

“I am buying the same stuff almost every month. I want to buy it, schedule the delivery time and save the basket to be used the next time.”

Tools: Figma

Project type: Personal

User Persona



Martin Petrov

"Time is money"



34



male



Munich



Bachelor's



Lawyer



In relationship

Meticulous

Assertive

Energetic

Helpful

Creative

Tech Savvy

Bio

I'm an intelligent young man born in Bulgaria but forced to be in Germany because of my work. I have a sister and very lovely family. I'm a busy lawyer working long hours, values speed and efficiency, uses apps mainly on mobile between meetings. My hobbies are going to the gym and having a long walks in the forest with my dog.

Motivations

- Save time on weekly tasks
- Complete purchases in under 5 minutes
- Comfortable with autofill & Apple Pay

Pain Points

- I want to skip the boring groceries shopping.
- I want to spend more time with my family.
- I prefer to use mobile app for online shopping.

Scenario

I need to quickly buy groceries and schedule delivery after work using my phone without browsing or comparing too much.

Technical Skills

Internet



Social Networks



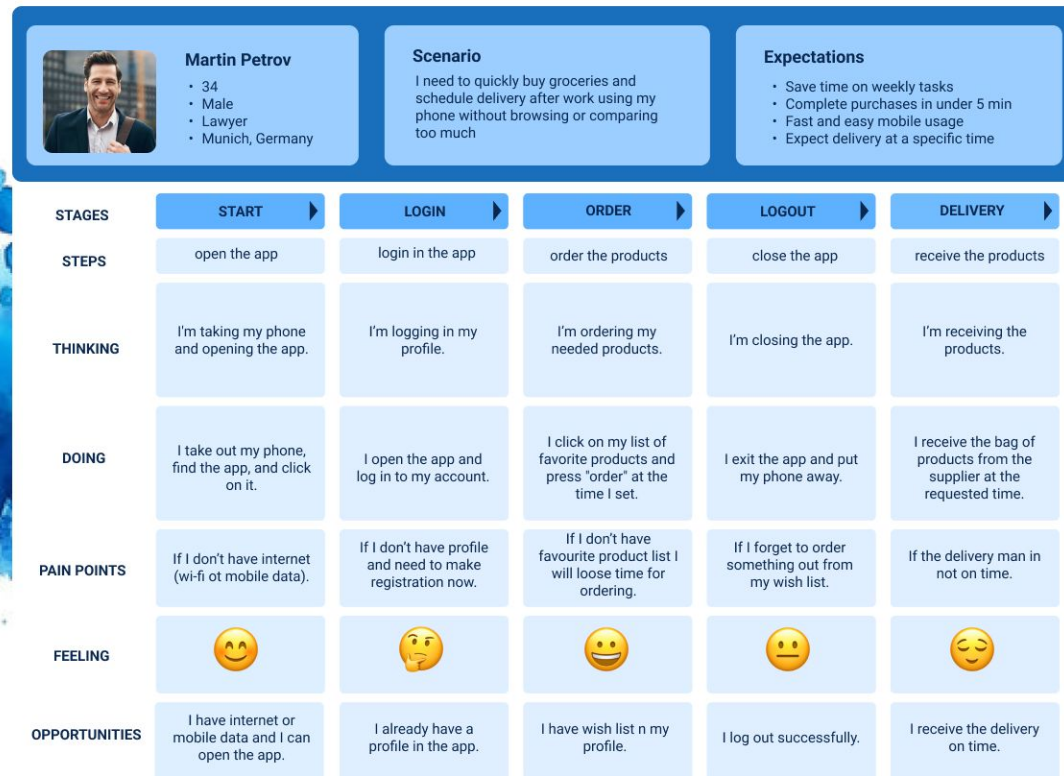
Online Shopping



Brands



User Journey



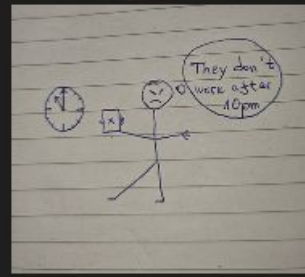
Storyboard



A user sitting on the couch wants to buy something sweet.



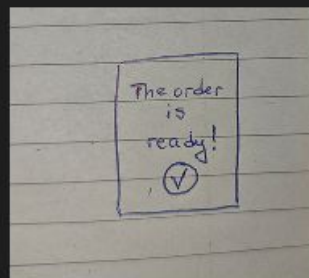
The user has to search through a long list, scrolling and looking for the same items.



Delivery time is not available.



The user finds the option to save their cart and schedule deliveries.

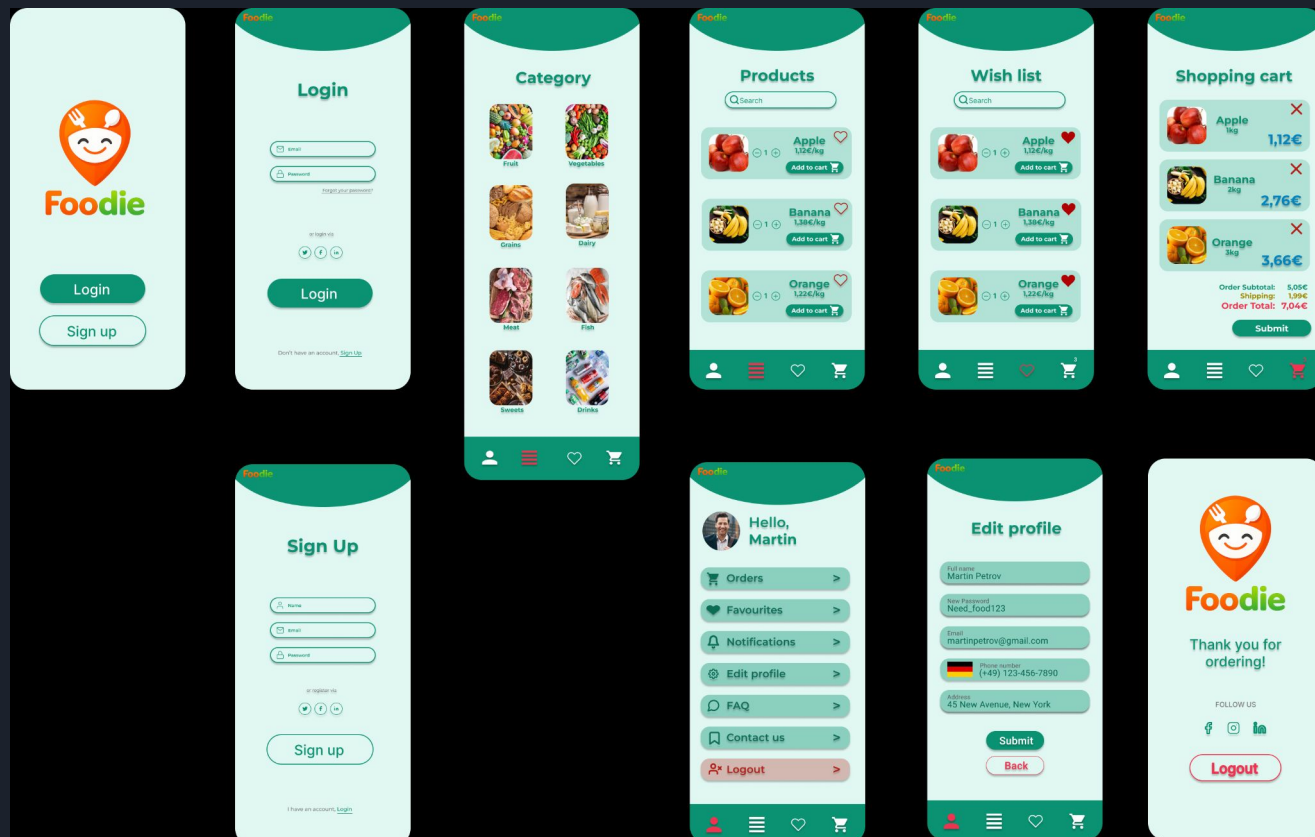


The user saves the cart and orders the products for the morning.



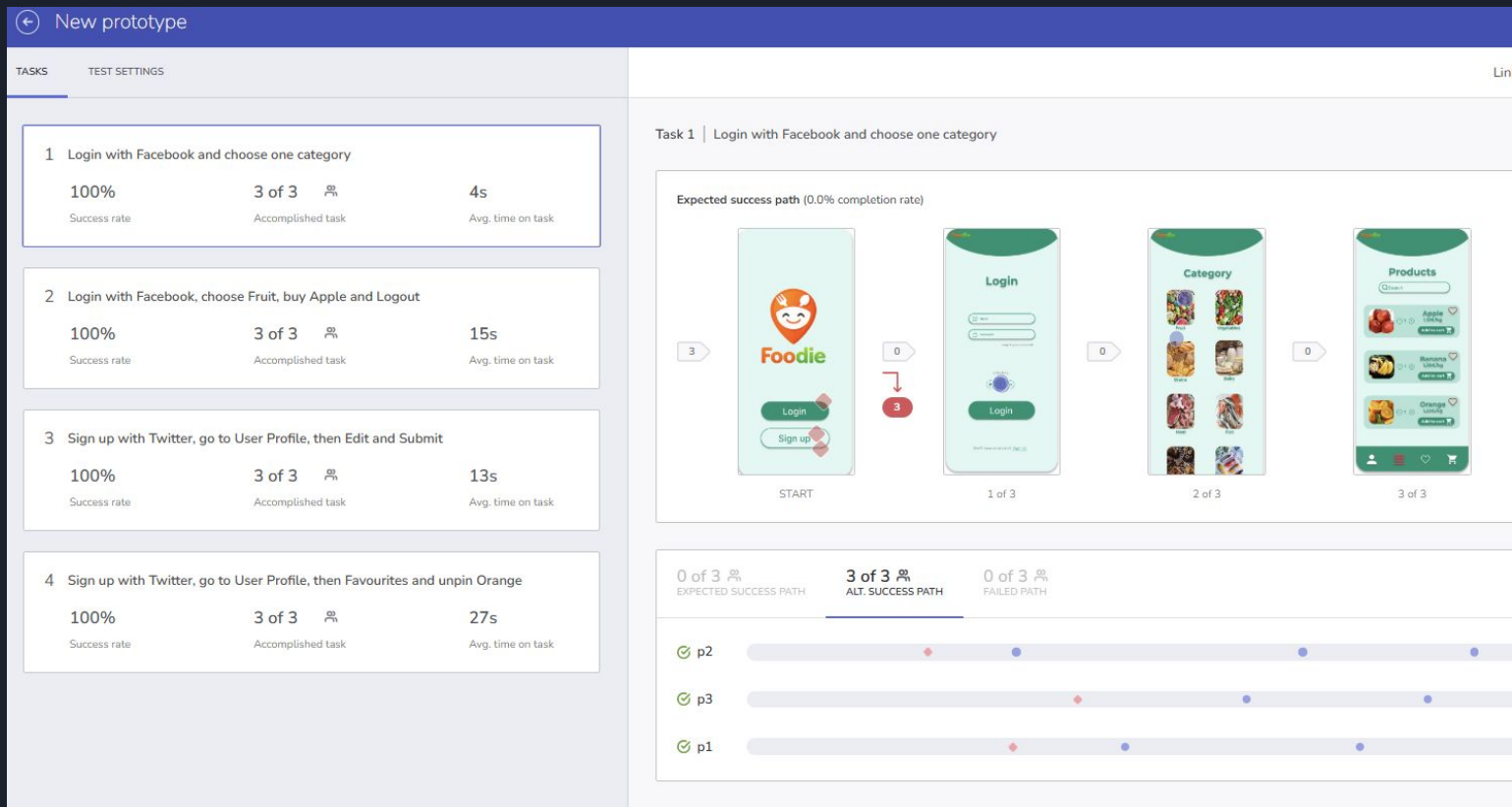
Items arrive on time with no extra effort.

Interactive prototypes



Usability test with Indigo.Design

<https://cloud.indigo.design/study/run/hjp8xzvfncbcb/>



1 Login with Facebook and choose one category

100%

3 of 3

4s

Success rate

Accomplished task

Avg. time on task

2 Login with Facebook, choose Fruit, buy Apple and Logout

100%

3 of 3

15s

Success rate

Accomplished task

Avg. time on task

3 Sign up with Twitter, go to User Profile, then Edit and Submit

100%

3 of 3

13s

Success rate

Accomplished task

Avg. time on task

4 Sign up with Twitter, go to User Profile, then Favourites and unpin Orange

100%

3 of 3

27s

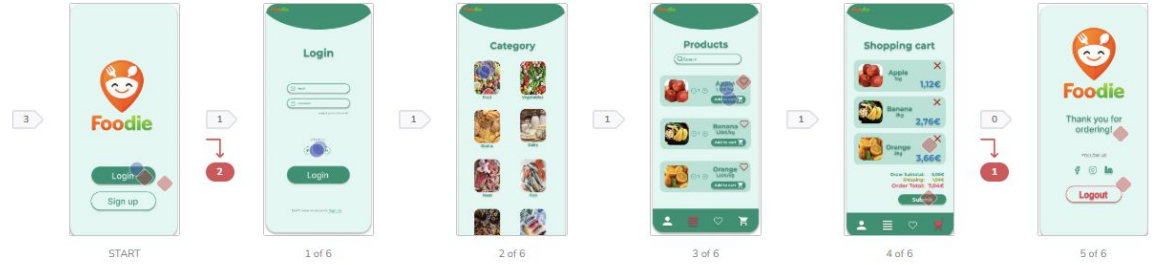
Success rate

Accomplished task

Avg. time on task

Task 2 | Login with Facebook, choose Fruit, buy Apple and Logout

Expected success path (0.0% completion rate)

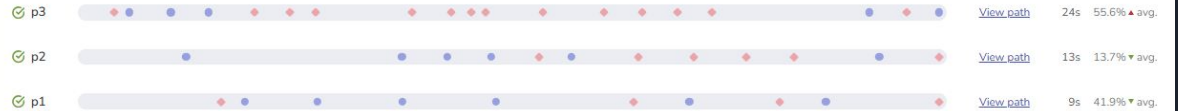


0 of 3
EXPECTED SUCCESS PATH

3 of 3
ALT. SUCCESS PATH

0 of 3
FAILED PATH

VIEW LEGEND



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27s

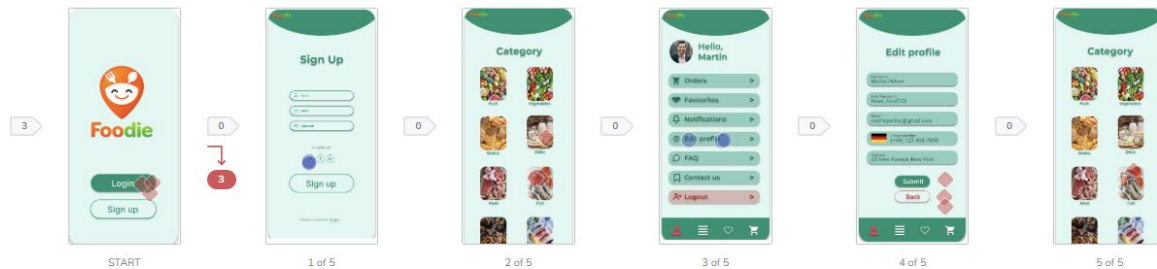
Success rate

Accomplished task

Avg. time on task

Task 3 | Sign up with Twitter, go to User Profile, then Edit and Submit

Expected success path (0.0% completion rate)

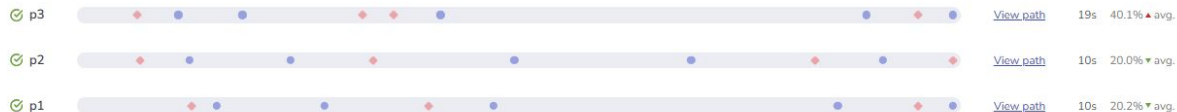


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EXPECTED SUCCESS PATH

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ALT. SUCCESS PATH

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FAILED PATH

VIEW LEGEND



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4s

Avg. time on task

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Avg. time on task

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13s

Avg. time on task

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100%

Success rate

3 of 3

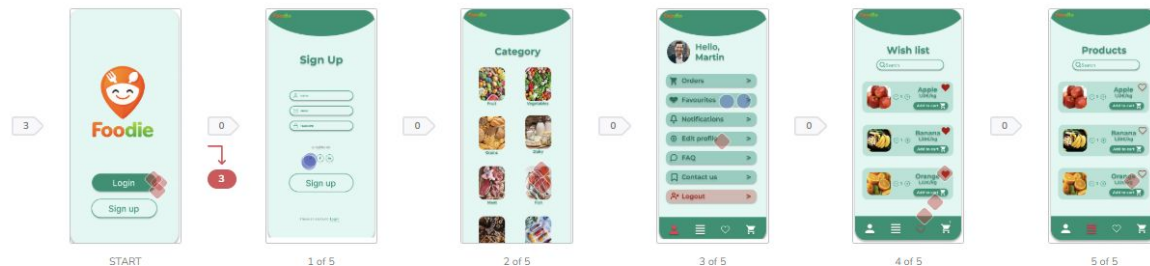
Accomplished task

27s

Avg. time on task

Task 4 | Sign up with Twitter, go to User Profile, then Favourites and unpin Orange

Expected success path (0.0% completion rate)



0 of 3 EXPECTED SUCCESS PATH
3 of 3 ALT. SUCCESS PATH
0 of 3 FAILED PATH

VIEW LEGEND





Feedback

- Some users showed unexpected interactions on the final confirmation screen. After completing the order, they tapped on the logo or greeting text instead of using the Logout button.
- Users were unable to return to the previous screen when they made a mistake or selected the wrong option.
- Android users reported that the menu bar was not visible on the Category screen, while iOS users had no navigation issues.

Overall Conclusion

The usability test showed that while the general ordering flow was understandable, there were some navigation and visibility issues that affected user experience, especially on Android devices.