

KwikMart Grocery Delivery

Uttkarsh U M

Project overview



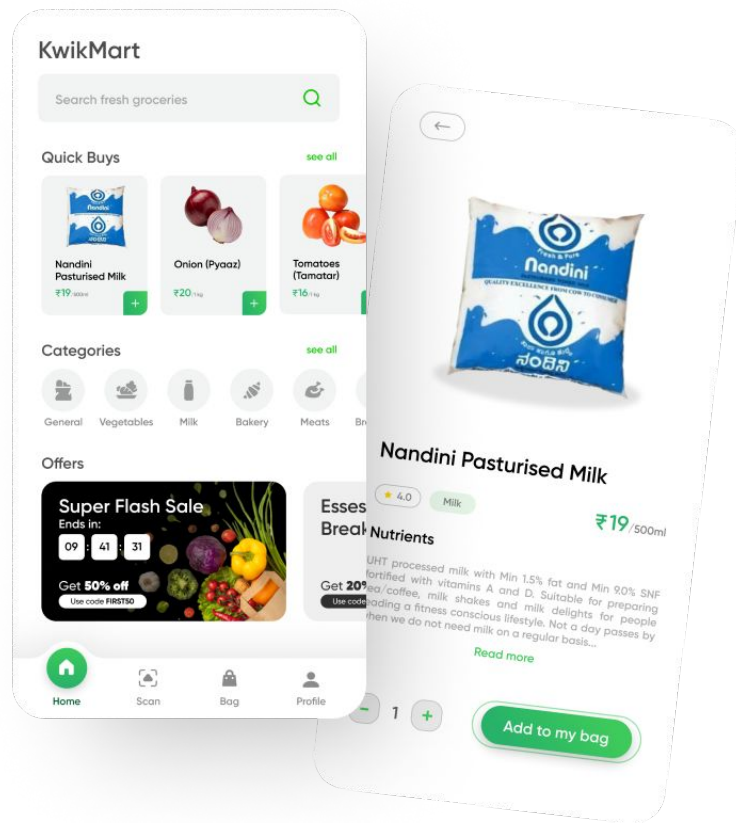
The product:

KwikMart is an app that provides a platform for customers to pick out their groceries fast and easily. The app aims to make it convenient for users to also pick out groceries with the best offers available in different shops



Project duration:

August 2021 - September 2021



Project overview



The problem:

A grocery delivery app is made available to users with the best offers and easy delivery options to their homes or any required place.



The goal:

Create an app that provides a platform for customers to buy groceries with the best price available on the market and also the freshest product available.

Project overview



My role:

UX designer designing a grocery delivery app called KwikMart.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I conducted interviews and created empathy maps to understand the users I was designing for and their needs. A primary user group identified through research was adults and homemakers occupied with their work who didn't have the time to pick up groceries.

This user group confirmed initial assumptions about KwikMart's customers, but research also revealed that customers took time to look for shops that provided better pricing on items they were going to pick out.

Persona 1: Athul Shetty



Athul Shetty

Age: 25

Education: Bachelor of Hotel Management

Hometown: Bengaluru, Karnataka

Family: Single, lives with his friend

Occupation: Graduate

"Fresh food is important"

Goals

- He believes in having an easy and productive shopping routine
- He wants fresh items in the inventory of the grocery delivery apps in the market

Frustrations

- "Needing to go to multiple stores for different items"
- "You would expect the food you get out there is fresh but sometimes it isn't and that's just not right"

Athul is a chef at resto-bar in Bengaluru and is passionate about cooking. He picks out the product for the restaurant himself and always believes in finding the freshest ones. He often spends time going through different stores to find the right ingredients for the preparation of his food at the restaurant. In his free time, he likes to experiment with different cuisines and also aspires to open a restaurant and a menu of his own.

Persona 2: Anitha Kumar



Anitha Kumar

Age: 47

Education: Bachelors in Arts

Hometown: Bengaluru, Karnataka

Family: Married, with two kids

Occupation: Homemaker

"Value to money is more important than time"

Goals

- She believes that exploring more shops for better prices on the items for picking groceries is better
- She also values time and prefers street vendors as they are quicker and value for money

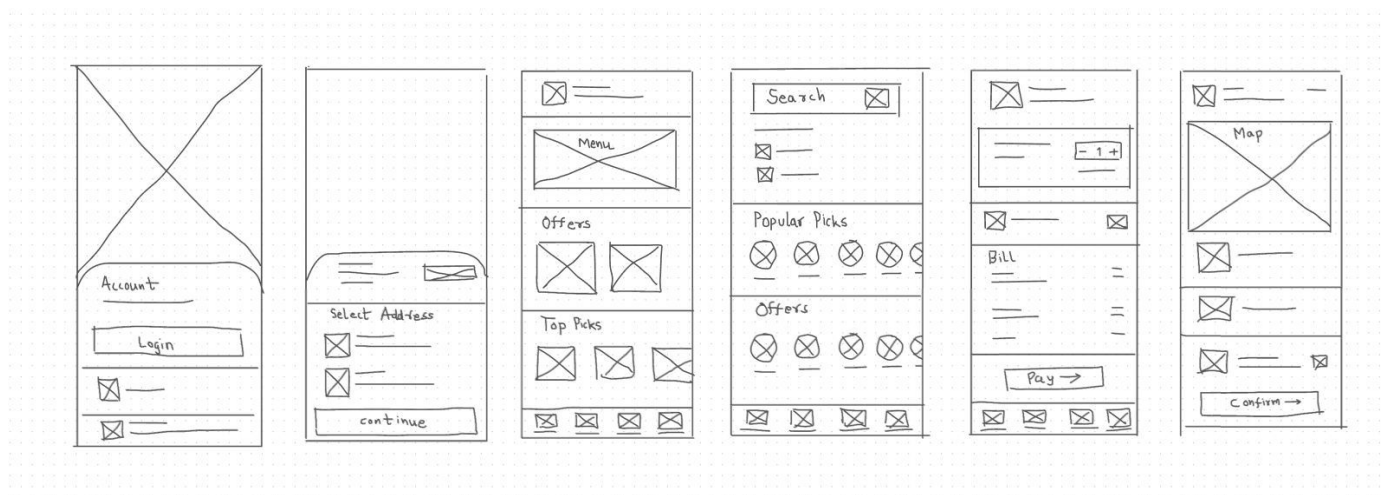
Frustrations

- "Not many apps that offer discounts like the different stores out there"
- "The inventory of these grocery apps are old and not fresh and I don't see no purpose in buying if that is the case"

Anitha is new to the city as she came to Bengaluru with her family. She grew up in New Delhi and finished her Bachelors and started a family. Since then, she has been very much interested in trying out different cuisines and even cooking them. Since the city change, she is excited to try new food and try cooking them. She believes the fresher the groceries, the healthier and tastier the food is, as she loves cooking healthy new food for her family.

Ideation

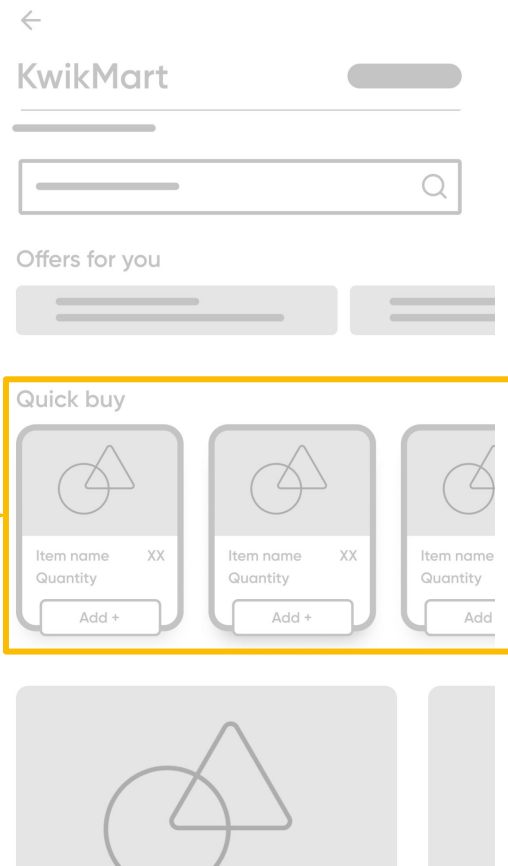
After going through a few iterations I drew the most simple possible screens to avoid crowding and confusion



Digital wireframes

A quick buy option was added for users to add in items that were bought frequently into the cart instead of going through the process of searching all the items

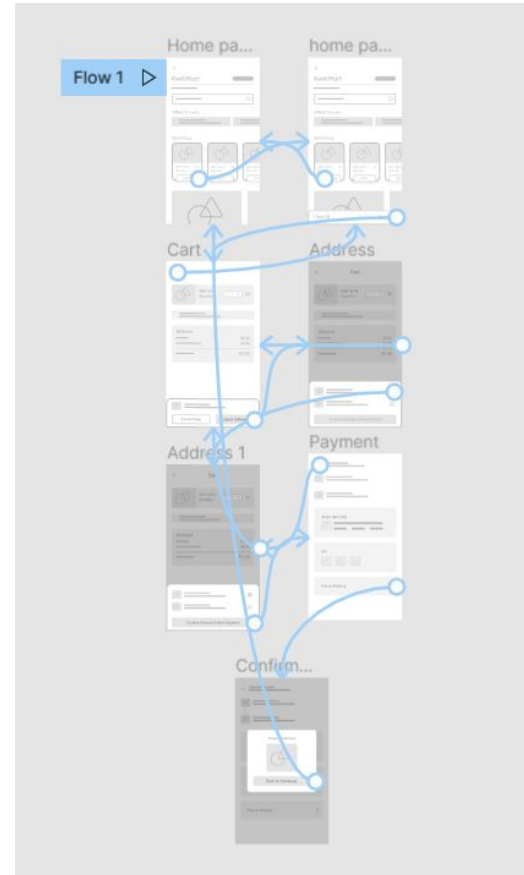
Quick buy option added for fast shopping



Low-fidelity prototype

After completing the main user flow wireframes I created the low-fidelity prototype for ordering an item from the menu in the app

[Click here](#) to view the Low-fidelity prototype



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Bengaluru, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

After conducting two usability testing, few design changes were made after looking into the users and the patterns in their frustrations and places they were getting stuck.

1

Quick Buy

An option where the user can add in things quickly without going through many screens of searching

2

Scheduling

The app provides users a scheduling option for their delivery

3

Shops

The users are allowed to choose the shop they want the groceries to be picked up from

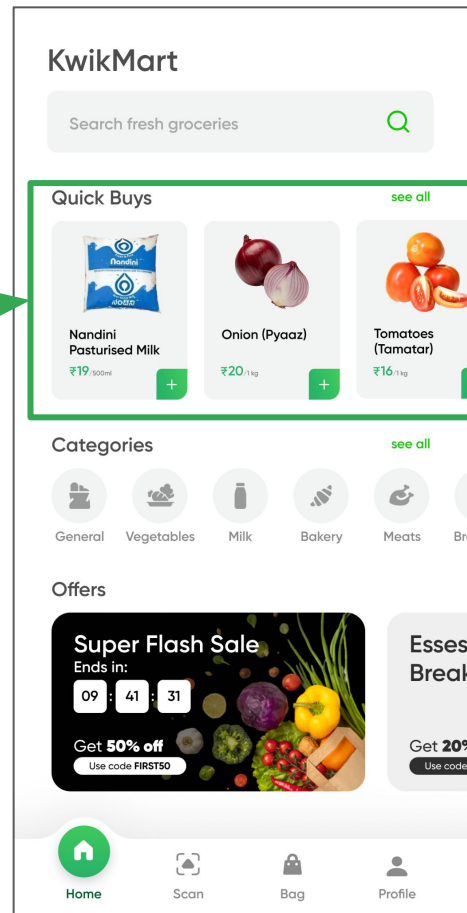
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

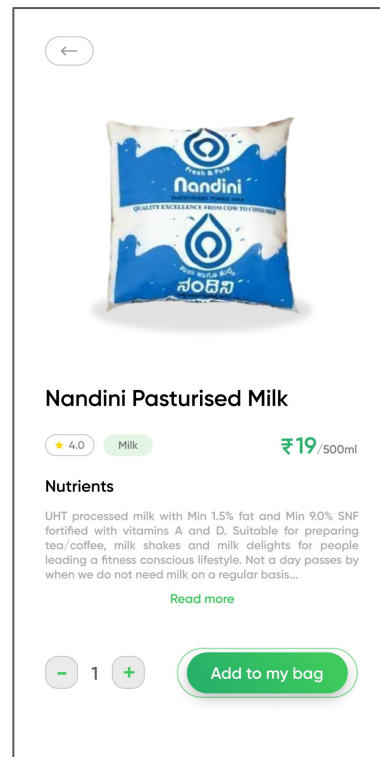
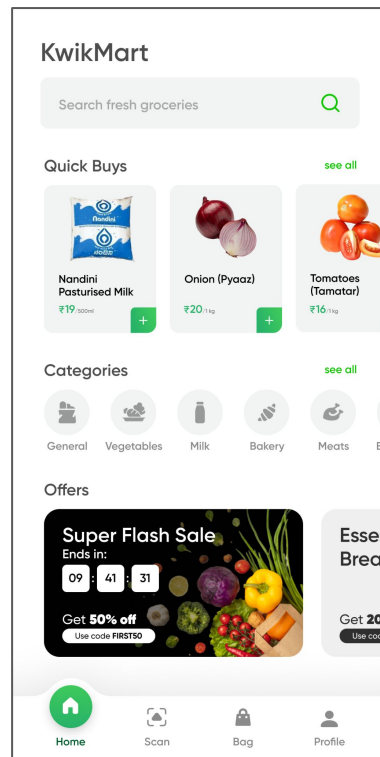
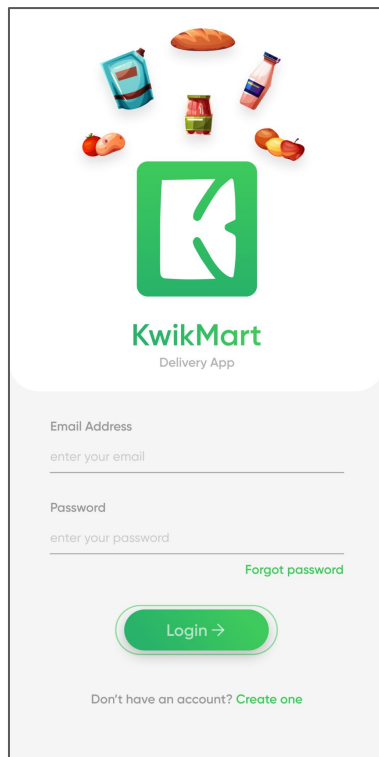
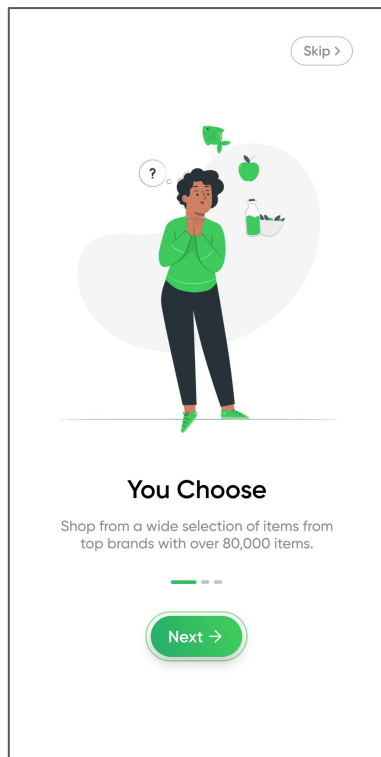
Mockups

Quick buy option is for users to add items into their bag that are more frequently bought items.

Quick buy option



Mockups



High-fidelity prototype

The final high-fidelity prototype presents the user flow of ordering food from the menu in the app.

[Click here](#) to view the High-fidelity prototype



Accessibility considerations

1

Used detailed images to help the users better understand the food and how it is presented.

2

Provided access to users who are vision impaired through adding alt text to images for screen readers.

3

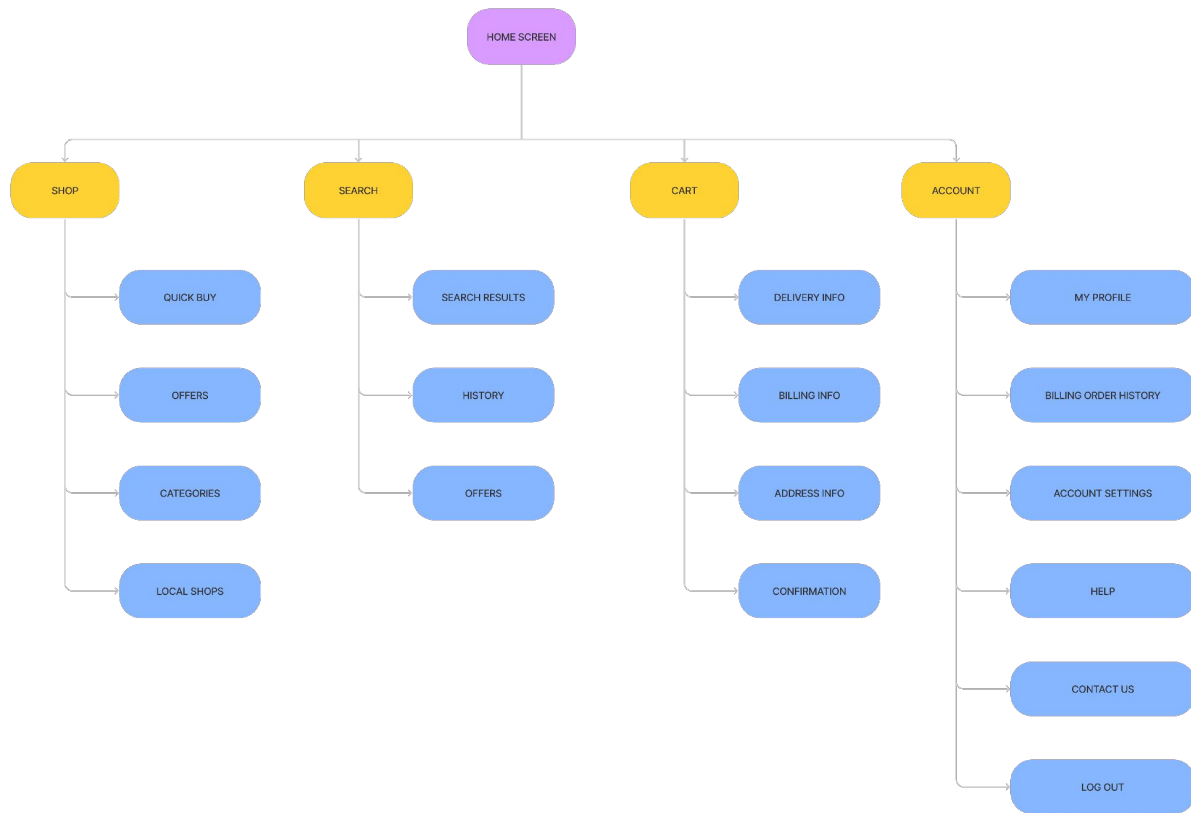
Used consistent icons to avoid frustration.

Responsive Design

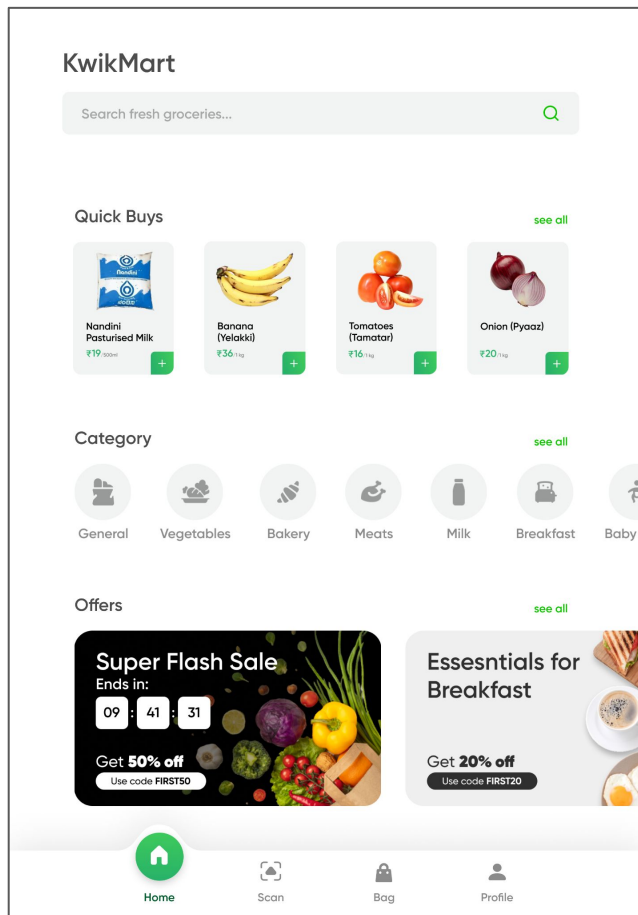
- Information architecture
- Responsive design

Sitemap

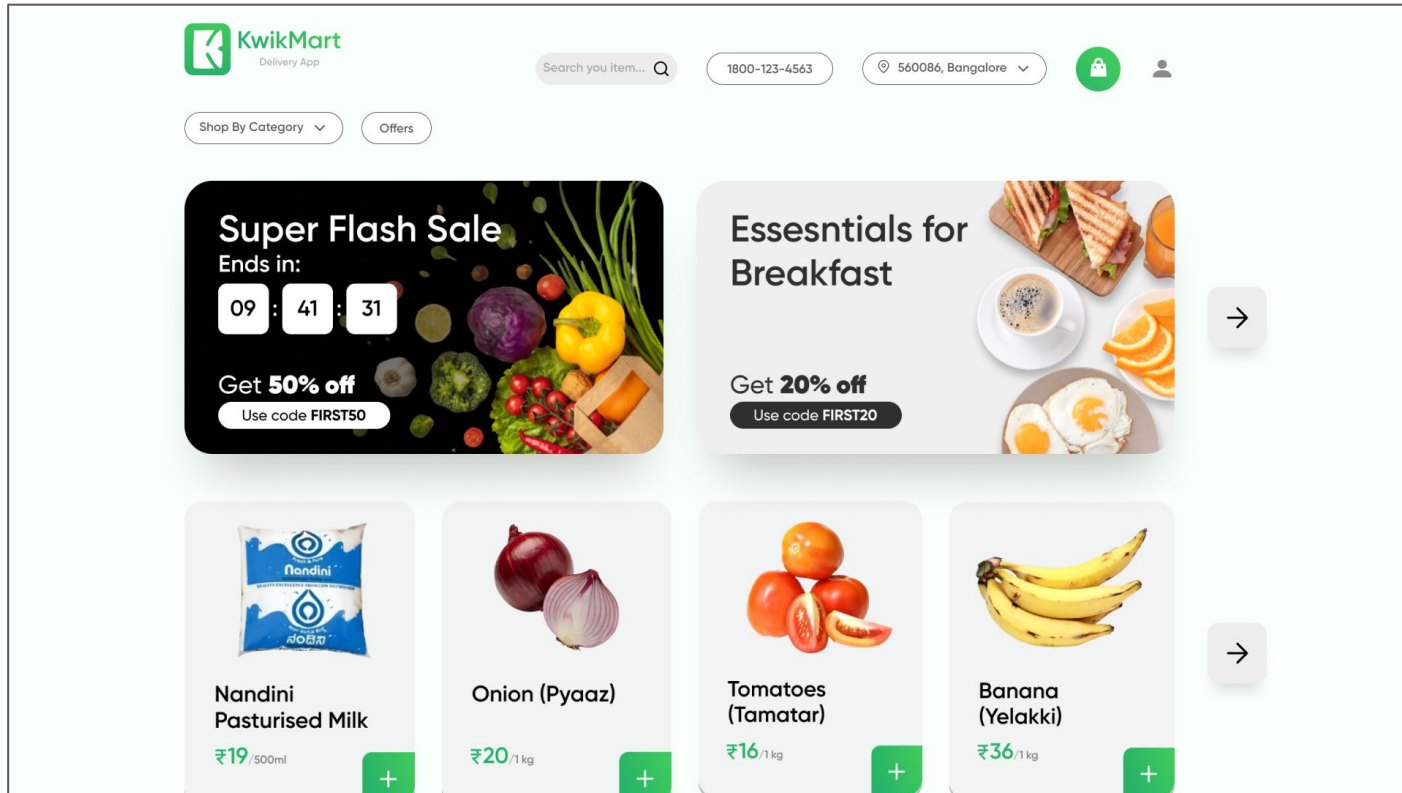
Going through different pages to buy groceries can be tedious so keeping the least number of screens to finish to get through the user flow.



Tablet Screen



Desktop Screen



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The user flow of ordering from the menu is very easy and there are not many screens to finish the task, worked on the filtering of menu, and search icon pain points.



What I learned:

As many times you iterate on making your design better for the users, you discover more pain points and work on them. Trusting the process is the best way to make the design experience better.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Insert a few sentences summarizing the next steps you would take with this project and why.

3

Refine the design based on the new needs in the app and work on newer user flows

Let's connect!



Thank you for going through my work and reviewing it on Veena's Kitchen app!
If you'd like to see more of my work or get in touch, my contact information is
provided below.

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