

Project 1: White Paper

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What is your business?

The business, S Mart, is an online grocery store platform.

What is the business ethos?

S Mart is an honest, sincere small business with a goal to deliver fresh products to customers. Each product would be handled with care, ensuring that customers can bring healthy meals to their table.

What do you produce/make/offer/sell?

S Mart offers a variety of products including fruits, vegetables, meat, seafoods, dairies, beverages, and an assortment of snacks.

Who is your targeted audience?

The website offers fresh and high-quality food delivered right to clients' doorsteps, catering to people who want to eat healthily. Specifically, we are targeting home cooks, professional chefs, and anybody who enjoys making their own meals or doesn't have the time in their busy schedule to shop at their local grocery stores.

What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

The business anticipates both new and returning customers to consistently choose our platform, confident in the assurance that our produce remains outstanding and arrives fresh. We guarantee prime condition deliveries by establishing partnerships with local vendors for direct sourcing of products. Additionally, utilizing our online platform offers convenience, time-efficiency, and flexibility—particularly beneficial for users who may find it challenging to visit their local grocery stores in person. Moreover, S Mart provides competitive pricing in comparison to other online grocery stores, giving customers a compelling reason to choose our business over others.

Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?

Customers using the website are after specific products, with a focus on grocery items.

Are they already familiar with the service or product that you offer or do they need to be introduced to it?

The majority of customers on our website are familiar with the products since we exclusively offer common items which can be found in local grocery stores, including cabbage, apples, crabs, and so forth.

Are they looking for sensitive information, such as the latest news or updates on a particular topic?

No, our users don't seek sensitive information since our products are consistently available and don't undergo frequent changes.

Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

The website doesn't include elaborate information about individual products besides the product's name and price. However, each item features a rating count from past customers, aiding potential buyers in making informed decisions about their purchases.

Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details.

Customers can place orders independently without the need to contact employees. The business operates exclusively online, and there are no physical locations for customers to visit as the grocery products would be delivered directly to the customer's doorsteps. Contact information such as email or telephone details is not provided on the website, given that customers can make their purchases without the need for direct contact with employees.

Will visitors be familiar with your subject area / brand or do you need to introduce yourself?

Visitors will be familiar with my subject area regarding groceries as the products being sold are similar to local grocery stores and other online grocery stores. However, the brand is not well known as it is a small business and not affiliated with any globalized brand names. If users are interested in learning more about S Mart, they can check out the About Us section on the website which highlights our business' objectives and motivations.

Will they be familiar with the product/service/information you are covering or do they need background on it?

Most of our website visitors will be familiar with the products, given that we offer common products found in local grocery stores.

What are the most important features of what you are offering?

The most important features of the business is the variety of fresh products being delivered in high quality.

What is special about what you offer that differentiates you from other sites that offer something similar?

Although there are many commonalities between our platform and other online grocery stores, our website stands out for being user-friendly, hence, allowing for a smooth shopping

experience. This includes an organized navigation bar, offering clear and concise categorization of each product within its designated section, with products neatly displayed on every page.

Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?

Users would usually come to the website in order to purchase grocery items. Since the platform is fully online, customers may wonder details regarding when they will receive their order, whether holidays will affect their order, if refund is possible, and so forth. Answers to these inquiries can be found in the FAQs section on the website, which contains common questions people ask about this subject area.

How you implemented concepts in visual hierarchy and grouping

Visual hierarchy refers to arranging elements in accordance with their importance to provide a visual guide throughout the page. The website is predominantly structured through grouping, with common elements being placed closer to each other to demonstrate their similarities. The home page, for instance, displays five sections as each section is placed in their designated container. These sections include a navigation bar, a business name container, featured sections, weekly deals section, and a footer. Visitors on the website can easily distinguish the visual layout of the page as the elements are placed inside a box. Moreover, visual hierarchy is also implemented through scale. Significant images and text are intentionally enlarged to highlight their importance, such as the headings for each category page.

Similarities in your design to another website

S Mart's website is modeled after H Mart, a supermarket store that is notable for its Asian food products. There are many commonalities in design in terms of the layout of each page. Beginning with the home page, H Mart includes a header and navigation bar at the top of the page. Immediately below it is an image gallery of banners to provide visitors with a quick insight on popular deals. Subsequently, the sections that follow are titled weekly deals, new arrivals, popular items, healthy and beauty, and best gift selection; each of them including products that are up for sale. At the bottom of the page is the footer which incorporates methods to contact employees, conditions of use, privacy notice, and so forth. S Mart's home page is designed in a similar fashion as the home page also contains a navigation bar, featured section, weekly deals section, and a footer at the bottom for more information regarding the website. S Mart doesn't have many sections compared to H Mart as it is a small business, thus, not needing to separate the products into multiple categories to overcomplicate the website.

For the subpage, H Mart utilized a grid layout to organize each product. Each container for the product is listed in the order of the product image, product name, rating, price, and a button to add it to cart. Similarly, the products and its information are listed in the same order on S Mart. In order to show a visual hierarchy, the product name, image, and pricing are intentionally enlarged to highlight its importance. Moving forth, both S Mart and H Mart have a

shopping cart page that lists the product in a table to neatly format and display all the items added to cart along with necessary information about the product. Additionally, both websites have a total cost section and a button directing to the checkout page for users to navigate easily to the next step of their purchase.

