

Ms. Vendor Lender

Write your success story



Need Finding



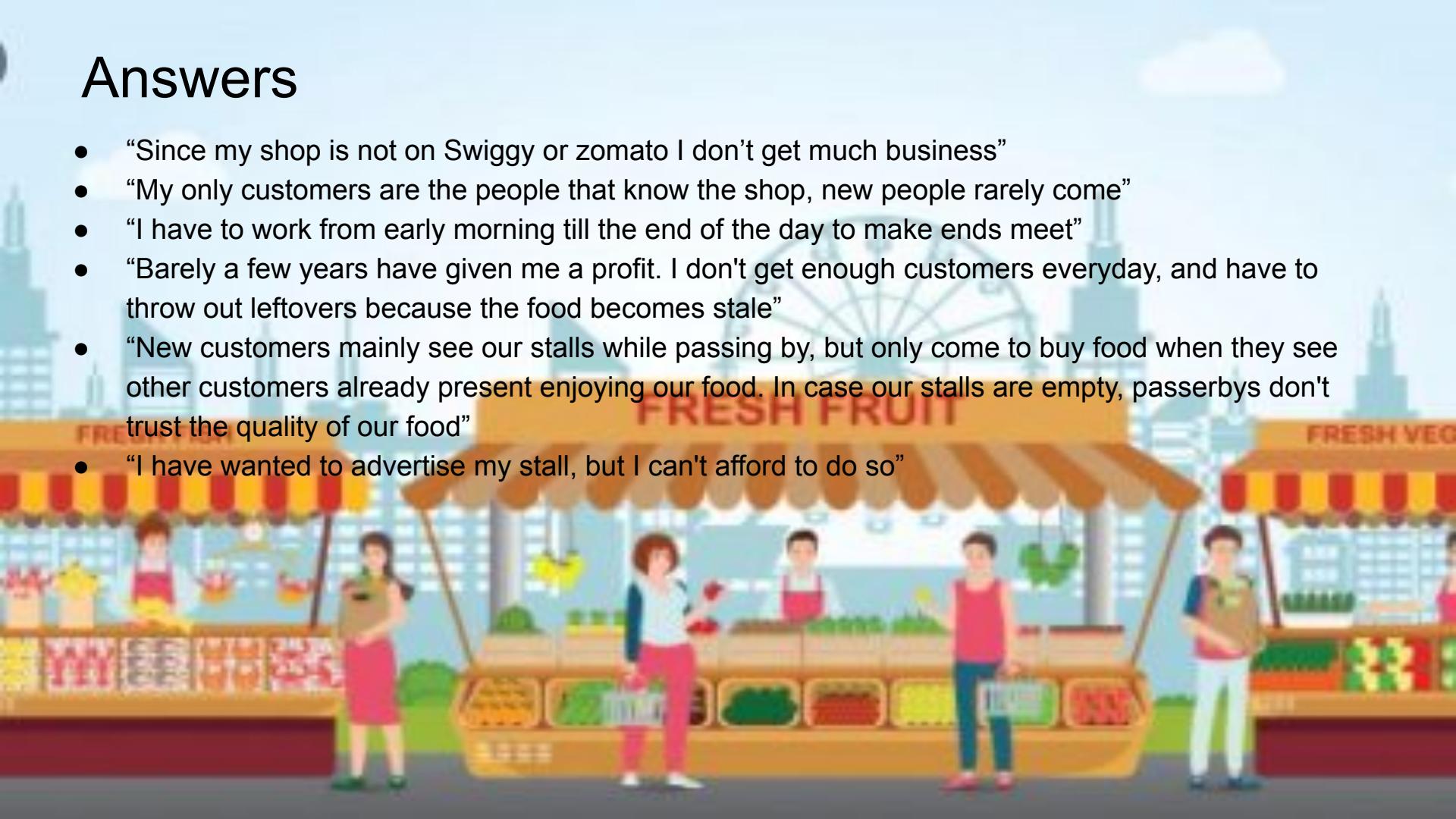
Questions

- Out of all your years of running your food stall, how many have turned over a profit?
- Do you ever get new customers to your stall?
- The times that new customers had come to your stall, how had they heard about you?
- How many hours a day do you usually spend working?
- Have you considered advertising?



Answers

- “Since my shop is not on Swiggy or zomato I don't get much business”
- “My only customers are the people that know the shop, new people rarely come”
- “I have to work from early morning till the end of the day to make ends meet”
- “Barely a few years have given me a profit. I don't get enough customers everyday, and have to throw out leftovers because the food becomes stale”
- “New customers mainly see our stalls while passing by, but only come to buy food when they see other customers already present enjoying our food. In case our stalls are empty, passerbys don't trust the quality of our food”
- “I have wanted to advertise my stall, but I can't afford to do so”



Interview





Empathy Map



Think

Will I ever be able to make a profit?

Will people ever get to know about my shop's existence?

Can I also join these various platforms to boost my sales?

Upset because of less customers

Worried because of very low/ no profits

Anxious about ever making out of the vicious cycle

Helpless because of lack of resources

Tired because of putting in extra work just to make sufficient

People just use apps like dunzo and swiggy to order from recognized shops



Will I lose everything?

Advertise their shop using WOM (word of mouth) technique.

Try to shift to a different place to get better sales.

I don't get much business because its a very small shop

I need to feed my family

I need to advertise my shop

Work for very long hours to get extra customers.

Reduce prices to attract more people.

Say

I need more people to come visit and buy more things

Analysis



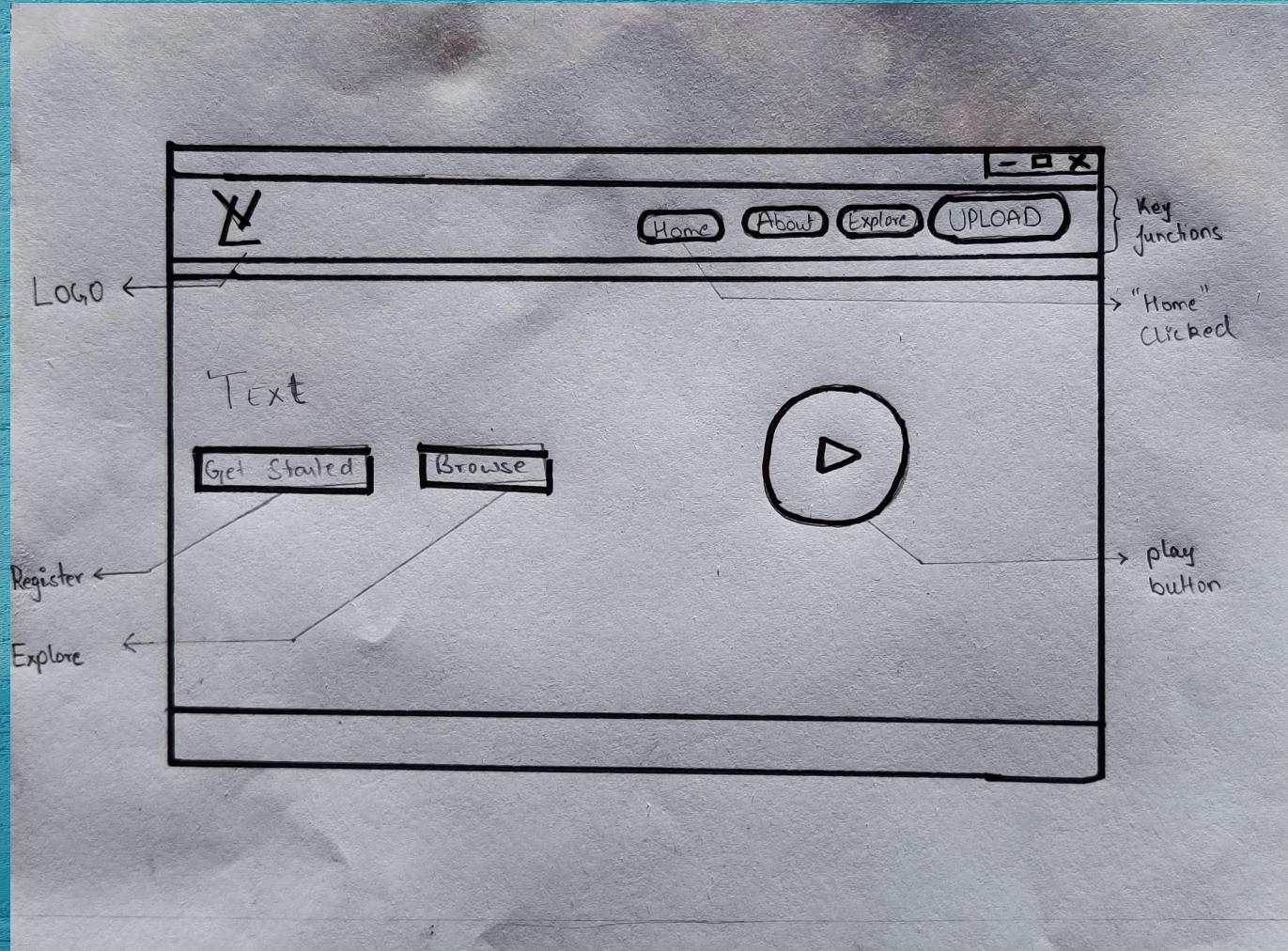
Insights

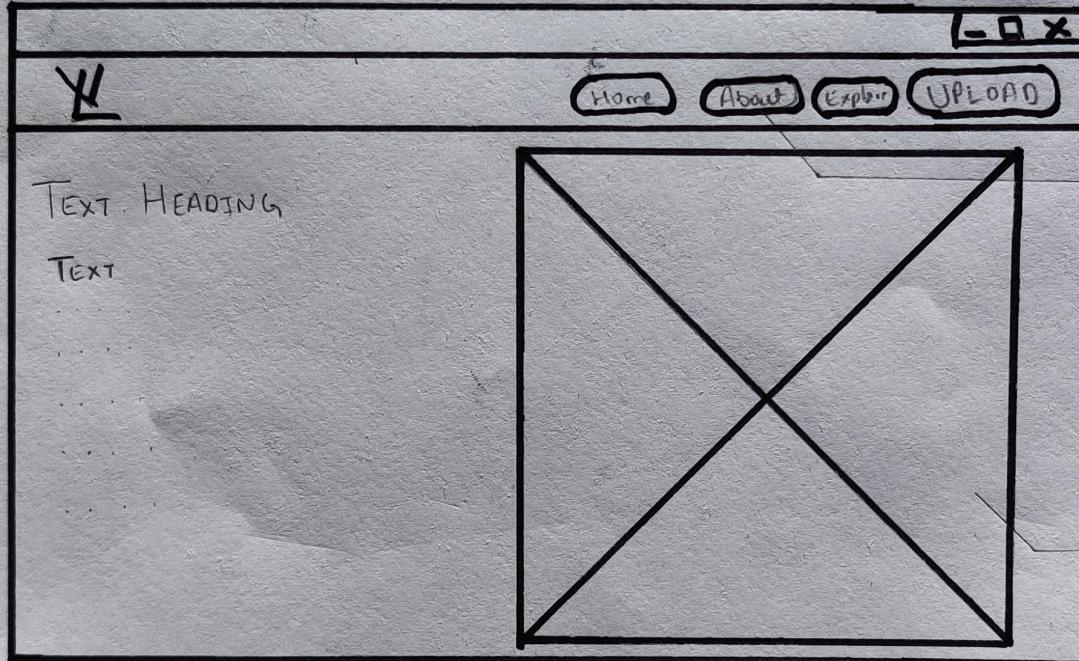
- Vendors want more customers
- Vendors want to advertise their shop on some platform that customers use
- Vendors want to expand their business
- Vendors want to make more profit



Low Fidelity Prototype

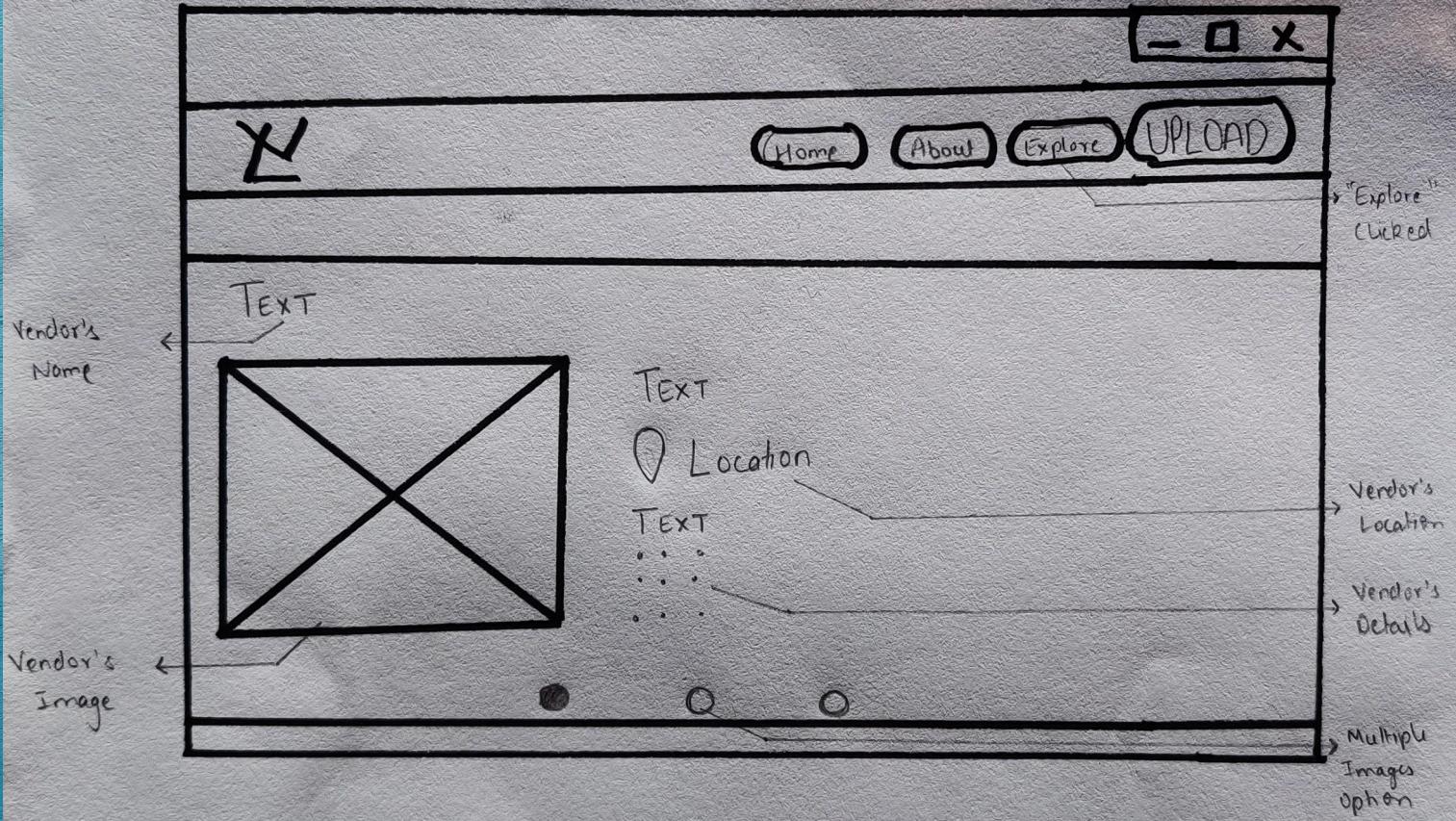






→ "About" Clicked

→ Image



A hand-drawn wireframe of a user interface, likely for a mobile application or web form. The interface consists of several input fields and a central action button.

The top navigation bar includes:

- Home
- About
- Explore
- UPLOAD (highlighted with a thick border)

Annotations on the right side of the interface:

- An arrow points from the "UPLOAD" button to the text "UPLOAD Clicked".
- A curly brace groups the first two rows of input fields with the text "Enter details".
- An arrow points from the bottom "UPLOAD" button to the text "Upload Image".

The input fields are organized into two rows:

Name	Email	Phone
Vendor Name	Vendor City	Vendor Phone

Below these rows is a large text input field labeled "Message".

At the bottom center is a prominent button labeled "+ UPLOAD".

Heuristic Evaluation

- 
- 0 I don't agree that this is a usability problem at all
 - 1 Cosmetic problem only: need not be fixed unless extra time is available on project
 - 2 Minor usability problem: fixing this should be given low priority
 - 3 Major usability problem: important to fix, so should be given high priority
 - 4 Usability catastrophe: imperative to fix this before product can be released

1. Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Severity



Issues

After uploading an image, the user doesn't have any idea when it will be posted.

Recommendation

After the user uploads an image, he can be provided with a progress bar which shows how long it will take for the picture to be posted.

2. Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

Severity



Issues

No issues

Recommendation

3. User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Severity



Issues

Currently no option exists for a user to delete an image after he posts it.

Recommendation

4. Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing.

Severity



Issues

No issues

Recommendation

5. Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

Severity



Issues

All information that user enters is verified at a later stage before uploading, but not immediately.

Recommendation

Can improve our code to eliminate error-prone conditions.

6. Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Severity



Issues

No issues

Recommendation

7. Flexibility and efficiency of use

Accelerators – unseen by the novice user - may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Severity



Issues

Haven't included accelerators to quickly post images

Recommendation

Whenever the user wants to post a new image, can keep his other details already filled to make it easier for him to just upload and submit images

8. Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Severity



Issues

No issues

Recommendation

9. Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Severity



Issues

Recommendation

Havent included any error recovery in case something is wrong with the images or data the user is providing while trying to post.

10. Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Severity



Issues

Recommendation

Can add a help or FAQ section.

Thank You!

