



## Grocery for quarantined patients

A grocery app designed for quarantined patients to order essential items for doorstep delivery.

YEAR	PROJECT	TYPE
2020	Mobile UI Design User Research	Freelance Project

To help people who are unable to leave their homes due to COVID-19 to get the essential.

### Who are the users?

Quarantined individuals and their family members.

### What will they use it for?

Order groceries and essentials, and utilise the family chat and family basket features.

### Where is the current pain?

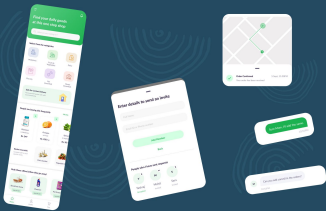
Limited access to groceries and difficulty coordinating with family members during quarantine.

### Why will they need it?

A solution that allows convenient grocery ordering and facilitates communication & coordination within the quarantined household.

## Role In The Project

I solely worked on the user experience and interface design part from start to finish with my client.



## Challenges

One of the primary challenges I encountered was the need to design with a deep sense of empathy and sensitivity towards quarantined patients.



### Main challenges:

- Conducted interviews with individuals who contracted COVID-19.
- Significant challenge: Organise and coordinate remote interviews.

## Process

### 01 Discover

Understanding the Landscape of Quarantine Challenges



#### Research on Unique Needs:

- In-depth research for quarantine challenges.
- Investigated limited mobility's impact.



#### Exploration of Existing Solutions:

- Studied current solutions catering to quarantined individuals.
- Analysed user feedback.



#### In-depth remote interviews with COVID-19 Patients:

- Conducted remote interviews with individuals in quarantine.
- Explored their emotional and practical challenges.

### What happened in Discover phase?

In the research phase, the focus was on understanding the unique challenges faced by individuals in quarantine. Through extensive research, I delved into the intricacies of limited mobility and its impact on essential activities such as accessing groceries and communication.

Simultaneously, explored existing solutions tailored to quarantined individuals. This involved a comprehensive study of current apps and services, accompanied by a meticulous analysis of user feedback. The goal was to identify the shortcomings of these solutions in domains similar to ours.

Taking a more personalised approach, conducted in-depth remote interviews with individuals actively experiencing quarantine, particularly those affected by COVID-19. These interviews provided invaluable insights into their experiences, challenges, and needs.

This comprehensive research laid the foundation for a nuanced understanding of the user context and paved the way for targeted and user-centric solutions.

### 02 Define

Addressing Challenges and Setting Goals



#### User Personas & Journey:

- Synthesised research insights for precise user personas.
- Crafted a detailed journey, understanding quarantine needs.



#### Feature Prioritisation:

- Emphasised critical functionalities like grocery ordering.
- Ensured a clear roadmap based on user needs.



#### Specific Challenges Articulation:

- Identified and articulated quarantine challenges.
- Established a foundation for targeted solutions.

### What happened in Define phase?

In define phase, I meticulously synthesised the diverse insights obtained through extensive research, shaping them into comprehensive user personas. Concurrently, a detailed user journey was crafted, delving into the nuanced needs and pain points experienced by individuals in quarantine. This foundational work provided a holistic understanding crucial for subsequent design decisions.

A strategic approach was adopted, focusing on the significance of various features, giving priority to critical functionalities such as grocery ordering and family chat. This prioritisation ensured a well-defined roadmap, aligning development efforts with key elements that directly addressed user needs and expectations.

Simultaneously, I precisely articulated the hurdles faced by quarantined individuals. This in-depth analysis served as a cornerstone for developing targeted solutions, ensuring that the subsequent design and development phases were deeply rooted in addressing the unique challenges uncovered during this exploration.

## 03 Build



Create and refine the defined specifications.



**Designing UI/UX elements** (wireframes, visual design), including family chat, and family basket features.



**Iteratively test and refine** the app based on user feedback.



**Collaborate closely with developers** and build style guides.

### What happened in Build phase?

In the build phase, primary focus was on translating the insights gathered from the research and defining stages into tangible and user-friendly UI/UX elements. This involved creating detailed wireframes and visual designs, with a specific emphasis on incorporating features like family chat and the family basket.

The iterative testing process played a crucial role during this phase, allowing to refine the application based on continuous user feedback. Collaboration with developers was a key aspect of the build phase.

## 04 Deliver



Collaborating with the dev team and making the app available to use.



**Document and generate comprehensive guidelines** and documentation.



**Monitor app performance and gather user feedback** for future improvements.

## User Interviews Insights

An in-depth user interview was conducted on 5 participants who were infected with COVID-19, to identify their needs and wants.

The target users were between 18 to 50 years of age.

“

I want to make sure that my parents who are quarantined have all the essential items.

Not able to find all the essentials in a single app.

”

“

Want an easy app because my parents are not that tech savvy.

## Key Takeaways

01

People who are quarantined are generally not in a good mood everytime.

02

Participants felt frustrated and bored during quarantine, due to confinement, loss of regular routine, diminished social and physical contact with others.

03

Having inadequate basic supplies (eg. food, water, clothes, or accommodation) during quarantine led to frustration, and was linked to anger and anxiety four to six months after release.

04

Having inadequate information, including clarity around actions to undertake, the purpose of the quarantine, and different levels of risk, proved stressful.

## Persona

**I'm Rahul Sharma**

"Being in quarantine at home is a tough ordeal. Taking care of myself as well as my parents is a task. I need better products on a daily basis."

99

**Background**

Rahul is handling his father's business after finishing his college.

However, the entire family got infected with COVID. They are home quarantined. He wants to keep a track of all the groceries and other essentials in the house so that it helps his father and mother.

**Demographics**

Age: 28 years  
Gender: Male  
Nationality: Indian  
Job: Mining Business  
Education: Chemical Engineering

**Goals**

- Wants to keep a track of all the groceries and essentials needed.
- Wants to make sure what his father and mother need.

**Hobbies**

- Interests in music and gaming.
- Likes to play online.

**Frustration/Pain Points**

- Not able to find all the essentials on a single app.
- The delivery time in other app is slow.
- Plans an easy to use app because his parents are old and going to die.

## Basic Site Map

Splash Screen			
Onboarding			
Home screen	Profile	Cart	Family Chat
Search	Your Orders	Items	Add Members
Notifications	Family Members		Chats
Select from the categories	Payment Methods		
Frequently bought	Saved Addressee		
Basket essentials	Logout		
Grab offers			

## Design

### A focus on simplicity

The UI Design reflects the user's desire to have a clutter-free, curated look and feel.

## Typography

Lato was used entirely in Smartchain product.

It is soothing for readability, keeping in mind, the people who are going to use the product on a daily basis.

Aa

Regular

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Colours



Bright red of people  
signifies passion  
and energy



Dark red of people  
signifies passion  
and energy



Orange of people  
signifies passion  
and energy



Light blue of people  
signifies passion  
and energy



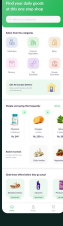
Light blue of people  
signifies passion  
and energy

Introducing a seamless grocery solution for quarantined patients –effortless and convenient shopping at home.

Grocery shopping made safe and easy. Opt for doorstep delivery to minimize contact during the pandemic.

## Home Screen

Home screen with all the essential items listed



- The section where you can search.
- Select the items specific to categories.
- An awareness banner that the user of the product is ensuring safety.
- Section where the user can see what other quarantined people are buying.
- Basket essentials helps you to find the most important items in dairy or vegetables etc.
- Offers section to grab them.
- Bottom Navigation

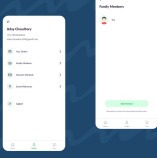


## Design Insights

- Based on participant interviews, the need for quick search led to its upfront placement.
- Browsing by category was introduced for seamless product exploration.
- A safety-awareness banner for no-contact delivery was implemented, which made the users satisfied.

## Profile Screen

This section lets you add your family members. Once you send a request, they have to accept it to join. When one is in this list, you can add items in the same cart.



## Invite Members

When you click on add members, you see this screen, where you can enter the details to send the concerned person a request to join.

When you have sent requests to few people, after that if you have to add more members, you will see something like this.

Section "People who I have sent requests" lets you know how many people are there in it.



## Family Chat

After adding members in family members section, you will see family chat section in bottom navigation which gets activated.



- Shows you how many people are there. Above this, there is a button where you can add more people.

Chat screen, where you can discuss what to order.



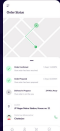
## Cart

This is a common cart, if you have added family members. You can see who has added what item. You can offer it accordingly.



## Order Status

Shows you all the relevant details related to your order



- This shows you at what status your order is and at what time it will reach your doorstep.
- Call the delivery agent for more help.

## User's Feedback



The feedback from users regarding the final design was quite favorable, especially considering it was the initial version (V1).

During that period, there were no other products offering such user-centric features tailored specifically for COVID patients.

Consequently, my target audience expressed a high level of satisfaction and admiration for the design.



## Impact

Through meticulous design and user experience enhancements, it recorded remarkable performance metrics, including **30% increase in average order value**, and **25% rise in user engagement**.