

Smart Shopping Mobile App

UX Design Exercise
Sofía Mora

Timeline

Planning

Analyze the project background and goals

User research

Experience map

Personas

Scenarios

Sitemaps

User flows

Prototype

Project background

Brief

Imagine an IOS or Android mobile app that enables you to impulsively identify and purchase grocery items needed to recreate a recipe that you've seen in real life. From the moment of awareness, when you are out dining at a restaurant or even salivating over an Instagram post. Design an end-to-end flow covering the user experience from the beginning, when a user identifies a dish, to purchase the completion of a grocery list. Provide a rich, easy to navigate, and a fast shopping experience that allows the user to search, browse, and get product details, read reviews, and purchase millions of groceries/products available.

Project goals

Provide users with an experience that allows them to:

1. Evaluate recipes, search, browse and get product details
2. Read reviews about the products
3. Purchase millions of groceries/products available

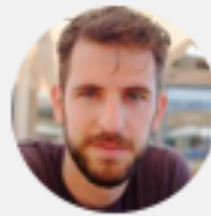
User Research

User's Insights

- Tech-savvy/smartphone user
- Knows how to cook
- Have an income
- Uses technology on a daily basis
- Ages between 18 - 60
- Males and females
- Foodie
- Loves to eat outside
- DIY
- Males and females
- They feel proud of their cooking
- They feel proud about themselves when they cook and want to share with others
- Main cooker of the house
- Middle to high/high class
- Proactive
- Curious
- Experimentation
- Intermediate cooker
- Trust in technology

Assumption personas

Persona 1



James Miller

Young techy adult

DEMOGRAPHICS

Age: 29

Education: Bachelor's Degree

Occupation: Software Engineer

Marital status: Relationship / not married

INTERESTS

- Video games
- Tech events
- Go out with friends
- Go on dates with this girlfriend

GOALS

- Recreate a recipe he tried at a restaurant.
- Have the ingredients delivered to him, because he doesn't like to go to the supermarket.
- Cook delicious meals to his girlfriend without putting too much effort in the process.

BIOGRAPHY

James is a young man in his late 20's. He is an extrovert, geek and really passionate about his job. James loves to play video games, watch videos online and spend time with his girlfriend.

APPS

- Github
- Youtube
- Steam
- Ubereats
- Linkedin
- Uber

FRUSTRATIONS

- Wants to make a meal he doesn't know how to cook.
- Wants to cook a recipe he saw online but he doesn't have the ingredients.
- Went to the supermarket and didn't find all the ingredients.

COMFORT WITH TECHNOLOGY

Internet



Mobile Apps



Software



Social Media



Persona 2



Anna Stewart
Modern housewife

DEMOGRAPHICS

Age: 38
Education: Bachelor's Degree
Occupation: HR Representative
Marital status: Married

INTERESTS

- Experiment with new recipes she found online and share them in their Instagram
- Spend quality time with her family
- Go to brunch with her friends
- DIY projects

GOALS

- Find new recipes to cook to her family
- Share her creations on social media
- Spend less time in the supermarket and more time home
- Find tricky ingredients easily
- Find the best quality ingredients

BIOGRAPHY

Anna is an HR Representative. She loves her job but also be at home with her husband Leo and her 2 year old Lucy. She enjoys browsing new recipes on Pinterest and surprise her family with them.

APPS

- Pinterest
- Instagram
- Facebook
- Kitchen stories

FRUSTRATIONS

- Spend a lot of time on the supermarket browsing for ingredients
- Not finding good recipes
- Not finding all the ingredients she needs to make a recipe she saw online

COMFORT WITH TECHNOLOGY

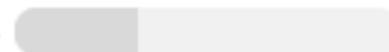
Internet



Mobile Apps



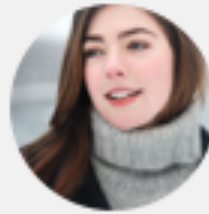
Software



Social Media



Persona 3



Elizabeth Moore
Foodie at heart

DEMOGRAPHICS

Age: 24
Education: Bachelor's Degree
Occupation: Graphic Designer
Marital status: Single

INTERESTS

- Try new food
- Foodstyling
- Photography
- Social media
- Travel

GOALS

- Recreate recipes she tried at restarants and social media
- Share her creations on social media
- Only worry about the cooking and the final estethic of the plate and not the shopping

BIOGRAPHY

Elizabeth describes herself as a foodie. She loves to try new types of foods and she's always going to the trendiest restaurants in town. She follows tons of food influencers on social media.

APPS

- Instagram
- Yelp
- Facebook
- Pinterest
- Vsco Cam

FRUSTRATIONS

- Wasting time at the supermarket
- Not finding the right ingredients
- Not finding the recipe of a plate she saw on social media

COMFORT WITH TECHNOLOGY

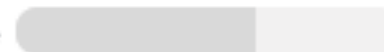
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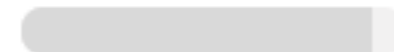
Mobile Apps



Software



Social Media



Persona 4



Grace Carter
Boss as grandma

DEMOGRAPHICS

Age: 55
Education: Bachelor's Degree
Occupation: Lawyer
Marital status: Married

INTERESTS

- Spend time with her family
- Baking
- Job success

GOALS

- Find easy baking recipes that she can make to her grandchildren
- Don't have to worry about getting the ingredients she needs

BIOGRAPHY

Grace is a successful lawyer, mother of two and grandmother of 3. She has a high ranking position at a law firm so in general she never has time. But when has time, she loves spending it with her grandchildren and make them happy.

APPS

- Facebook
- Apple news
- Office

FRUSTRATIONS

- Loves to bake but she doesn't have much time to do it
- Doesn't have time to go grocery shopping

COMFORT WITH TECHNOLOGY

Internet



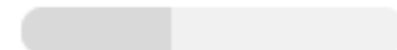
Mobile Apps



Software



Social Media



Real users interviews

Interview 1

Target user: Young techy adult

Name: Javier Escalante

Age: 28

Occupation: Software developer

Marital status: Single

Have you ever been to a restaurant and have thought that you would like to recreate that delicious meal that you are eating? Or have you seen a meal in a social media channel and wanted to recreate it?

Yes, I have — both of them.

What frustrates you of the process?

Not knowing the ingredients but mostly, not knowing where to buy them near me if they are not simple everyday ingredients.

Imagine that it is an app that can solve that.

What would you like to achieve with it?

I would like to make different recipes to vary my menu and get to know new ingredients.

Interview 2

Target user: Modern Housewife

Name: Mariel Marín

Age: 39

Occupation: Customer Operations Manager

Marital status: Married

Have you ever been to a restaurant and have thought that you would like to recreate that delicious meal that you are eating? Or have you seen a meal in a social media channel and wanted to recreate it?

Yes, I have — both of them.

What frustrates you of the process?

It frustrates me that sometimes the videos from the sites, like Kiwi Limón for example, go way too fast and you have to be pausing to write down the list of ingredients because sometimes the list and preparation are not visible in the post

Imagine that it is an app that can solve that. What would you like to achieve with it?

I want the app to show the step by step process of the preparation of the meal. Similar to the videos in social networks where you can see hands preparing the food (I'm not interested in seeing the face of the chef), and that at the same time, access the information of the recipe with a click.

And if it's possible, I would like to see where can I get the ingredients and the price. It would even add value if I could buy them in the app and have them delivered to my house.

Interview 3

Target user: Foodie at heart

Name: Ingrid Navarro

Age: 24

Occupation: Illustrator

Marital status: Single

Have you ever been to a restaurant and have thought that you would like to recreate that delicious meal that you are eating? Or have you seen a meal in a social media channel and wanted to recreate it?

If it has happened to me several times, mainly with photos on social media, but also on the restaurants.

What frustrates you of the process?

If frustrates me that when I try to recreate the food, it doesn't taste the same or it's not what I expected. Maybe due to an imprecise recipe or wrong ingredients.

Imagine that it is an app that can solve that. What would you like to achieve with it?

I would like to see the step by step procedure of how to make the meal.

Interview 4

Target user: Boss as grandma

Name: Rosibel Córdoba

Age: 65

Occupation: Administrative Manager

Marital status: Married

Have you ever been to a restaurant and have thought that you would like to recreate that delicious meal that you are eating? Or have you seen a meal in a social media channel and wanted to recreate it?

Yes, I have — both of them.

What frustrates you of the process?

What frustrates me the most is not knowing the correct amounts and ingredients to achieve the right flavor of the meal.

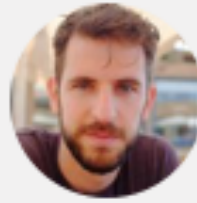
Imagine that it is an app that can solve that.

What would you like to achieve with it?

I would like to see the step by step procedure of how to make the meal and the description of the ingredients.

**Final personas data fed with
the real user's information**

Persona 1



James Miller
Young techy adult

DEMOGRAPHICS

Age: 29

Education: Bachelor's Degree

Occupation: Software Engineer

Marital status: Relationship / not married

INTERESTS

- Video games
- Tech events
- Go out with friends
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GOALS

- Recreate a recipe he tried at a restaurant.
- Have the ingredients delivered to him, because he doesn't like to go to the supermarket.
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- Make different recipes to vary the menu and get to know new ingredients.

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- Wants to cook a recipe he saw online but he doesn't have the ingredients.
- Went to the supermarket and didn't find all the ingredients.
- Not knowing the ingredients but mostly, not knowing where to buy them near me if they are not simple everyday ingredients.

COMFORT WITH TECHNOLOGY

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Persona 2



Anna Stewart
Modern housewife

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Age: 38
Education: Bachelor's Degree
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INTERESTS

- Experiment with new recipes she found online and share them in her Instagram
- Spend quality time with her family
- Go to brunch with her friends
- DIY projects

GOALS

- Find new recipes to cook to her family
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- Spend less time in the supermarket and more time home
- Find tricky ingredients easily
- See the step by step process of the preparation of the meal. Similar to the videos in social networks where you can see hands preparing the food and that at the same time, access the information of the recipe with a click.
- See where can you get the ingredients and the price. It would even add value if you could buy them in the app and have them delivered to your house.

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APPS

- Pinterest
- Instagram
- Facebook
- Kitchen stories

FRUSTRATIONS

- Spend a lot of time on the supermarket browsing for ingredients
- Not finding good recipes
- Not finding all the ingredients she needs to make a recipe she saw online
- Find the best quality ingredients
- Sometimes the videos from the sites, like Kiwi Limón for example, go way too fast and you have to be pausing to write down the list of ingredients because sometimes the list and preparation are not visible in the post

COMFORT WITH TECHNOLOGY

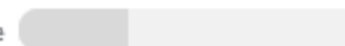
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Mobile Apps



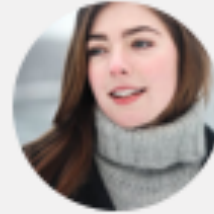
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Social Media



Persona 3



Elizabeth Moore

Foodie at heart

DEMOGRAPHICS

Age: 24

Education: Bachelor's Degree

Occupation: Graphic Designer

Marital status: Single

INTERESTS

- Try new food
- Foodstyling
- Photography
- Social media
- Travel

GOALS

- Recreate recipes she tried at restarants and social media
- Share her creations on social media
- Only worry about the cooking and the final estethic of the plate and not the shopping
- Would like to see the step by step procedure of how to make the meal.

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Elizabeth describes herself as a foodie. She loves to try new types of foods and she's always going to the trendiest restaurants in town. She follows tons of food influencers on social media.

APPS

- Instagram
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- Pinterest
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FRUSTRATIONS

- Wasting time at the supermarket
- Not finding the right ingredients
- Not finding the recipe of a plate she saw on social media
- When I try to recreate the food, it doesn't taste the same or it's not what I expected. Maybe due to an imprecise recipe or wrong ingredients.

COMFORT WITH TECHNOLOGY

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Mobile Apps

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Persona 4



Grace Carter

Boss as grandma

DEMOGRAPHICS

Age: 55

Education: Bachelor's Degree

Occupation: Lawyer

Marital status: Married

INTERESTS

- Spend time with her family
- Baking
- Job success

GOALS

- Find easy baking recipes that she can make to her grandchildren
- Don't have to worry about getting the ingredients she needs
- See the step by step procedure of how to make the meal and the description of the ingredients.

BIOGRAPHY

Grace is a successful lawyer, mother of two and grandmother of 3. She has a high ranking position at a law firm so in general she never has time. But when has time, she loves spending it with her grandchildren and make them happy.

APPS

- Facebook
- Apple news
- Office

FRUSTRATIONS

- Loves to bake but she doesn't have much time to do it
- Doesn't have time to go grocery shopping
- Not knowing the correct amounts and ingredients to achieve the right flavor of the meal.

COMFORT WITH TECHNOLOGY

Internet



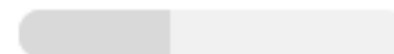
Mobile Apps



Software



Social Media



Experience map

Tasks

Eat some delicious food at a restaurant

Watch some delicious food on social media

Crave the food after

Search for the recipe

Write down the ingredients

Go to the supermarket to buy the ingredients

Cook the recipe

Taste the results

Frustrations

Not knowing the ingredients

Recipes videos go too fast and you have to pause to write down the ingredients

The list and preparation are not visible in the post (video)

Not knowing where to buy the ingredients if they aren't simple

When I try to recreate the food it doesn't taste the same or is not what I expected

Not knowing the correct amounts and ingredients to achieve the right flavour

Not knowing if I'm buying the correct ingredients

Goals

I would like to make new recipes to vary my menu

I would like to know new ingredients

Show the step by step process of the preparation

Access the information of the recipe easily

Get the info and price of the ingredients

Have the ingredients deliver to me

Pain Points

I don't know the ingredients —————●

I don't know the correct amounts and ingredients to achieve the right flavor —————●

Recipes videos go too fast and, I have to pause to write down the ingredients —————●

The list and preparation are not visible in the post (video) —————●

I don't know where to buy the ingredients if they aren't simple —————●

I don't know if I'm buying the correct ingredients —————●

When I try to recreate the food, it doesn't taste the same or is not what I expected —————●

Goals

I can easily know the recipe's ingredients

I can easily the correct amounts and ingredients to achieve the right flavor

Recipes videos go on a good pace so I can write down the ingredients with tranquility

The list and preparation are visible in the post (video)

I can find easily where to buy the ingredients even though they aren't simple

I'm sure I'm buying the correct ingredients

When I try to recreate the food it tastes the same and is what I expected

User scenarios



Anna Stewart: Modern Housewife

Goal: Have the ingredients delivered to me

Anna is in the app, in the page of a recipe she wants to make. She just saw the preparation and the list of ingredients.

Ana clicks in a the button "Add ingredients to shopping cart"

In the shopping cart icon at the botton, an icon pops up. Anna clicks it.

It takes her to a page where she can see the list of the ingredients.

Anna feels curious about an ingredient so she clicks on it to see more information about it.

Anna is in the ingredient's detail page reading the information about the ingredient.

The icon could be a plus or a 1.

In that page she must be able to remove ingredients, see more information about them and search more ingredients

Maybe the ingredients can be shown as blocks instead of a list, so everyone of them can show a more info button.

In that page she can find the name, general information, nutritional values, similar ingredients and reviews and ratings.

Anna comes back to the shopping list page and click on the button "shop ingredients".

The button takes her to the shipping information form. Anna types down her shipping information.

Anna clicks on the button "continue" and continues to choose her supermarket of preference. From where the ingredients will be delivered.

Anna clicks on the button "continue" and continues to the billing information form. Ana types her billing information.

Anna clicks on the button "review order" and continues to the review order page where she checks everything is ok and places the order.

Remember the "back" button.

Give the option of save this information for future orders.

Give the option of save this information for future orders.

Give the option of save this information for future orders.



Elizabeth Moore : Foodie at heart

Goal: I would like to see the step by step procedure of how to make the meal

Elizabeth is on Instagram and finds a photo of a meal she thinks it looks delicious.

She becomes curious and wants to recreate the meal she just saw.

Elizabeth opens the app Smart Shopping on her phone.

Elizabeth types the recipe in the search bar.

Shes sees all the options in the list the app just gave her

Elizabeth taps on one of the choices.

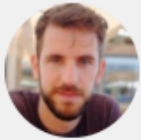
Give a major importance to the search bar

List dropdown with photos of the recipes

Elizabeth is now in the recipe page. She reads the whole page to see if the recipe matches what she saw on instagram.

She finds the instructions very easy to understand with step by step photos and explanations of every step of the preparation.

The recipe must have: cook time, difficulty, ratings, reviews, ingredients, instructions, calories, servings andutensils.



James Miller: Young techy adult

Goal: Make different recipes to vary the menu and get to know new ingredients.

James wants to cook his girlfriend a nice dinner.

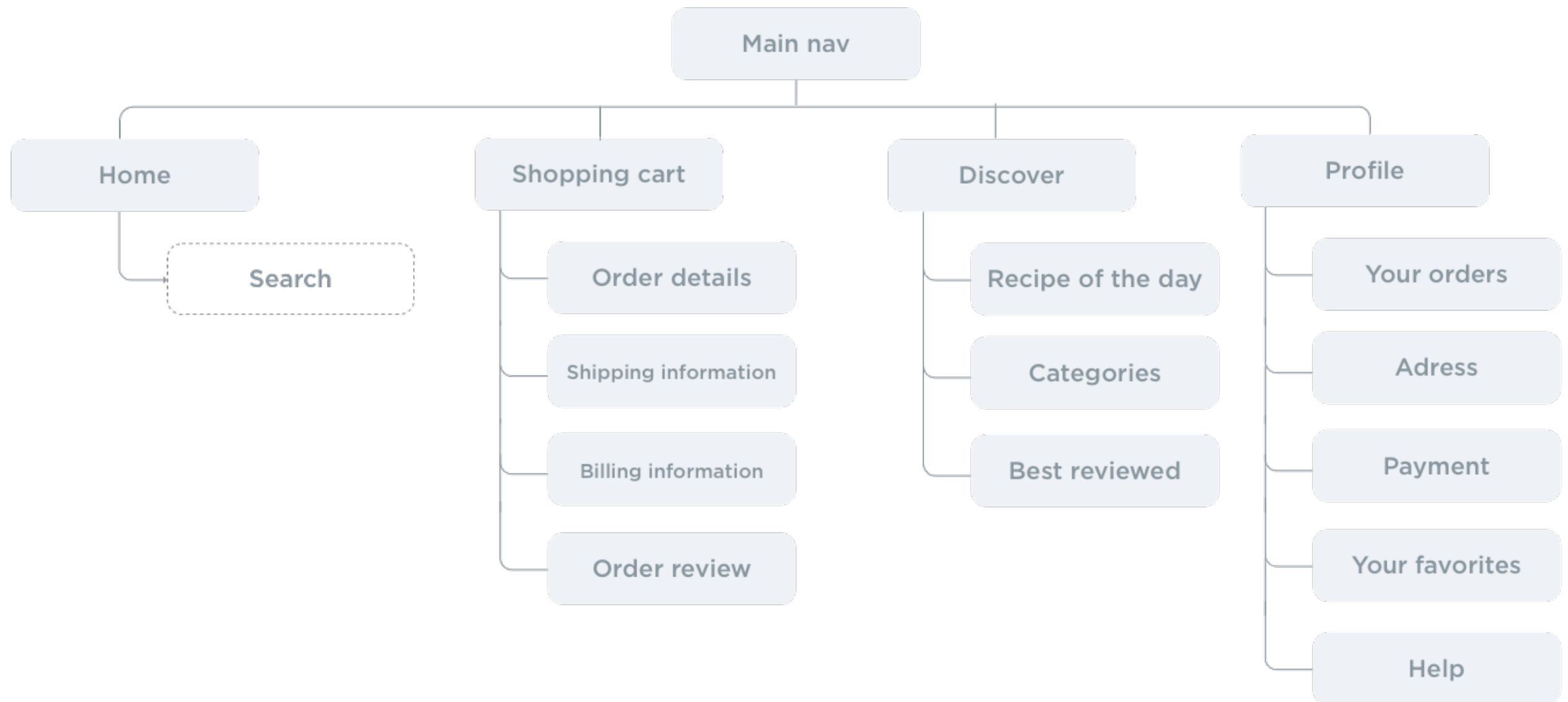
James opens the app Smart Shopping on his phone.

James has a couple of ideas of what he wants to do but he's not sure. So he goes to the tab "discover" in the bottom.

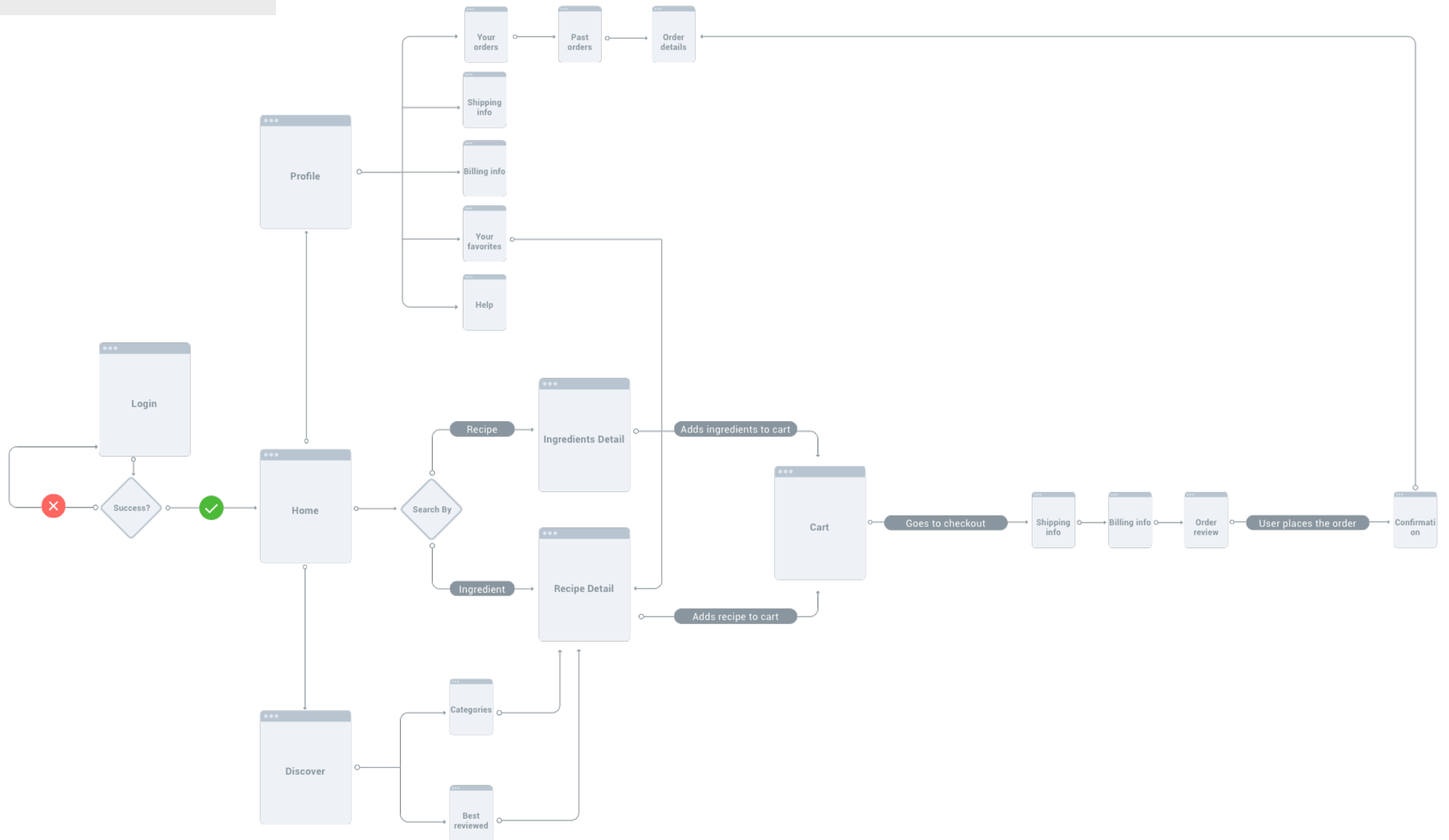
James browses different recipes and pick one.

Search by category? Difficulty, cook time, etc.

Site map



User flows



Low fidelity mockups

Sign up

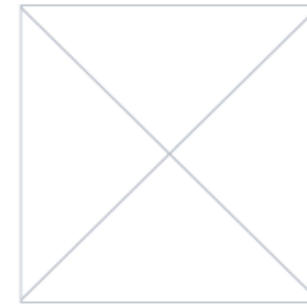
At first, the user needs to create an account to be able to use the app. The account is necessary to save all the information of the user.



Welcome

SIGN UP

Already have an account? [Sign in](#)



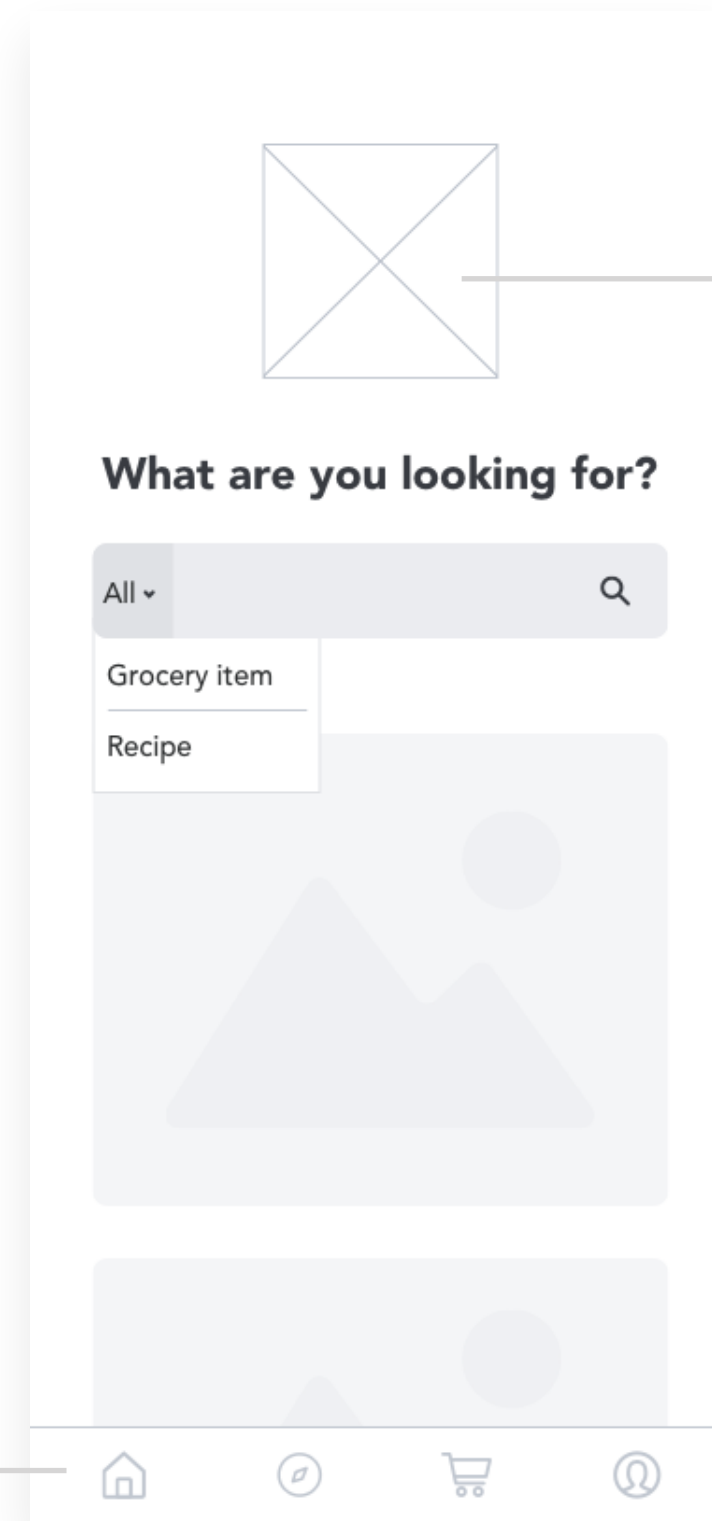
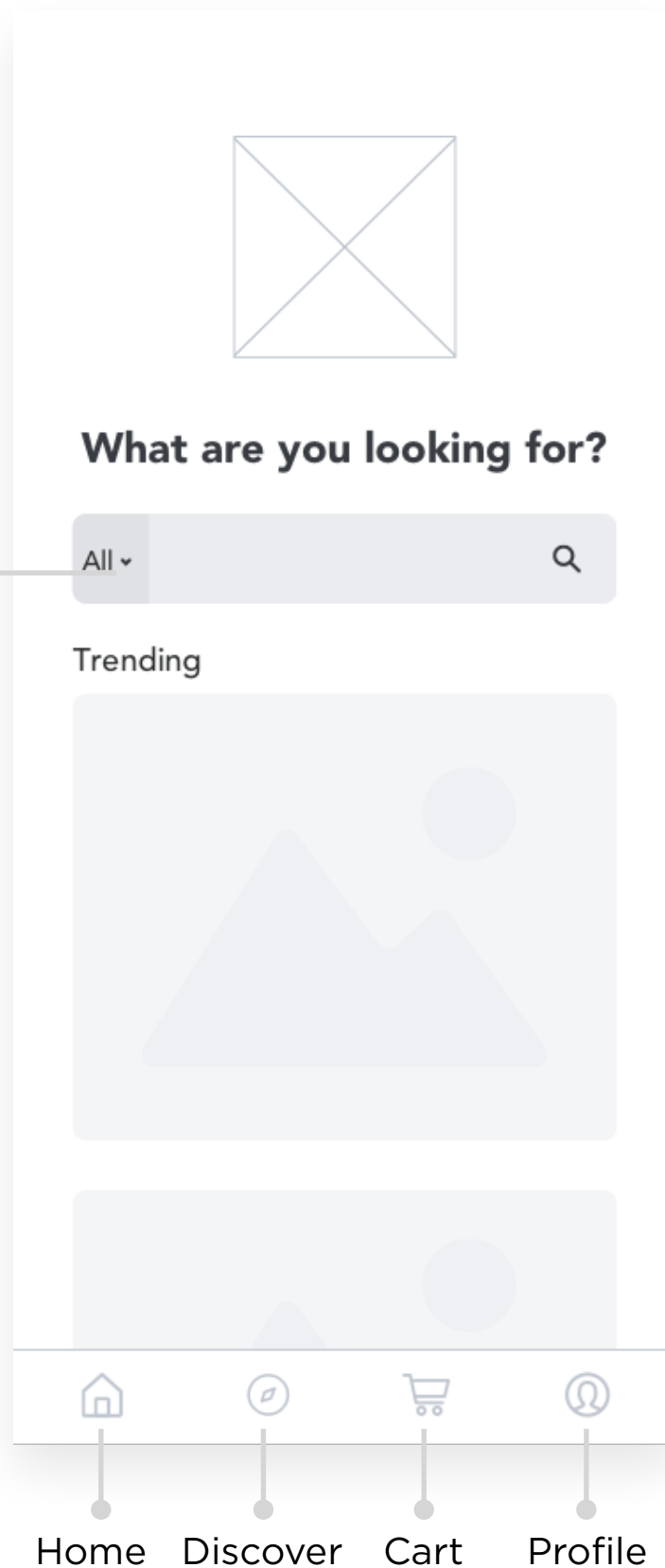
Welcome back

SIGN IN

Don't have an account? [Sign in](#)

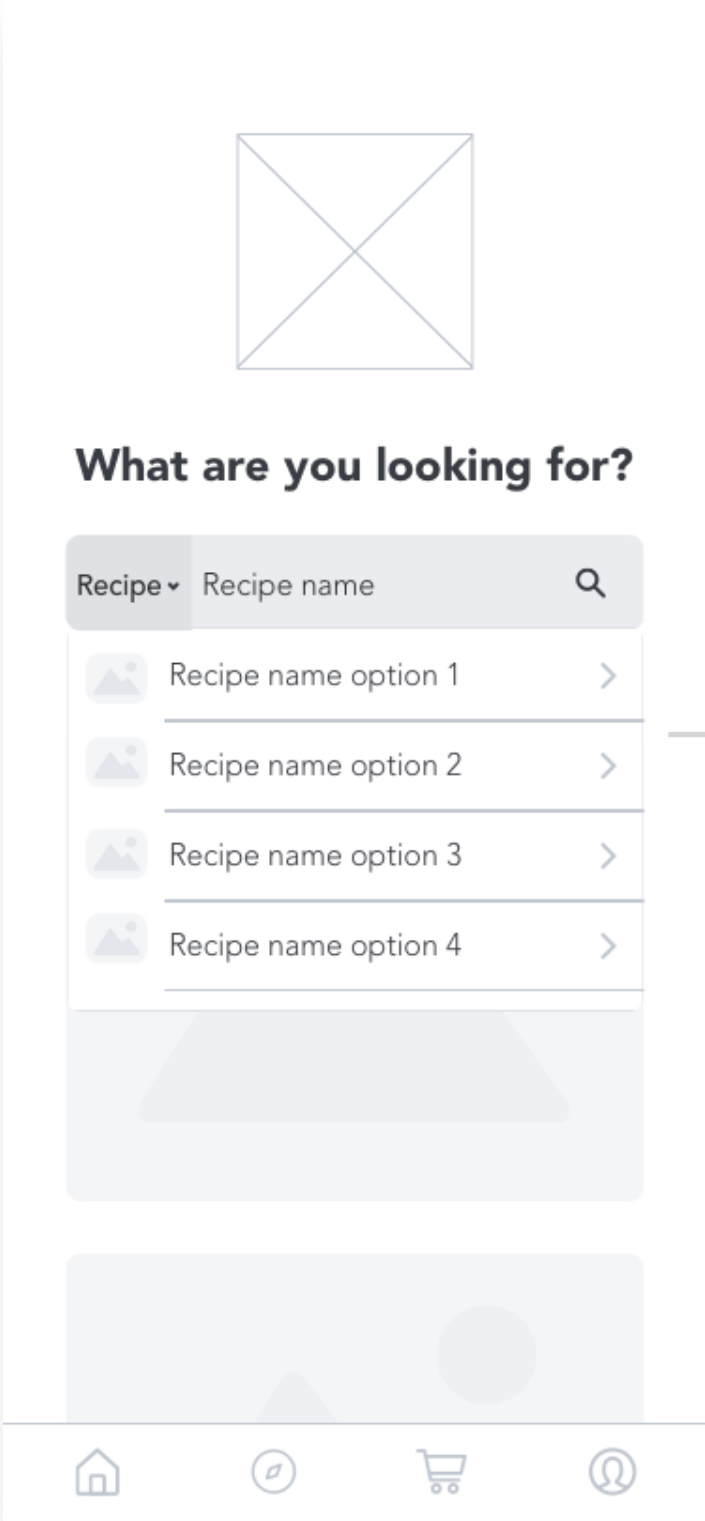
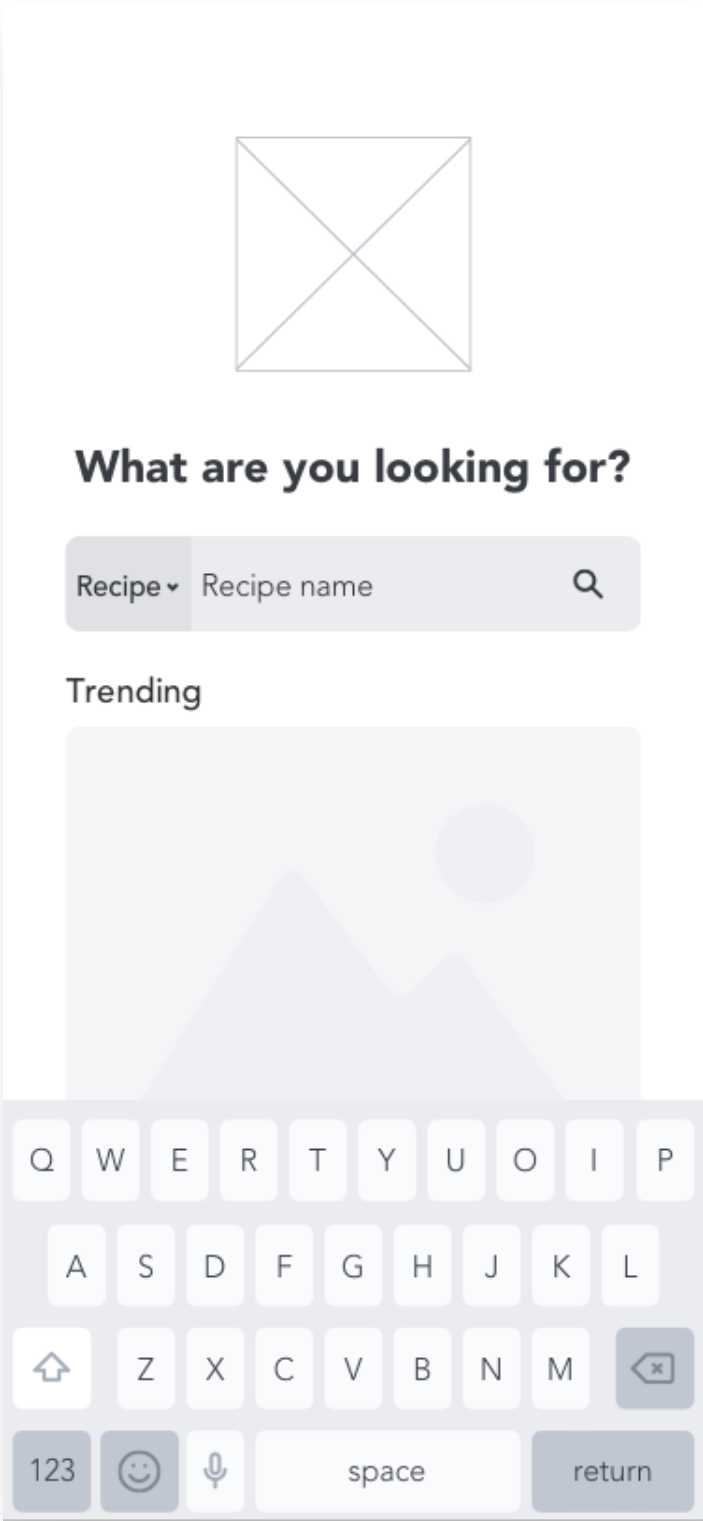
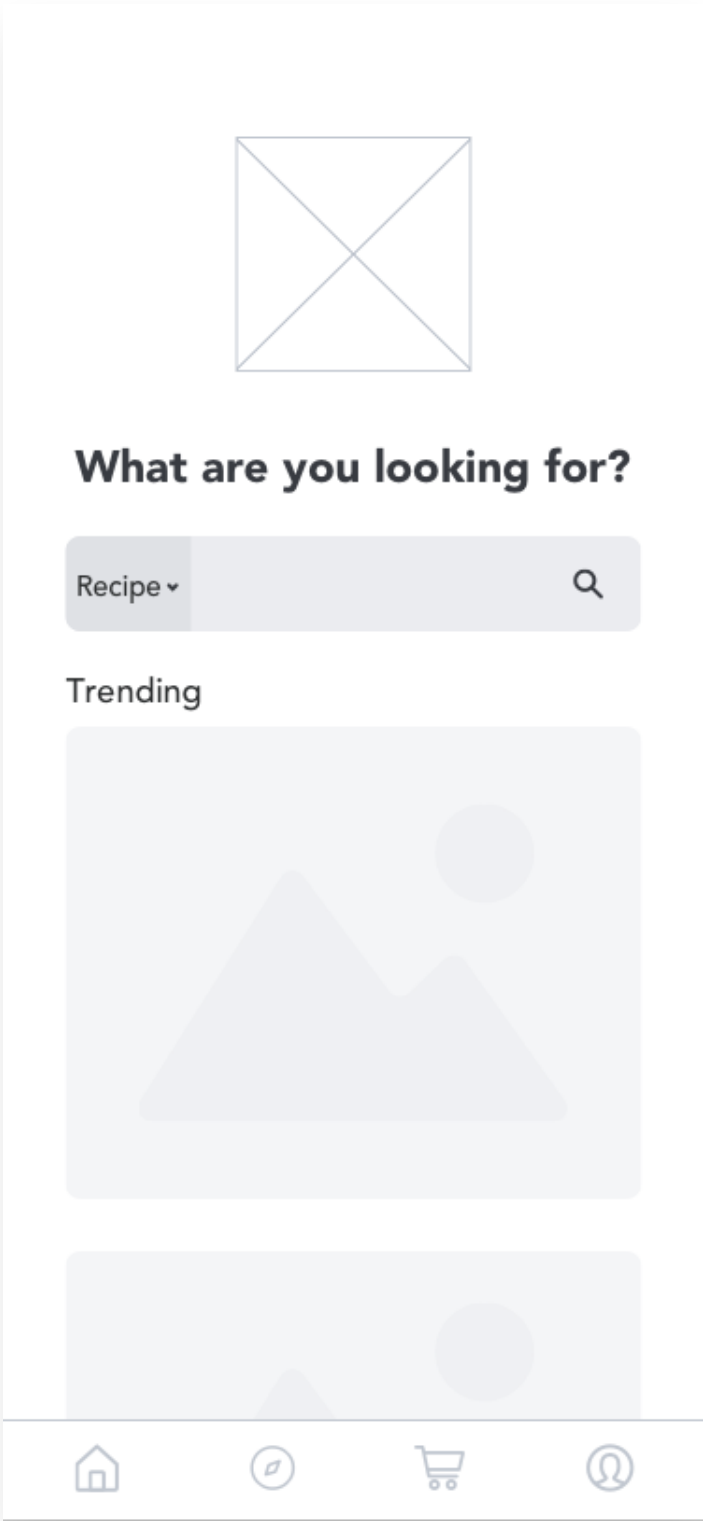
Home

The first action the users need to do is to search for the recipe or grocery item they want. That's why the search bar is featured at the top as the most important component of the screen. That way, users can easily find it without any effort.



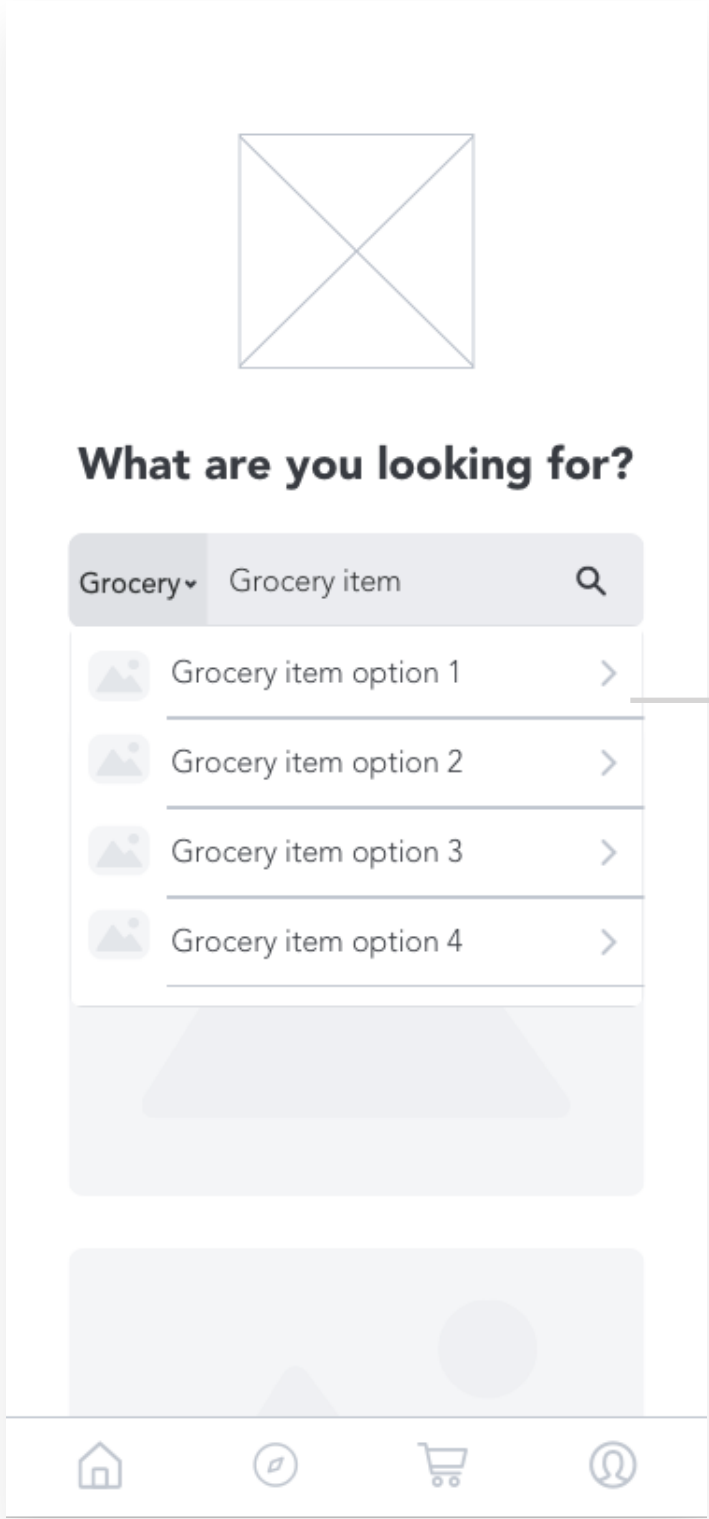
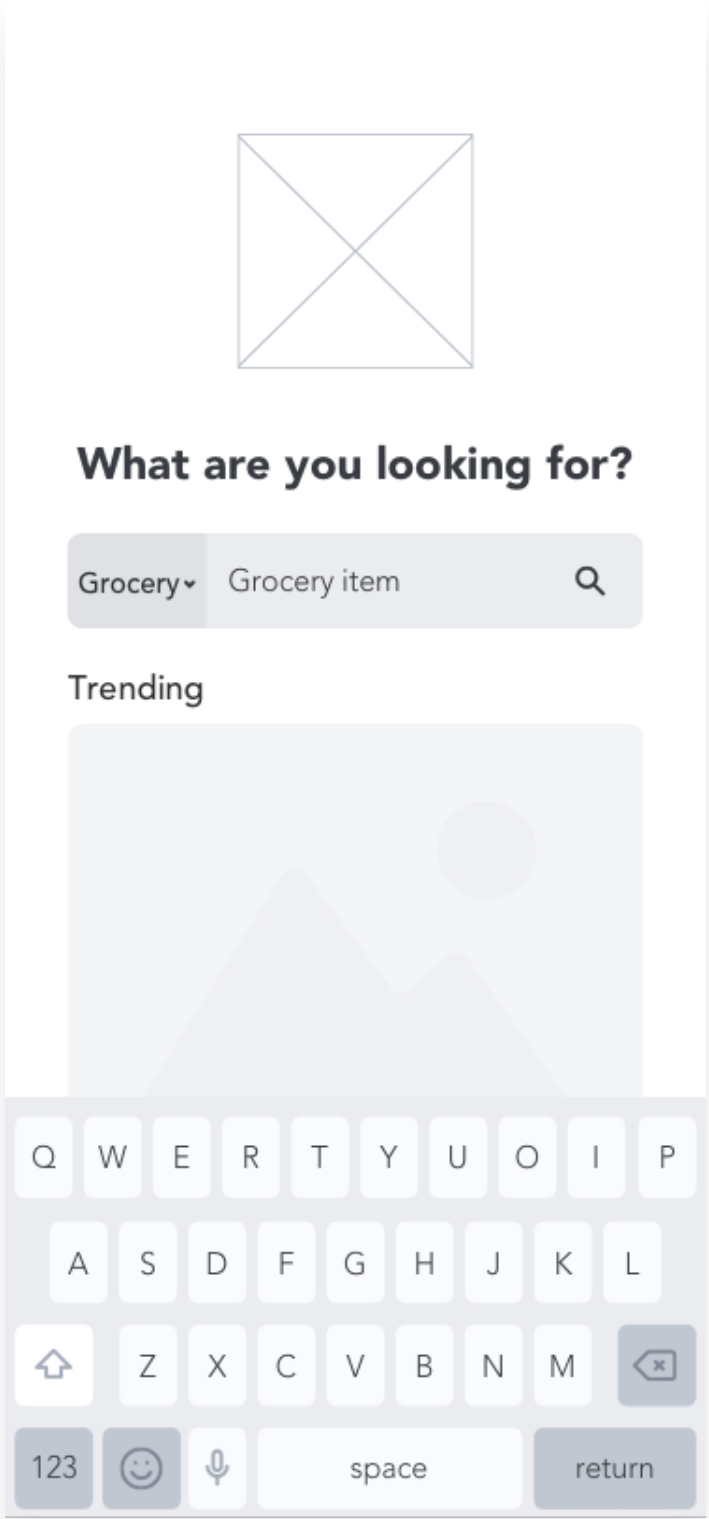
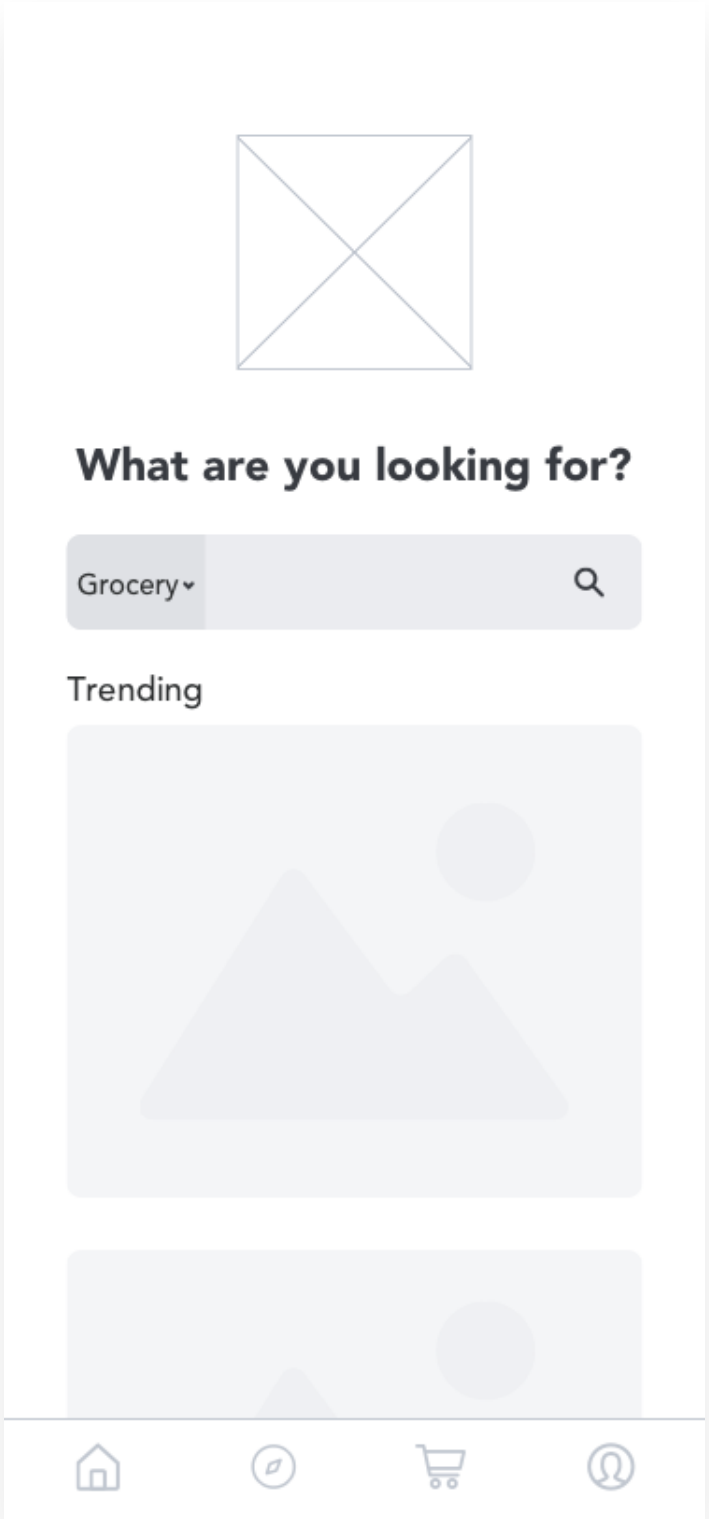
The main bar menu offers the user quick access to the most important screens of the app.

Home - Recipe



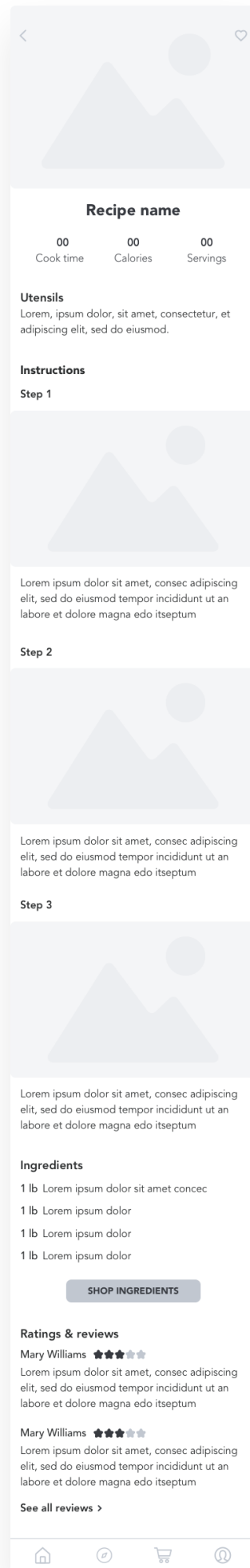
Dropdown with the results of different recipes

Home - Grocery



Dropdown with the results of different groceries

Recipe - detail



Recipe photo

Additional information: useful information for the user

Step by step preparation: One of the most highly requested features by the users.

List of ingredients and CTA to buy them

Ratings and reviews of the recipe

Recipe - reviews detail



Ratings & reviews

Mary Williams ★★★★★

Lorem ipsum dolor sit amet, consec adipiscing elit, sed do eiusmod tempor incididunt ut an labore et dolore magna edo itseptum

Mary Williams ★★★★★

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Mary Williams ★★★★★

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Grocery - detail



Save recipe

Grocery photo

Add to cart CTA

Important information about the grocery

Ratings and reviews of the grocery

Similar products as the one the screen is showing

Grocery - reviews detail

Ratings & reviews

Mary Williams

★

★

★

★

★

Lorem ipsum dolor sit amet, consec adipiscing elit, sed do eiusmod tempor incididunt ut an labore et dolore magna edo itseptum

Mary Williams

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Mary Williams

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Cart

Cart




Grocery item name
\$0.00

—

1

+




Grocery item name
\$0.00

—

1

+



Grocery item name
\$0.00





—

1

+

Item(s) total	\$0.00
Tax	\$0.00
Order total	\$0.00

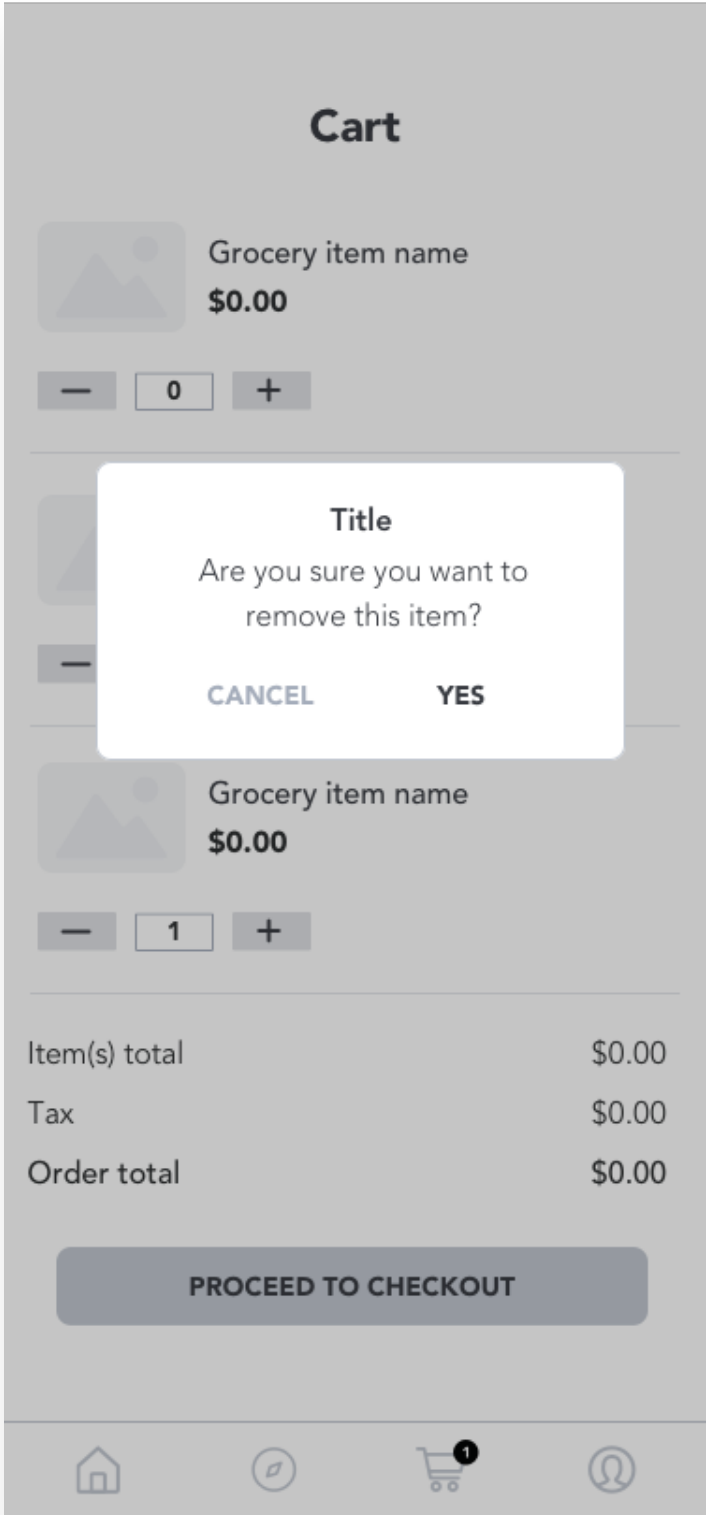
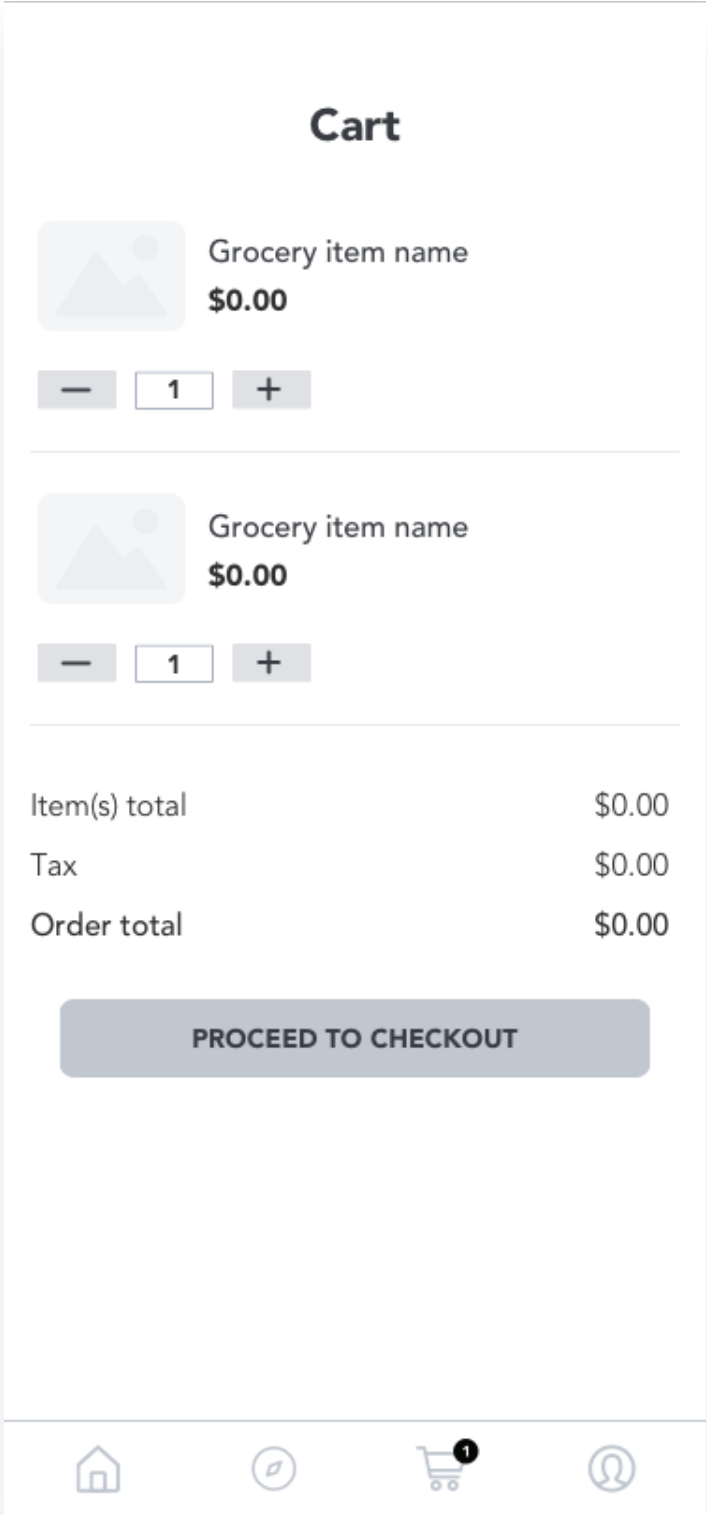
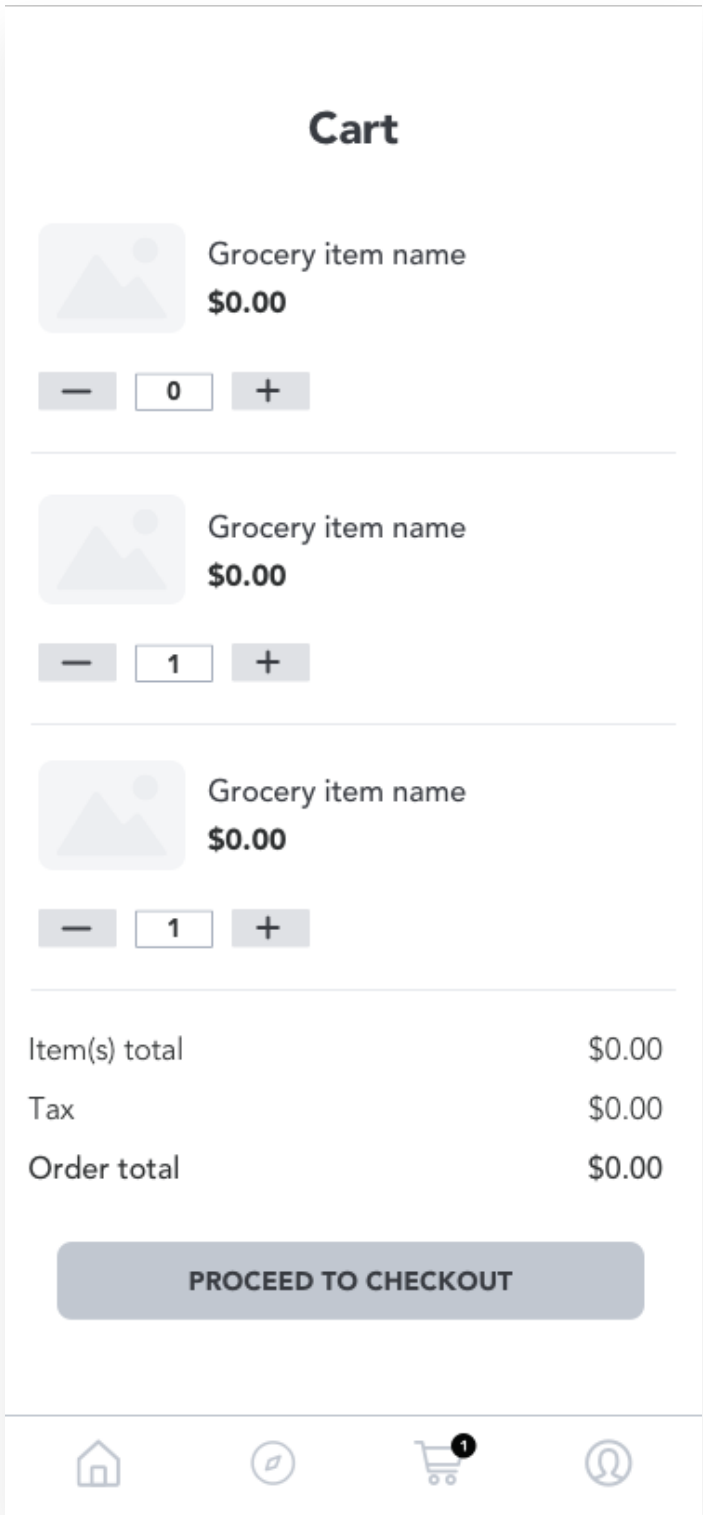
PROCEED TO CHECKOUT



Remover or add more of that item

Pricing information

Cart - remove item



Cart - shipping information

The app gives the user the option of choosing their supermarket of preference

<

Shipping information

Name

Street address

City

State

ZIP

Phone number

☐ Save adress

DELIVER TO THIS ADDRESS

<

Select a supermarket from which you want your items

Zip code: 3321 [change](#)

Lorem ipsum

Lorem ipsum

Lorem ipsum

Lorem ipsum

☐ Save supermarket

CONTINUE

<

Select a supermarket from which you want your items

Zip code: 3321 [change](#)

Lorem ipsum

Lorem ipsum


Lorem ipsum

Lorem ipsum


☐ Save supermarket


CONTINUE

Cart - billing information

 **Billing information**





Expiration date





☐ Save this card

CONTINUE

Cart - place order



Order review

Shipping address

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

[Change](#)

Payment information

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

[Change](#)

Details

Item(s) total	\$0.00
Tax	\$0.00
Shipping	\$0.00
Order total	\$0.00

PLACE ORDER

[or cancel and continue shopping](#)



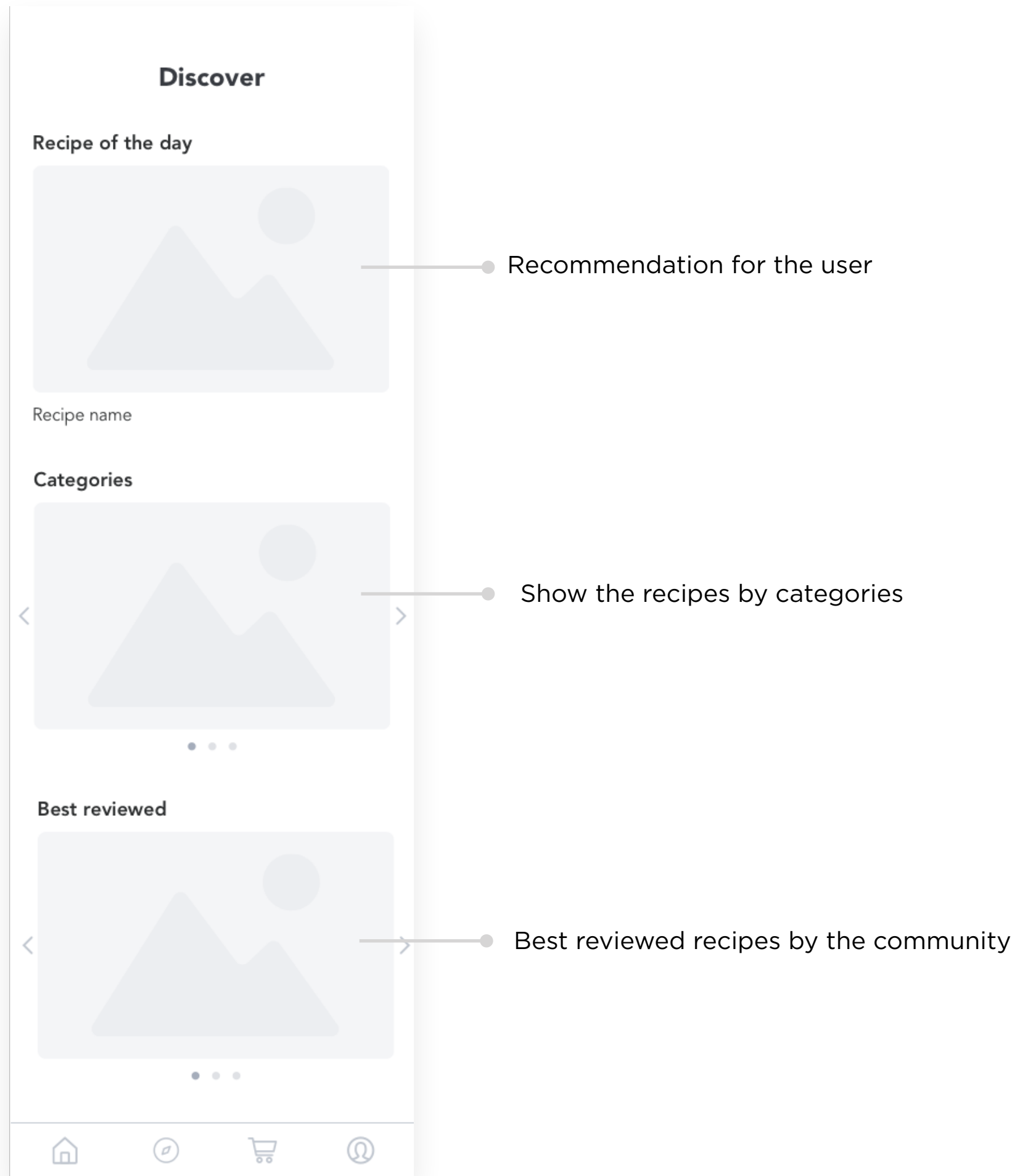
Your order has been placed!

SEE MY ORDER

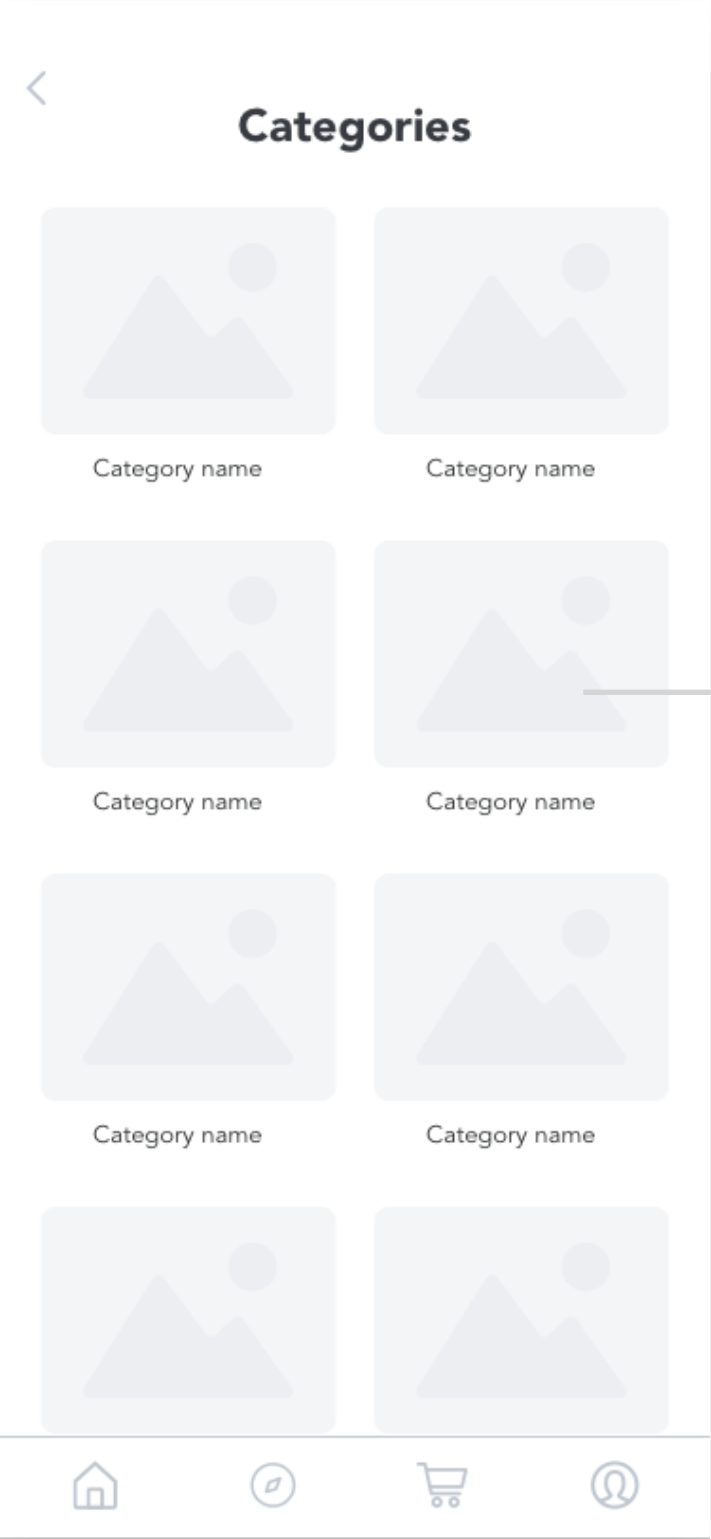


Discover

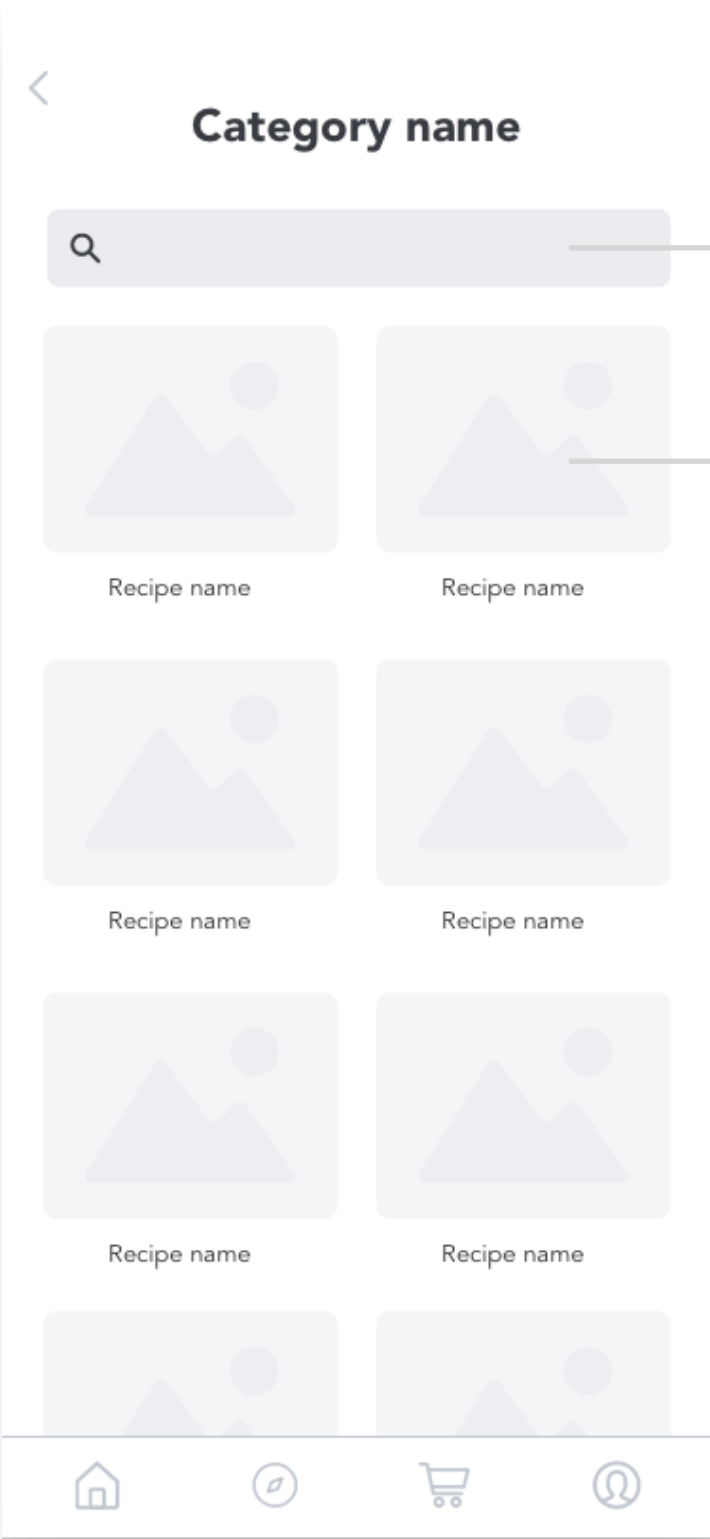
The discover screen works as inspiration for the user. In the case that the user comes to app without knowing what he wants to prepare.



Discover - categories



Categories of the recipes



Search bar for easy access of the desired recipe

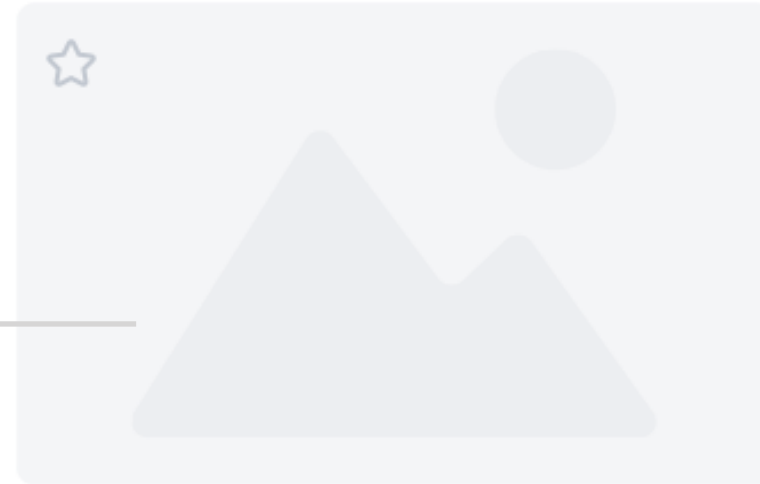
Recipe detail

Discover - best reviewed

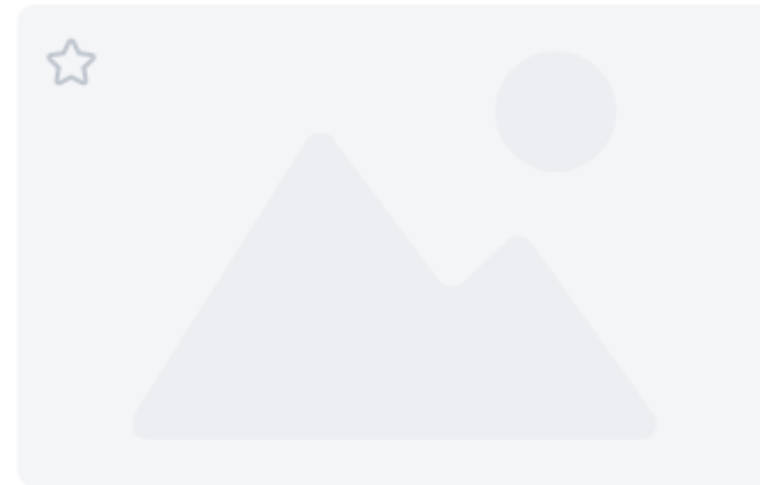
Recipe detail



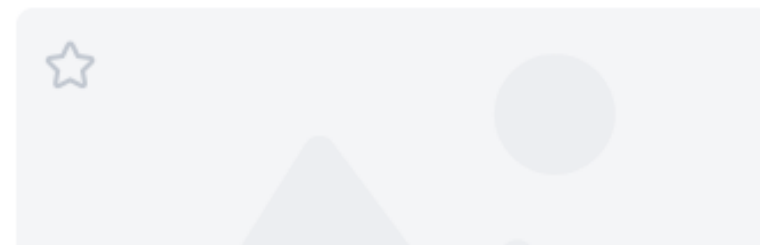
Best reviewed



Recipe name

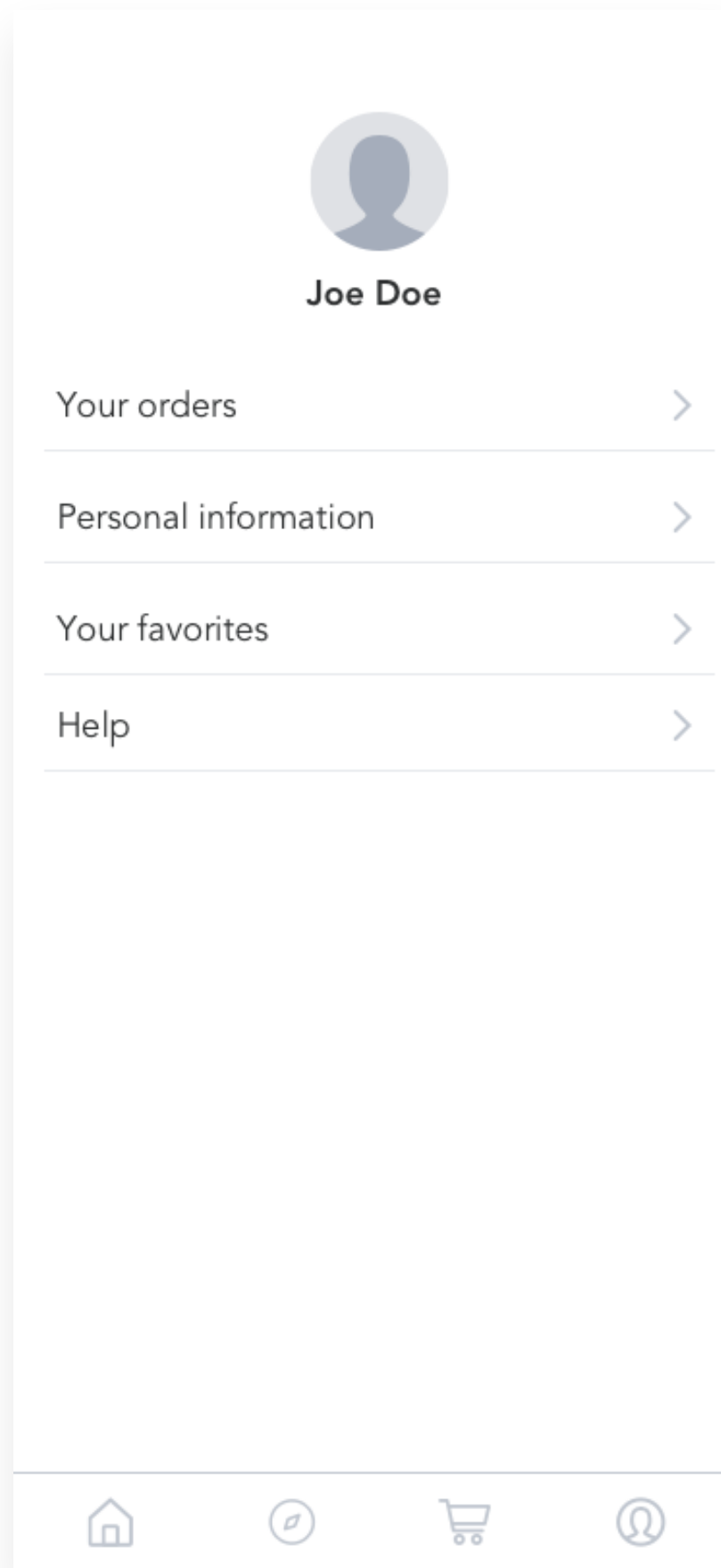


Recipe name



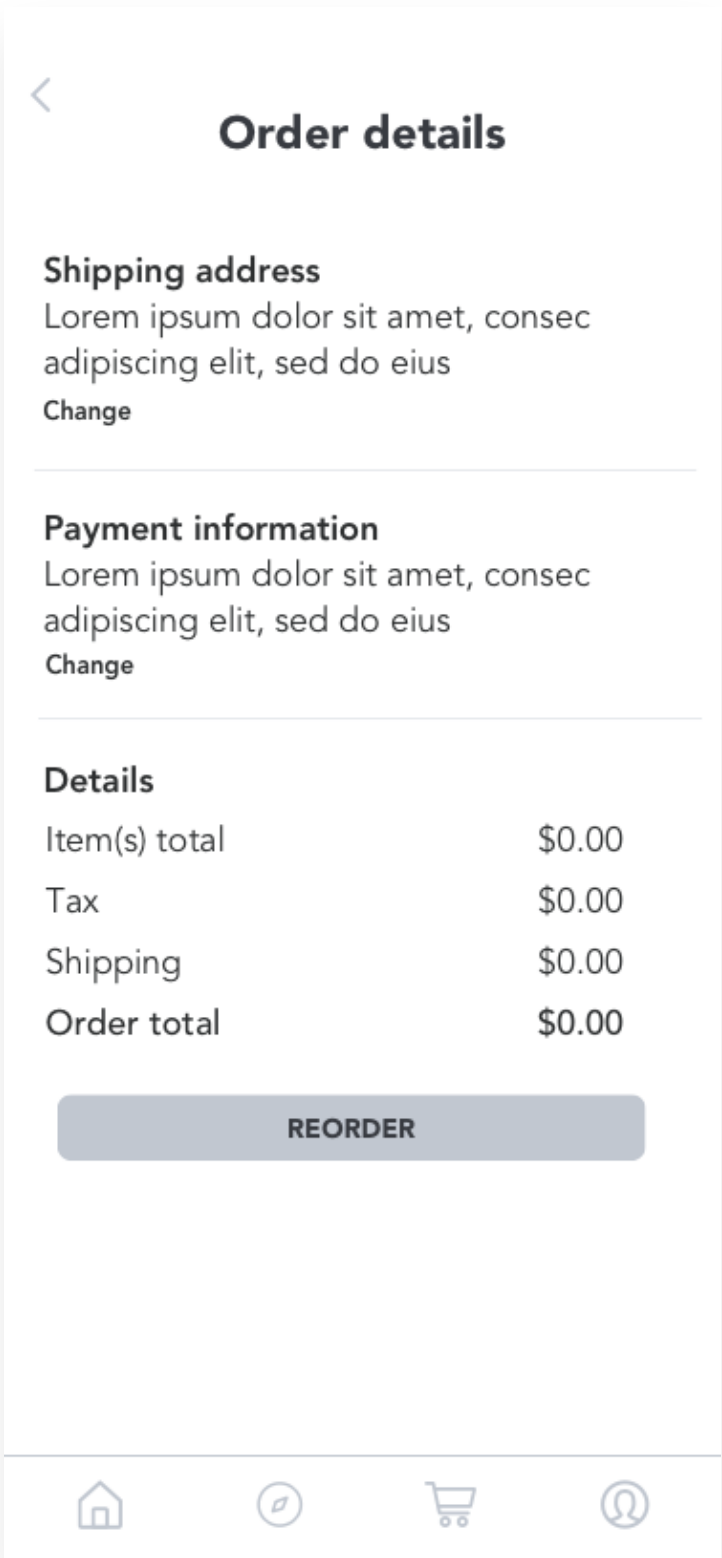
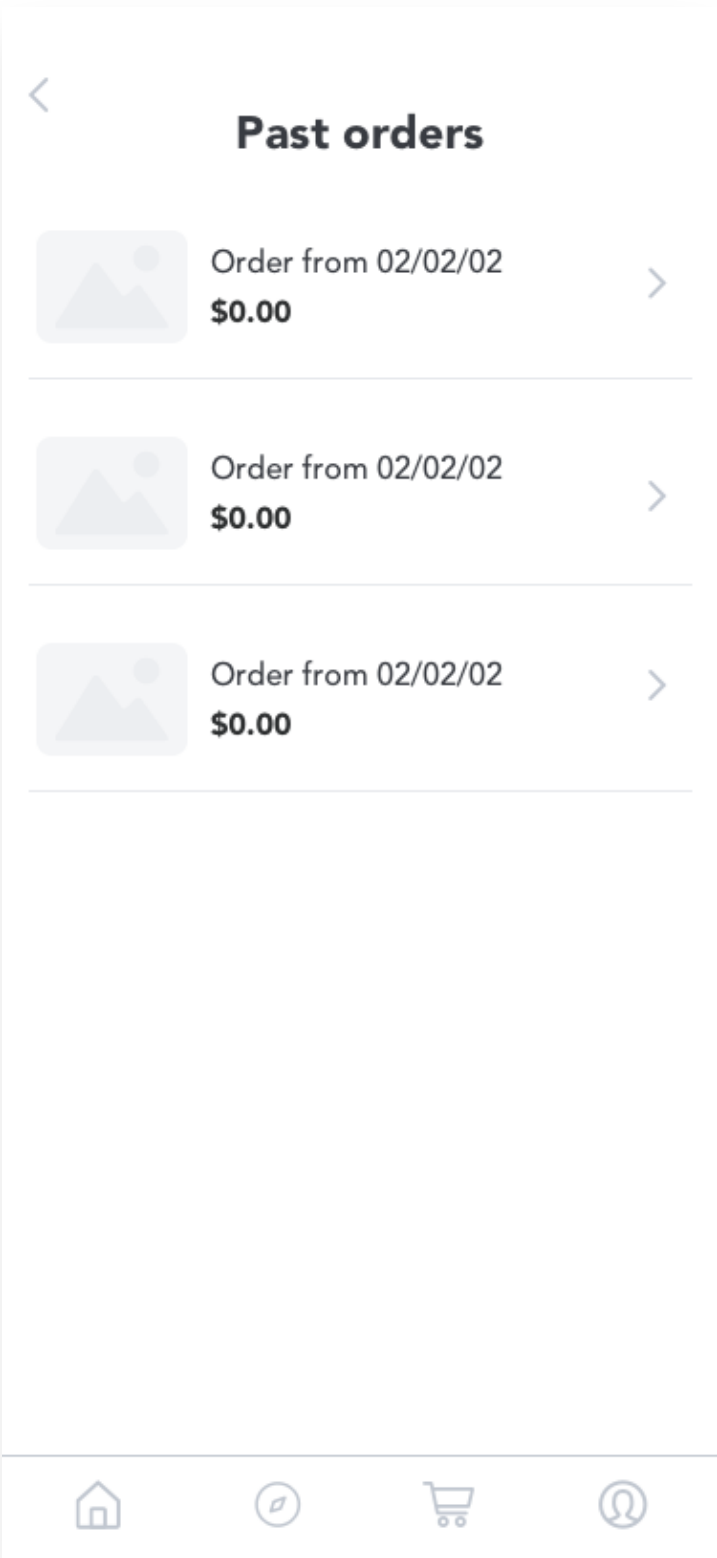
Profile

In the profile menu, the user can access to his personal information.



Profile - orders

Here the user can access the details of his past orders and even reorder them again.



Profile - personal information

Here the user can access his personal information and change it.

<

Personal information

Account information

Name

Phone number

Email

Password

Change

Address

Lorem ipsum dolor sit amet, consec
adipiscing elit, sed do eius

Change

+ Add new address

Payment

Lorem ipsum dolor sit amet, consec
adipiscing elit, sed do eius

Change

+ Add new card

<

Account information

Name

Joe Doe

Phone number

0000-0000

Email

Joe@doe.com

Password

••••••••

SAVE CHANGES

<

Shipping information

Name

Street adress

City

State

ZIP

ADD ADRESS

<

Billing information

Name on card

Card number

Expiration date

Name

Street address

City

State

ZIP

ADD PAYMENT

🏠

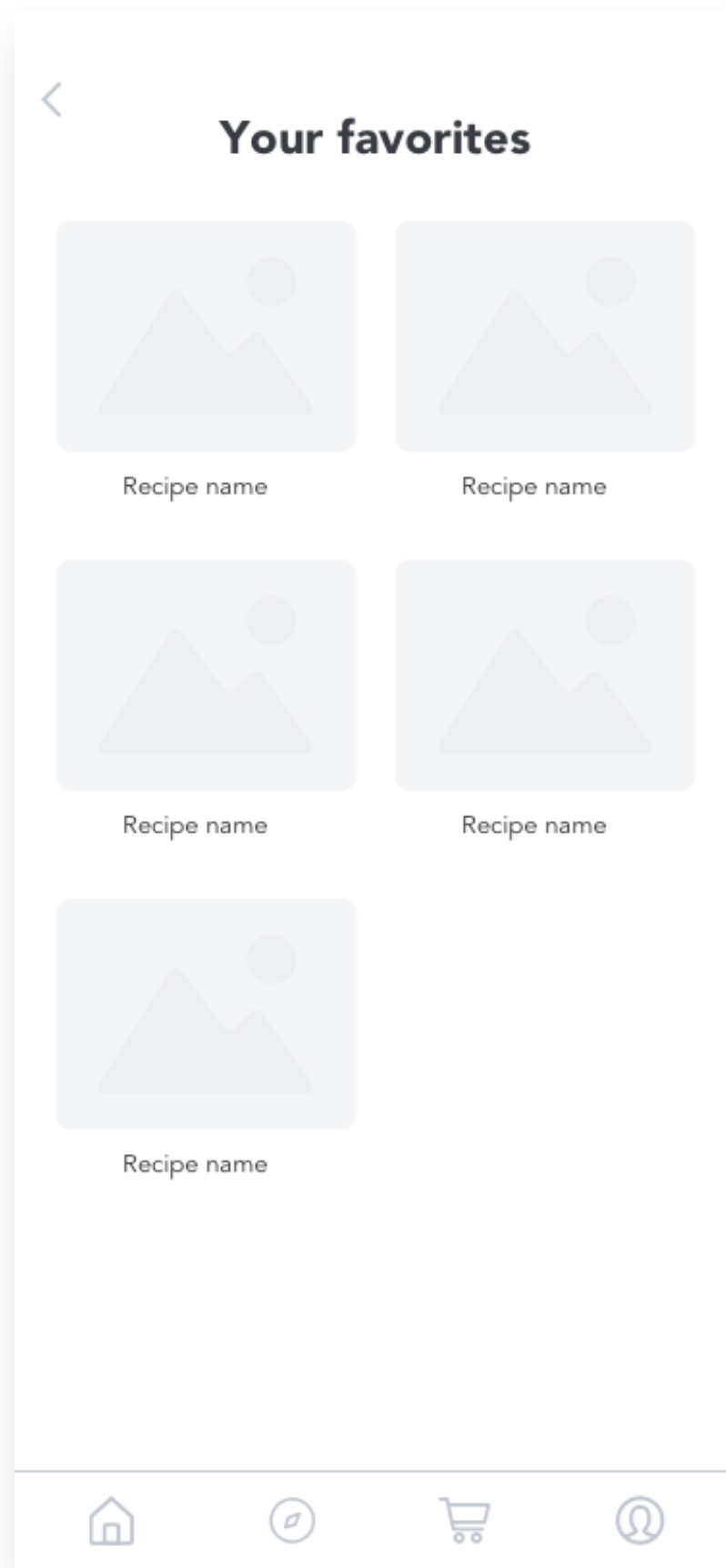
🕒

🛒

👤

Profile - Your favorites

Here the user can access his favorites recipes that he already saved.



Profile - help

Here the user can get help from customer support.

This mockup shows the initial state of the 'Help' screen. It features a back arrow at the top left, a title 'Help', and a section 'Choose a category' with a dropdown menu. Below this is a section 'Describe the issue' with a large text input area. At the bottom of the form is a 'SEND' button. The bottom navigation bar contains four icons: a home icon, a compass icon, a shopping cart icon, and a profile icon.

This mockup shows the 'Choose a category' dropdown menu open, displaying four options, each with a small image icon and the text 'Lorem ipsum dolor sit amet' followed by a right-pointing chevron. The rest of the screen, including the 'Describe the issue' text area and the 'SEND' button, remains the same as in the first mockup.

This mockup shows the 'Choose a category' dropdown menu closed, with the text 'Lorem ipsum dolor sit amet' visible inside. The 'Describe the issue' text area is empty. A virtual keyboard is visible at the bottom of the screen. The 'SEND' button is positioned above the keyboard.

This mockup shows the 'Describe the issue' text area filled with the text 'Lorem ipsum dolor sit amet, adipiscing elit, sed do eius'. A modal overlay is displayed in the center of the screen, containing the same text and a 'GO BACK TO HOME' button. The 'SEND' button is visible below the modal. The background of the screen is dimmed.

Interactive prototype

Link to interactive prototype: https://invis.io/MAS7EYUN2FX#/365386259_Sign_In

Total time: 05/11 to 05/24