PROJECT PROMPT:

Good Market is a (fictitious) medium scale grocery franchise based in the United States. Although their customer satisfaction ratings have remained relatively constant over the last 4 years, their market share has decreasing by 8% each year. If they continue at this rate for another year or two, they'll be forced to shut their doors.

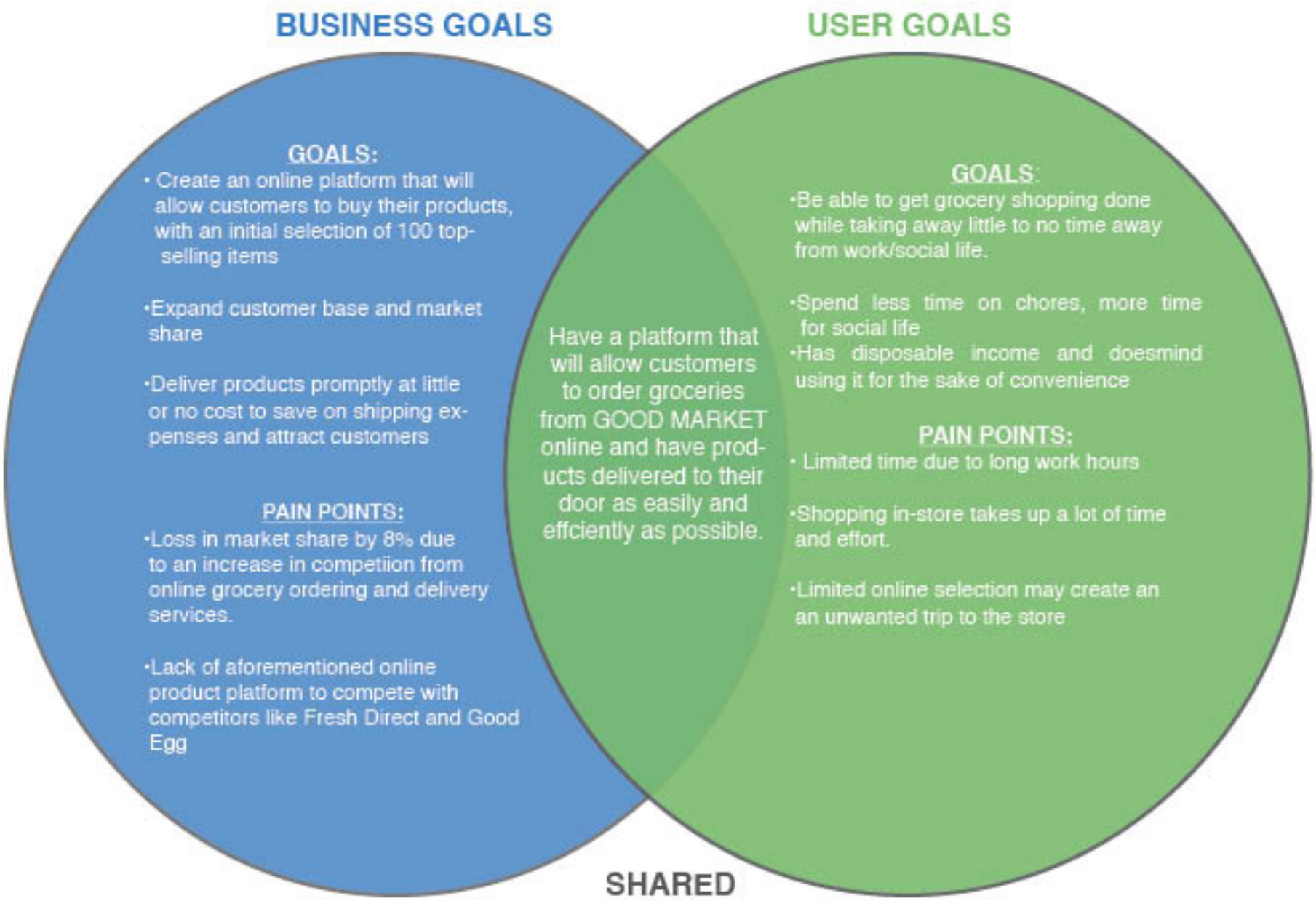
Through some market and user research they've determined that this decline is most likely due to the increase in online grocery ordering & delivery products, like Fresh Direct and Good Eggs.

Many customers prefer these products to shopping in store because they're faster, easier and more convenient - customers can shop from their desks, homes, or in line at the coffee shop.

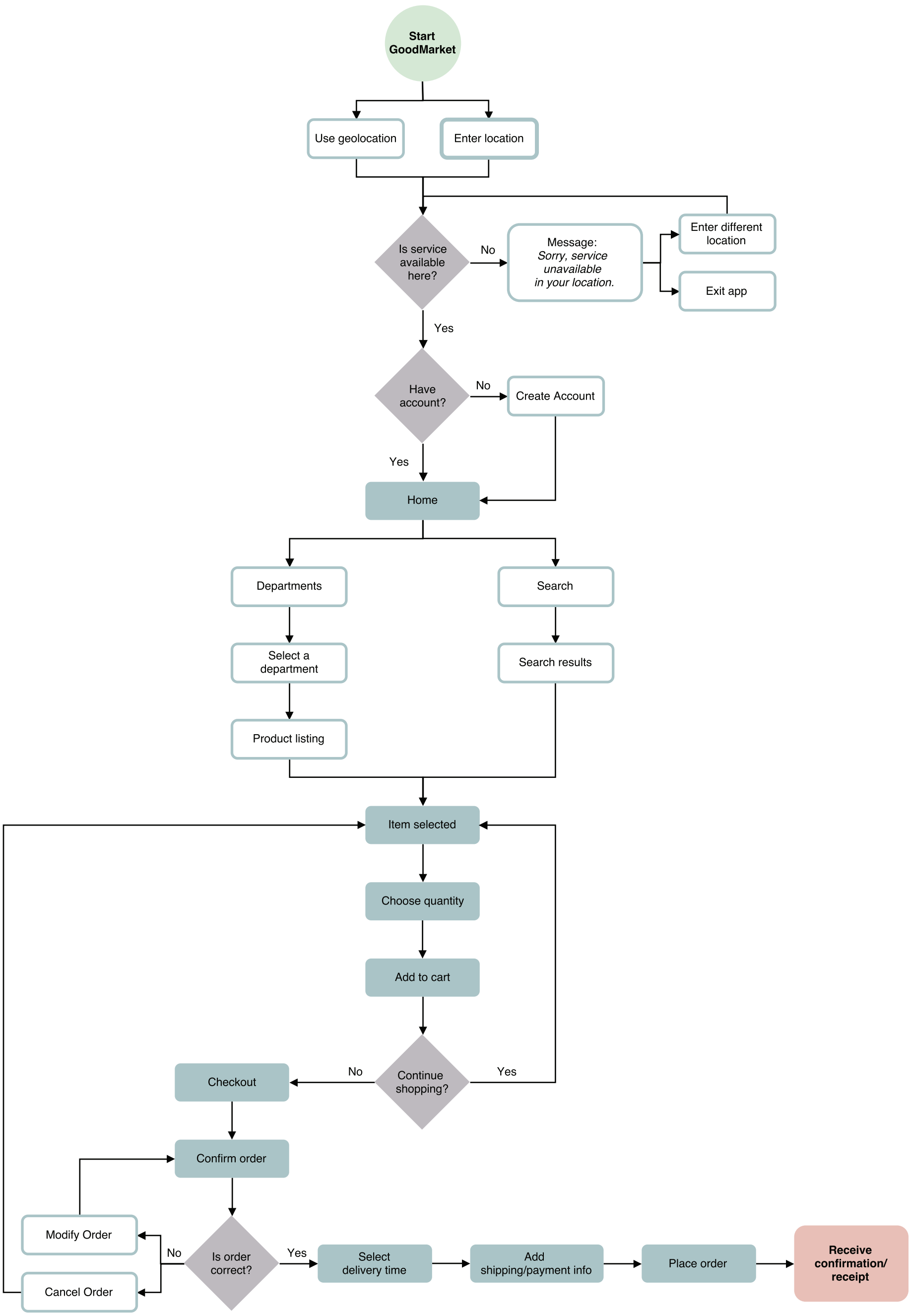
Good Market believes that if they allow their customers to shop and buy their products online, they can expand their customer base and market share. They plan to design and release a pilot program in New York and San Francisco, iterate based on what they learn and then expand the product to other cities around the country.

Your mission: is to design a grocery shopping product for Good Market

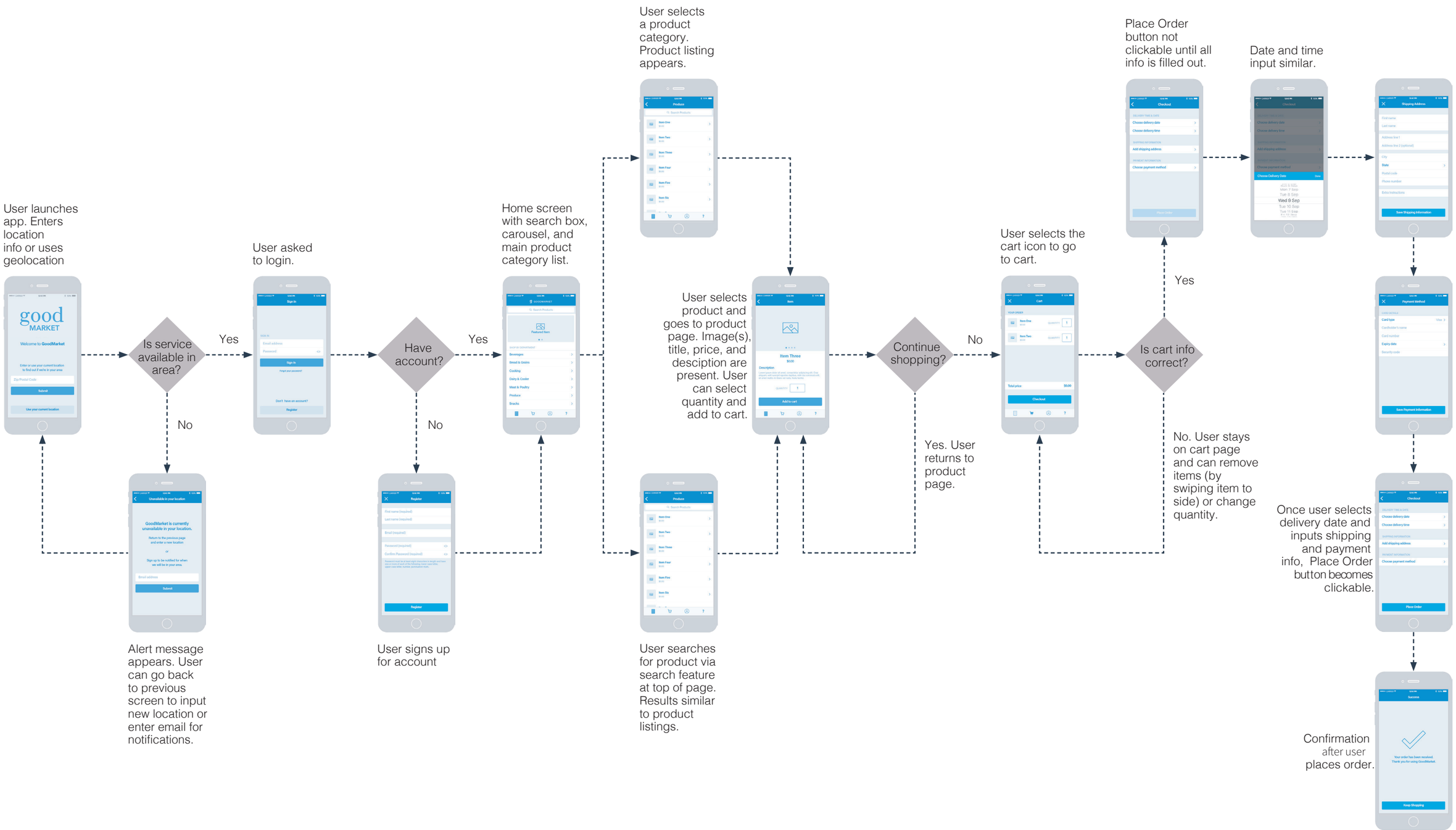
GOOD MARKET BUSINESS GOALS



User Flows


Start GoodMarket
Use geolocation
Enter location
Is service available here?
No
Message: Sorry, service unavailable in your location.
Enter different location
Exit app
Yes
Have account?
No
Create Account
Yes
Home
Departments
Search
Select a department
Search results
Product listing
Item selected
Choose quantity
Add to cart
Continue shopping?
No
Yes
Checkout
Confirm order
Modify Order
Cancel Order
No
Is order correct?
Yes
Select delivery time
Add shipping/payment info
Place order
Receive confirmation/ receipt

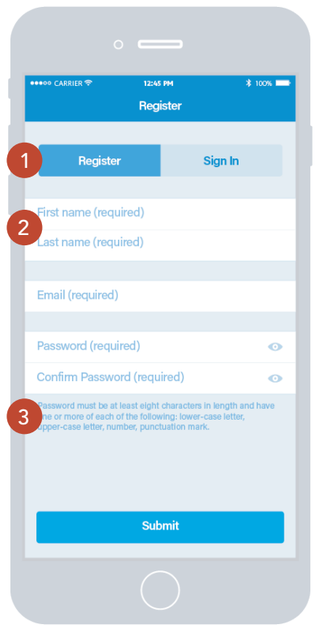
Sitemap (User Flow) with Wireframes



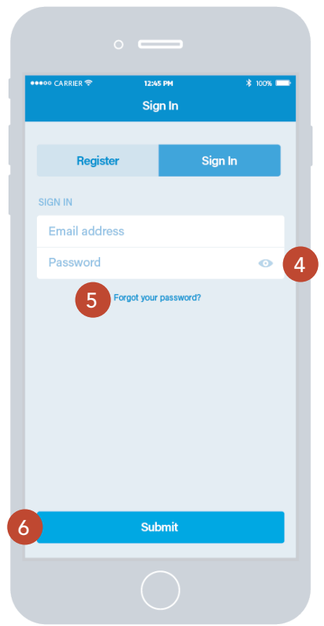
Design Patterns

Forms

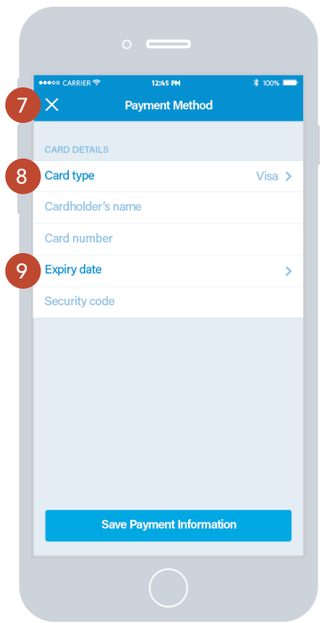
Register



Sign in



Payment info



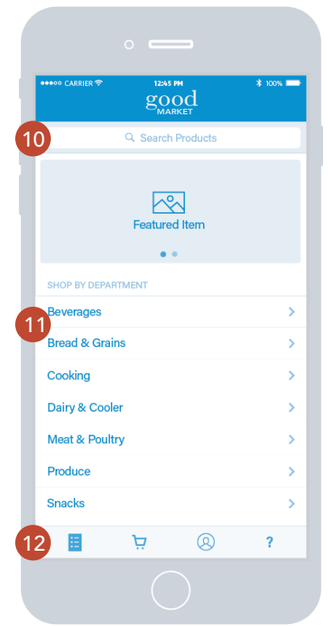
1. Toggle button. By default it is set to register but if user has previously registered, they can toggle to the sign in screen.
2. Text input fields. When user clicks on one of these fields, the keyboard appears for them to input their information.
3. Message indicating the requirements the user must use for their password.

4. Show password button. User can click this to display the password instead of having the default dots which hide the password.
5. Forgotten password link. When users click this link, they will be taken to a page where they can enter their email address so an email can be sent to them for a password reset.
6. Submit button. User clicks this after the above fields are completed to proceed to app homepage.

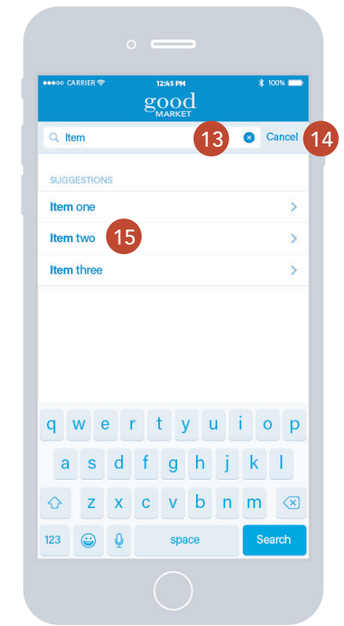
7. Close button. User clicks this to exit the current screen they are on.
8. When user selects this option, they are taken to a picker that lists the available credit cards.
9. When user selects this option, they are taken to a different picker that allows them to select the month and year of their credit card expiry date.

Navigation

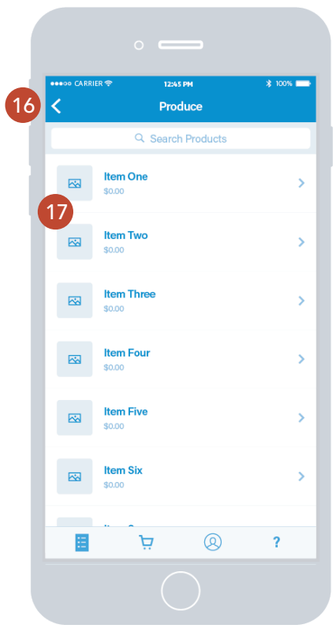
Home



Search Suggestions



Product/Search listings



10. When user selects the search field, the keyboard appears and they are able to type the words they want to search for.
11. Category listing allows user to narrow down the product options by a specifit category.
12. Tabbed navigation allows the user to select from product list, cart, account info, or help.

13. Clear field button deletes all text in the search field and resets the search.
14. Cancel button clears search and takes the user back to the previous page.
15. Search suggestions lists possible results based on what has been inputted in the search field.

16. Back button takes user to previous page, in this case the product category listing.
17. Product listings display thumbnail, product name, and price. Clicking a product will take the user to the individual product page.