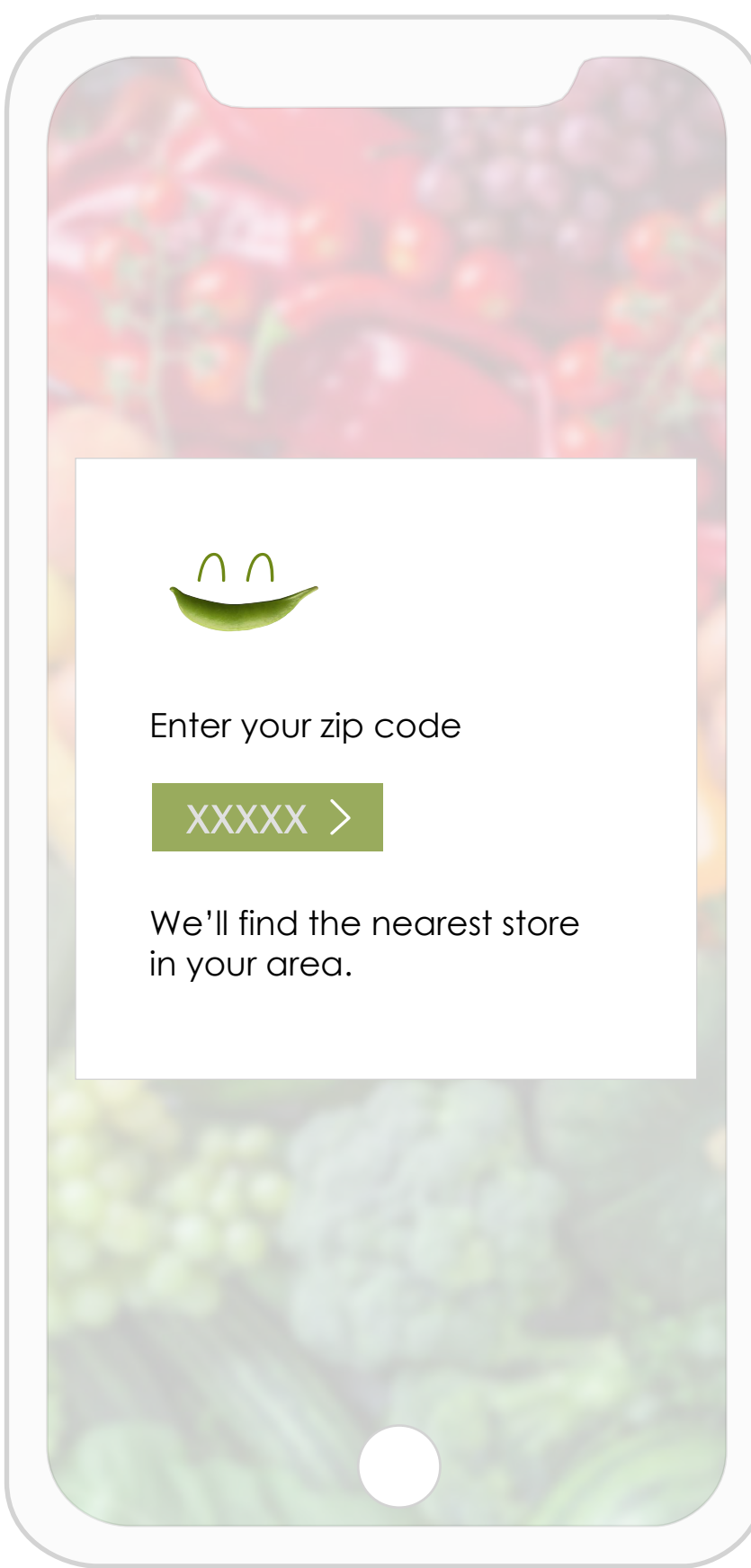


Form Pattern 1

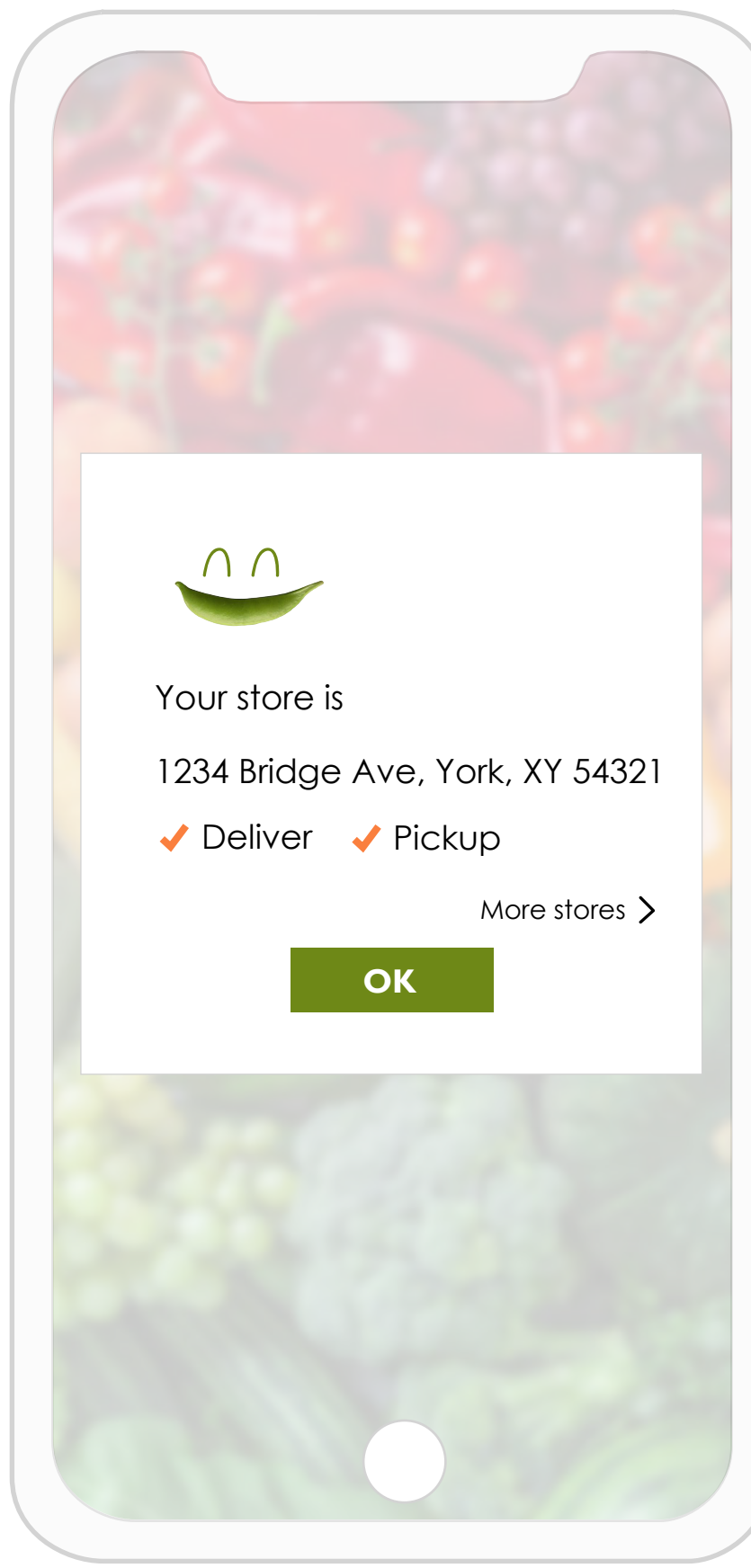
After loading the app, the app will locate user and customize the content further. A zip code entry is required. The nearest store will be shown on the next screen. The user can accept the pre-populated store or pick other nearby store but it is subject to service availability. If the location is outside of the delivery or pickup zone, the user will be informed and given an option to locate offline store or/and browse the app.



Welcome screen



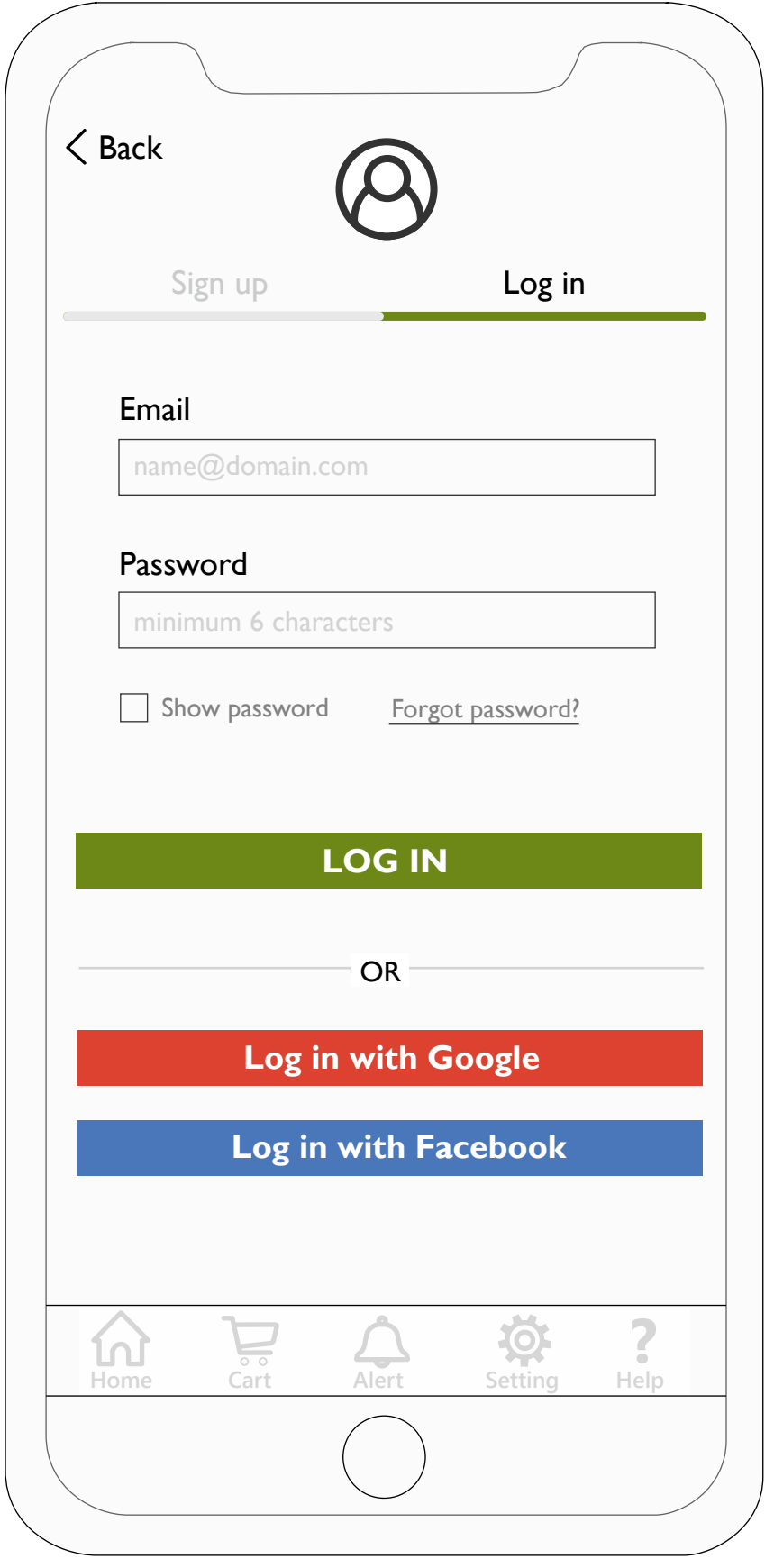
Location screening: Input



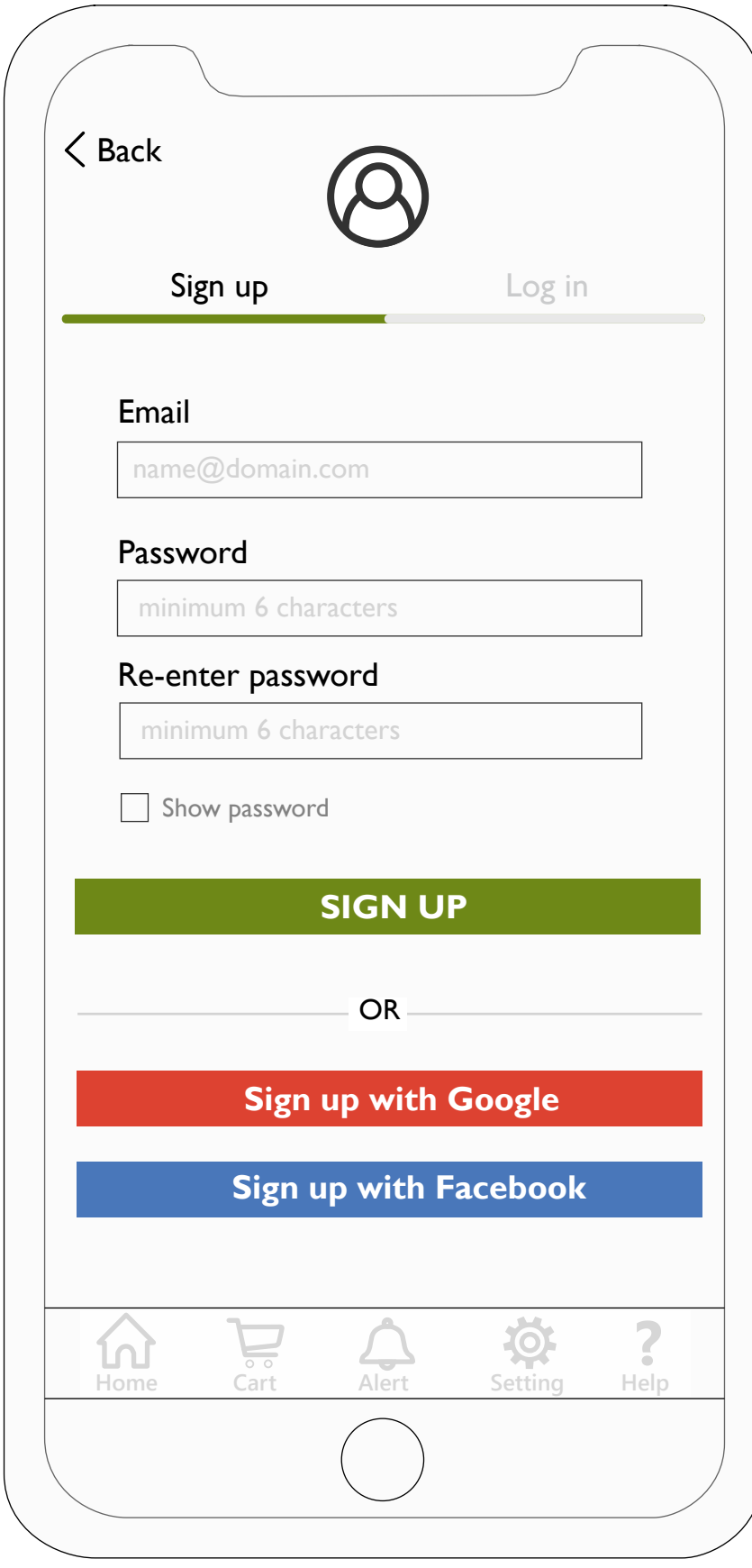
Location screening: Output

Form Pattern 2

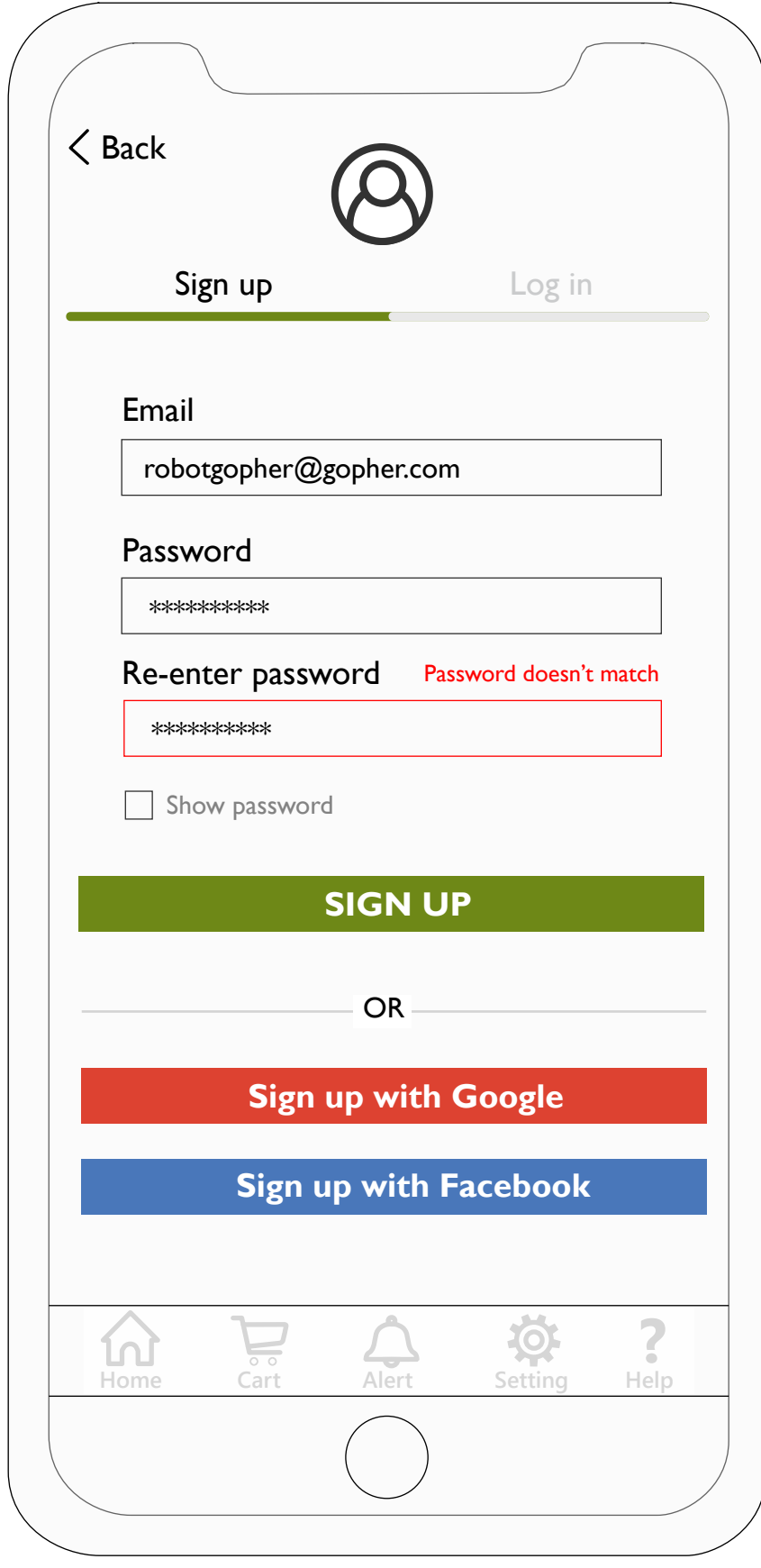
The Login and Signup screens are combined with a switch to toggle between them. The Login screen comes with password assistance while the Signup screen comes with password re-entry for error prevention. Password errors will be shown at the top right of the field while the user is typing. The user can either sign up or log in with her GoodMarket account, with Google account or with Facebook account.



Login screen



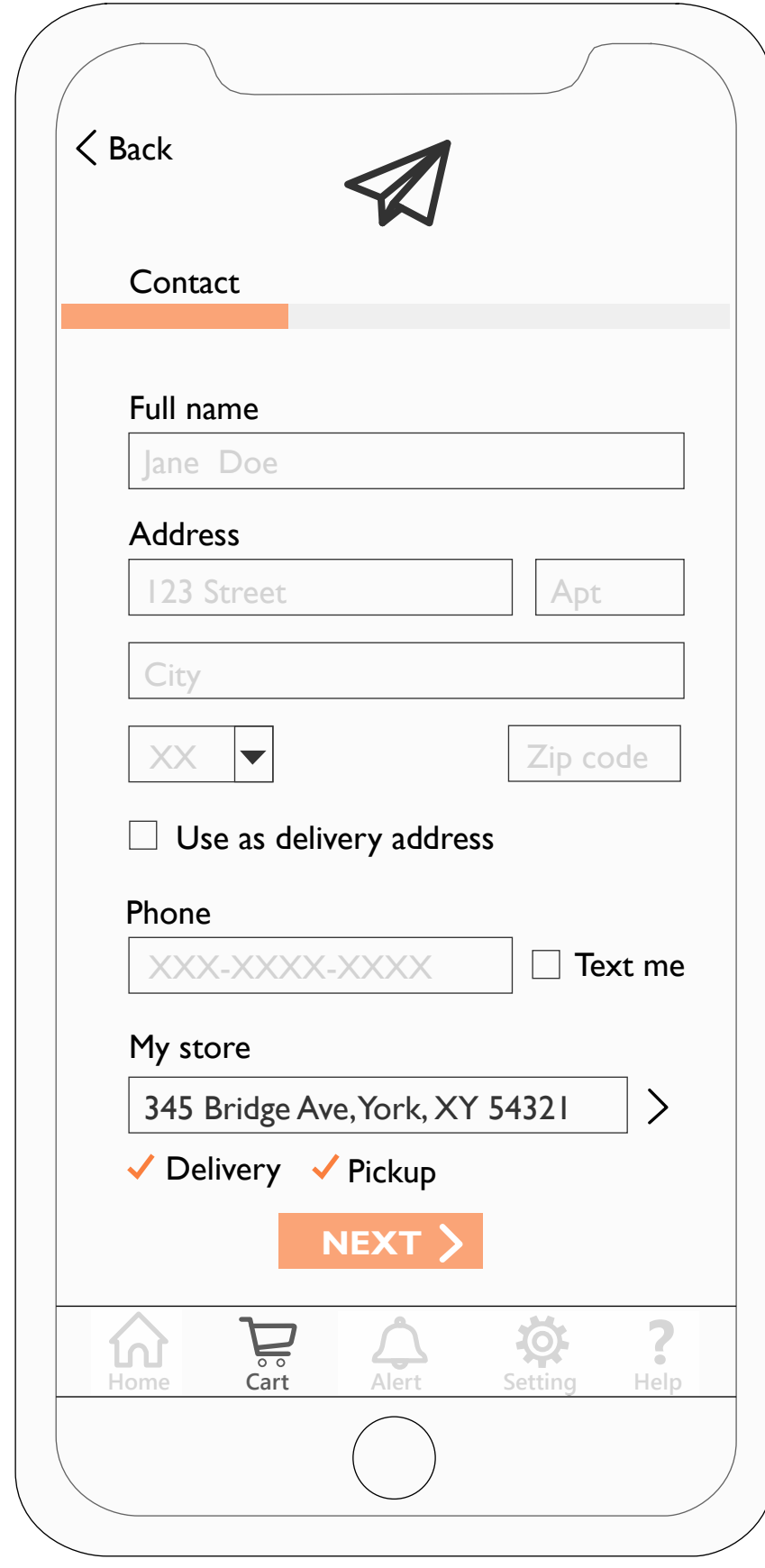
Signup screen



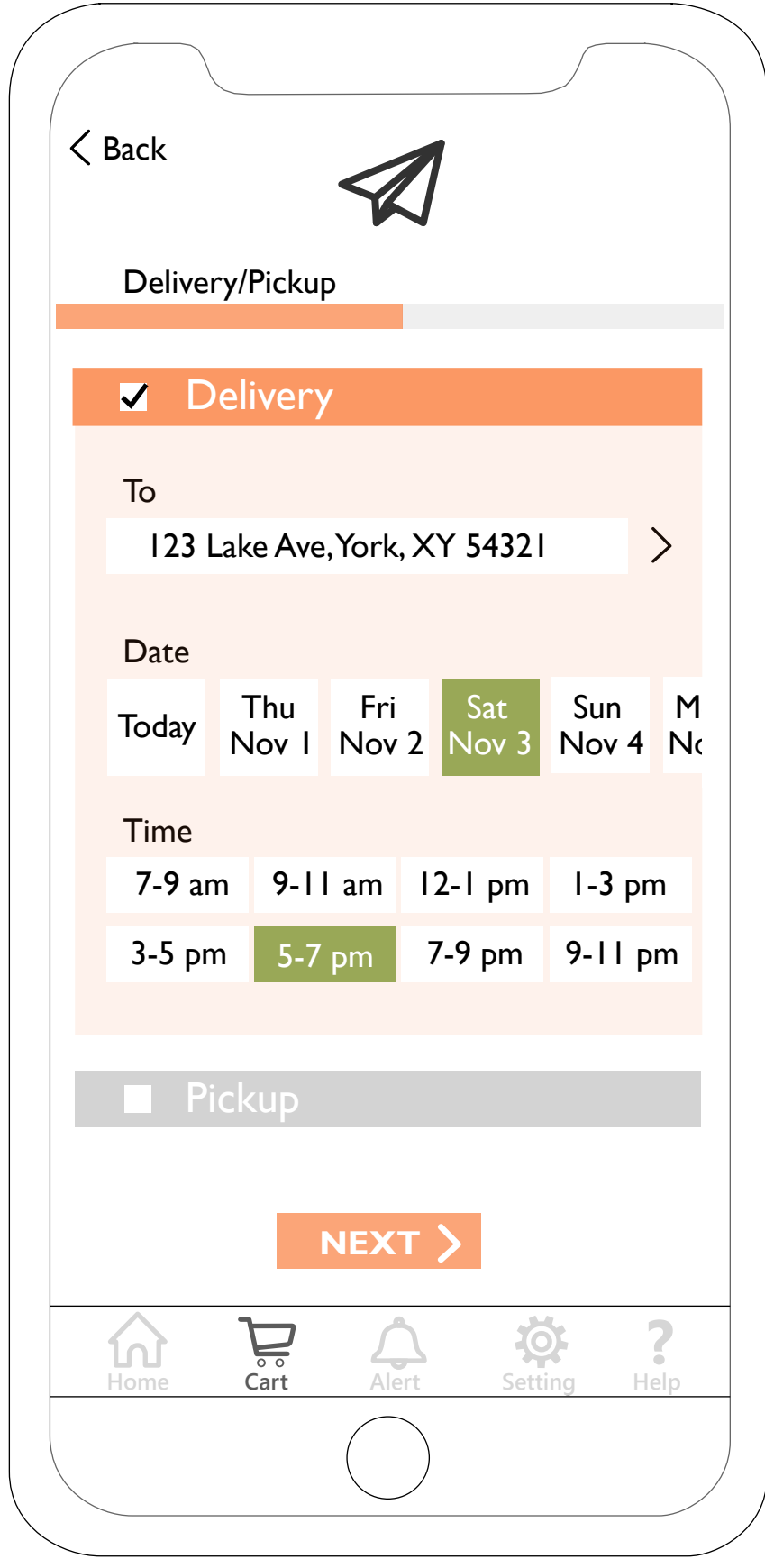
Signup screen: Error handling

Form Pattern 3

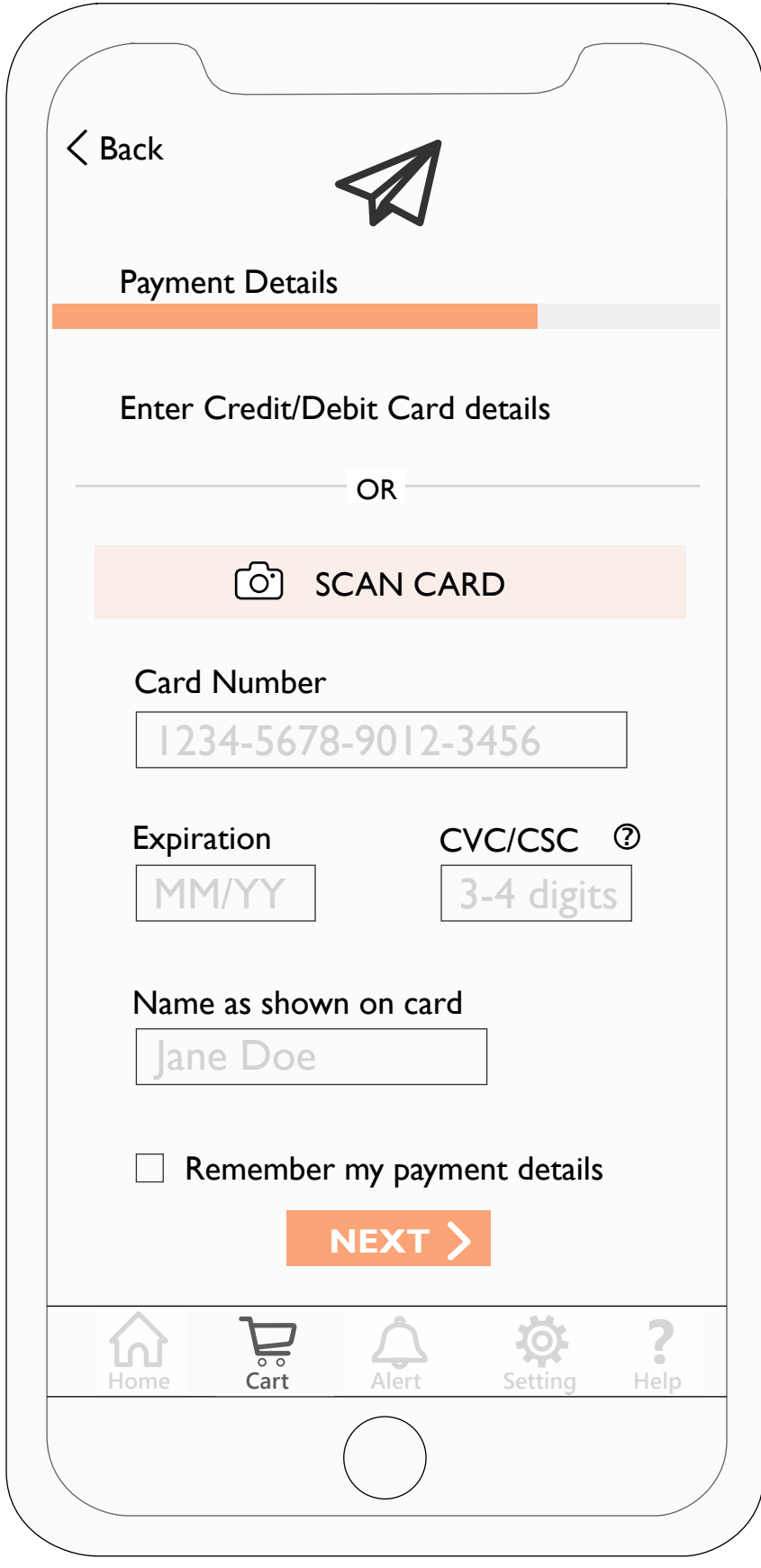
The Checkout flow consists of 5 main screens sharing a top progress bar that works together with the Next buttons of the same color, leading towards Order & Pay CTA button. The user can check the Delivery or Pickup option and tap to select date and time underneath. The user may enter her card info or scan her credit cards to pre-populate the details and review, edit and accept it. The flow ends with Review order screen where the user gets a chance to give the order a final review before committing to pay. The Confirmation screen also shows the delivery location, date, and time. In case of error, the user will be able to seek help from the store in time. The user may opt for order updates to be sent to her phone.



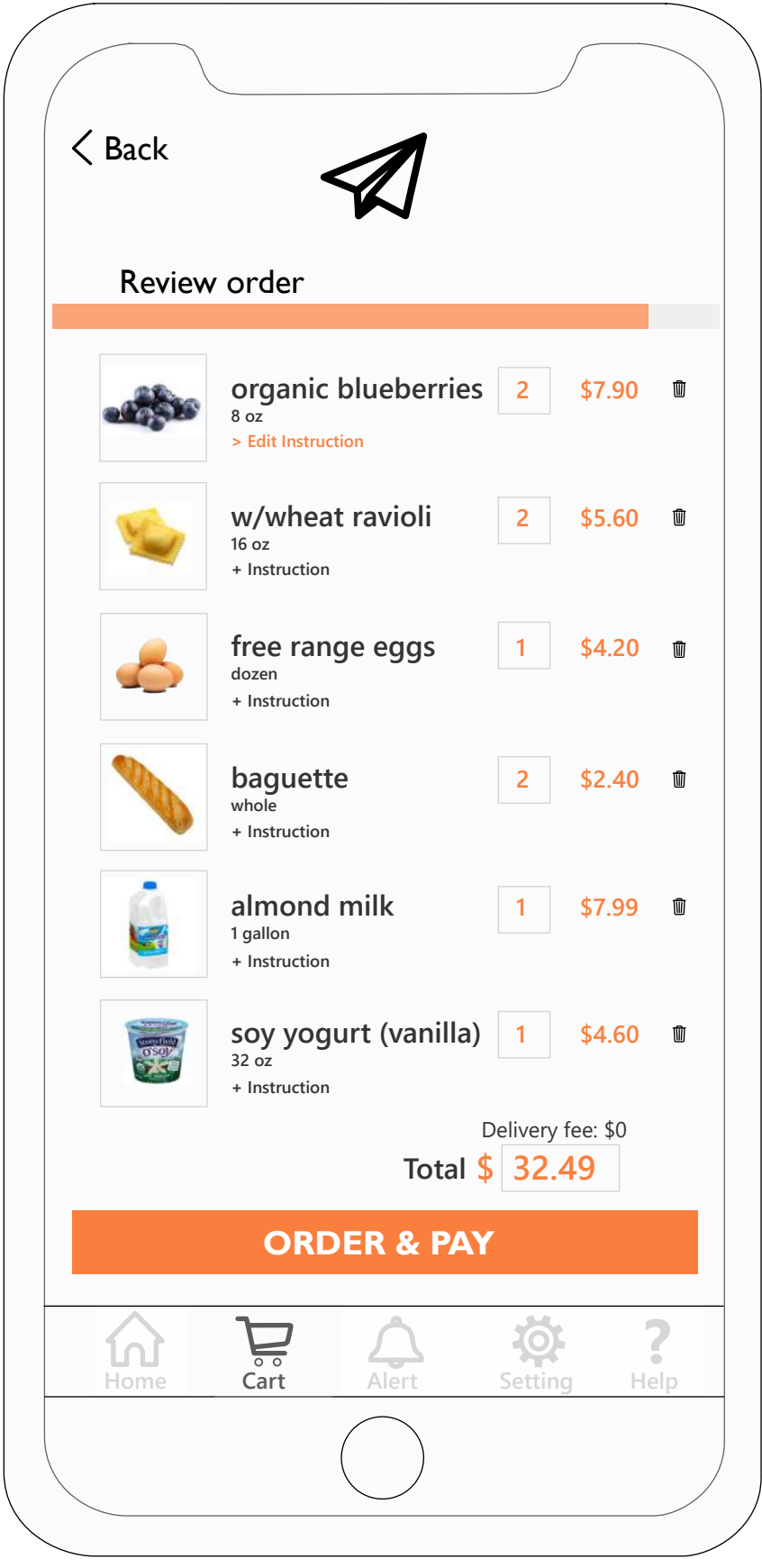
Checkout Flow: Contact



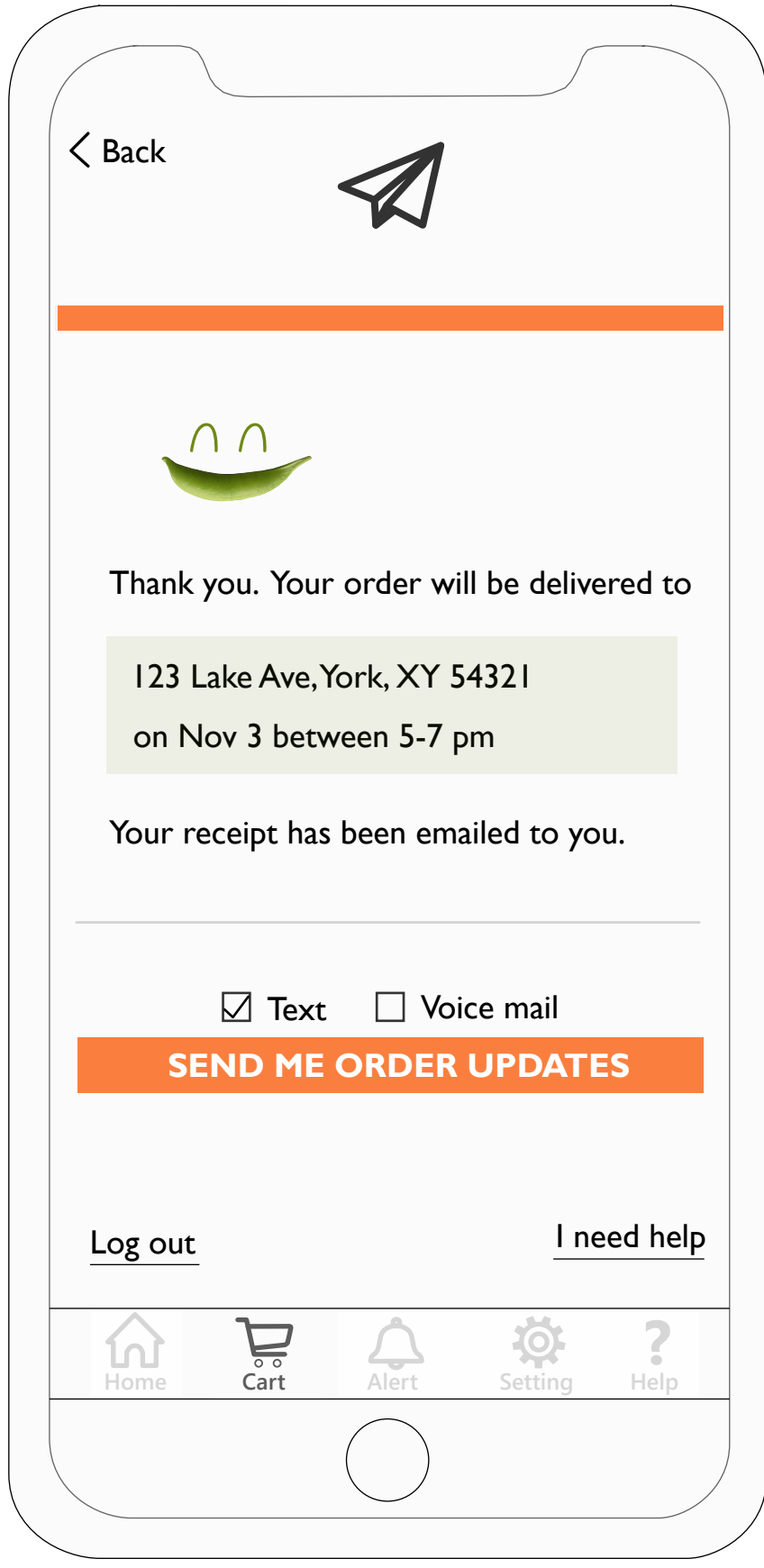
Checkout Flow: Delivery/Pickup



Checkout Flow: Payment details



Checkout Flow: Review order



Checkout Flow: Confirmation



#fa7f3e



#6e8817



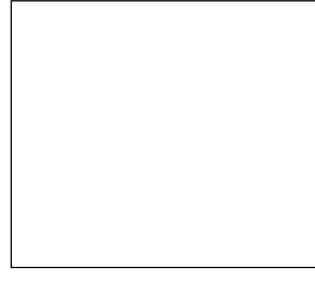
#333333



#d3d3d3



#5b5b5b



#ffffff

- The green color is used on welcome screen, GoodMarket logo, sugar snap pea icon and throughout the pre-shopping experience.
- The orange color is used for account, navigation, cart and transaction related icons/buttons and throughout the checkout flow.