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BATCH	B
COURSE CODE	OECS5
EXPERIMENT NO.	7
NAME OF THE EXPERIMENT	UI for student to sell the products of farmers directly to consumers

Aim:

To Design UI for students to sell the products of farmers directly to consumers.

Theory:

1. Analysis of behavior of people in that domain eg their preferences, interests etc.

In the online grocery delivery apps, the customers generally prefer freshly produced veggies. The customers don't like it when the vegetables are not fresh. This is a major cause of customer dissatisfaction with the platform.

Customers are also likely to purchase vegetables which have been cleaned well and are presentable.

Speed of delivery of the vegetables is also a big factor in customer satisfaction.

For the health conscious people, if there is info about the nutritional value of the vegetables, the online vegetable shopping experience becomes even better. This nutritional information can also help customers to choose their vegetables more in line with what they need.

The seller, i.e. , the farmers prefer that they get a fair price for their produce.

Farmers' experience gets enhanced when the produce gets picked up without delay so that the produce does not rot or become inedible which can lead to the farmer getting bad reviews from the customers.

2. What kind of interfaces will they like and why?

The users like an interface where they can order products in a simple manner. The segregated lists of products helps to choose and order with ease. A good search and filter option is liked by users to select the products. The cart should also be dynamic with various options like editing the number of products, removing products, checking cart value etc.

3. Existing apps - analyse (Good elements/UI and Bad elements/UI) and rate them

Link of App you have referred to analyze the competition:

- a. <https://nинjacart.in/> Ninjacart

The navbar is not fixed and the image and other elements are moved to random sides when you navigate to a new page. Other than that it has a simple and elegant UI which makes it easy to use.

- b. <https://grofers.com/>

Blinkit, formerly Grofers, has a simple UI without any animation. So the website loads reasonably fast.

There is a recommendation section which is based on the season to recommend products. But the section does not have a horizontal scroll which leads to some components getting cut off at the end of the page.

The homepage has a large amount of products on display which makes the website page feel completely filled to the brim without adequate blank space.

- c. <https://www.suprdaily.com/>

The website does not have a functional webpage. The home page tells us to download mobile phone apps. This leads to less options for the user.

The icons on the home page look basic giving a feel of an unprofessional service.

The text on the homepage is not easily readable. It blends into the background.

- d. <https://www.bigbasket.com/>

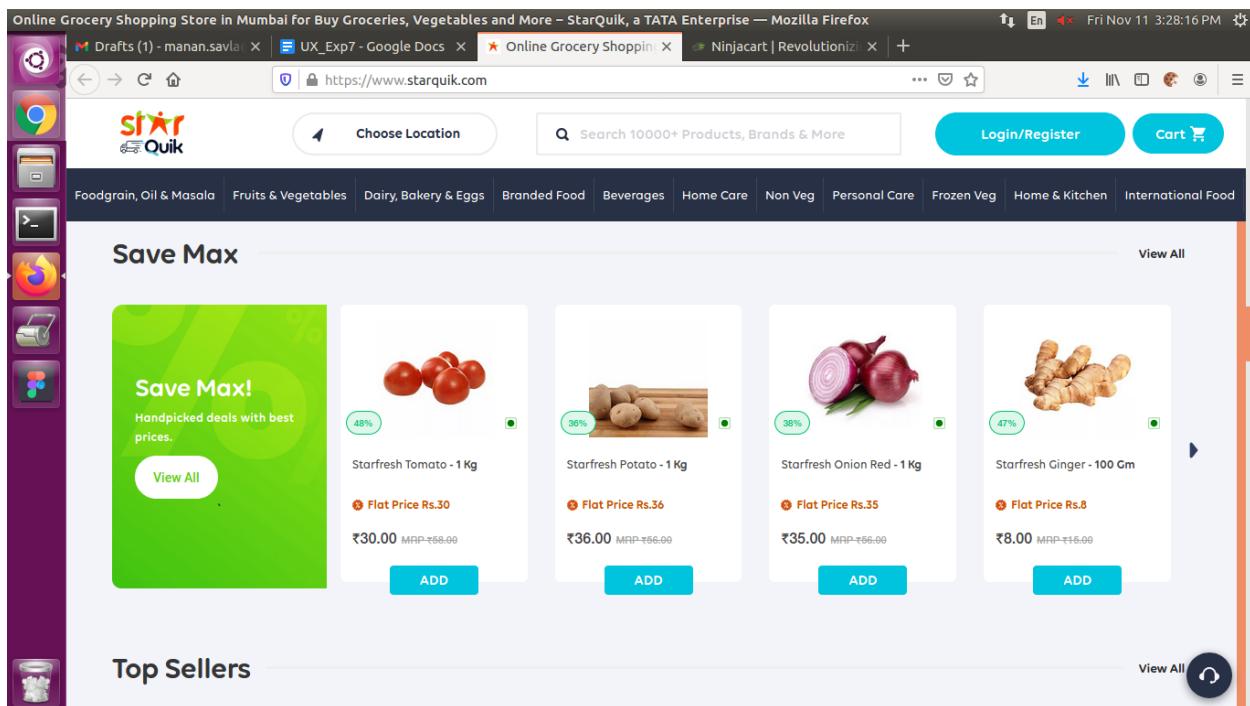
The icons and sections on the homepage are large compared to other similar sites.

The website lags and does not load quickly. This can hamper customer experience.

After clicking on any item, there is no option to buy and checkout on the same page. We have to open the cart to checkout. This can cause confusion.

e. <https://www.starquik.com/>

The website has a scroll issue where elements which get loaded later change the scroll position of the page which makes the items shift up and down without knowledge and leads to confusion for the user. But, overall it has a good UI with styled cards and attractive pages to provide a good UX for the user.



4. What will be your choice of screen elements? Write down your own Design Goals which you want to furnish while making the website.
- Text and font size should be appropriate and clear so that users can see it without strain. The colour textures and UI patterns should be appealing and contrasting to pull the attention of the user
 - The screen should not be flooded with texts and information but rather it should contain colourful pictures and navigation should be proper to link screens.
 - Accurate information to be provided through the application
 - No use of jargons

- How will your app be better than the existing ones?

<https://uxdesign.cc/grow-it-how-to-design-an-app-to-support-local-farmers-a-ux-case-study-cad4e7302039>

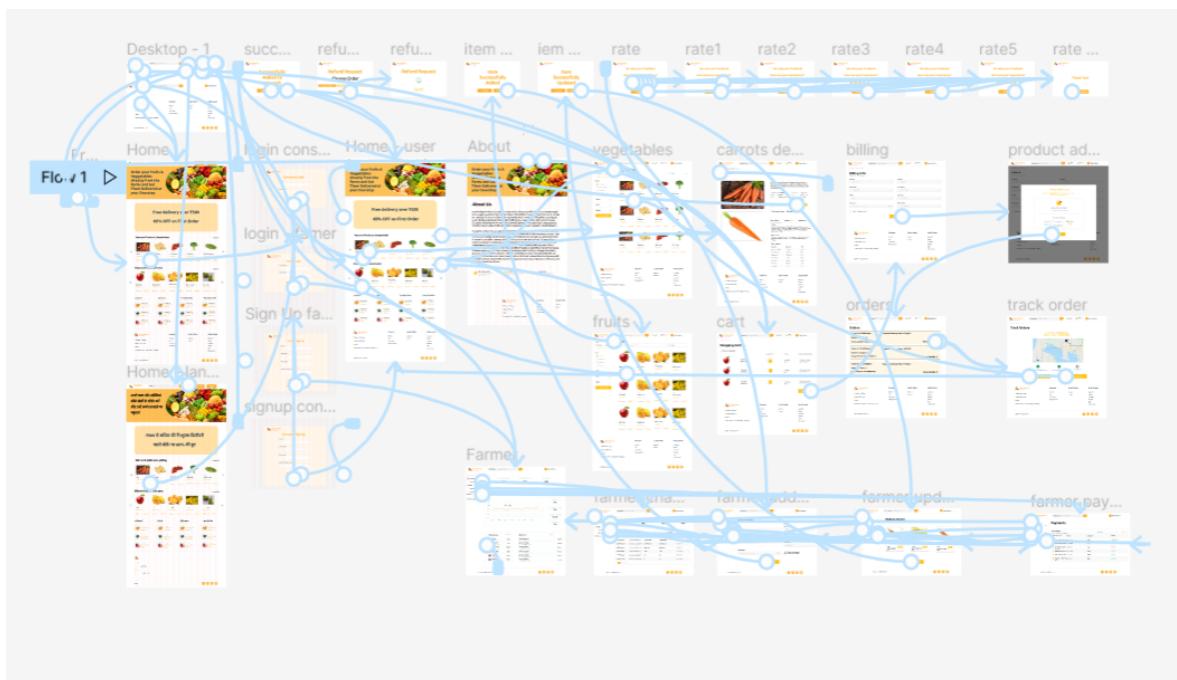
<https://www.livemint.com/companies/news/ninjacart-to-help-farmers-sell-directly-to-consumers-11588163634523.html>

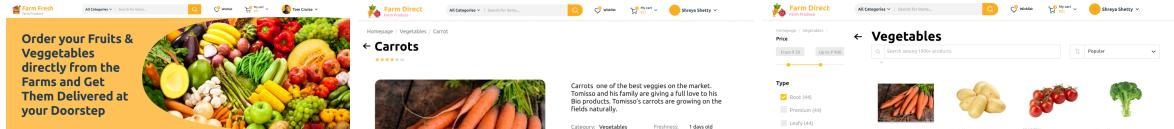
<https://www.ninjacart.in/blog/harvest-the-farms-ninjacart-appeals-to-citizens/>

Procedure:

- Research about the problem statement i.e. App to sell directly from farmers to consumers
- Open a new file and create a desktop frame
- Decide the color scheme and font for the design
- Decide the number of pages to be designed
- Design the navigation bar and the footer and once done, convert them into a component
- Make a basic wireframe for all the web pages and add the components navbar and footer on all pages
- Designing individual components for every web page and add images wherever required related to the problem statement and check the alignment of components
- Add interactions on button and flowing connections on all the pages wherever required
- After prototyping, preview the design and fix if any uniformity errors or alignment issues

Implementation:





About Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ac magna eget justo sagittis elementum et vel tellus. Morbi libero mauris, fermentum ut taculis eu, euismod id diam. In blandit, semper non, tincidunt eu, euismod id diam. Curabitur blandit in nunc justos blanditi laoreet. Proin porttitor massa purus, nec bibendum odio mollis at. Morbi mollis leo nec sem sagittis condimentum.

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Best Price & Deal
Buy Direct from Farms

Refundable

Free delivery

Carrots

Carrots one of the best veggies on the market. Tomasso and his family are giving a full love to his Bio products. Tomasso's carrots are growing on the Farmhouse.

Farm Direct

Stock: In Stock
Farm: Tomato Farms
Freshness: 1 day old
Pcs, kgs, box: 1 kg
Delivery time: 48 hrs

Reviews (1)

Questions (0)

How to cook

From mashed, salads and soups to casseroles and cakes, carrots will bring freshness, texture and colour to all your meals.

Full of Vitamins

Vitamin	Quantity	% DV
Thiamine (B3)	7.00 mg	100 %
Niacin (B3)	5.00 mg	6 %
Pantothenic Acid (B5)	19.00 mg	3 %
Vitamin C	1.50 mg	2 %
Vitamin E	0.00 mg	4 %
Vitamin K	13.2	13 %

Vegetables

Carrots Potato Kg Tomatoes Kg Broccoli Kg

Farm Direct

Account

Useful links

Help Center

Farm Direct

Account

Useful links

Help Center

Farm Direct

Account

Useful links

Help Center

Order your Fruits & Vegetables directly from the Farms and Get Them Delivered at your Doorstep

Free delivery over ₹500

60% OFF on First Order

Free delivery over ₹500

60% OFF on First Order

₹500 से अधिक की निःशुल्क डिलीवरी

पहले ऑर्डर पर 60% की छूट

Free delivery over ₹500

60% OFF on First Order

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Farm Direct

Billing Info

Please enter your billing info

Product Details

Quantity	Price	Delivery Details
1	₹ 120/kg	Delivery Date 2022-04-27
1	₹ 120/kg	Delivery Date 2022-04-27
1	₹ 120/kg	Delivery Date 2022-04-27

Confirm

Farm Direct

Account

Useful links

Help Center

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Add Items

Title **Price**

Description **Farm**

Freshness **Payments**

Town/City **Attach Image**

Add

Total Users: 64 Active Users: 60 Avg. Daily Opens: 16 Net Order Price: 43

Customers List

Name	Email	Phone	Total spent	Date Registered
Leslie Alexander	lesliealexander@gmail.com	09056604386	09056604386	Apr 23, 2022
Leslie Alexander	lesliealexander@gmail.com	09056604386	09056604386	Apr 23, 2022
Leslie Alexander	lesliealexander@gmail.com	05660438	05660438	Apr 18, 2022
Leslie Alexander	lesliealexander@gmail.com	5000	5000	Apr 15, 2022
Leslie Alexander	lesliealexander@gmail.com	00	00	Apr 15, 2022
Leslie Alexander	lesliealexander@gmail.com	0	0	Apr 11, 2022

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Payments

Transactions

TRANSACTION	DATE	AMOUNT	STATUS
Pay to Green Grocer	Apr 23, 2022	₹200	Completed
Pay to Richard Miller	Apr 23, 2022	-₹670	Completed
Pay failed to Green Grocer	Apr 18, 2022	₹234	Canceled
Payment from Bonita G...	Apr 15, 2022	₹5000	Pending
Payment from Jose Lee	Apr 15, 2022	₹200	Pending
Payment from THEMSEB...	Apr 11, 2022 LLC	₹280	Completed

Update Items

Fresh Orange Carrot  **Mango**  **Fresh Orange Carrot** 

₹ 50 Amount available: 200 **Update**

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Avg. Daily Orders: 16 Avg. Daily Income: 43 Net Income: 64

Income Estimate trend



Number of orders: 449 Total payout: ₹426 Average response time: 33m Average delivery time: 3h 8m Number of users: 900

Top Customers

User	Order Count
Mark Sankar	547
Dorothy Green	547
Michael Gruber	547
Theresa Lain	5247
Luna Burd	547
Karen Robust	5147

Top Stores

Store	Order Count
Grand Square Mall	79 orders
Grand Square Mall	54 orders
Grand Square Mall	47 orders
Grand Square Mall	43 orders
Grand Square Mall	30 orders
Grand Square Mall	22 orders

Fruits

Apples **Mangoes** **Oranges** **Bananas**

Apricot **Mango** **Orange** **Banana**

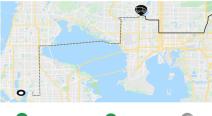
Apple **Mango** **Orange** **Banana**

Apricot **Mango** **Orange** **Banana**

Apricot **Mango** **Orange** **Banana**

Track Orders

Order ID - 75892364521 Delivery Date - 27/04/2022



Parcel Picked from Farmer **Parcel Out For Delivery** Delivered **Drop a review**

Back to Home

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Item Successfully Updated

Go back **Update More**

Item Successfully Added

Go back **Add More**

Thank You!

Back to home

The screenshot shows two views of the Farm Direct website. On the left, the 'Orders' section displays three recent transactions with details like Order ID, Expected Delivery Date, Number of Items, and Transaction ID. Each item has a 'View Details' button. On the right, a 'Billing info' form is shown with fields for First name, Last name, Email address, Address, State / Country, and Zip code. A success message at the top says 'Product Added to Cart' with Order ID #75892364521. Below it, a summary box shows 'Hello, Shreya Shetty' and 'Your order has been placed'. It lists 'Product Details' with Quantity: 3, Product Amount: ₹ 120, Total Amount: ₹ 410, Weight: 1kg, and Delivery Amount: ₹ 50.

This section shows five separate feedback forms, each with a title 'We value your Feedback!', a question 'How was your experience?', a five-star rating scale, and a 'Submit' button. The forms are identical except for their position and the star rating they represent.

The screenshot shows a 'Refund Request' page with a green checkmark icon and the word 'Sent'. Below it is a 'Successfully Added to you cart' message with 'Checkout' and 'Add More' buttons. To the right, a 'Farmer Login' modal is displayed with fields for Username and Password, and a 'Login' button. There are also links for 'Are you a customer?' and '#75892364521'.

This section displays three registration forms: 'Consumer Login', 'Farmer Sign Up', and 'Consumer Sign Up'. Each form includes fields for Email, Password, and Confirm Password, along with 'REGISTER' and 'Forgot Password' buttons. There are also links for 'Already have an account?' and '#75892364521'.

Figma URL:

[https://www.figma.com/proto/hIpZtuPAG1eusE38AgbSD3/Exp7---Farmers?page-id=0%3A1&nоде-id=6%3A193&viewport=324%2C373%2C0.25&scaling=scale-down-width&starting-point-node-id=6%3A2172](https://www.figma.com/proto/hIpZtuPAG1eusE38AgbSD3/Exp7---Farmers?page-id=0%3A1&node-id=6%3A193&viewport=324%2C373%2C0.25&scaling=scale-down-width&starting-point-node-id=6%3A2172)

Observations:

5 second test - <https://app.usabilityhub.com/tests/98211ad0507b/results>

The screenshot shows the UsabilityHub interface for a 5-second test. On the left, a sidebar displays filters for 'Answers', 'Country' (India), 'Age range' (Unknown), and 'Sources' (Self-recruited). The main area shows a single question: 'What are the offers currently running on the website?'. Below it, a 'Totals' section lists five offer types with their respective percentages and counts:

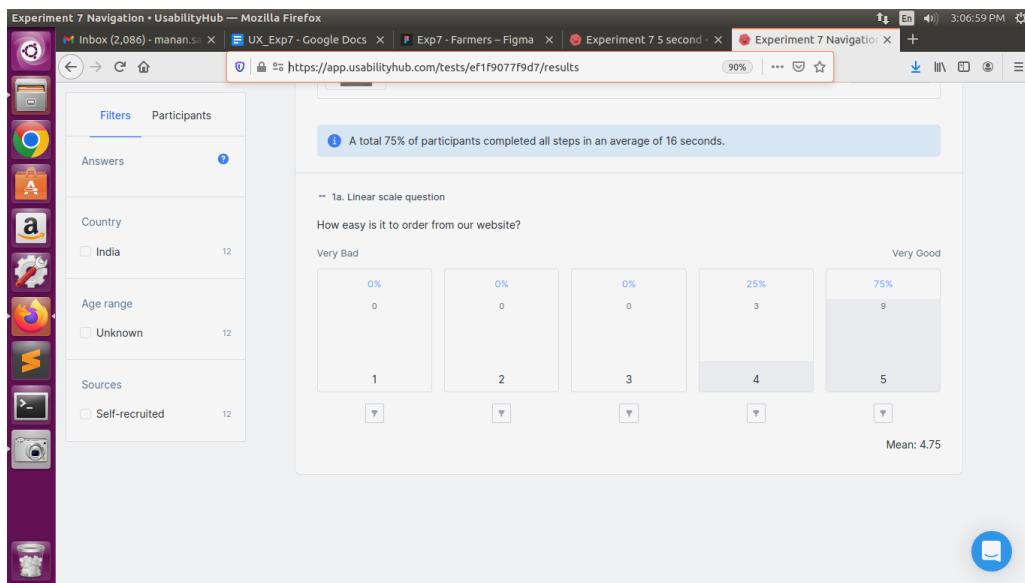
Offer Type	Percentage	Count
60% off on first order	100%	12
Free delivery above 500	92%	11
Upto 25% off on certain items	8%	1
Buy 1 Get 1 Free	0%	0
Other	0%	0

Navigation test - <https://app.usabilityhub.com/tests/ef1f9077f9d7/results>

The screenshot shows the UsabilityHub interface for a navigation test. The sidebar filters are identical to the previous test. The main area displays a 'Navigation test' with the task 'Order a product from the website.' Below it, five steps are listed with their completion times and percentages:

Step	Completion Time	Percentage	Count
Step 1	6s	92%	8
Step 2	3s	100%	12
Step 3	4s	100%	12
Step 4	2s	100%	12
Step 5	8s	82%	10

A summary at the bottom states: 'A total 75% of participants completed all steps in an average of 16 seconds.'



Conclusion:

Hence, we successfully designed an app to sell the products of farmers directly to consumers. in figma.