

H MART

Grocery Store



Group 2



Group Members



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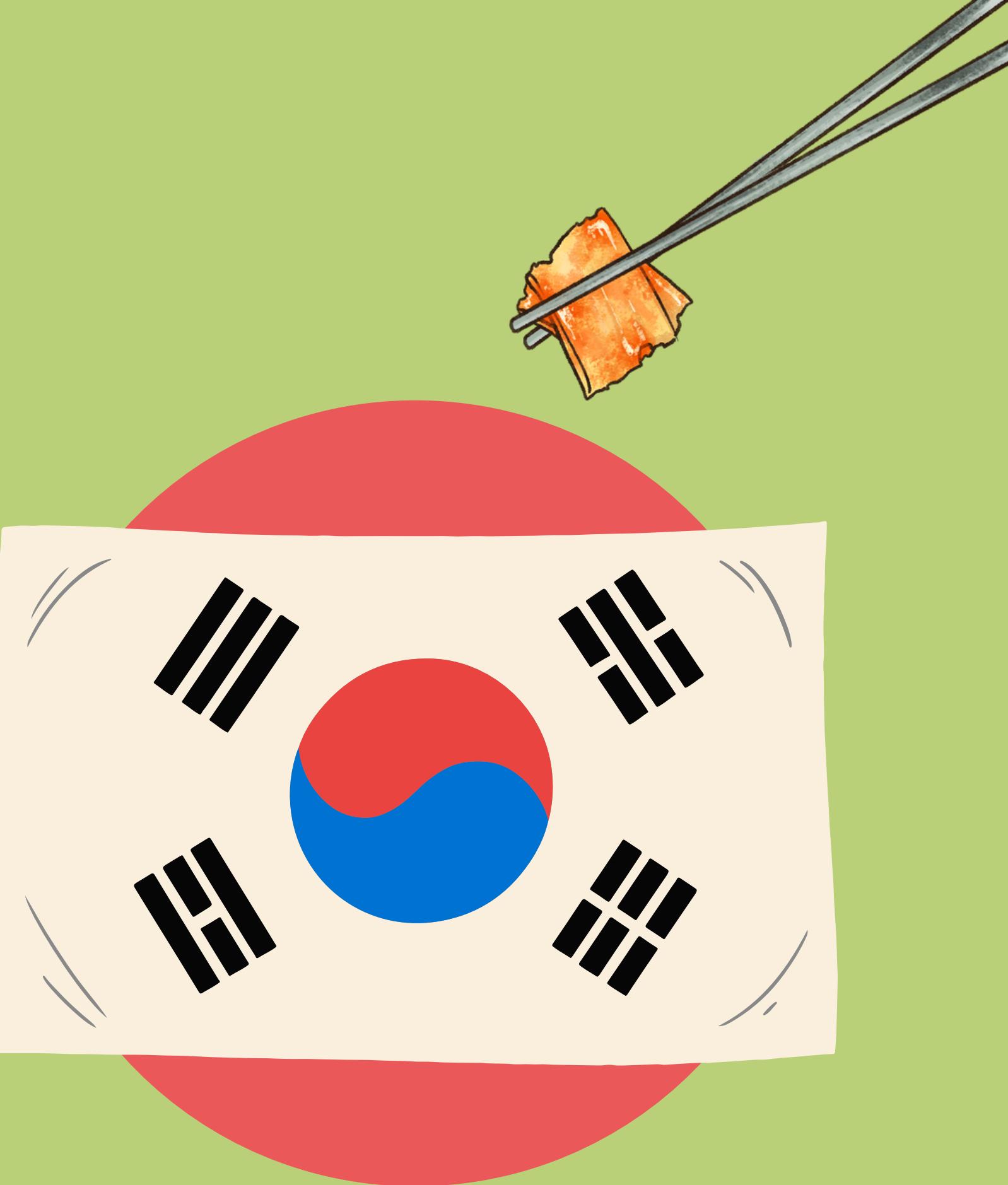


SION
WEB DEV



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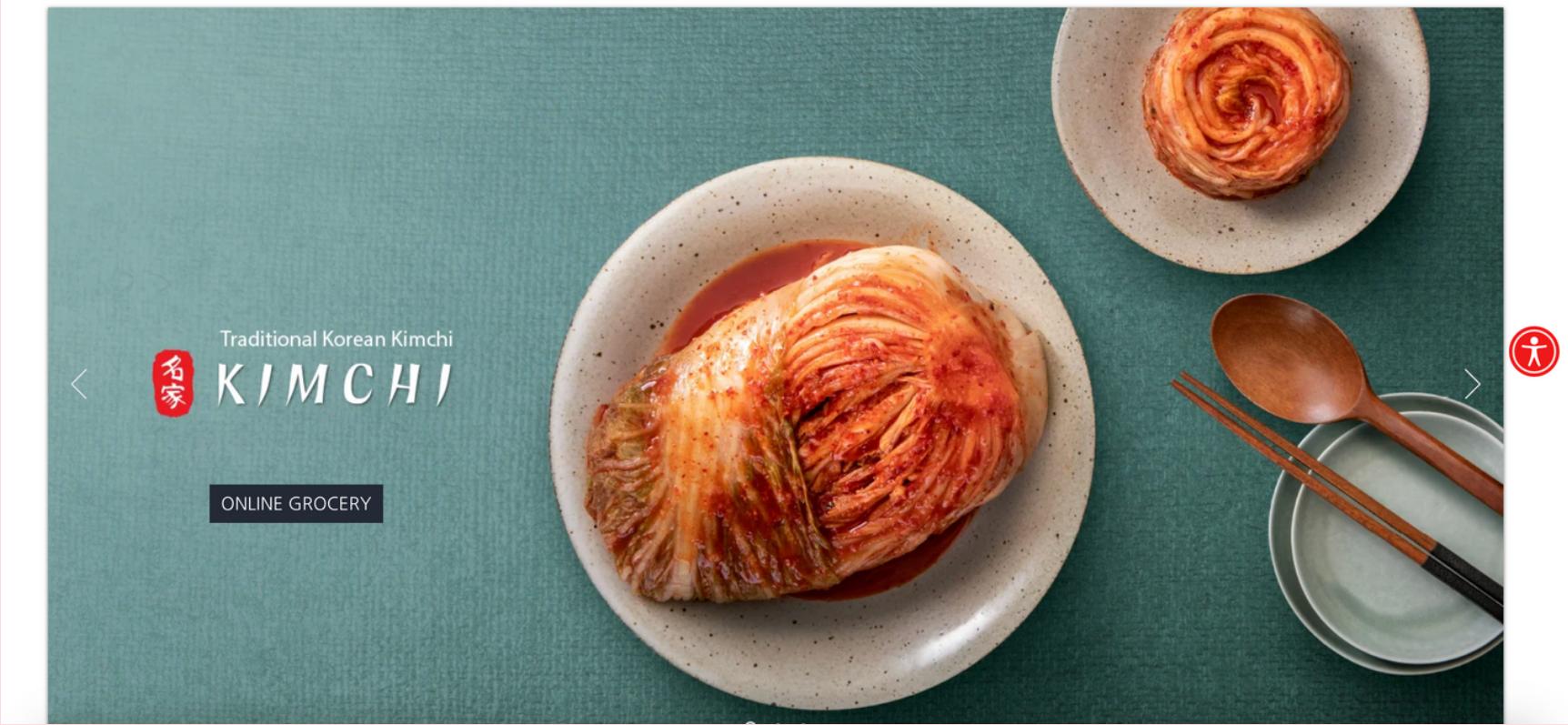


1. H Mart

Korean Grocery Store

American supermarket for Asian products by Hanahreum Group [Han Ah Reum] which means “an armful” in Korean. Their target audience is mostly comprised of people of **Asian descent, Koreans, Korean-Americans or people who are interested in Korean Culture and Cuisine.** However, their e-commerce website could use some improvements in their UI and design to be more user-friendly, as it currently lacks structure and does not have a cohesive style guide.





- Confusing Navigation System
 - different types of menus
 - where is the grocery section?
 - what do these banners even mean?
- Product Page
 - only one photo
 - no comments or reviews?
- Language Options
 - only English or Korean
 - Pictures don't get fully translated
- Lack of Account Information
 - Sections to Subscribe -- not make an account
 - more of a newsletter
- Where is the cart?
 - No checkout section.

2. Our Competitors

Culinary gems at your fingertips

Our Competitors are **Walmart, Whole Foods, Metro and T&T**. While conducting research, we found some design features that we took inspiration from the format of their e-commerce website. During our research and planning phases, we compared the main screens: Home (Landing Page), Grocery Page, Product Page and Checkout page, to see what interactive and design elements they had that H MART could implement in their own. We noticed many websites had a place for a cart -- where users could see and update their items. We also saw there was a hamburger menu or drop down menus for easier navigation. For product pages, there was a section for shipping or pickup with the nearest location.



Design statements



“ Makes Customer Satisfaction A Priority ”

“ Easy, simple and streamlined ”

“ Design is clean, focused and organized ”

“ Tap into the thoughts and behaviors of shoppers ”

“ Optimize the customer experience ”

“ Strives for product and visual connections ”

“ Easy and simplicity is important ”

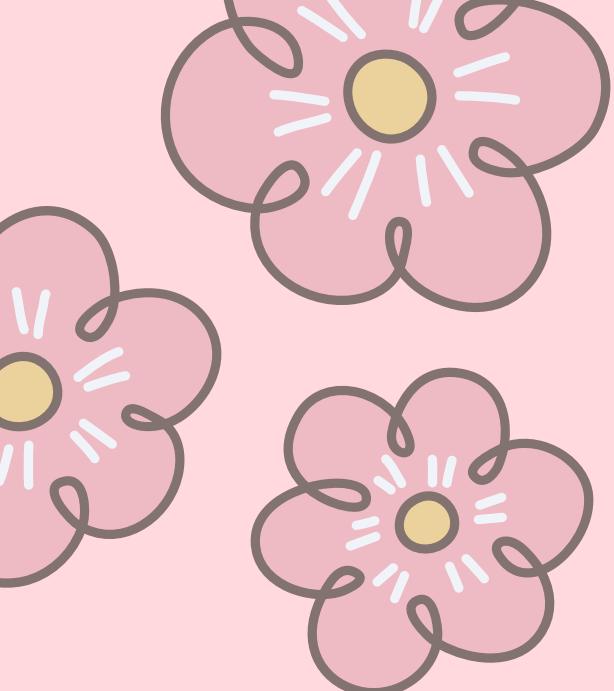


“ Consistency, colours, simplicity, and functionality ”

“ Customized layouts and visual elements ”

“ Clean and modern grocery shopping experience ”





3. Research Analysis

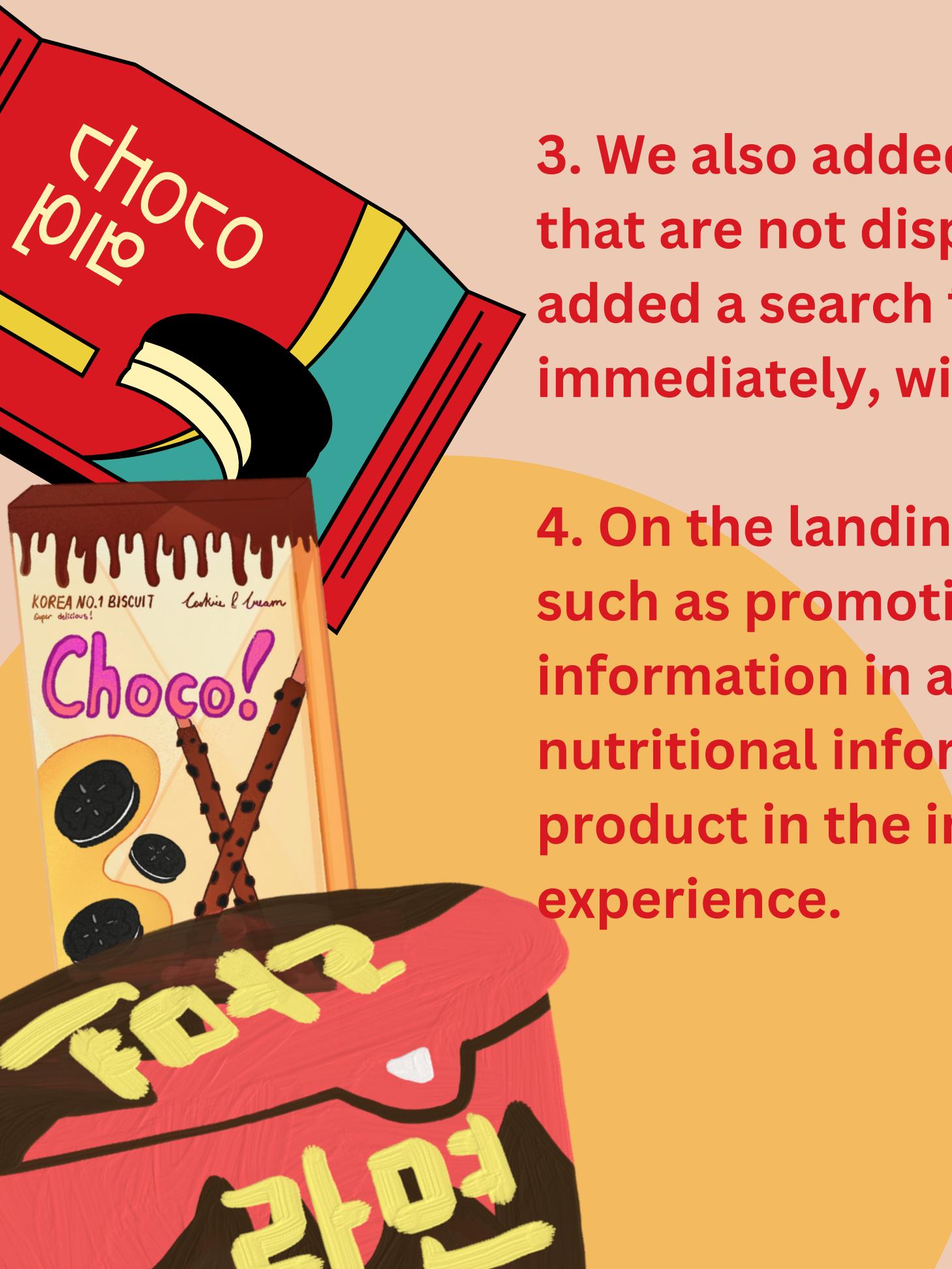
Goals & Requirements + Pain Points

1. First off, we needed to define our brand identity, as it is hard to tell with the first impression to what H Mart really is, or what it represents as a website.
 2. Based on the font, people might be confused – is it a grocery store or a convenience store? Some of the users we interviewed were confused, and compared it to other businesses that it reminded them of.
 3. Maybe the font of the “h” reminds them of a convenience store font, and since H Mart does not include Grocery Store under their logo consistently, it could confuse others when going there in person or visiting their website.
- 



Updates we made

1. We plan to create a fixed global navigation bar that does not change despite which page the user is on created a top navigation bar that is fixed, so no matter if one visits the home page, the product page, or the grocery page, the top bar will always remain the same.
2. To maintain the minimalist aesthetic, we implemented big clear buttons that enable easy navigation throughout the visual hierarchy of the website. By creating clear categorical tabs in our drop-down menu, it will let the users hover over each category and subcategory until they find the section of the item they are searching for.



3. We also added a hamburger menu, to store links to our other pages that are not displayed on the header. To make things easier, we also added a search function so users can search for what they want immediately, without needing to scroll through all the pages.

4. On the landing page, we added some carousels for crucial information such as promotional offers or weekly specials, and add more product information in all of the descriptions of each item. Implementing nutritional information, customer-based reviews and close-ups of each product in the image section will help create a seamless navigation experience.

Wireframes

Through conducting research on our website and referencing the competitor's website; we added new elements to our website to make it more user friendly and accessible for all types of users.

Here are a few snippets of the screens we took as inspirations



Walmart

Checkout

1. Shipping, arrives by Tue, Oct 31

Momna Sheikh [REDACTED]

Items details
Arrives by Tue, Oct 31 (1 item)

Sold and shipped by KJ DISTRIBUTION

LG 65UQ7570PUJ_467 Téléviseur intelligent webOS LED 4K UHD
HDR 65 po 2023 - Noir *** Lire *** (remis à neuf en usine)
\$549/ea.

Qty 1 \$549

Subtotal (1 item) \$549
KJ DISTRIBUTION shipping \$114.65

Taxes \$86.27
13% HST \$86.27

Estimated total \$749.92

Have a promo code? ▾

2. Payment method

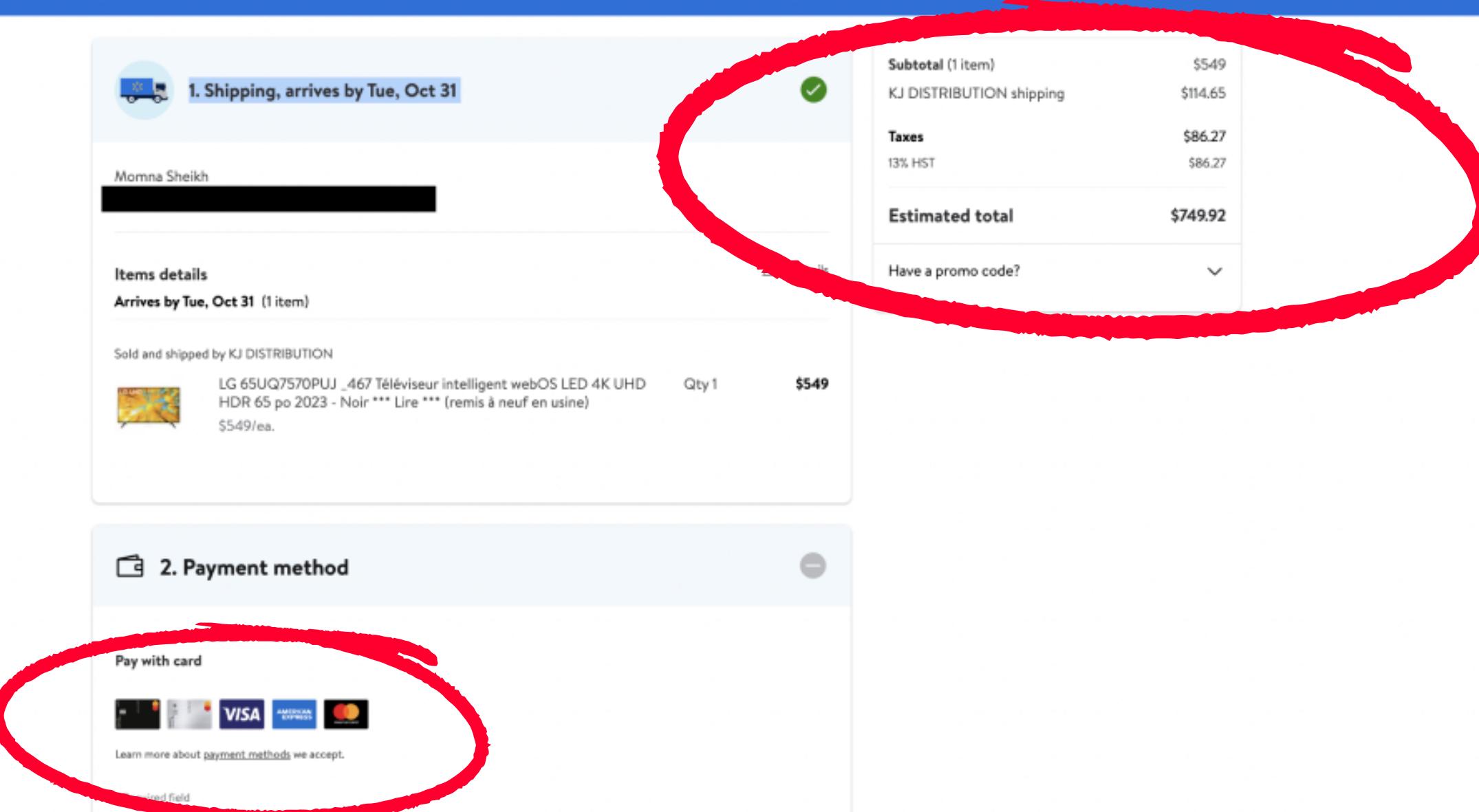
Pay with card

[Redacted] 

Learn more about [payment methods we accept](#).

Card number *

Continue



Walmart

Walmart

Departments Services Search everything at Walmart online and in store

Language English Reorder My Items Hi, Sion L Account

UofT Erindale Hall Residence | 2505 Claymore Cres

Easy Reorder Deals Flyers Halloween The gift shop Christmas Grocery Clothing Electronics Home Toys

Household Supplies & Pantry / Household Supplies / Paper Products / Toilet Paper

Cashmere

Cashmere Toilet Paper, Hypoallergenic and Septic Safe, 24 Double Rolls = 48 Single Rolls

Now \$10.97 \$10.97

Price when purchased online

- 1 added +

Pickup by Wed, Oct 18 at UofT Erindale Hall Residence

Free delivery over \$35, arrives by Tue, Oct 17 to 2505 Claymore Cres

Sold and shipped by Walmart

Free 90-Day returns

About this item

The screenshot shows a product page for Cashmere toilet paper on the Walmart website. The main image displays a pack of 24 double rolls. A red circle highlights the top navigation bar, which includes the Walmart logo, departments, services, search bar, language selection (English), account information (Hi, Sion L Account), and a shopping cart icon with 1 item. Another red circle highlights the price of \$10.97, which is shown in green. A third red circle highlights the 'SEPTIC SAFE' label on the sidebar, which also lists other product details like 'IRRESISTIBLY SOFT & THICK' and 'MADE IN CANADA'. The page also features a 'Top picks' section and shipping information.

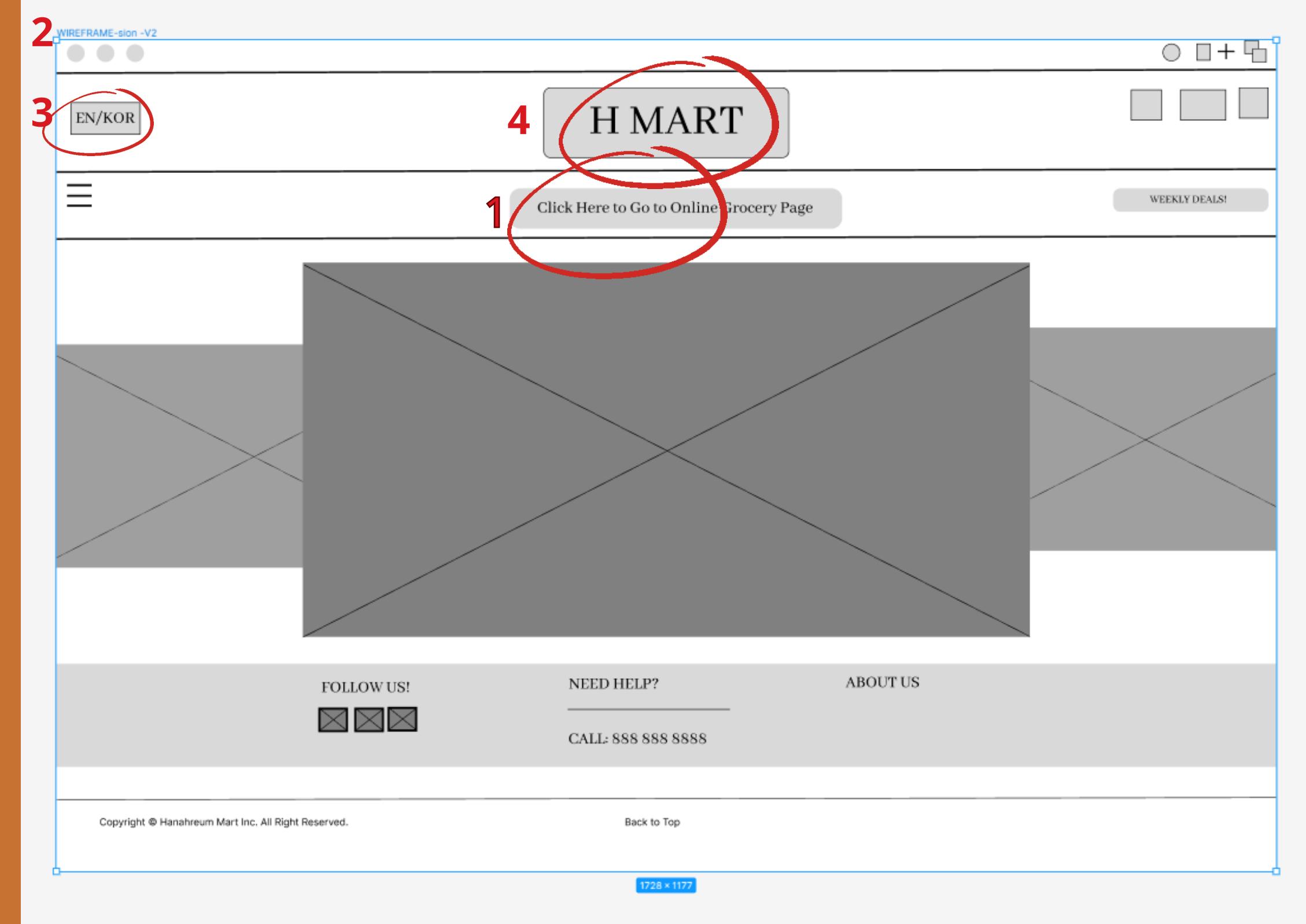
Metro

Metro website

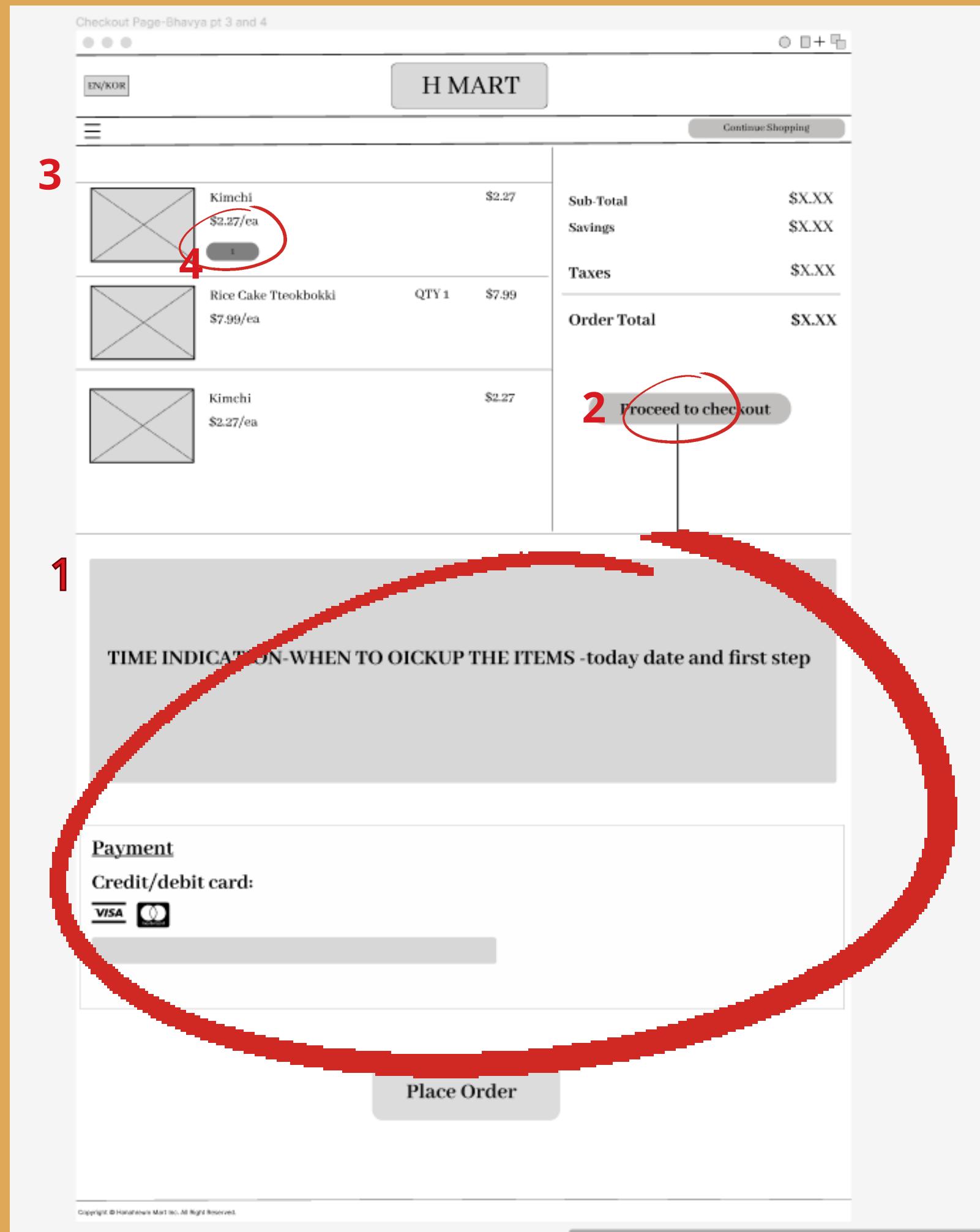
The screenshot shows a grid of fruit products on the Metro website. Each product card includes a small image of the fruit, its name, average price per unit, weight information, and a note about validity. The first three columns show apples: Honeycrisp, Gala, and McIntosh. The next two columns show Granny Smith and Cortland apples. The bottom row shows Anjou and Bartlett pears, followed by Bosc pear, Red Delicious apple, and Golden Delicious apple. Each product card has a 'Save' button in the top right corner. A red circle highlights the 'Save' button on the first three cards. Another red circle highlights the 'Save' button on the last card of the bottom row. A third red circle highlights the 'Newsletter signup' button in the bottom right corner of the page.

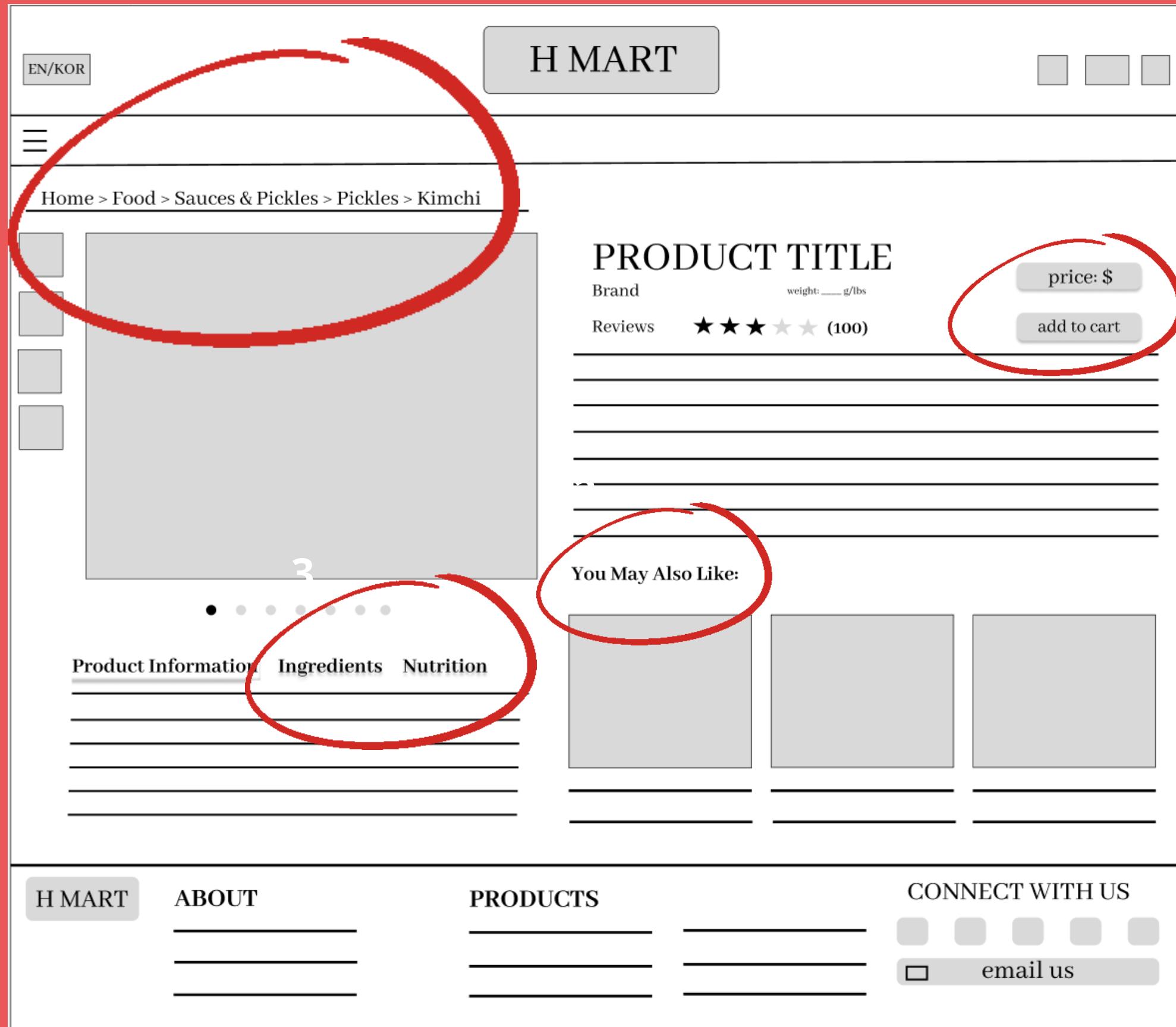
Product	Avg. Price	Weight	Validity
Apple, Honeycrisp	\$1.05 avg. ea.	(160 g avg.) \$6.59/kg \$2.99/lb. \$6.00-avg/kg	Valid until Oct 18, 2023
Apple, Gala	\$0.34 avg. ea.	(155 g avg.) \$2.18/kg \$0.99/lb. \$6.59-avg/kg	Valid until Oct 18, 2023
Apple, McIntosh	\$0.37 avg. ea.	(170 g avg.) \$2.18/kg \$0.99/lb. \$6.49-avg/kg	Valid until Oct 18, 2023
Apple, Granny Smith	\$1.22 avg. ea.	(185 g avg.) \$6.59/kg \$2.99/lb.	
Apple, Cortland	\$0.41 avg. ea.	(190 g avg.) \$2.18/kg \$0.99/lb. \$6.49-avg/kg	Valid until Oct 18, 2023
Anjou Pear	\$1.48 avg. ea.	(225 g avg.) \$6.59/kg \$2.99/lb.	
Bartlett Pear	\$1.05 avg. ea.	(160 g avg.) \$6.59/kg \$2.99/lb.	
Bosc Pear	\$0.93 avg. ea.	(170 g avg.) \$5.49/kg \$2.49/lb. \$6.59-avg/kg	Valid until Oct 18, 2023
Apple, Red Delicious	\$1.25 avg. ea.	(190 g avg.) \$6.59/kg \$2.99/lb.	
Apple, Golden Delicious	\$0.38 avg. ea.	(175 g avg.) \$2.18/kg \$0.99/lb. \$6.59-avg/kg	Valid until Oct 18, 2023

1. **Made dedicated button for grocery page**
2. **Maintained minimalistic design**
3. **Clear and function language option**
4. **More links to home page for accessibility**

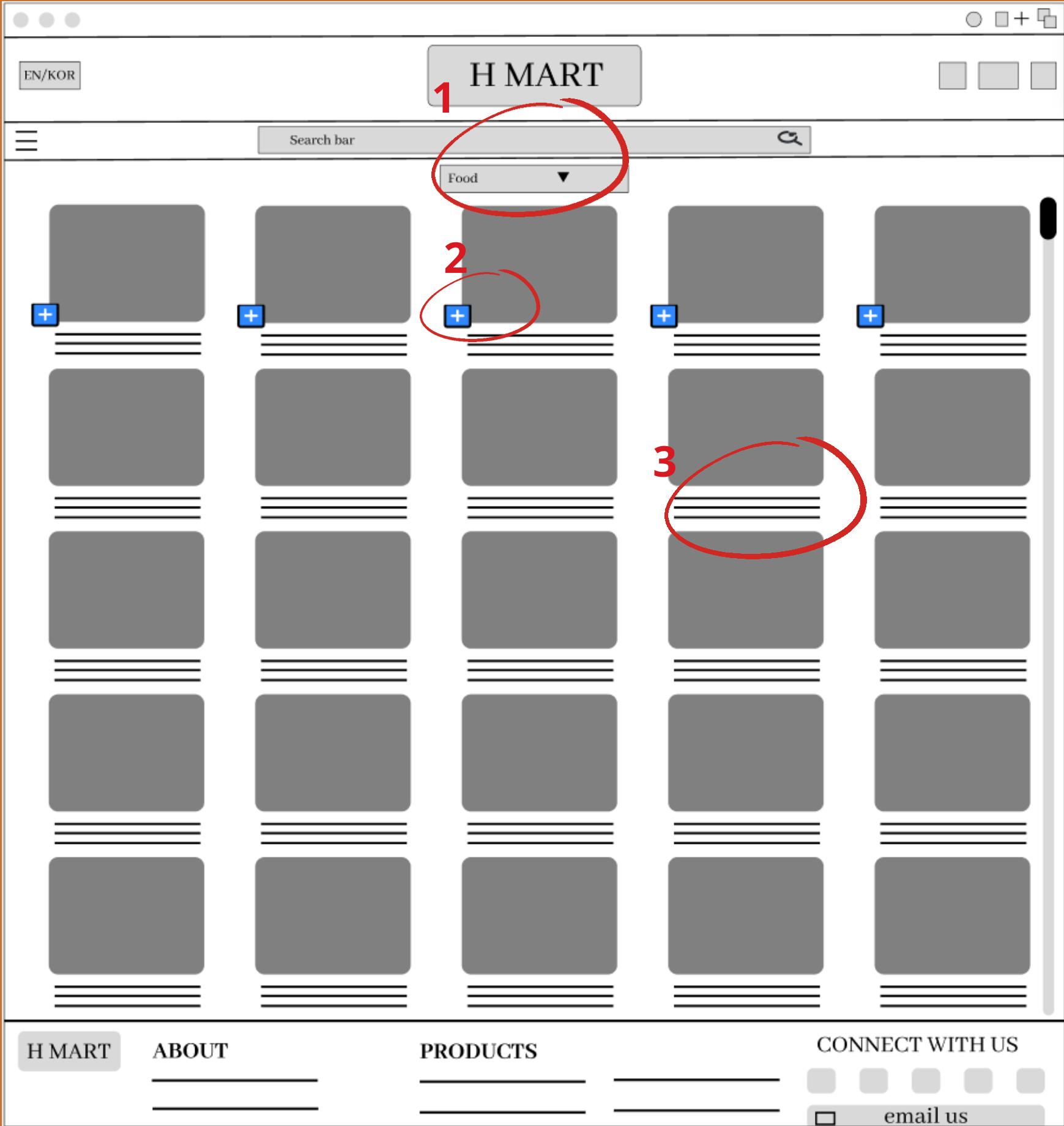


- 1. Separated shopping cart with payment and delivery for smoother payment process**
- 2. Button to move to checkout made bigger and helpful text provided**
- 3. All the information is on one scrolling view as opposed to carousel for easier readability**
- 4. Extra functionality including increase quantity and remove item**





1. Price and add to cart stacked on top of each other
2. Switched “May Also Like” below to balance the design
3. Ingredients and nutrition below photo details for visual hierarchy
4. Information architecture breadcrumb trail



1. Shifted the Food categories and search bar to the left
2. Added a + button for users to simply add products to their cart
3. Product name and price/amount below product photos

The screenshot shows the H Mart website homepage. At the top, there's a navigation bar with links for Home, Catering Menu, bb.q Menu, Weekly Flyer, Locations, and About Us. The main header features the H MART logo and a link to bb.q CHICKEN. Below the header is a large, appetizing image of traditional Korean Kimchi served in a bowl. A blue oval-shaped callout bubble is overlaid on the left side of the image, pointing towards the 'Get to Know H MART' section. This section includes links for 'About us' and 'Contact us', along with social media icons for Instagram, Facebook, and YouTube. There's also a 'Customer Service' number (905.883.6200) and a 'Subscribe Now' button. The footer contains copyright information, a 'Back to top' link, and a small user icon.

This screenshot shows a product page for 'CRD) Myung Ga Sliced Cabbage Kimchi'. The page includes a large image of the product container, which is labeled 'Korean Tradition' and 'kim Chi'. The price is listed as '\$0.00'. Below the image, the SKU is shown as *761898667989*. There are buttons for 'Add to Cart' and 'Quantity' (set to 1). A note indicates that pickup is available at H Mart Richmond Hill, usually ready in 2 hours. A link to check availability at other stores is provided. The bottom of the page states that the item is backordered and will ship soon. The footer features a 'Rewards' section with a star icon.

H Mart original interface design



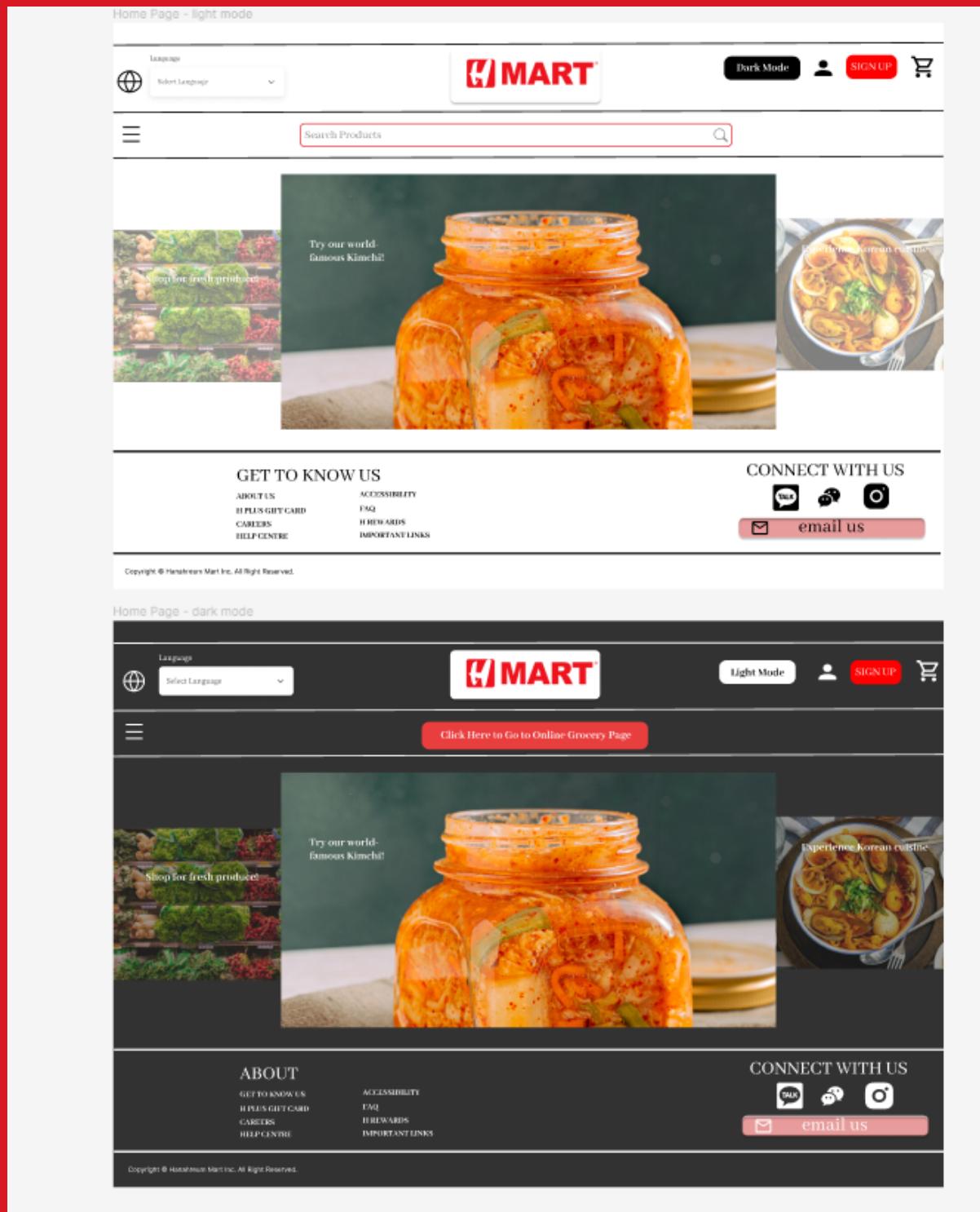
4. Our Prototypes

the redesign comes in four phases...



- After receiving feedback from our users and stakeholders, we implemented changes in the final wireframe and then reflected those changes in the prototype.
- The main screens we changed:
 - Home Page
 - Grocery Page
 - Product Page
 - Checkout Page

Home Page



1. **Search bar to find items and go directly to product page**
2. **Header menu with icons for more information and accessibility**
3. **Hamburger menu for weekly flyer and catering**
4. **Shopping cart button for direct access to cart at anytime**
5. **Grouped all relevant links in the footer under Get to know us**

Grocery Page

The screenshot shows a grocery store website for H Mart. At the top, there is a language selection dropdown, the H MART logo, a dark mode toggle, a sign up button, and a shopping cart icon. Below the header is a search bar with the placeholder "Search Products". The main content area displays a grid of food items under the category "Food > Sauces & Pickles > Pickles". Each item has a small image, the name, and a price. A "Add to Cart" button is located next to each product. The products listed include: Fish Sauce, Kimchi Hankook, Myung Ga Sliced Cabbage, Myung Ga Whole Cabbage Kimchi, Myung Ga Sliced Kimchi, Fish Sauce, Myung Ga Cubed Radish Kimchi, Red Pepper Powder, Myung Ga Water Radish Kimchi, Myung Ga Sliced Cabbage Kimchi No Fish Sauce, Myung Ga Mustard Leaf Kimchi, Myung Ga White Kimchi, Bibigo Whole Kimchi, Coarse Salt, Frozen Oyster Meat, Myung Ga Sliced Cabbage Kimchi No Fish Sauce, Frozen Rice Cake, Rice Cake Tteokbokki, Sesame Oil, Myung Ga Scallion Kimchi, Chongga Cut Cabbage Kimchi, Seasoned Soybean Sauce, The Owl's Kimchi, Chongga Cut Cabbage Kimchi, and Bulgogi Sauce. At the bottom of the page, there are links for "ABOUT", "CONNECT WITH US", and "IMPORTANT LINKS".

- Points to focus
 - Location of the search bar at a point where it would be visible to the user
 - Inclusion of a dropdown of the Food categories
 - Use of colors that match the brand
 - Implementation of the button that allows adding to the cart
 - Use of hover interaction on image and add item button

Product Page

Product Prototype

The page features a header with a logo, language selection, and user account options. The main content area shows a product image of a jar of kimchi, its price (\$5.49), weight (500 g), and a quantity selector. It also displays availability information and a pickup option. Below the product details, there's a 'REVIEWS & RATINGS' section with one review, a 'Product Information' block with placeholder Latin text, a 'Nutrition' block with placeholder Latin text, an 'Ingredients' block with placeholder Latin text, and a 'You May Also Like:' section with three categories: MEAT, INTERNATIONAL FOODS, and SNACKS.

Product Prototype

Language: English | Change Language

HJMART

Dark Mode | Sign Up | Cart

Home > Food > Sauces & Pickles > Kimchi Hankook

Hankook Foods™ Kimchi [김치] ★★★★☆ (10)
weight: 500 g \$5.49
QTY: 1
available online and in stock (4)
Pickup, Mon, Oct 23rd, 10am-9pm
Select your location Select Location

REVIWS & RATINGS

Anonymous ★★★★☆ 10/16/2023

First time trying Kimchi

Fusce fermentum placerat felis. Phasellus elementum dolor nibh. Etiam ut loren matris, bibendum libero sit amet, accumsan ligula. Sed dolor ligula, tincidunt vel placerat in, laoreet ac augue. Donec aliquet pulvinar erat eget volutpat. Sed eget interdum turpis, nec auctor mi.

You May Also Like:

MEAT: INTER SHOULDER LOIN
INTERNATIONAL FOODS: INSTANT RAMEN NOODLE
SNACKS: TUNA ONIGIRI

CONNECT WITH US

Facebook | Instagram | YouTube

email us

GET TO KNOW US

ABOUT US
PRIVACY POLICY
CAREERS
HELP CENTER

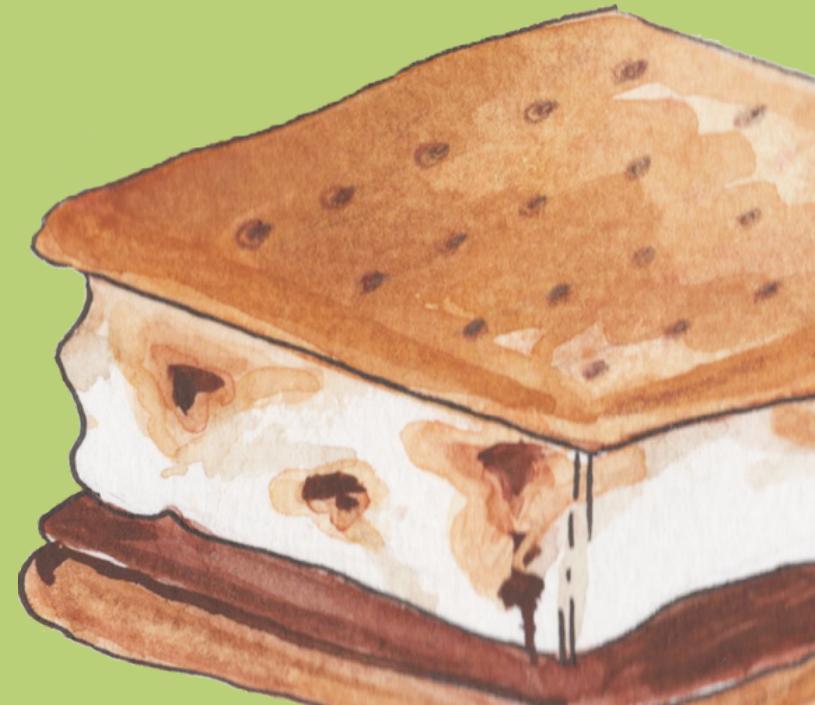
TERMS OF USE
FAQ
REFUND POLICY
DISCLAIMER

Copyright © HJMART. All rights reserved.

- new elements
 - reviews and ratings
 - description
 - product information
 - nutrition
 - ingredients
 - you may also like section
 - close up of products
 - breadcrumb menu to go back to grocery
 - adding the weight
 - pickup information and letting users select location



- selecting location to pick up and listing the available time (with indicators of how many are available in store)
- add more product photos so users know what they're buying
- adjustable quantity that automatically updates the cart



The image displays two screenshots of the H Mart mobile website. The left screenshot shows the shopping cart page with three items: Original Kimchi 10.5oz(300g), Rice Cake Tteokbokki-2.2lb(1kg), and Shin Cup Noodle Soup 2.64oz(75g). The right screenshot shows the payment page, which includes sections for pickup (listing a nearby store and a photo ID requirement), and payment methods (accepting credit cards like Visa and Mastercard).

Shopping cart and payment page

These prototypes contain a checkout page as well as a payment and pickup page where you can find your local Hmart to pick up your order from.

4. Our Prototypes



ITERATIONS



- users were shown the prototype and then wireframes; and could see the improvement and the changes implemented based on their feedback we received from the initial round of interviews
- **our challenges:**
 - deciding between navigation menus, whether we use drop down menus and filter searches
- for the wireframes, we made a total of **3-4** variations -- altering layouts, change decorative interactive elements
- we added a hamburger menu to display additional information and links

- Designated button linked to grocery page
- updated footer and header
 - shopping cart, social media icons, contact information, account/signup information, language drop down
- We also added light and dark mode for users preference
- Search for products feature in grocery section
 - drop down menu for food categories
- breadcrumb menu linked to grocery page
- always access the cart by clicking its icon in the top
- interactive element buttons that let users navigate between pages easily



5. Future Solutions

A focus on freshness

- Call to action buttons
- Improved responsive design
- Clear Visuals (photos, buttons, and commands)
- Voice Assistance
- Organized IA





scan me!
please turn your screen to
horizontal view

THANK YOU !

