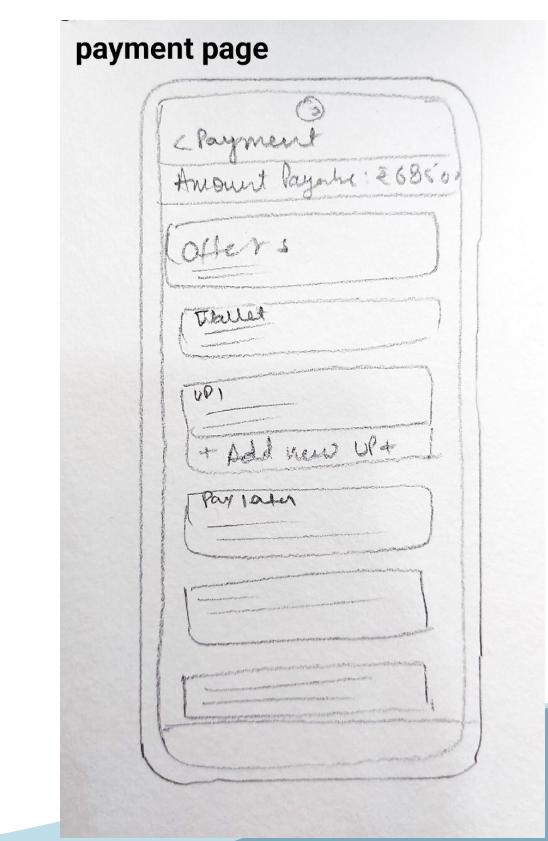
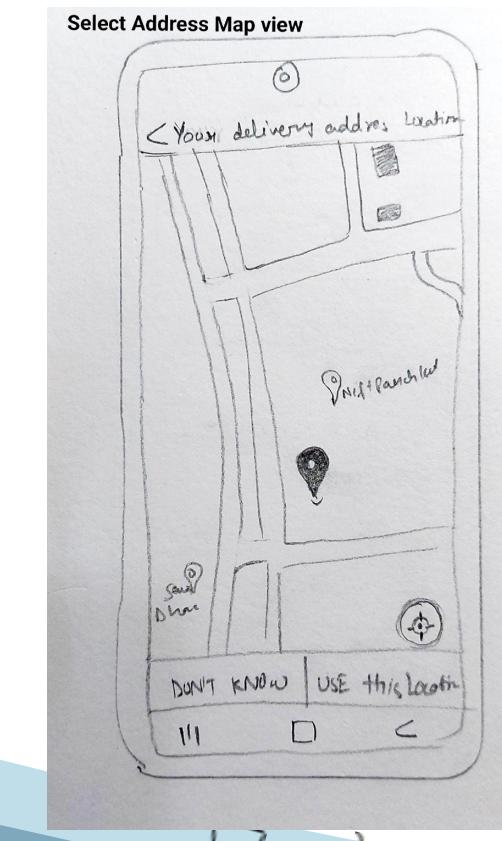
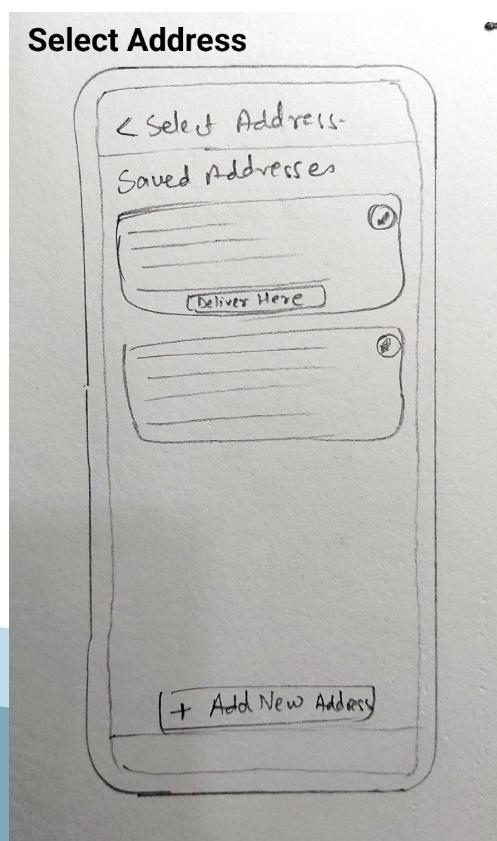
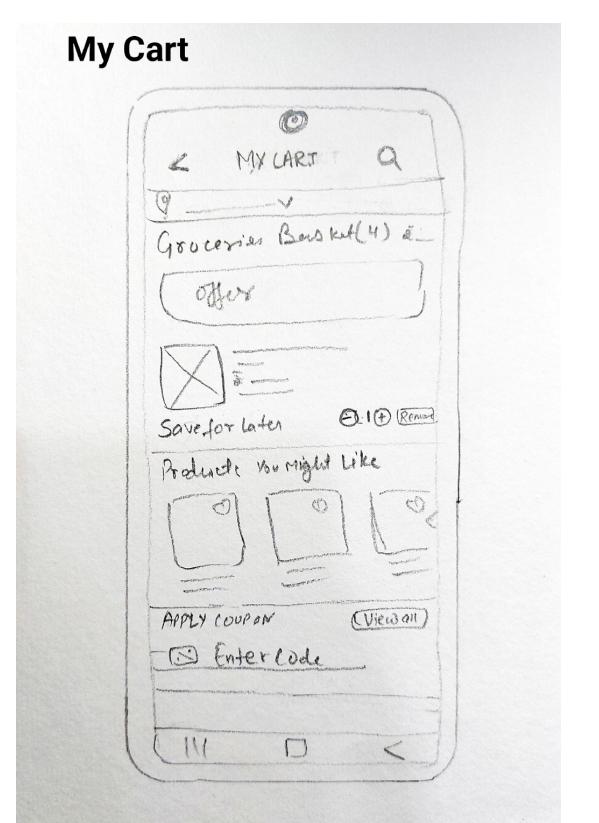
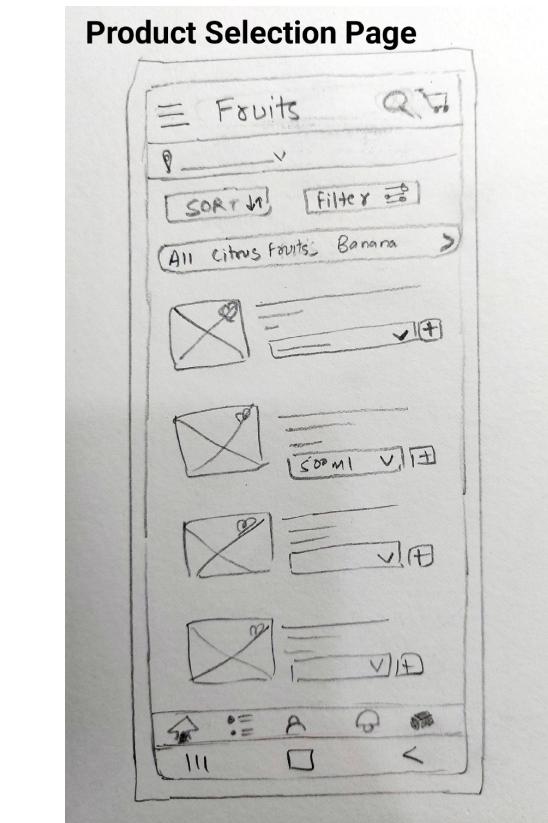
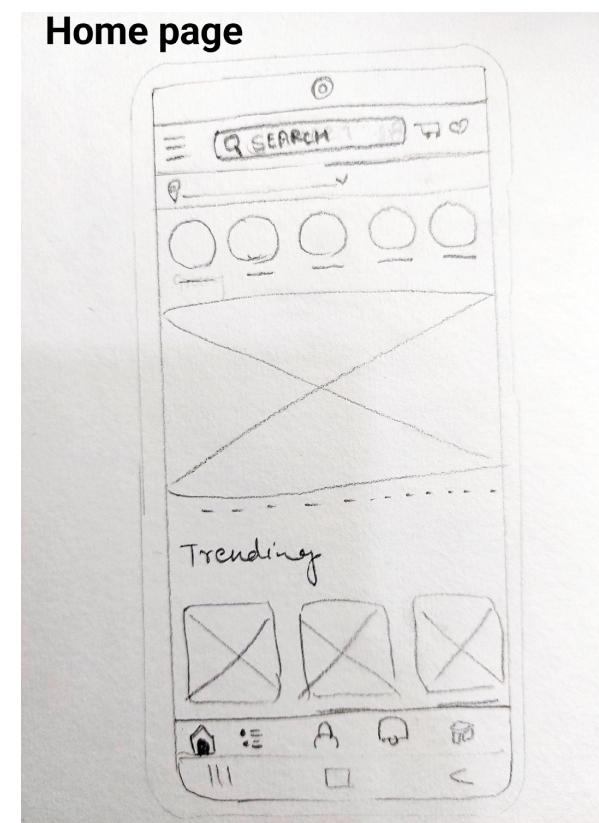
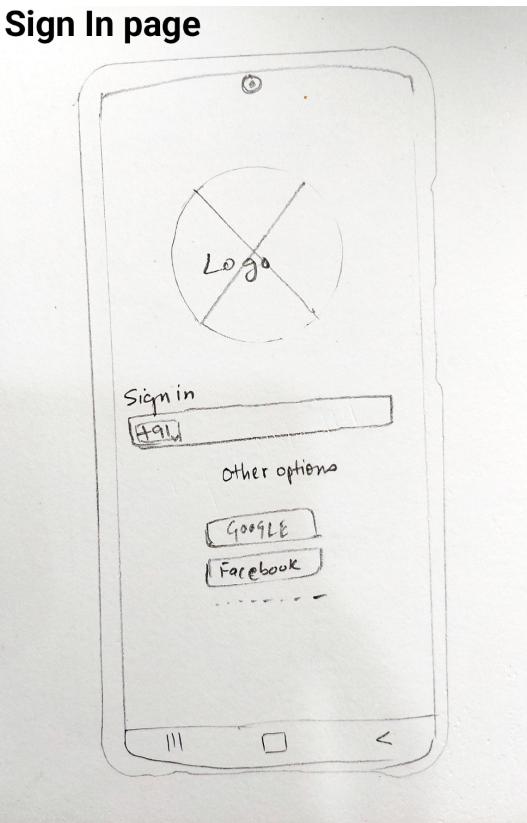
Ideate

Information Architecture



Design

Paper Wireframes



Mid fidelity Wireframes



Tool Kit

COLOUR PALETTE



0378AD



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TYPOGRAPHY

ROBOTO

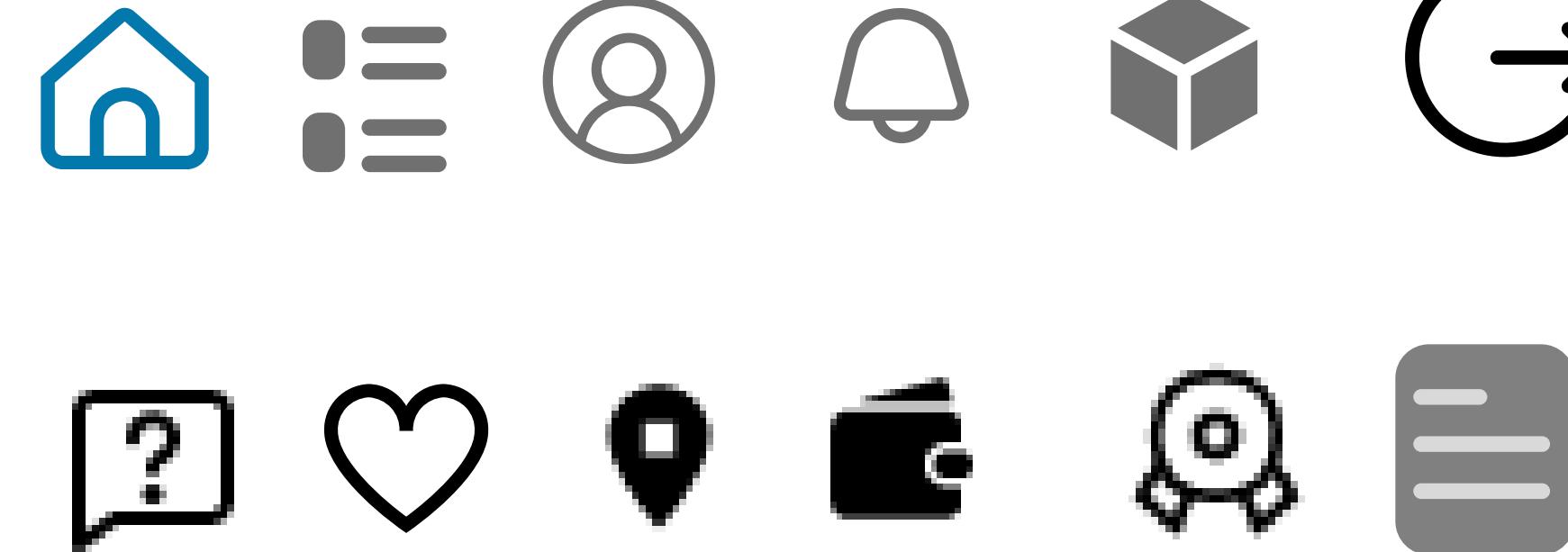
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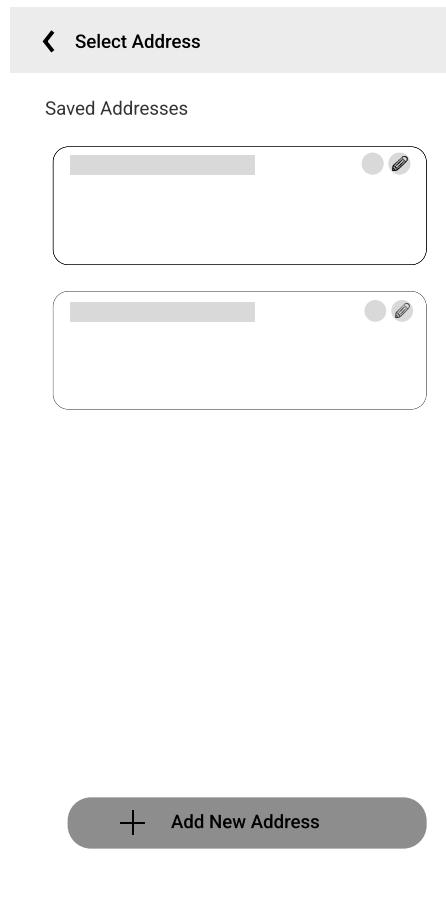
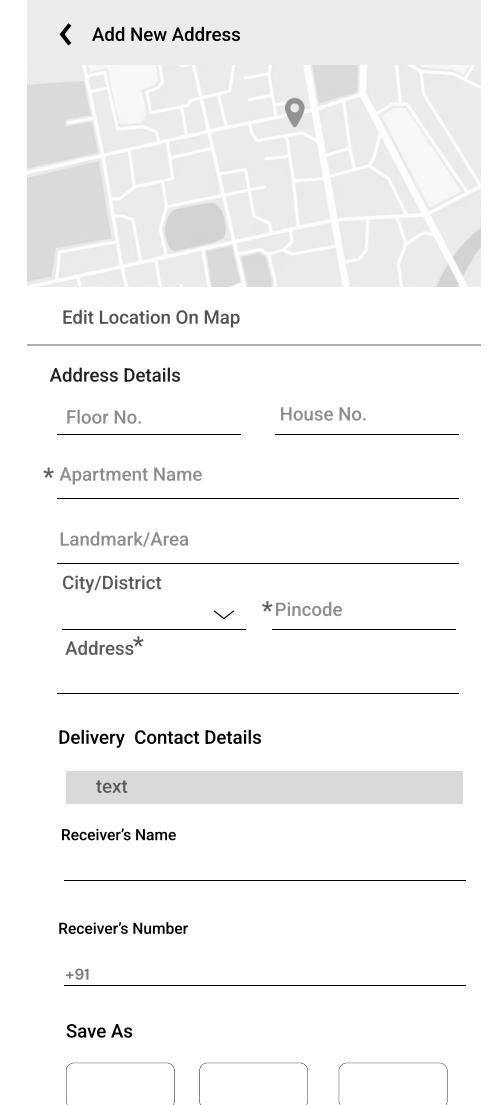
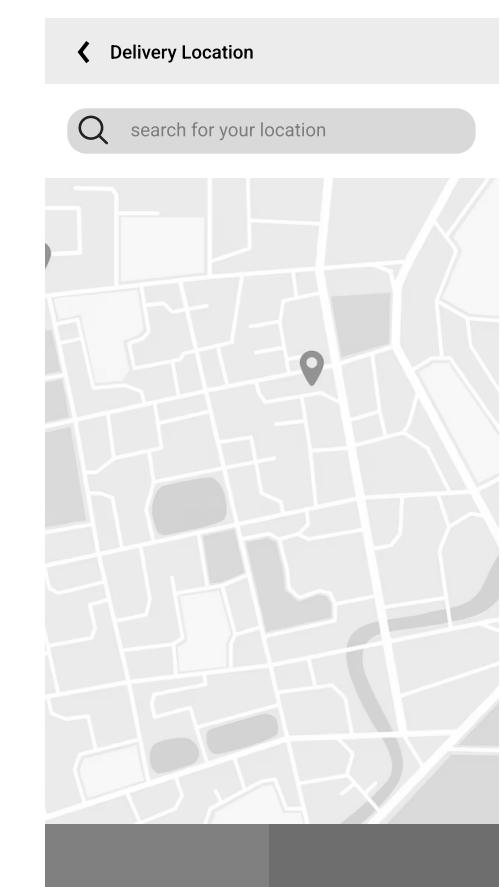
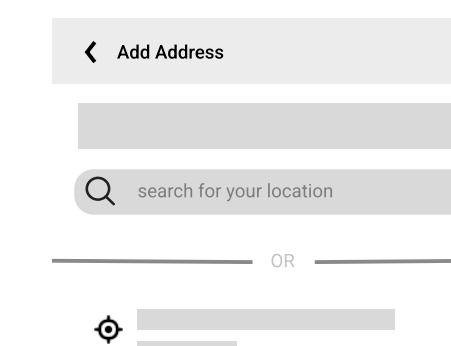
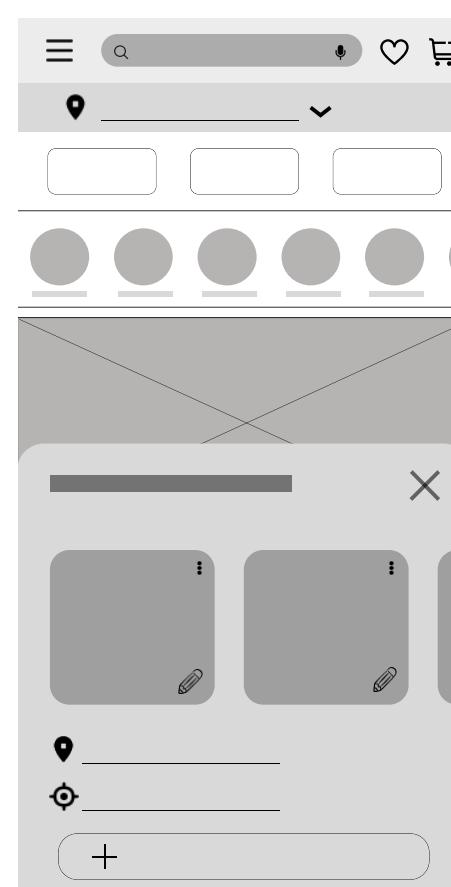
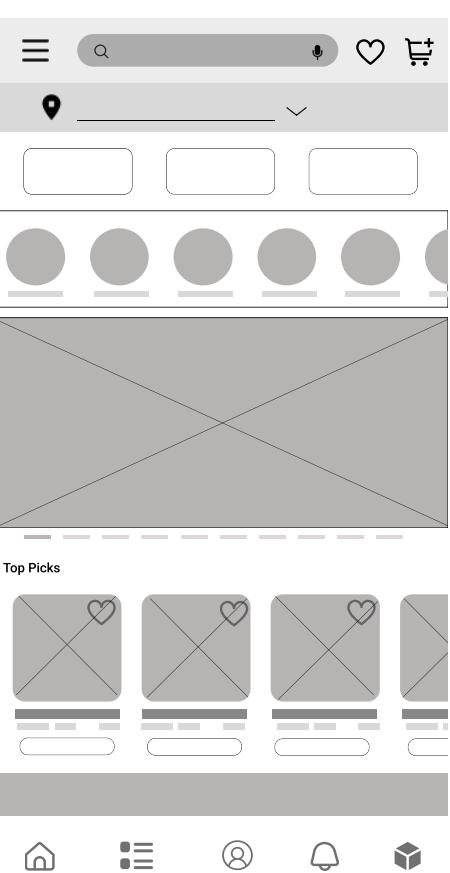
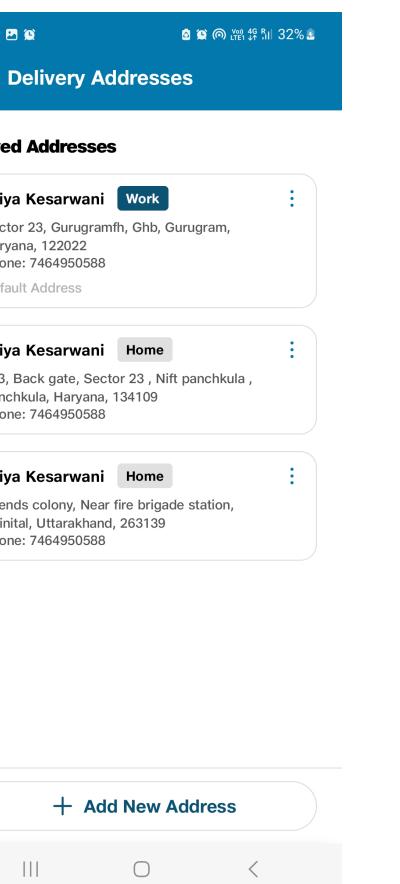
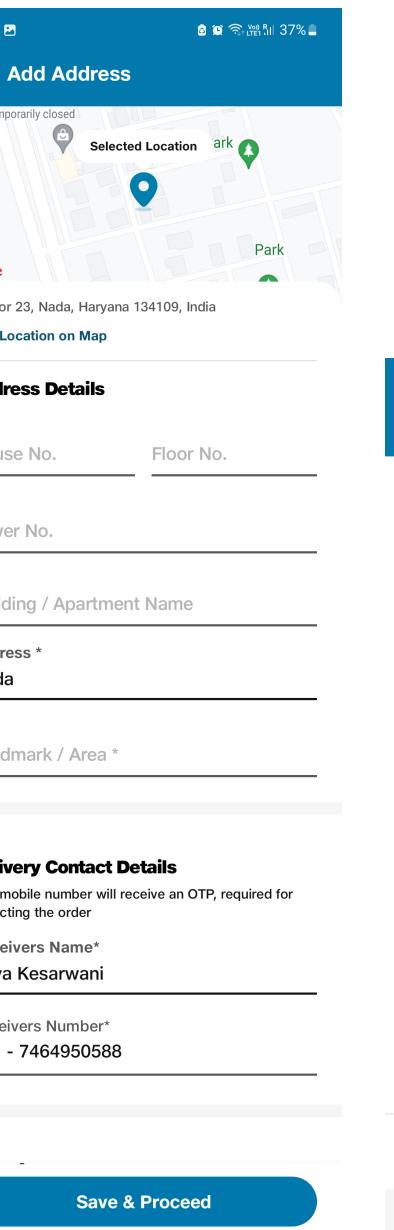
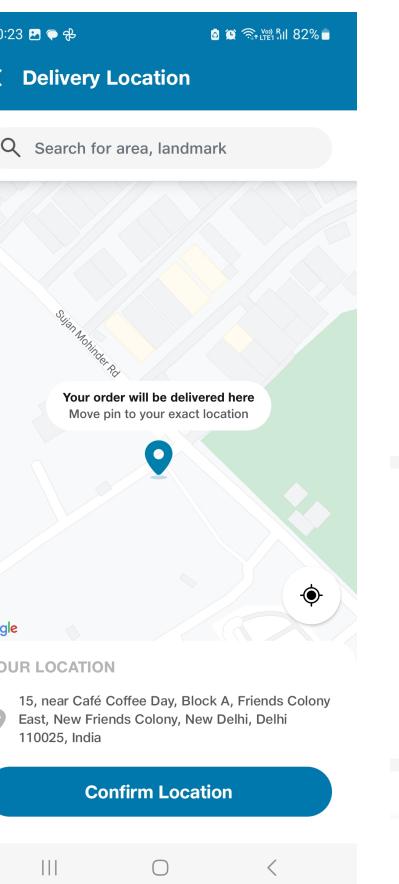
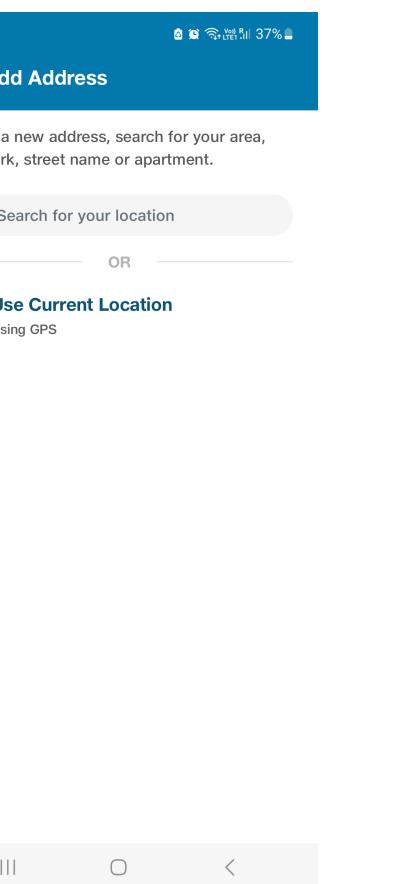
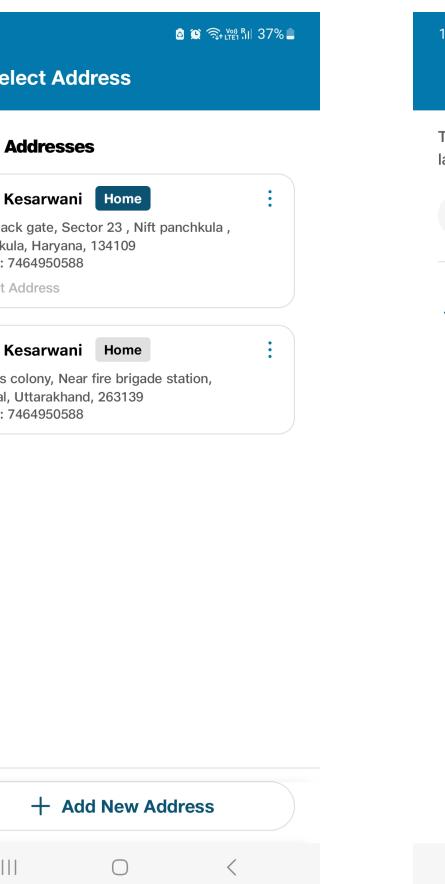
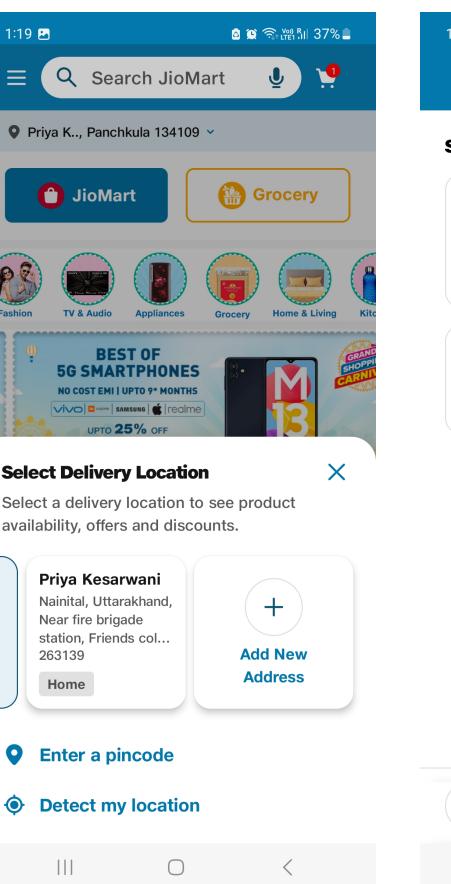
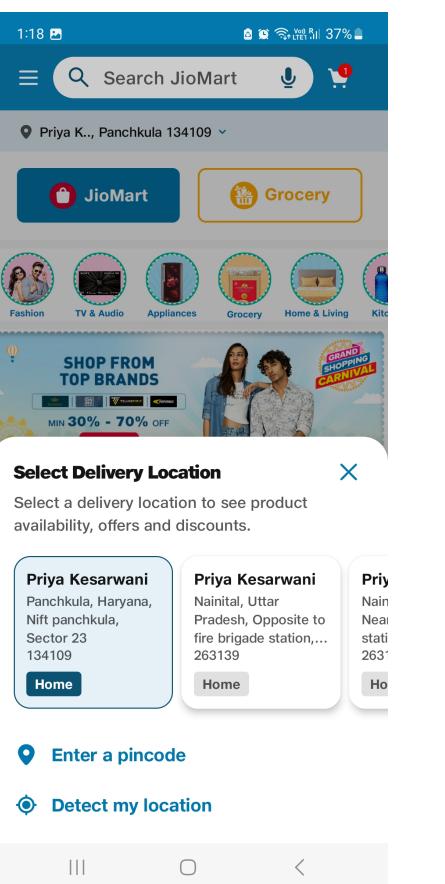
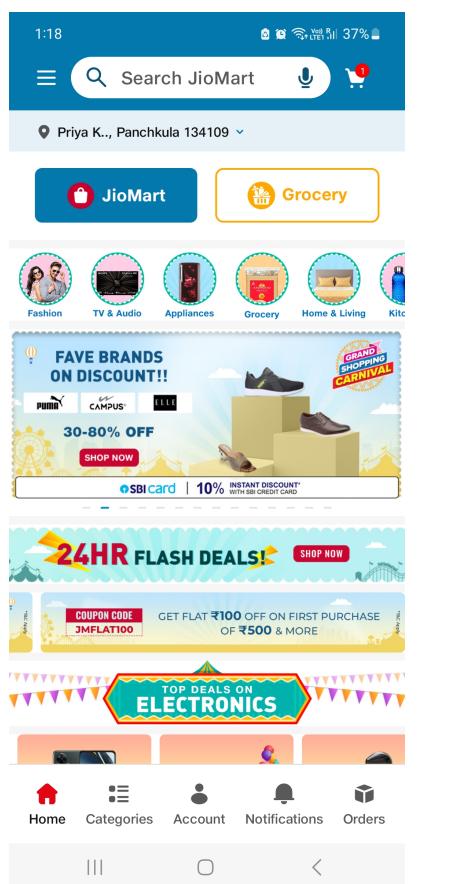
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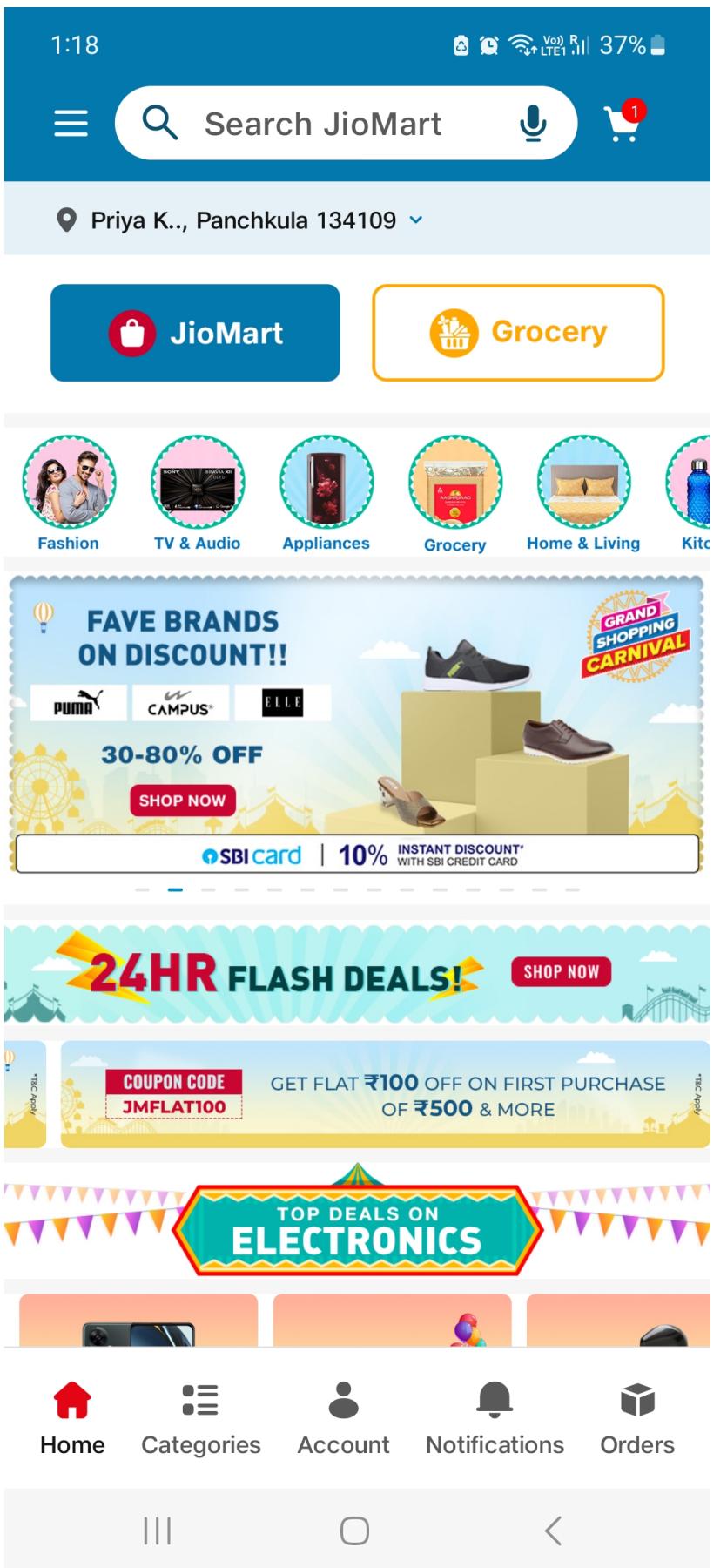
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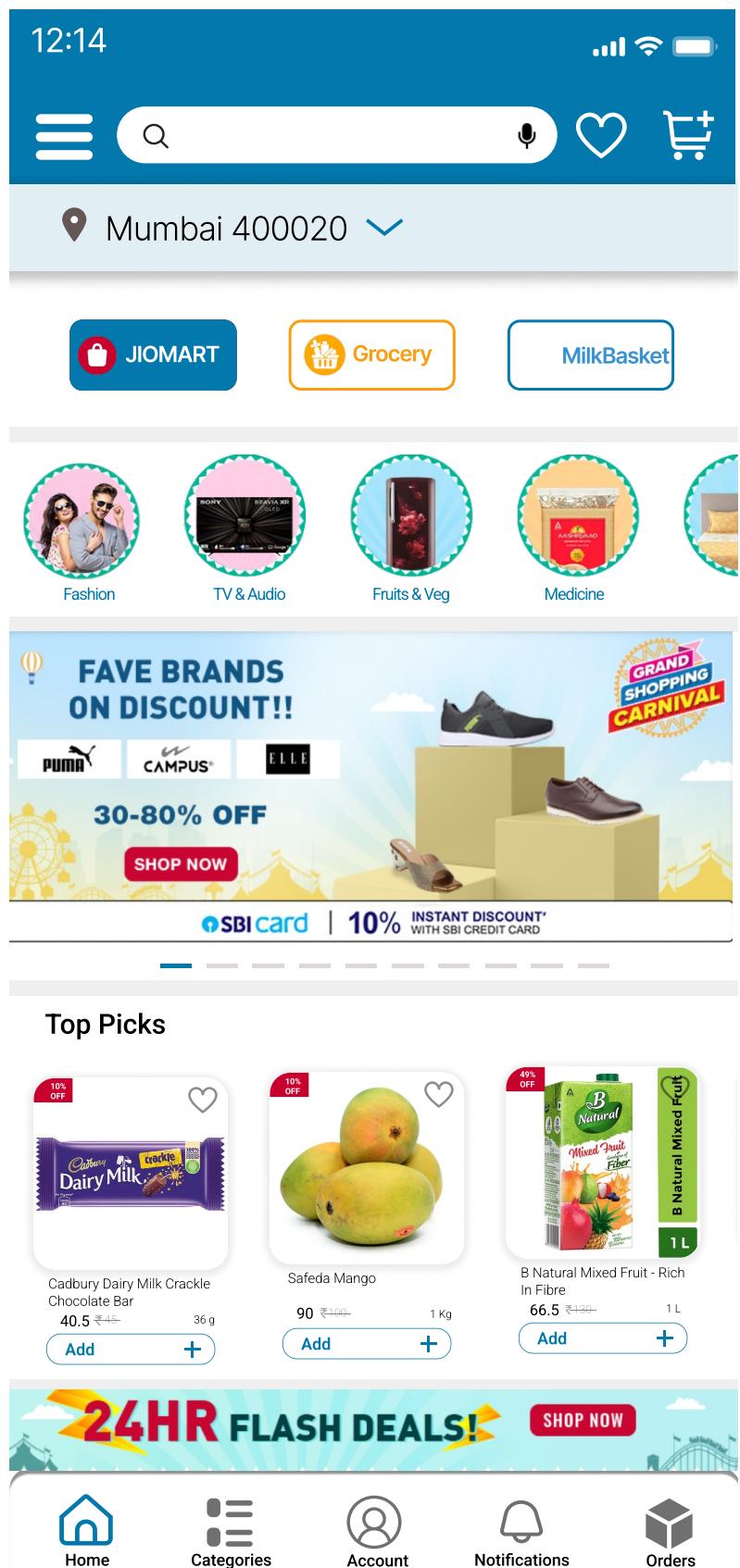




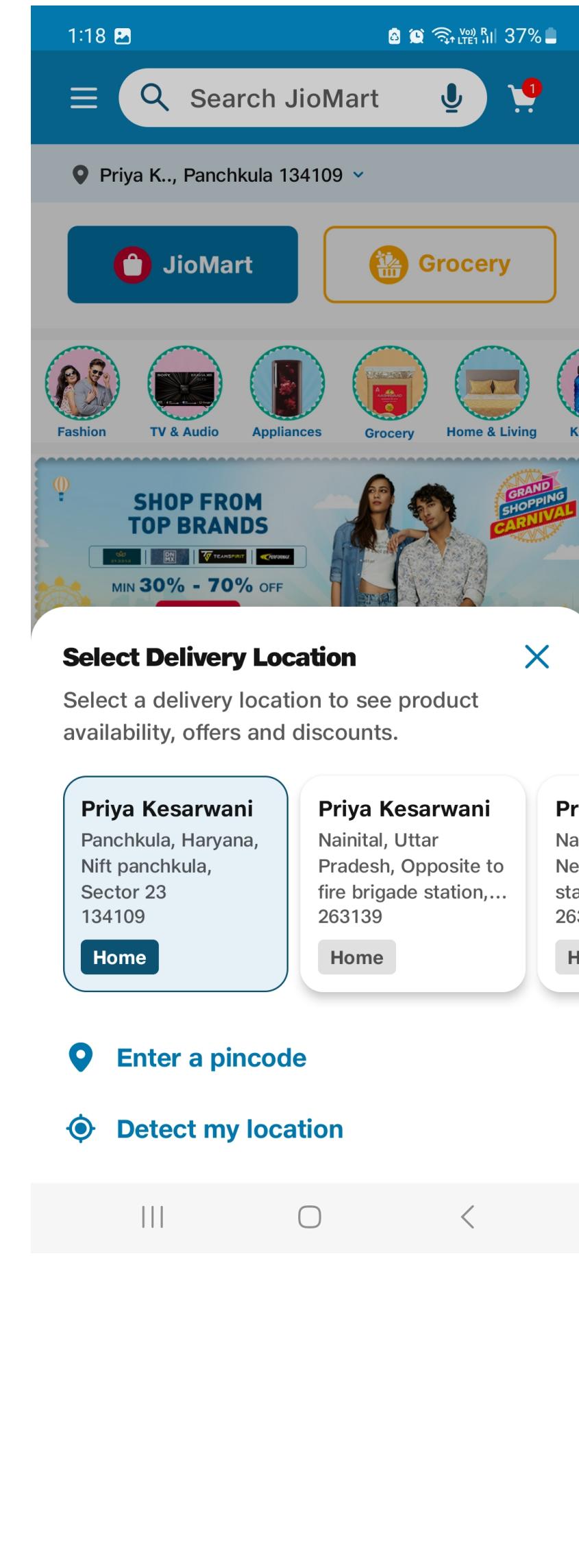
Before



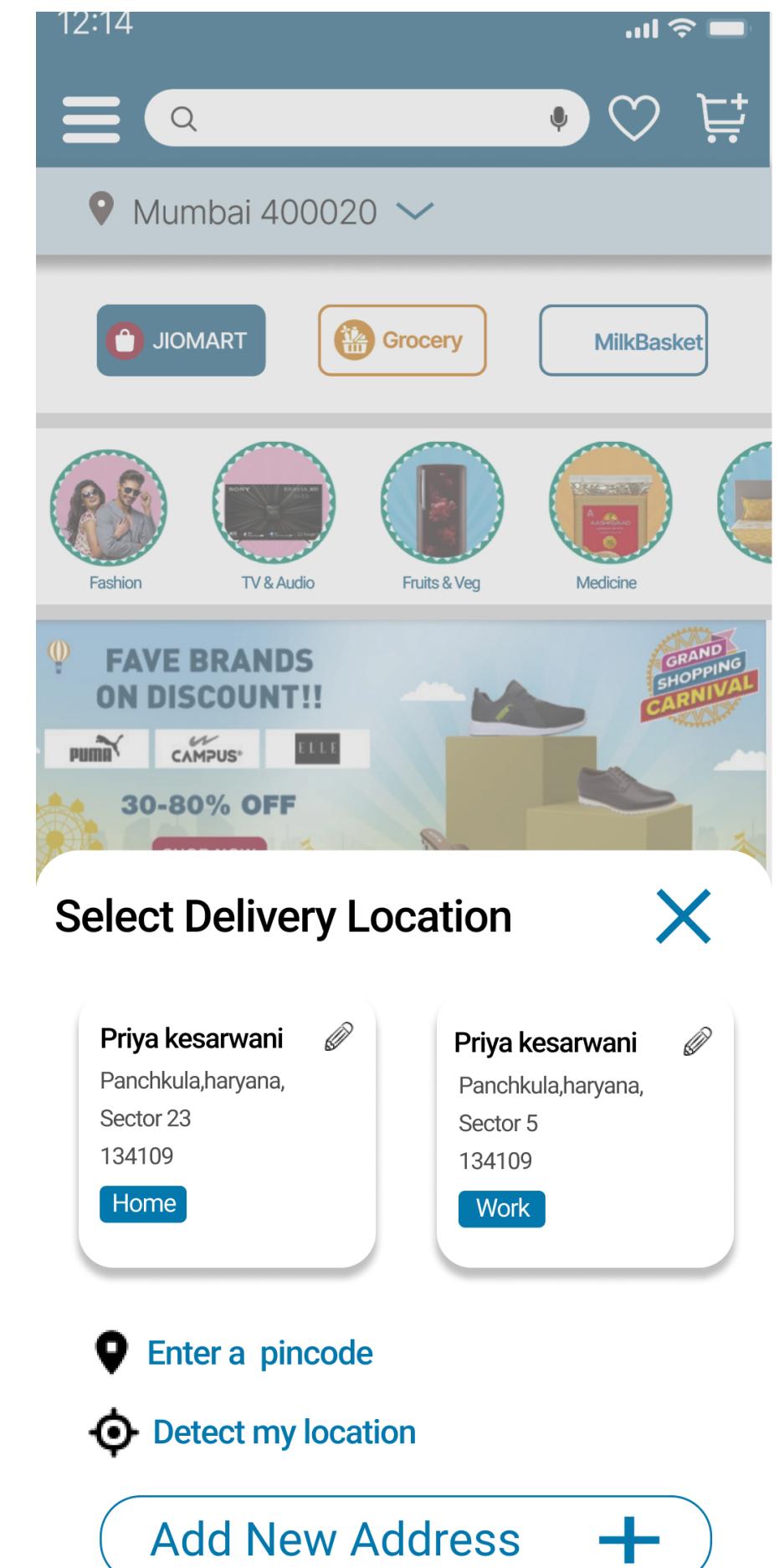
After



Before



After



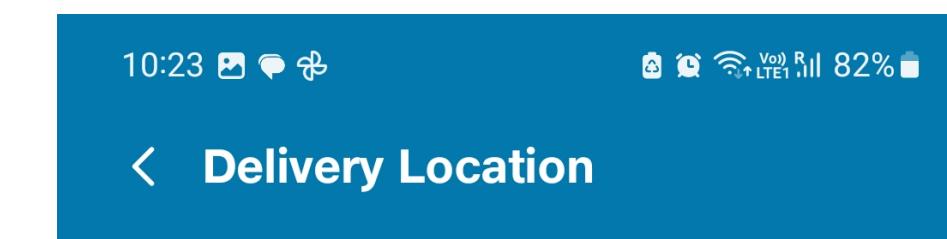
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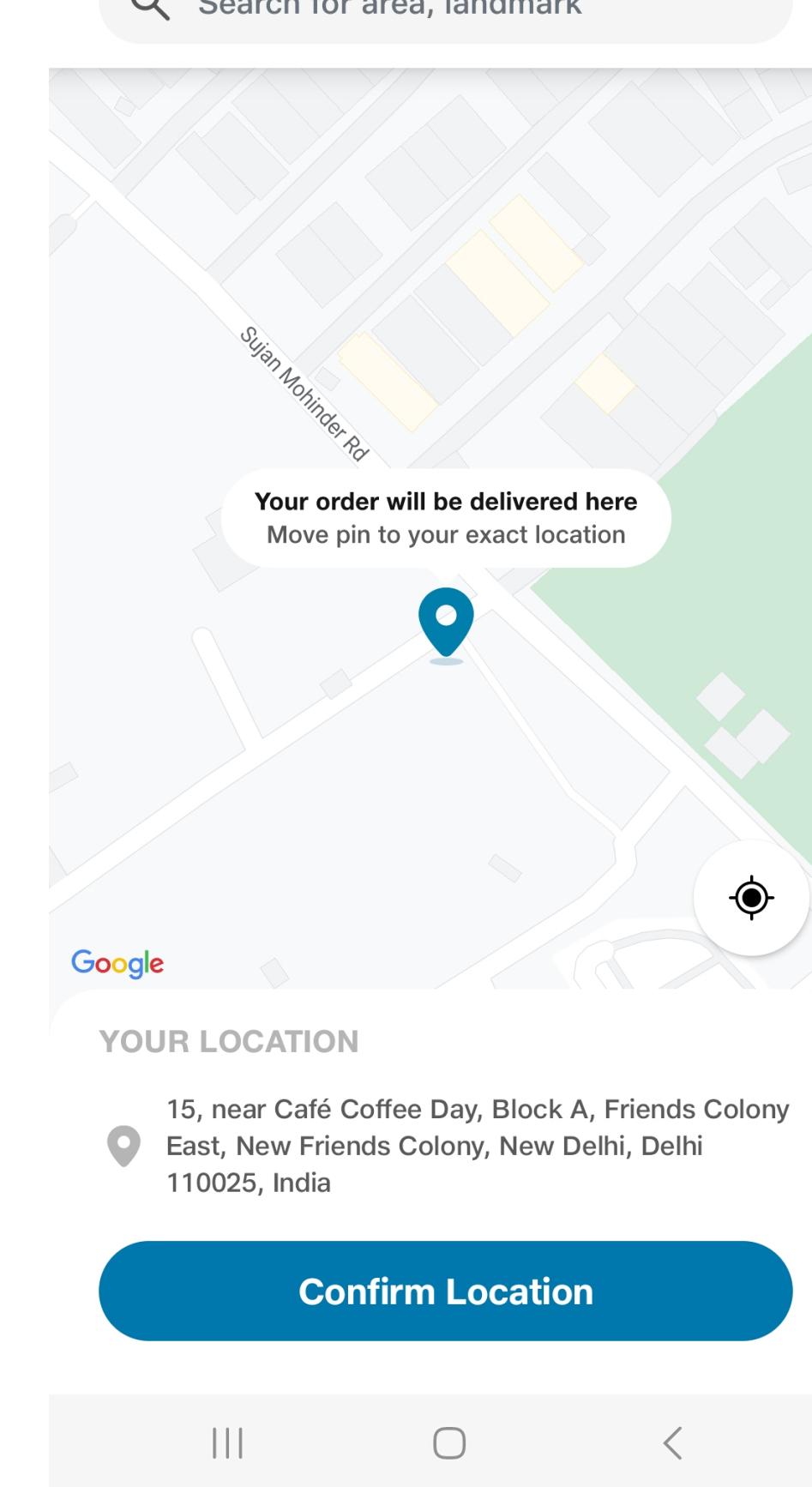
After



Before



After



Before

1:21 37%

Add Address

Temporarily closed
Selected Location Park

Sector 23, Nada, Haryana 134109, India
[Edit Location on Map](#)

Address Details

House No. _____ Floor No. _____

Tower No. _____

Building / Apartment Name _____

Address *
Nada

Landmark / Area *

Delivery Contact Details

This mobile number will receive an OTP, required for collecting the order

Receivers Name*
Priya Kesarwani

Receivers Number*
+91 - 7464950588

[Save & Proceed](#)

12:14

Add New Address

Edit Location On Map

Landmark/Area _____

City/District _____

Address* *Pincode

Delivery Contact Details

This mobile number will receive an OTP, required for collecting the order

Receiver's Name* _____

Receiver's Number* +91 _____

Save As

Home Work Other

[Save & Proceed](#)

Before

1:20 37%

Select Address

Saved Addresses

Priya Kesarwani Default Address
123, Back gate, Sector 23 , Nift panchkula , Panchkula, Haryana, 134109
Phone: 7464950588

Priya Kesarwani
Friends colony, Near fire brigade station, Nainital, Uttarakhand, 263139
Phone: 7464950588

[+ Add New Address](#)

12:14

Select Address

Saved Addresses

Priya Kesarwani Default Address
123, Back gate, Sector 23 , Nift panchkula , Panchkula, Haryana, 134109
Phone: 7464950588

Priya kesarwani
Panchkula,haryana,
Sector 5,134109
Phone :8546892436

[+ Add New Address](#)

