



“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

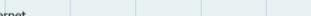
### Pain Points

- 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.

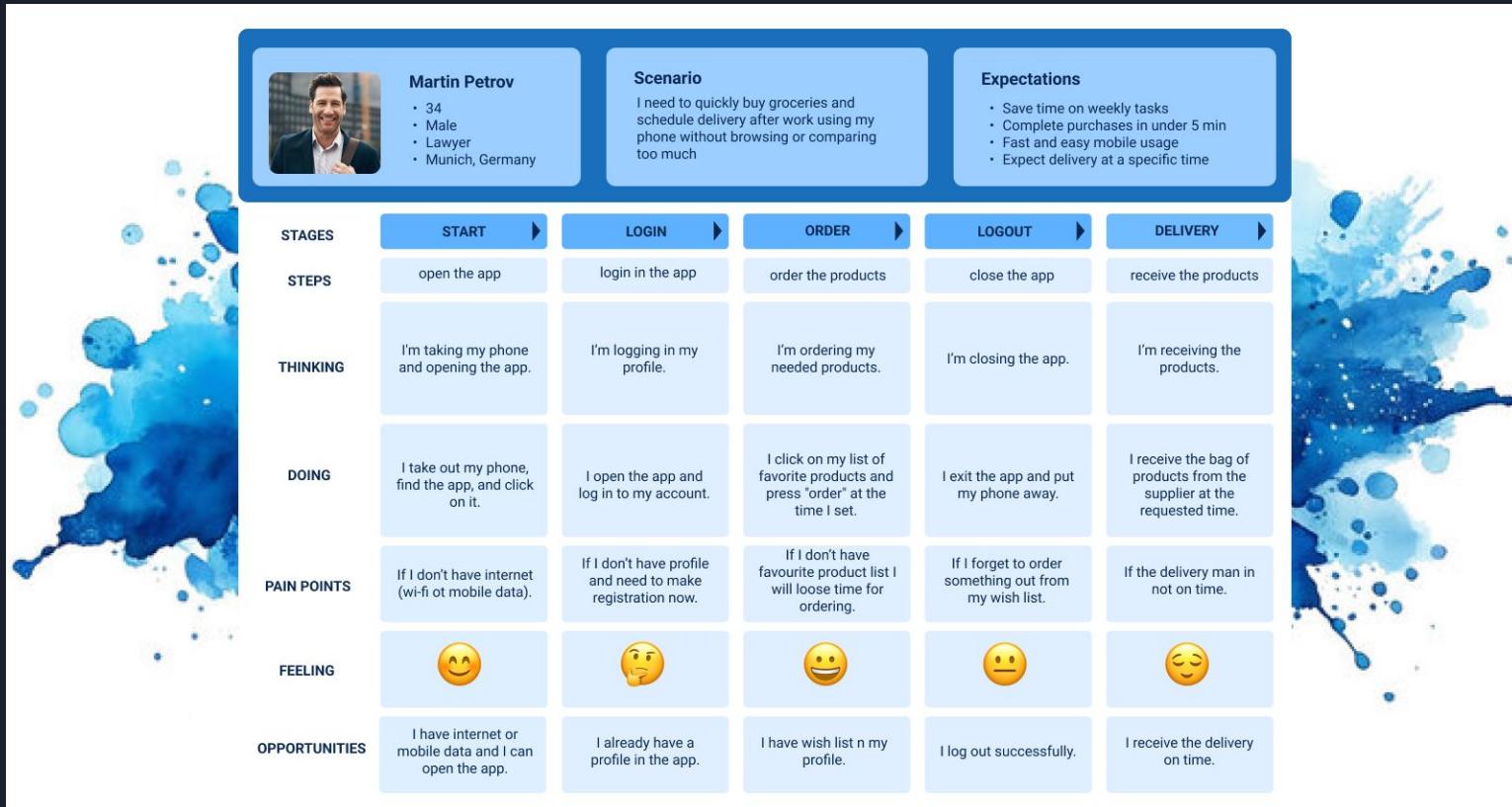
### Technical Skills

Internet	
Social Networks	
Online Shopping	

### Brands

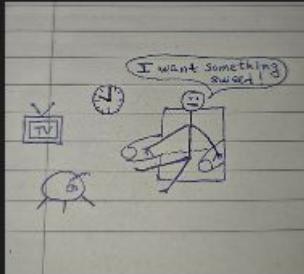
      
  

# User Journey

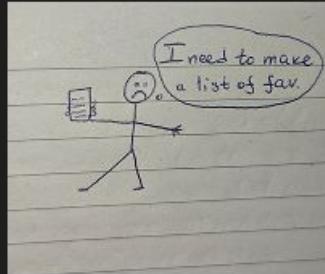


		 <p>Martin Petrov • 34 • Male • Lawyer • Munich, Germany</p>	<p><b>Scenario</b> I need to quickly buy groceries and schedule delivery after work using my phone without browsing or comparing too much</p>	<p><b>Expectations</b></p> <ul style="list-style-type: none"><li>Save time on weekly tasks</li><li>Complete purchases in under 5 min</li><li>Fast and easy mobile usage</li><li>Expect delivery at a specific time</li></ul>
STAGES	START ➔	LOGIN ➔	ORDER ➔	LOGOUT ➔ DELIVERY ➔
STEPS	open the app	login in the app	order the products	close the app receive the products
THINKING	I'm taking my phone and opening the app.	I'm logging in my profile.	I'm ordering my needed products.	I'm closing the app. I'm receiving the products.
DOING	I take out my phone, find the app, and click on it.	I open the app and log in to my account.	I click on my list of favorite products and press "order" at the time I set.	I exit the app and put my phone away. I receive the bag of products from the supplier at the requested time.
PAIN POINTS	If I don't have internet (wi-fi or mobile data).	If I don't have profile and need to make registration now.	If I don't have favourite product list I will lose time for ordering.	If I forget to order something out from my wish list. If the delivery man is not on time.
FEELING				
OPPORTUNITIES	I have internet or mobile data and I can open the app.	I already have a profile in the app.	I have wish list in my profile.	I log out successfully. I receive the delivery on time.

# Storyboard



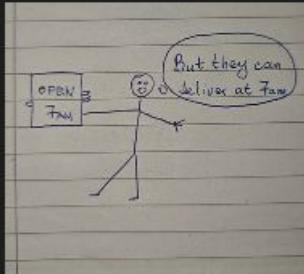
A user sitting on the couch wants to buy something sweet.



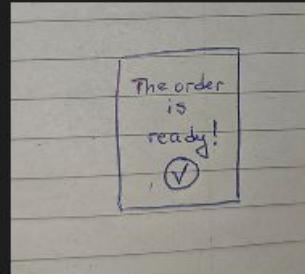
The user has to search through a long list, scrolling and looking for the same items.



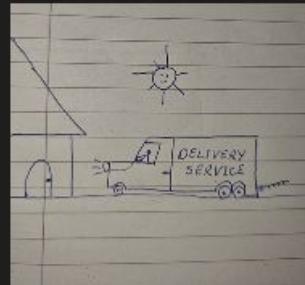
Delivery time is not available.



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

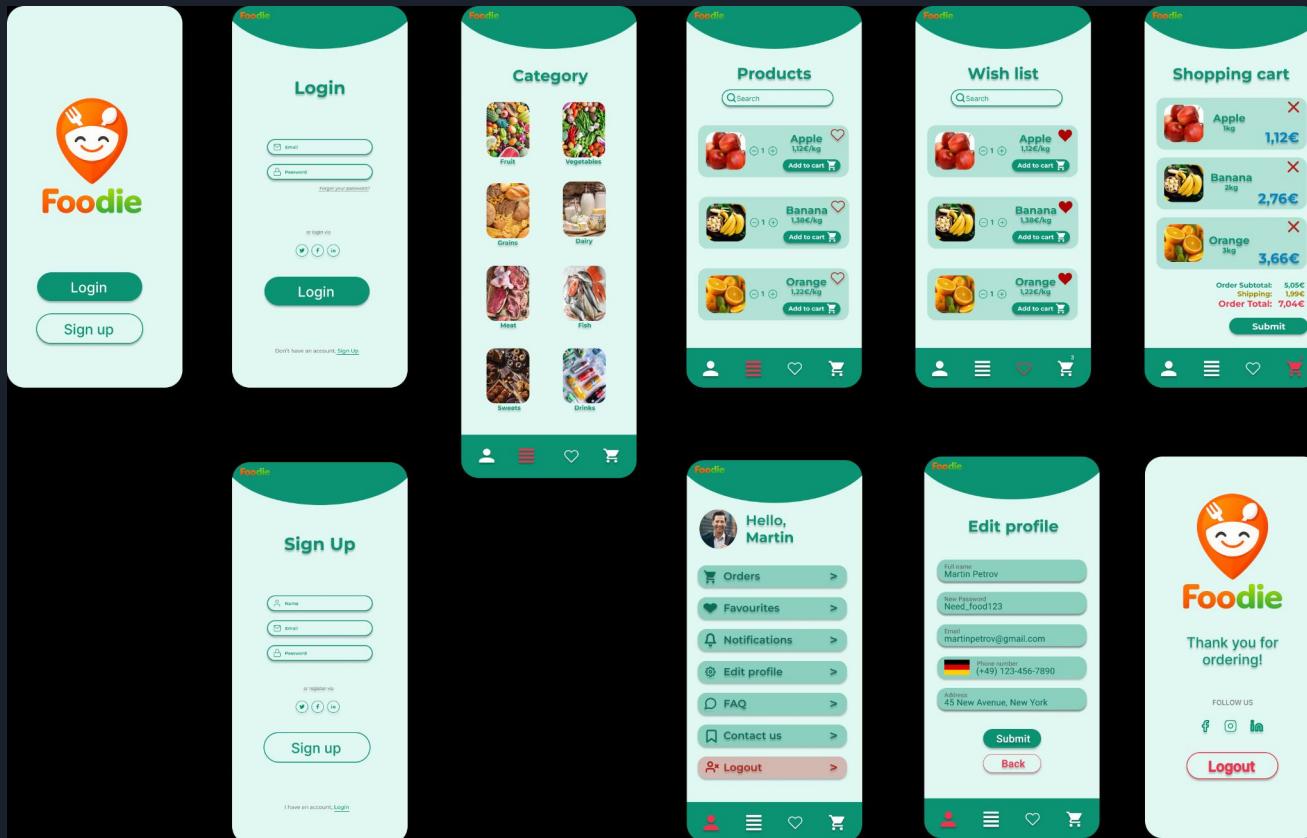


The user saves the cart and orders the products for the morning.



Items arrive on time with no extra effort.

# Interactive prototypes



# Usability test with Indigo.Design

<https://cloud.indigo.design/study/run/hjp8xzvfnbcb/>

New prototype

TASKS TEST SETTINGS

Link

1 Login with Facebook and choose one category  
100% Success rate 3 of 3 Accomplished task 4s Avg. time on task

2 Login with Facebook, choose Fruit, buy Apple and Logout  
100% Success rate 3 of 3 Accomplished task 15s Avg. time on task

3 Sign up with Twitter, go to User Profile, then Edit and Submit  
100% Success rate 3 of 3 Accomplished task 13s Avg. time on task

4 Sign up with Twitter, go to User Profile, then Favourites and unpin Orange  
100% Success rate 3 of 3 Accomplished task 27s Avg. time on task

Task 1 | Login with Facebook and choose one category

Expected success path (0.0% completion rate)

START 1 of 3 2 of 3 3 of 3

0.0% EXPECTED SUCCESS PATH 3 of 3 ALT. SUCCESS PATH 0 of 3 FAILED PATH

p2 p3 p1

## New prototype

[STOP TESTING](#)

PREFVIEW

TASKS

TEST SETTINGS

Link to participate: <https://cloud.indigo.design/study/run/hjp8xvfnbcbl/>

### 1 Login with Facebook and choose one category

100%

Success rate

3 of 3

Accomplished task

4s

Avg. time on task

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

100%

Success rate

3 of 3

Accomplished task

15s

Avg. time on task

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

100%

Success rate

3 of 3

Accomplished task

13s

Avg. time on task

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

100%

Success rate

3 of 3

Accomplished task

27s

Avg. time on task

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

Expected success path (0.0% completion rate)

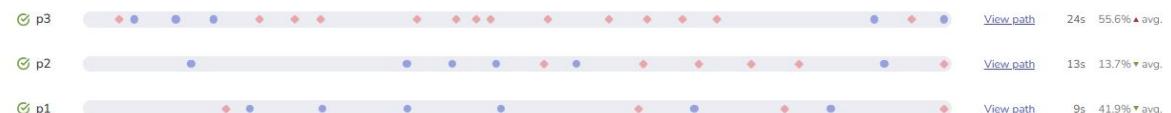


0 of 3  
EXPECTED SUCCESS PATH

3 of 3  
ALT. SUCCESS PATH

0 of 3  
FAILED PATH

[VIEW LEGEND](#)



## New prototype

● STOP TESTING

PREVIEW

TASKS

TEST SETTINGS

Link to participate: <https://cloud.indigo.design/study/run/h/p8xzvfnbc/>

### 1 Login with Facebook and choose one category

100%  
Success rate  
3 of 3  
Accomplished task

4s  
Avg. time on task

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

100%  
Success rate  
3 of 3  
Accomplished task

15s  
Avg. time on task

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

100%  
Success rate  
3 of 3  
Accomplished task

13s  
Avg. time on task

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

100%  
Success rate  
3 of 3  
Accomplished task

27s  
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)



0 of 3  
EXPECTED SUCCESS PATH

3 of 3  
ALT. SUCCESS PATH

0 of 3  
FAILED PATH

● ◆ □ VIEW LEGEND



## New prototype

TASKS

TEST SETTINGS

STOP TESTING

PREVIEW

Link to participate: <https://cloud.indigo.design/study/run/hj08xvfnbc/>

### 1 Login with Facebook and choose one category

100%

Success rate

3 of 3

Accomplished task

4s

Avg. time on task

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

100%

Success rate

3 of 3

Accomplished task

15s

Avg. time on task

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

100%

Success rate

3 of 3

Accomplished task

13s

Avg. time on task

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

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)

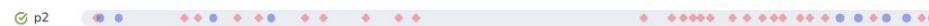


0 of 3  
EXPECTED SUCCESS PATH

3 of 3  
ALT. SUCCESS PATH

0 of 3  
FAILED PATH

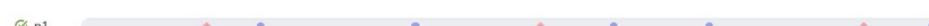
● ◆ □ VIEW LEGEND



[View path](#) 1m 1s 123.1% avg.



[View path](#) 13s 51.5% avg.



[View path](#) 7s 71.5% avg.



# 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.