

UNIVERSITY OF WASHINGTON

MHCI+D CAPSTONE

SOCIAL GROCER



DESIGN DOCUMENTATION

 SPONSORED BY BUILDING H

LOUISE LU, IVY TSENG, VARUN NARAYANSWAMY, STEVIE LEMONS

<b>01</b>	<b>Introduction</b>	3		
<b>02</b>	<b>Storyboard</b>	9		
<b>03</b>	<b>Design Process Documentation</b>	39		
	Ideation	40		
	Design Principles	41		
	Key Concept Explorations	43		
<b>04</b>	<b>User Testing &amp; Iterations</b>	50		
	Concept Evaluation	51		
	RITE Usability Testing	54		
	Iterations	57		
<b>05</b>	<b>Architecture, Models, And Systems</b>	64		
	Information Architecture		65	
	Task Flows		68	
	Tech Stack		72	
	Screen Flows		73	
<b>06</b>	<b>Visual System</b>	79		
	Moodboard		80	
	Typeface		81	
	Color Palette		82	
	Branding		83	
	Key Components		85	
	Layout Grid and Redlining		87	
<b>07</b>	<b>Equity Analysis</b>	92		
<b>08</b>	<b>Environmental Impact</b>	99		
<b>09</b>	<b>References</b>	106		

# Contents

01

# Introduction

# *Introduction*

Americans are facing an obesity epidemic, with nearly 15% of adults living with diabetes - a 15-fold increase over 2-3 generations. This crisis is fueled by environments prioritizing taste and convenience over nutrition, exacerbated by the frenetic pace of life and rise of food delivery services.

To address this, Social Grocer reimagines online grocery shopping for young adults in the US, offering a mindful, connected, and exploratory experience. The platform blends health-conscious features with social interaction, allowing users to shop collaboratively in real-time with their social circle, fostering accountability and connection. By guiding users toward thoughtful food choices through an engaging interface, Social Grocer aims to create a healthier and more holistic shopping experience, making nutritious choices more appealing and accessible.

**Social Grocer is sponsored by  
Building H and advised by Steve  
Downs (Co-Founder, Building H)**

## OUR DEFINITION OF HEALTHY

We define *healthy* through a holistic lens, considering balanced nutrition and supporting overall well-being—physical, mental, and social. This includes prioritizing both dietary needs and cultural connections, viewing health through the lens of celebrating food and community.

## DESIGN CHALLENGE STATEMENT

HOW MIGHT WE

...redesign the *online grocery marketplace* to create a healthier  
and more *holistic shopping experience* that makes nutritious  
choices more appealing for *young adults in America*?

## OUR DESIGN CONCEPT

Social Grocer reimagines *online grocery shopping*, merging health-focused features with social connectivity. It enables real-time collaborative shopping, promoting accountability and community. The platform guides users toward mindful food choices through interactive conversations, cultural sharing, and curated product pairings.

## *Findings*

01

The “**buy it again**” feature compelled most participants to order grocery items with ease but eliminated the exploration of alternative food items.

02

Most participants primarily looked at **images & price**, which allowed them to shop efficiently, but often without careful consideration of the items they’ve purchased.

03

**Social media** is an influential force in most participants’ purchasing decisions, enticing them to buy personally novel items as they trust online recommendations.

02

# Storyboard

01

Grace has just arrived home, tired from a long day at her new job in Seattle. She's been eating out more often due to a lack of groceries, which has only made her feel worse.

📍 Seattle



02

She jumps on Social Grocer to feel more connected and find groceries that align with her lactose-intolerant diet. She sees that her childhood friend Kiran, in San Francisco, is currently shopping online.



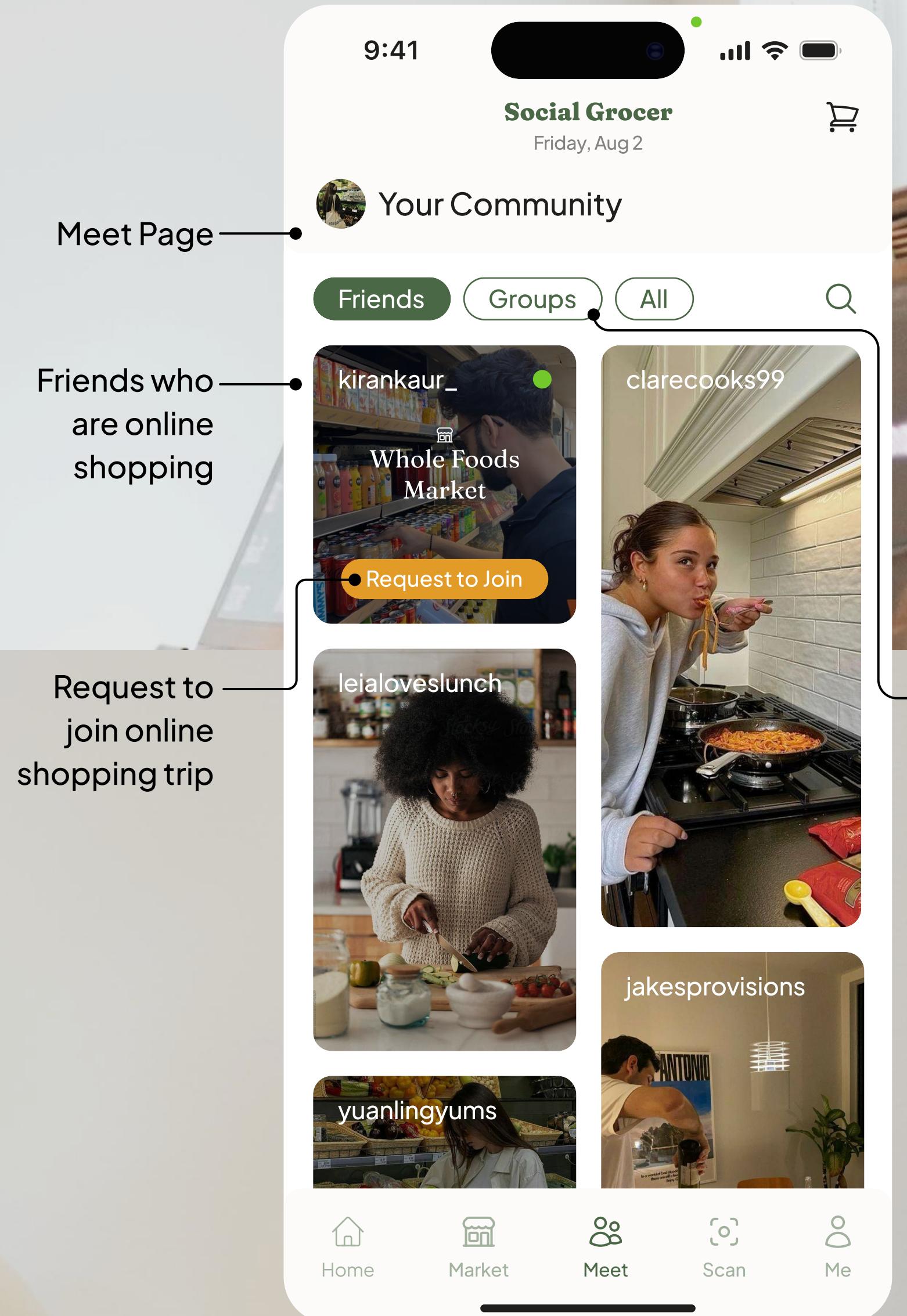
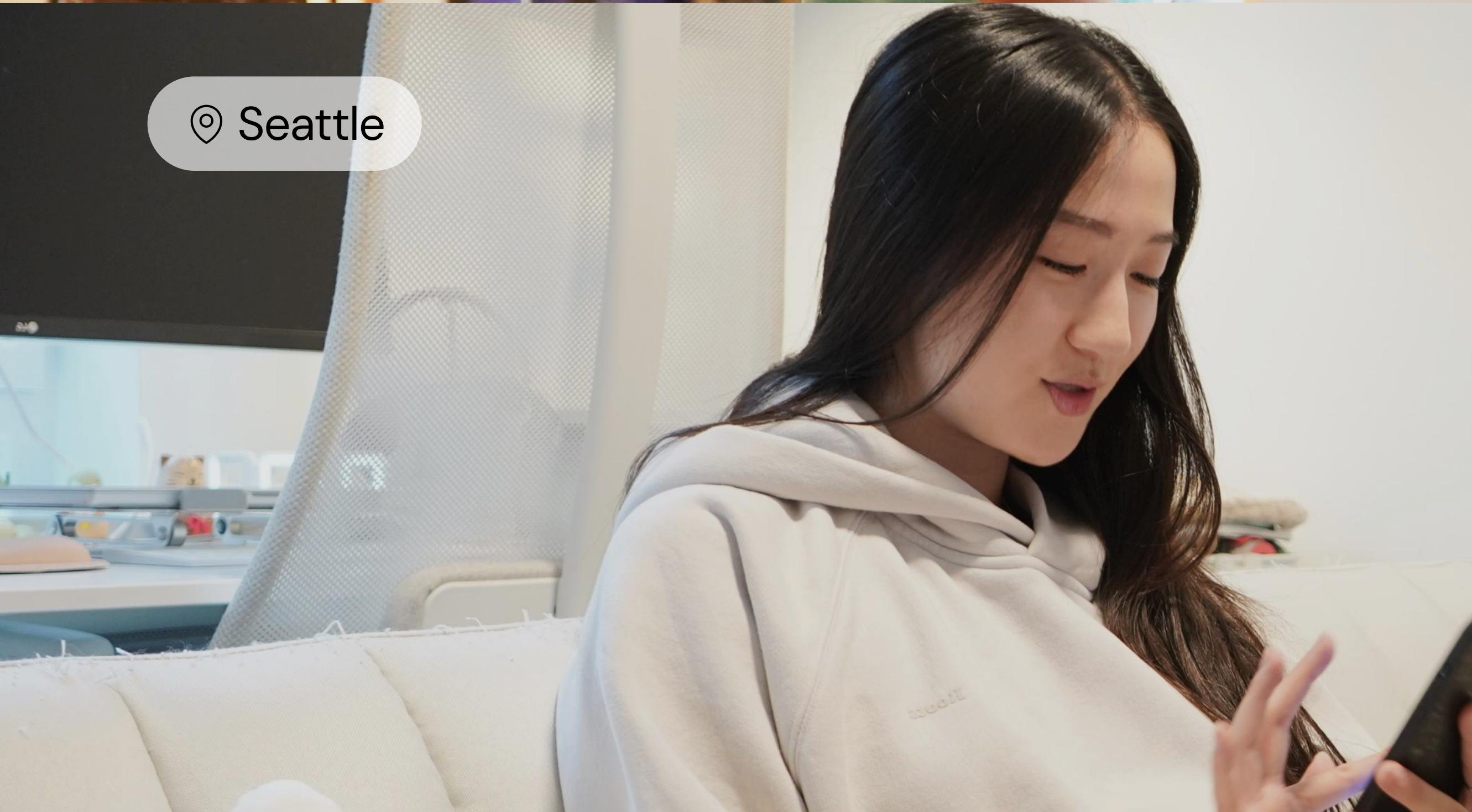
03

Kiran and Grace go way back, but they haven't had a chance to catch up since she moved. She requests to join his grocery run. Kiran, pleasantly surprised by Grace's request, gladly accepts.

⌚ San Francisco



⌚ Seattle



04

She sees a pop-up of her grocery match percentage with Kiran and feels nostalgic that they both still purchase baked green pea snacks.



Story highlights  
of your taste &  
food match

9:41

● ● ●

You're two peas in a pod!

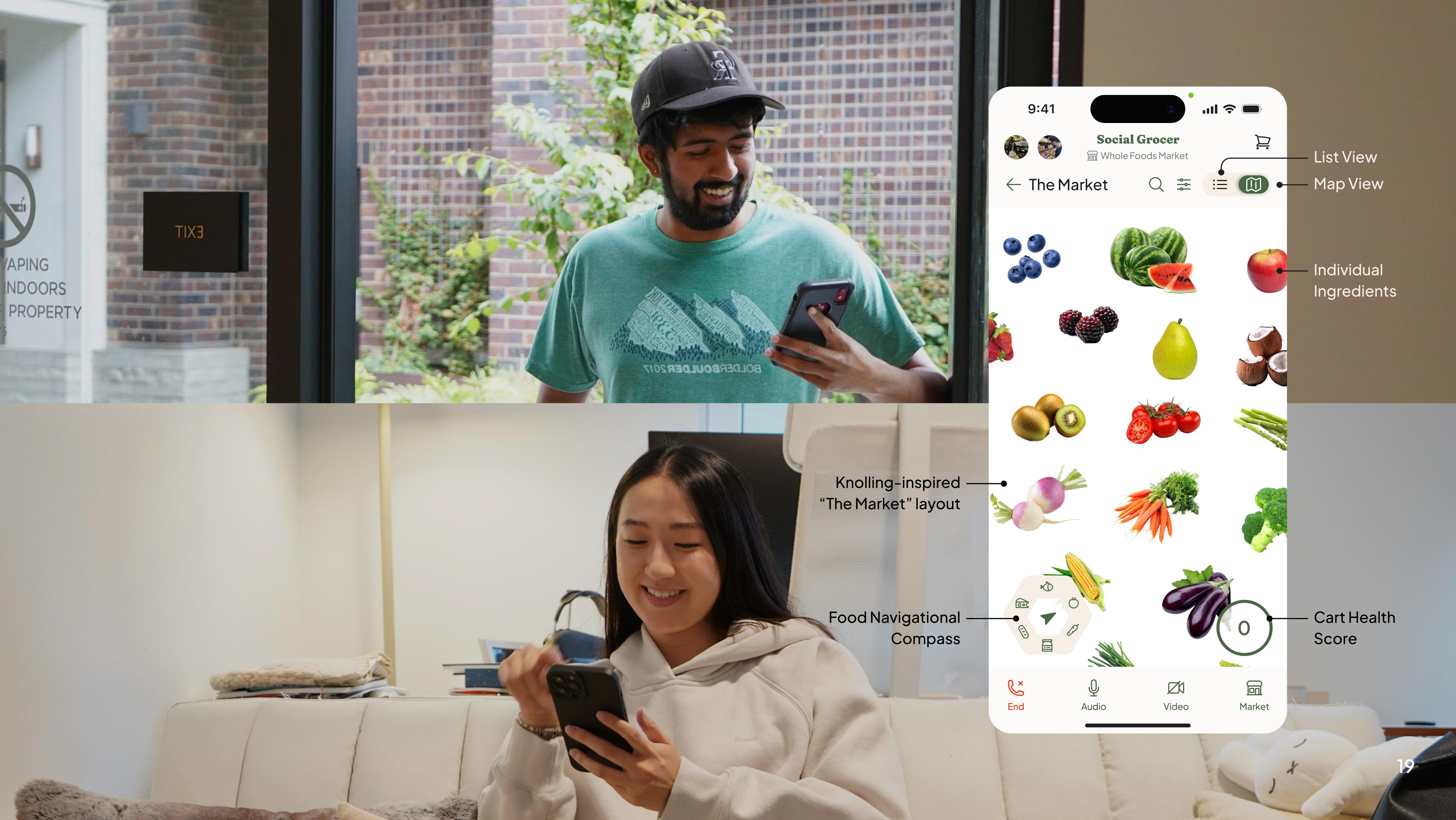
You both purchase the Green Pea  
Snacks at least 2x a month.



This snack is scored **A**  
It's gluten-free and high in plant protein.

05

Grace connects through audio and starts exploring “The Market.” Kiran asks how she's been, and Grace confesses that she's been feeling very homesick, but is already feeling better after hearing his voice.



06

Kiran cheers her up by joking about how they were so obsessed with baked green peas that they once dressed up as green peas for Halloween. She laughs and spotlights him to discover he's in the "Milk Market."



07

Grace chats with Kiran while feeding her cat. She considers an oat milk brand she's seen on social media, but is surprised to find that its nutrition score and information are worse than expected.



A woman with long dark hair, wearing a light beige hoodie, stands at a kitchen counter. She is holding a smartphone in her left hand and pouring cereal from a bag into a bowl with her right hand. The kitchen counter has various items, including a can of dog food, a container of almond butter, and a small potted plant. In the background, there's a window with a view of the outdoors.

Friend's favorite

Nutrition Score

Kiran ❤️

Califia Farms Organic OATMILK

\$5.49

neutral Organic Whole Milk

\$7.99

three trees Organic OATMILK WITH SEEDS

\$7.60

almond MOlk

Grace

End

Audio

Video

Market

9:41

Social Grocer

Whole Foods Market

Milk Market

Friend's favorite

Nutrition Score

Kiran ❤️

Califia Farms Organic OATMILK

\$5.49

neutral Organic Whole Milk

\$7.99

three trees Organic OATMILK WITH SEEDS

\$7.60

almond MOlk

Grace

End

Audio

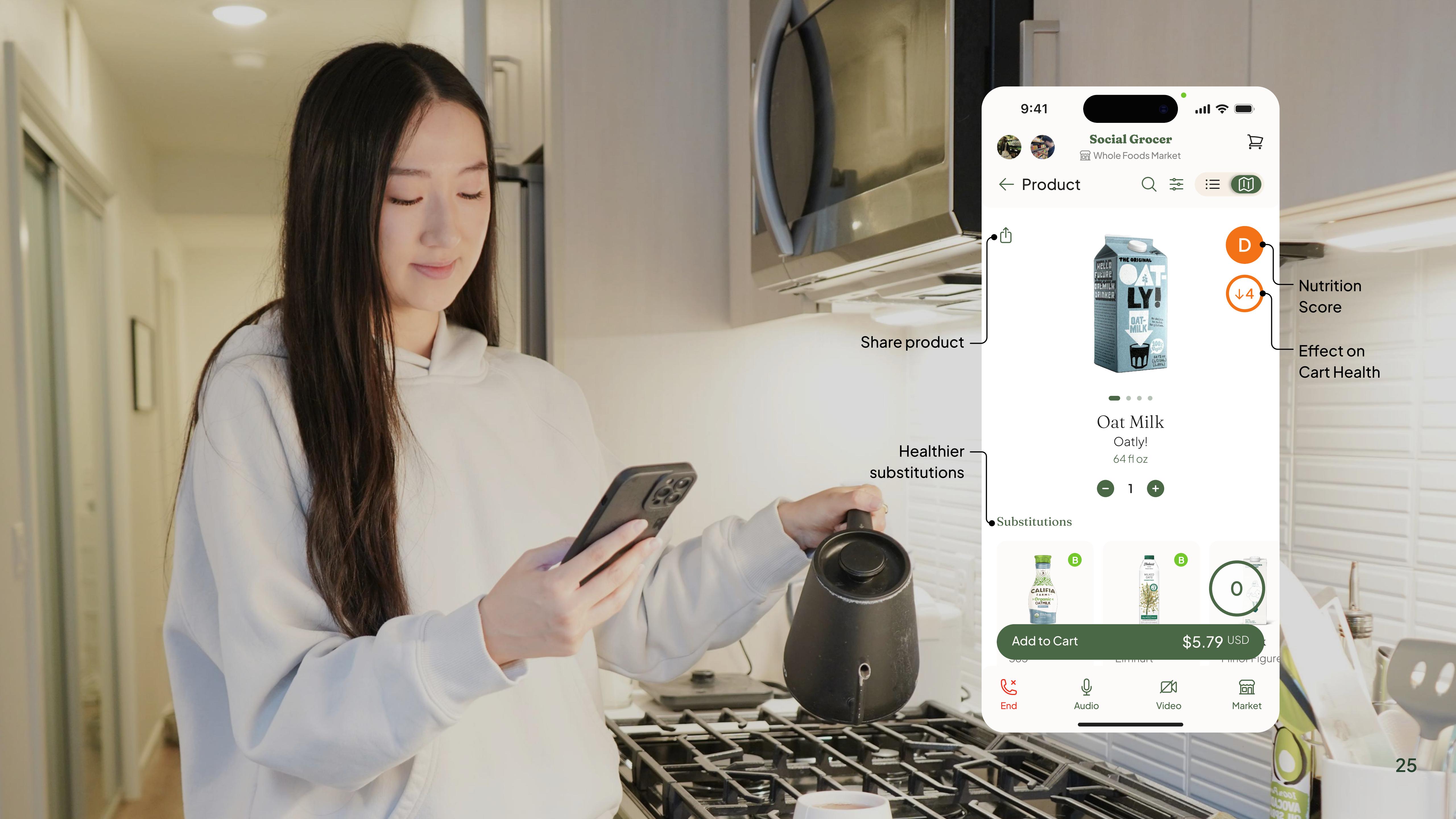
Video

Market

The image shows a mobile application interface for "Social Grocer" on a Whole Foods Market platform. The screen displays a "Milk Market" section. A product from "Califia Farms" is highlighted, labeled as a "Friend's favorite". The product is "Organic OATMILK" with a nutrition score of "B" and a price of "\$6.69". Other options shown include "neutral Organic Whole Milk" (nutrition score "C", \$7.99) and "three trees Organic OATMILK WITH SEEDS" (nutrition score "B", \$7.60). The app interface includes a navigation bar with icons for End, Audio, Video, and Market, and a bottom control bar with icons for End, Audio, Video, and Market.

08

On Oatly's product page, Grace can easily see suggestions for healthier oat milks below. When mentioning the options, Kiran shares that Califia is his current favorite brand. Knowing that he has good taste and seeing the better health rating convinces her to add it to her cart, boosting her cart health score.



9:41



Social Grocer

Whole Foods Market



← Product



Share product

D  
↓4Nutrition Score  
Effect on Cart Health

Oat Milk

Oatly!  
64 fl oz

1



Healthier substitutions

Substitutions



Add to Cart

\$5.79 USD

End

Audio

Video

Market

09

Grace gets curious about Kiran's picks and asks for more food recommendations. He encourages her to peek at his cart - it's full of their childhood favorites. Spotting their old go-to almond butter, Grace adds it to her cart without hesitation.



9:41

Social Grocer

Whole Foods Market

Kiran's Cart

Friend's Cart

B

Classic Almond...  
Justin's  
\$9.99 /ea

Qty 1

A

Hot House Toma...  
Produce  
\$0.79 /lb

Qty 2

A

Whole Baby Bell...  
Produce  
\$5.99 /lb

Qty 1

A

Bananas  
Produce  
\$0.76 /lb

Qty 1

C

D

End

Audio

Video

Market

27

This screenshot shows a mobile grocery delivery app interface. At the top, the time is 9:41, signal strength is good, and battery is low. The store is Social Grocer, located at Whole Foods Market. The main section is Kiran's Cart, which contains items from Justin's (Classic Almond Butter) and Produce (Hot House Tomato). Below that is Whole Baby Bell Produce. There are also sections for Friend's Cart, End of call controls (End, Audio, Video), and Market navigation.

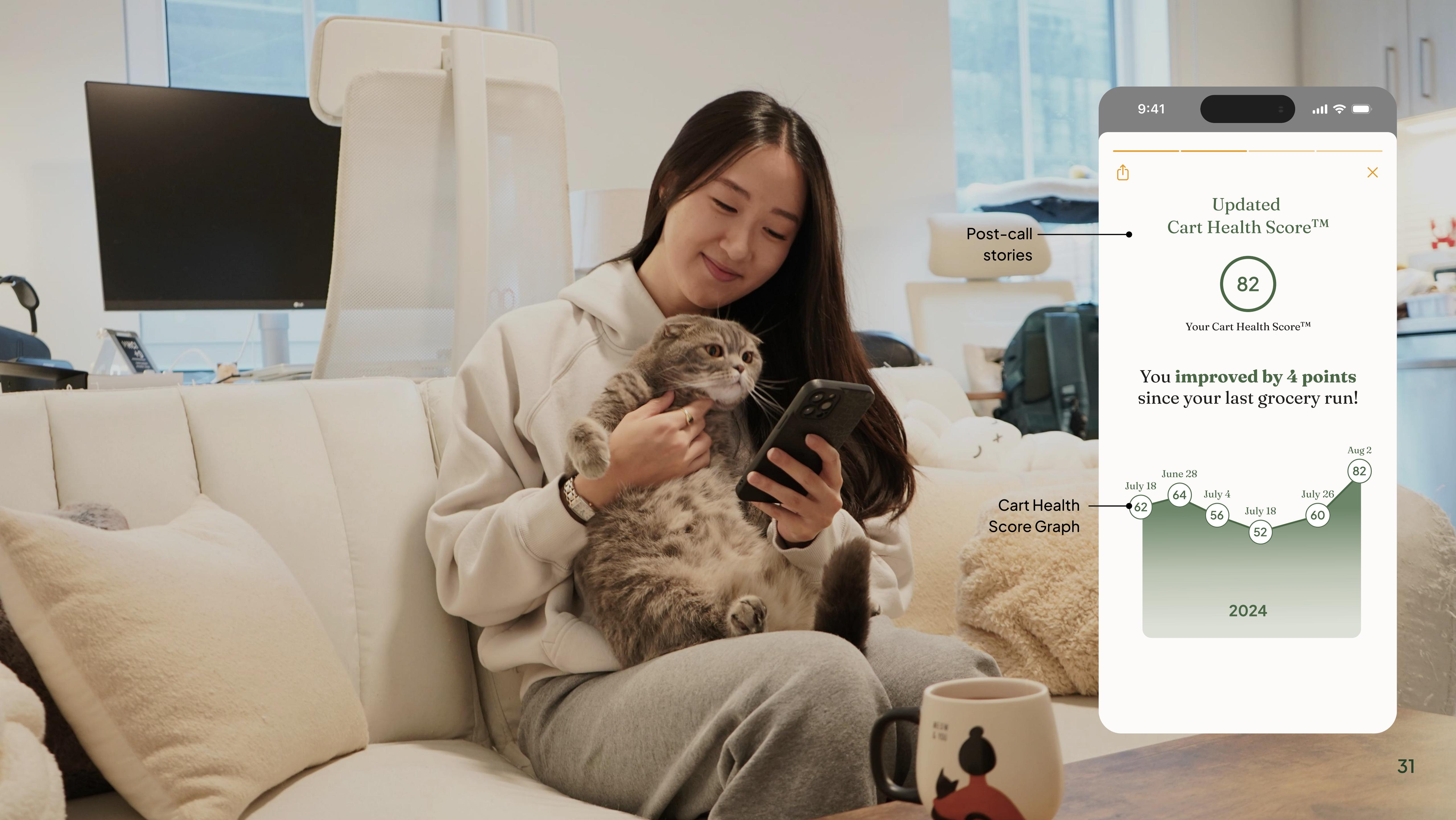
10

They spend time catching up and laughing about old times. Grace realizes distance hasn't changed their friendship much. Before ending their call, they can both review their carts and their Cart Health Scores. They make a plan to shop together again next week, making Grace feel less lonely.



11

After checking out, Grace is feeling more supported as she adjusts to life in Seattle, and satisfied from seeing that her Cart Health Score has improved with the help of Kiran's recommendations.



12

Meanwhile, Kiran is happy that he got to hang out with Grace, spending 30 minutes shopping and enjoying the app's way of bringing them closer through online grocery runs.



9:41

During your 30 minute trip,  
you travelled to 4 different  
category markets with Grace.

Milk

Dairy & Eggs

Nut Butter

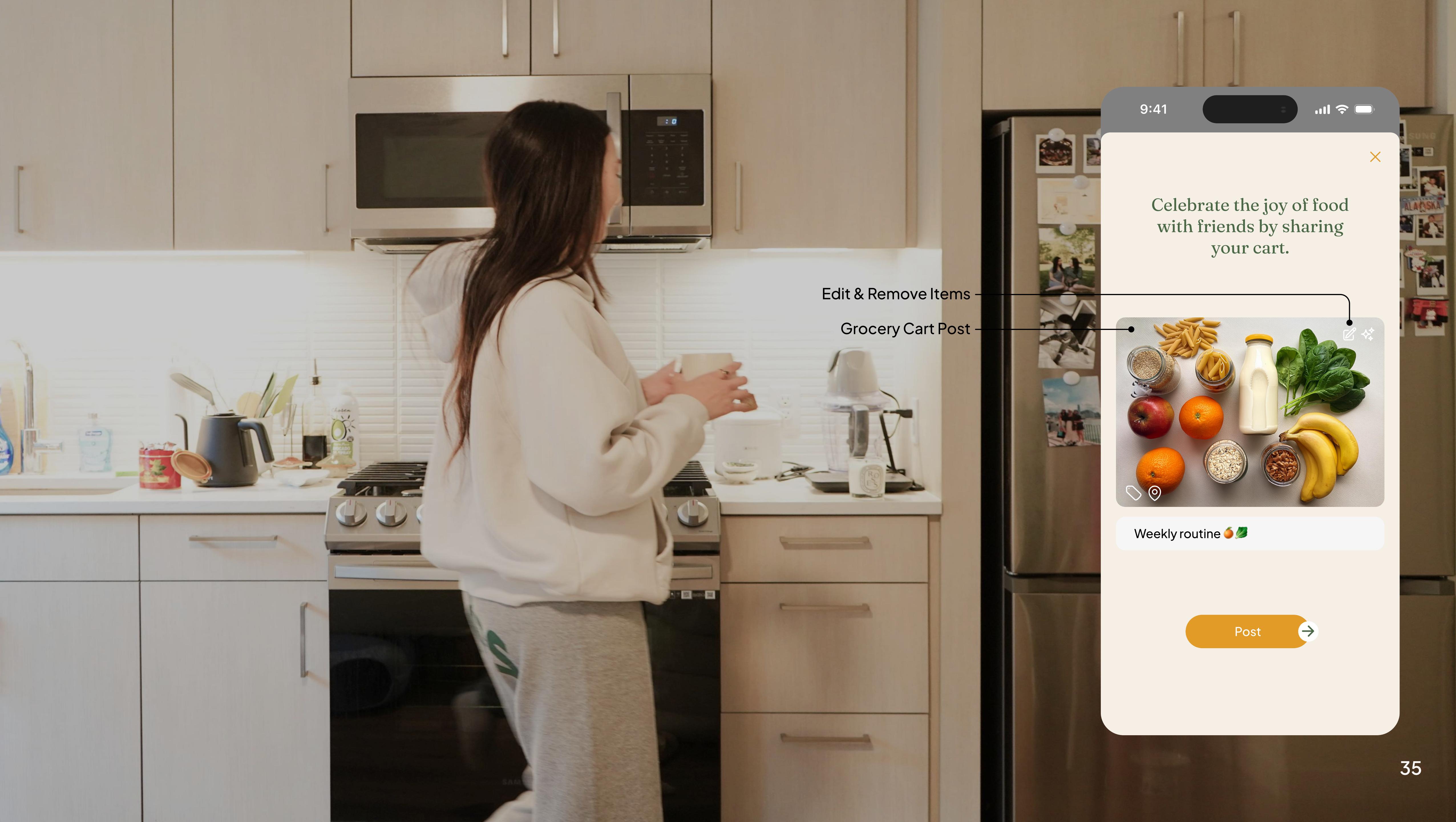
Produce

Olive Oil

Pantry Essentials

13

Grace posts her cart, highlighting her virtual shopping trip with Kiran and their nostalgic grocery picks. Sharing this experience leaves Grace feeling refreshed and closer to her childhood friend.



Edit & Remove Items

Grocery Cart Post

Celebrate the joy of food  
with friends by sharing  
your cart.



Weekly routine

Post

14

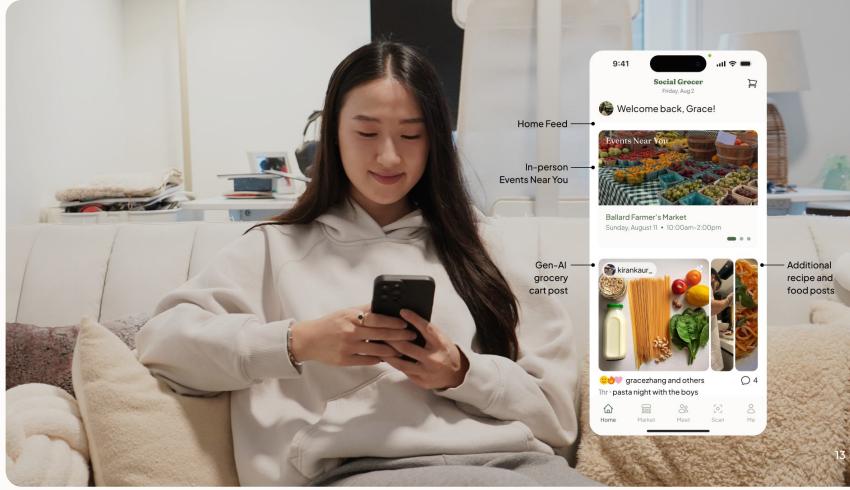
After receiving her grocery delivery the next day, Grace makes a healthy meal and shares a selfie. Kiran hearts it and playfully hints at scoring an invite to Seattle to taste her cooking. Grace replies, “The kitchen’s open—just say when!”



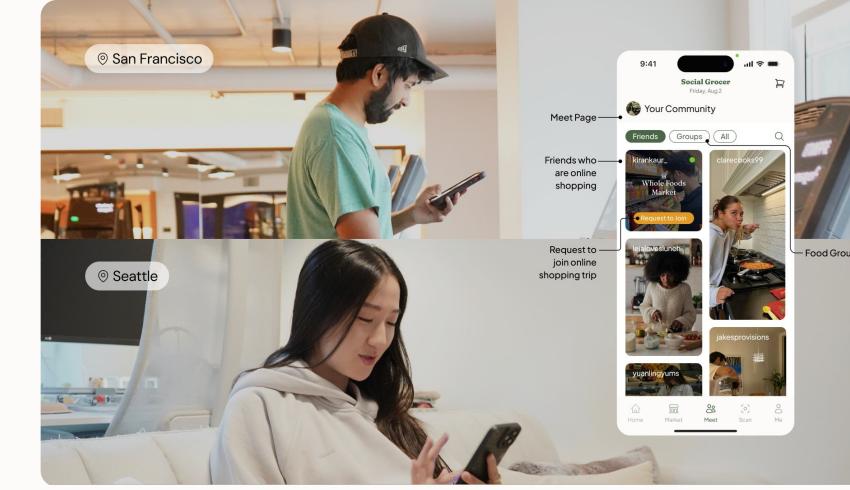
# STORY BOARD OVERVIEW



01



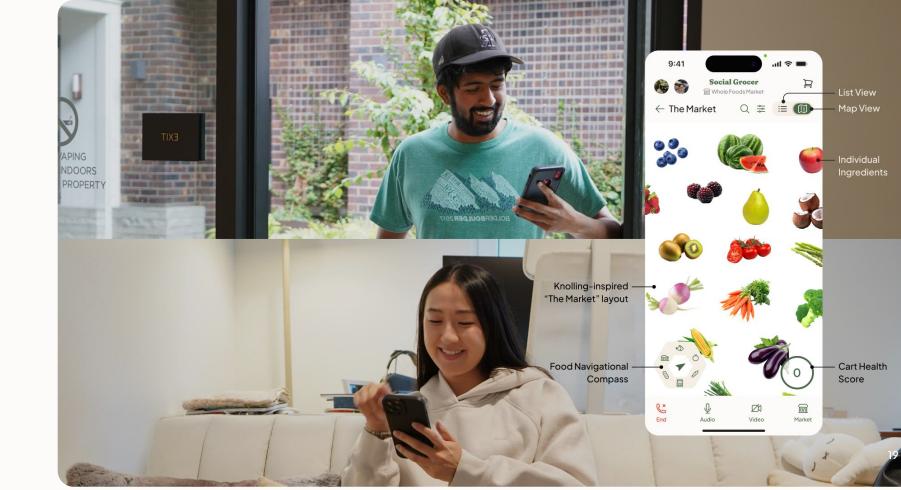
02



03



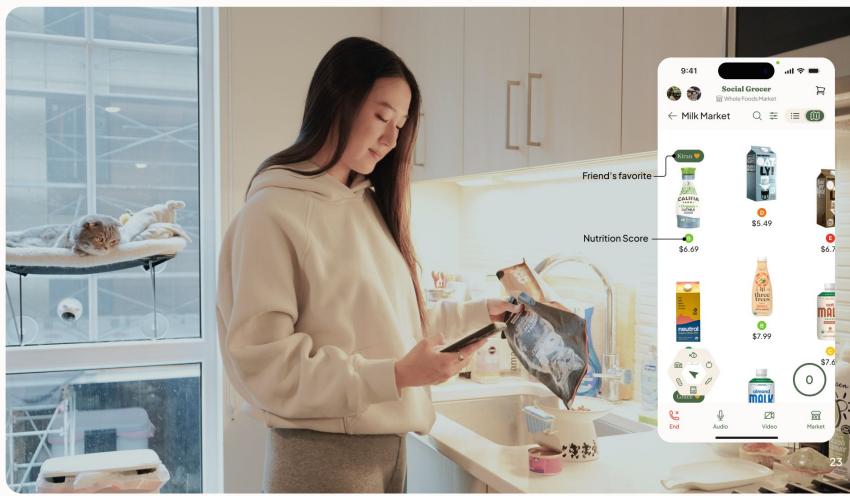
04



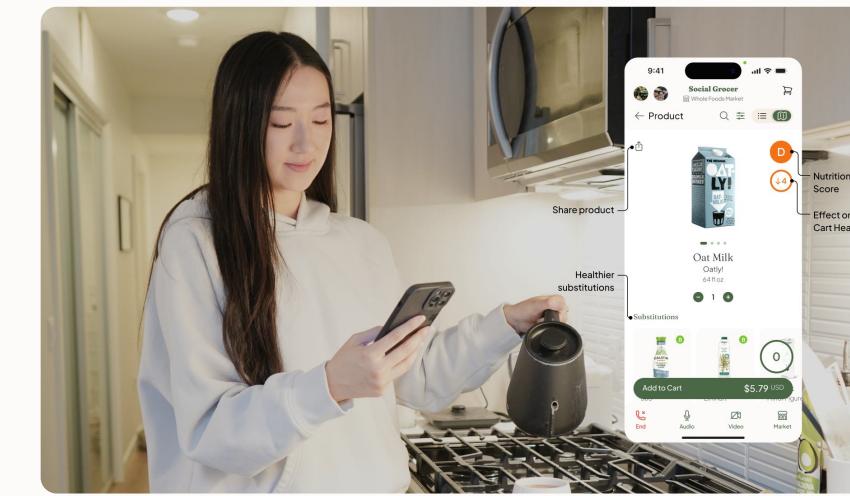
05



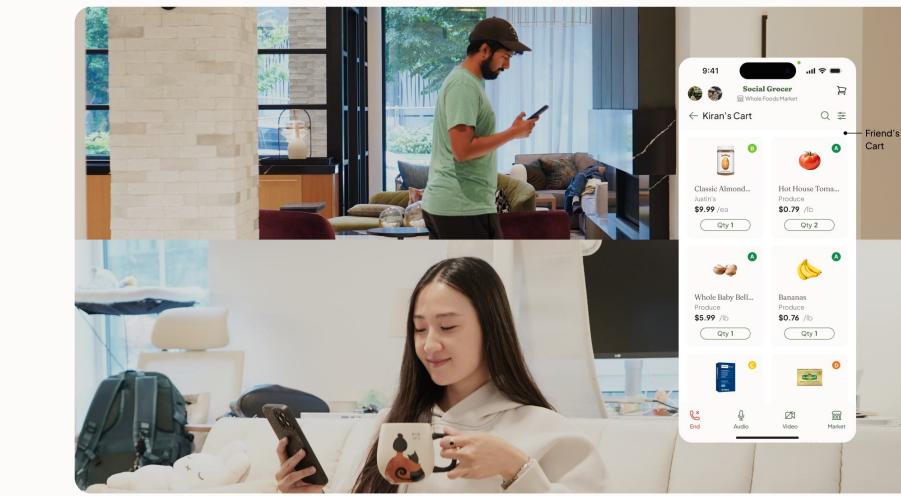
06



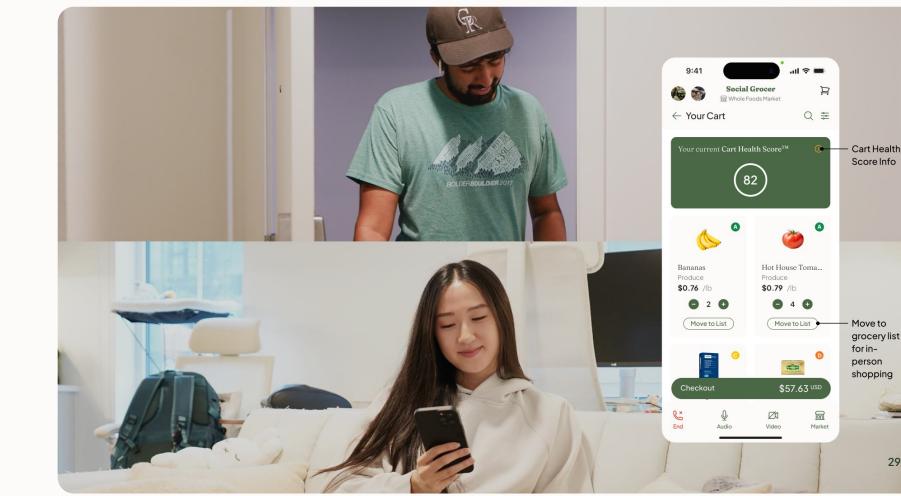
07



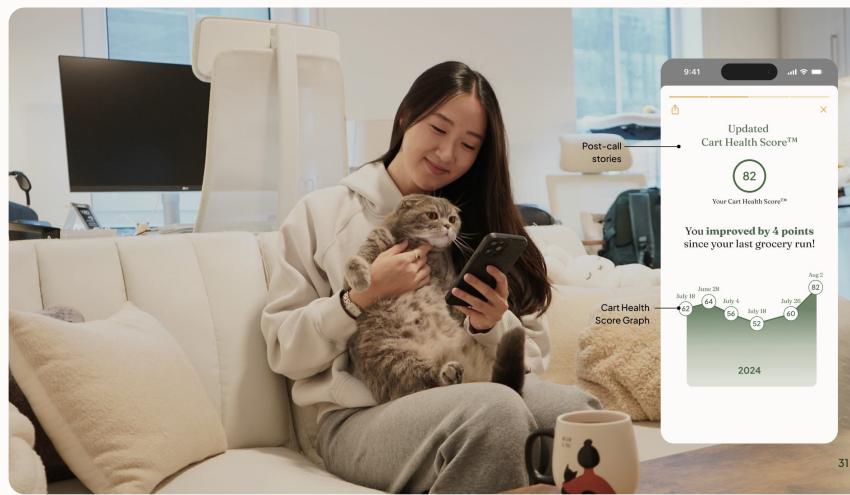
08



09



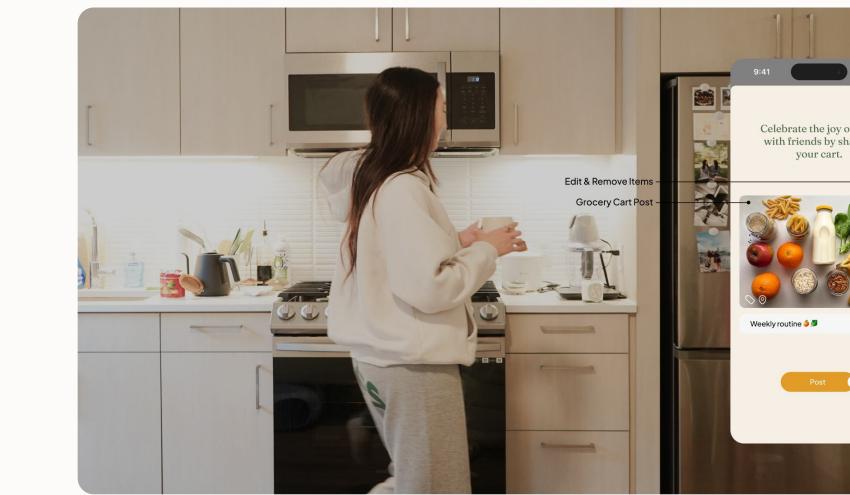
10



11



12



13



14

03

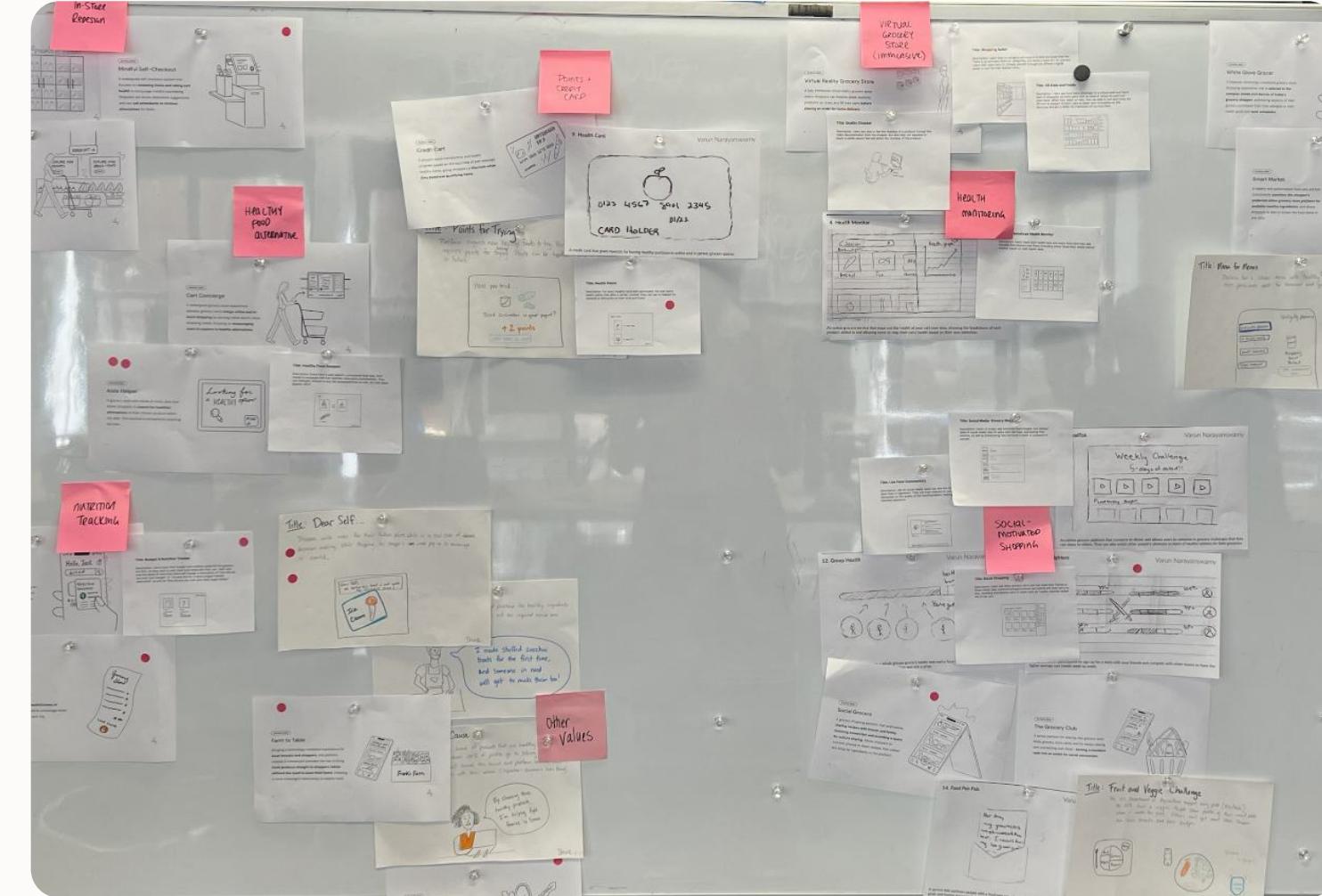
# Design Process Documentation

# IDEATION



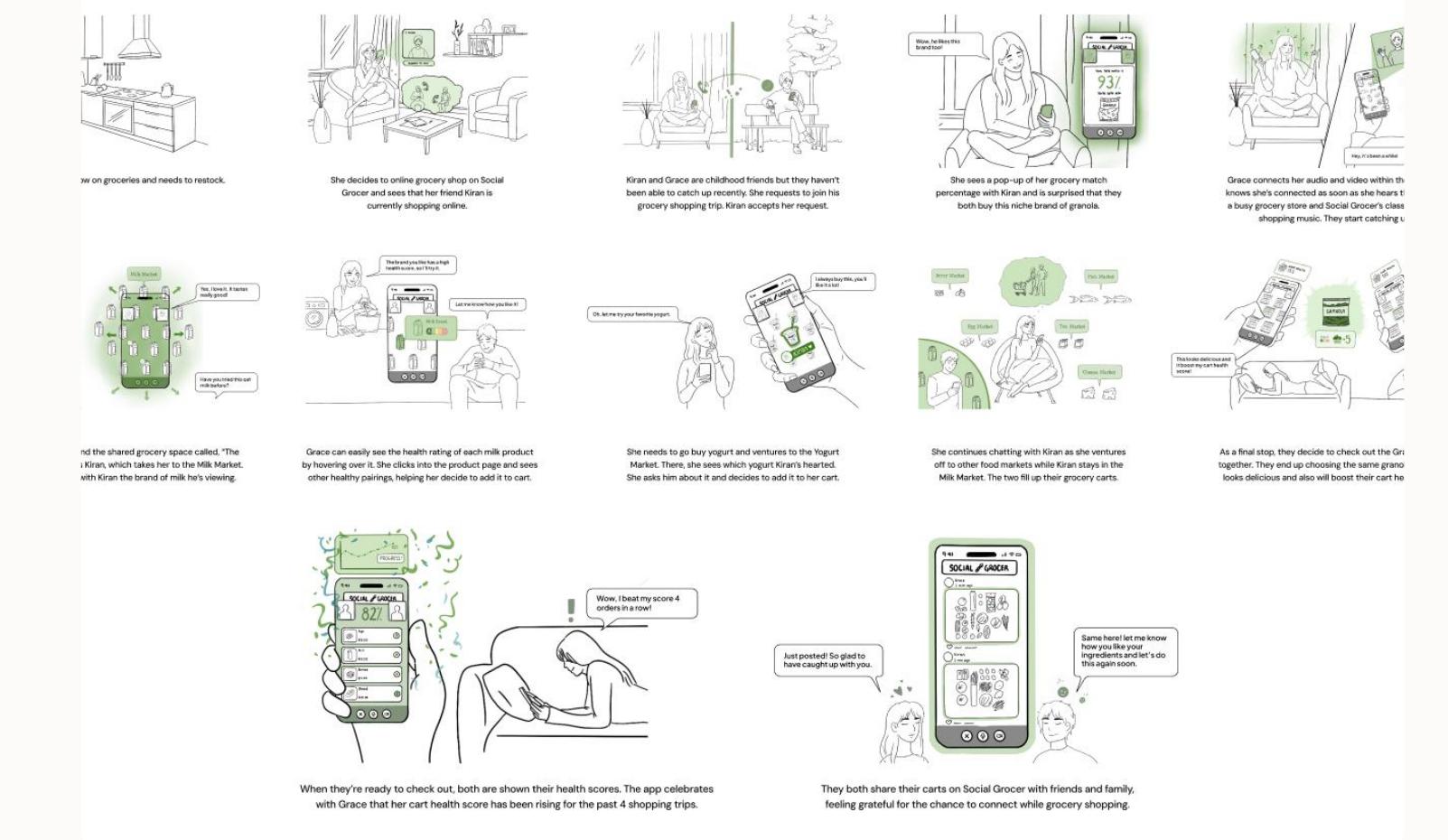
**80**  
**INITIAL IDEAS**

Digital, Hardware, & Service Design



**9**  
**ROUNDS OF IDEATION**

Affinity Diagramming & Dot-Voting



**3**  
**STORYBOARD DRAFTS**

Illustration & Photography

## DESIGN PRINCIPLES

01

### Respect the User

Ensuring users have agency in what they purchase

02

### Nutrition Education

Presenting nutritional information in a manageable way

03

### Support Users Toward Healthier Habits

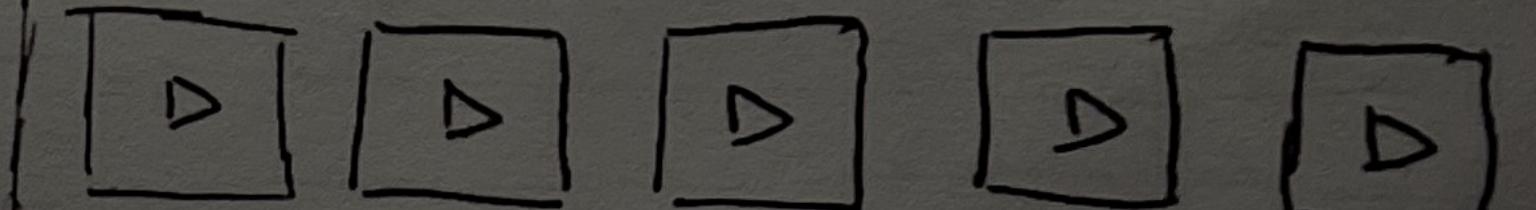
Building an environment where shoppers are encouraged to engage in healthy behavioral change

04

### Foster Social Connection

Creating a platform that celebrates and shares the joy of food within a community

weekly challenge  
5-days of salad!!



Previously Bought



An online grocery platform that connects to tiktok, and allows users to compete in grocery challenges that they can share to others. They can also watch other people's attempts to learn of healthy options for their groceries.

12. Group Health

Varun Narayanswamy  
Guided by our design principles, we refined our ideas to a final concept:

Promote healthier food choices through a social lens.

A gr  
Mer

20 INITIAL IDEAS

Social Grocers

A grocery shopping platform that emphasizes sharing recipes with friends and family, fostering connections.

And you make  
plans to teach each  
other & cook together  
for fun

20 INITIAL IDEAS

The Grocery Club

A social platform for sharing new grocery store finds, grocery store carts, and for recipe sharing

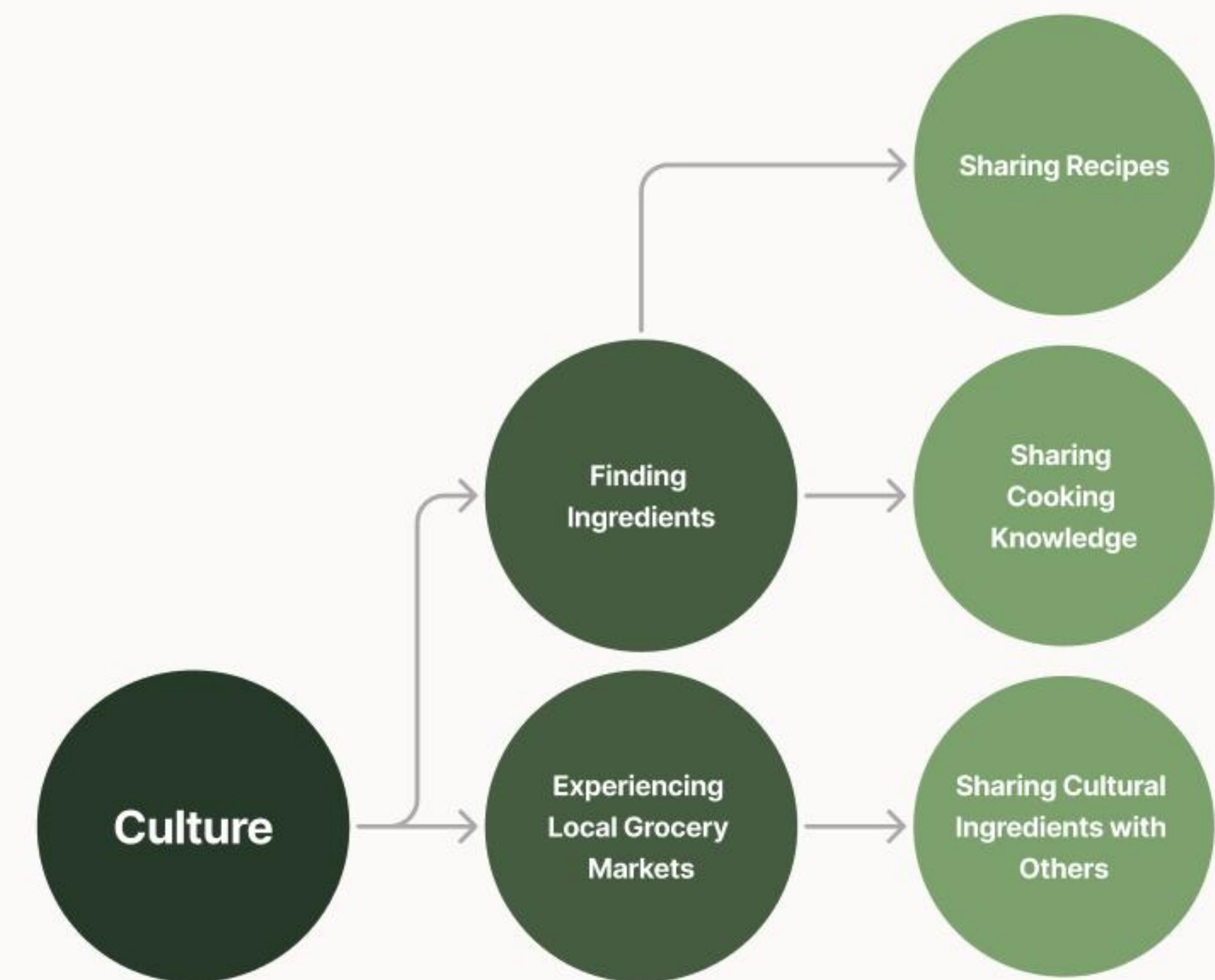


ave the

## What if sharing culture begins through finding the *right ingredients*?



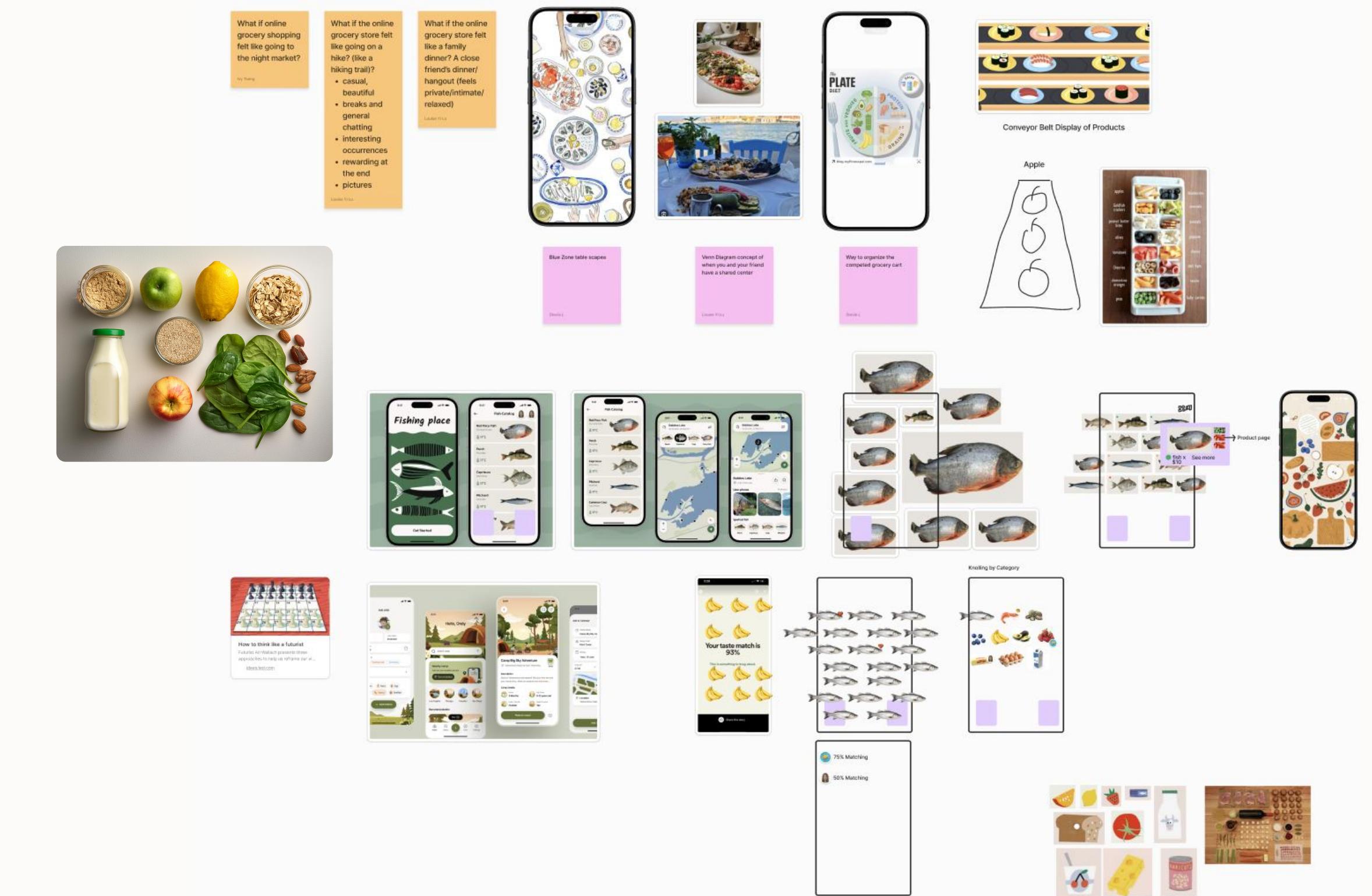
- **Cultural food influences** shaped many participants' definition of health, their grocery preferences, and cooking practices as revealed by our research.
- **Key Objective:** We prioritized the act of grocery shopping and ingredient discovery over recipe-sharing, recognizing that people were driven to discover authentic ingredients as the starting point of cultural food immersion.



## What if online grocery shopping felt like going to the *farmer's market*?

GRID VIEW → KNOLLING LAYOUT

- **Grid-view layout**, prevalent in online shopping platforms, prioritizes rapid product scanning and automatic decision-making over the thoughtful discovery of grocery items.
- **Knolling layout** draws inspiration from diverse food arrangements—from eclectic dinner table spreads to farmer's market displays—to create an exploratory shopping experience that sparks curiosity through unexpected finds and encourages more mindful food purchasing.



## How can we replicate the experiential qualities of *farmers markets*?



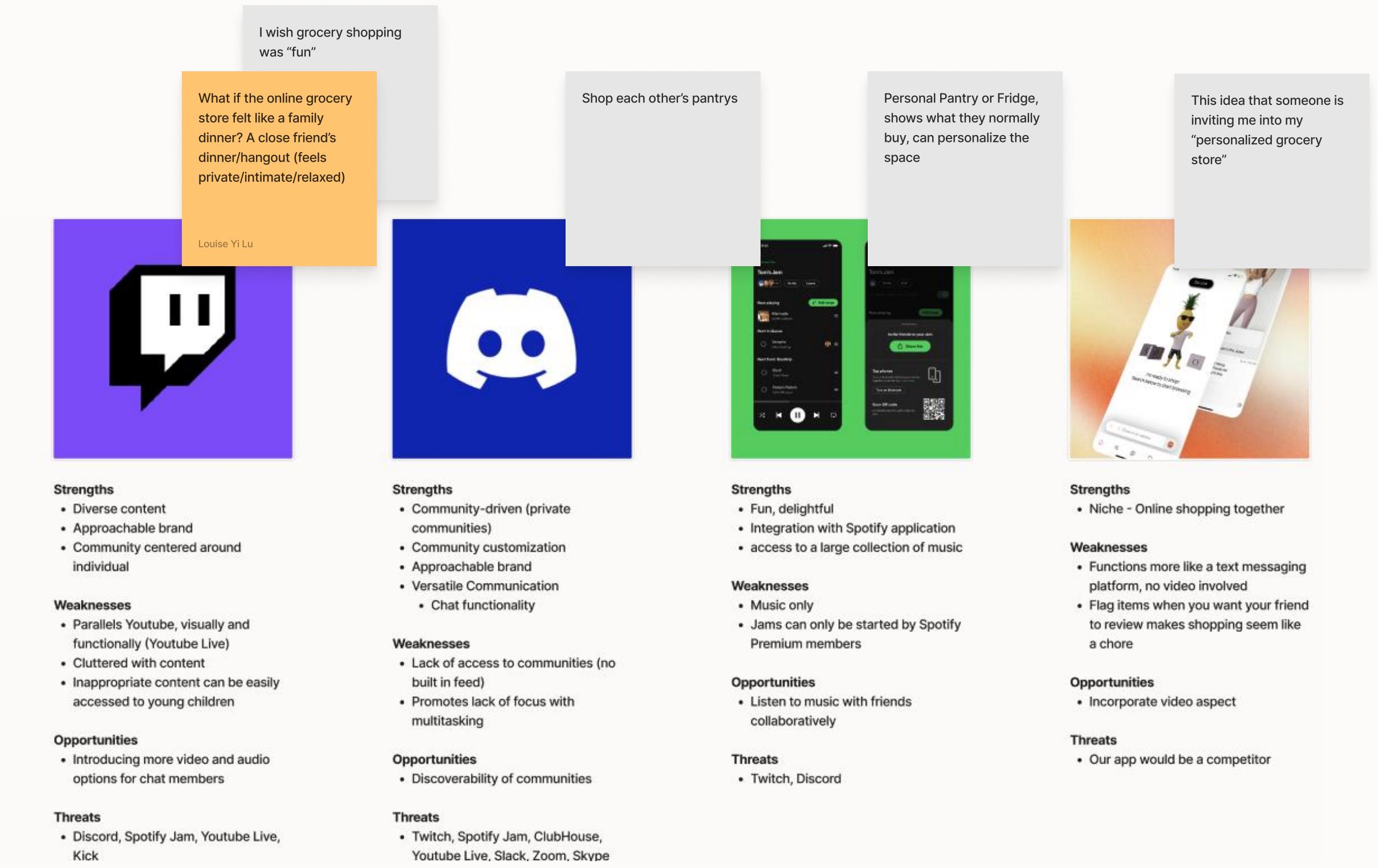
- **Seeking to understand the experiential nature of food** discovery and associated social interactions, we studied farmers' markets as vibrant models for creating resonant spaces that foster local food sharing and meaningful conversations.
- **Pike Place Market Inspiration:** personalized labels, diverse food displays, bustling atmosphere with vibrant sounds, and friendly vendor interactions—many of these elements were incorporated into our UI design.



## What if online grocery shopping felt like *hanging out with a friend?*



- We envisioned a live social online grocery shopping platform for user's close network of friends and family, where users can shop together virtually and post their carts. This raised questions about participation and implementation within our digital platform.
- Making shopping feel collaborative: Our competitive analysis revealed a market gap for platforms integrating live video and audio to create social online shopping experiences, which further validated our concept.



## What if in-person and online grocery shopping were *more balanced*?



- **Hybrid shopping:** many people used both online platforms and physical stores to buy their groceries according to our previous research.
- **To bridge the in-person with the online,** we developed 3 key features:
  - In-store barcode scanning for nutrition ratings
  - Shopping list integration
  - Local food-related events near you highlighted on the home page to encourage in-person engagement

### Barcode Scanner for In-Person Shopping

Linked to the app, tells you the health rating based on the item

Scours shops nearby for cheaper prices

Ivy Tseng

It's nice you can do everything on a phone, but we have bodies → is there a way where we can connect (hey, you and your friend are interested in this ingredient and did you know this is now available at your local fish market → go meet together" → so it's not contained as only virtual - connects you in the real world

Industry Expert Feedback

### Access to Cultural Stores For In-Person Shopping

Independent cultural grocery stores can upload what items they carry → the platform will showcase to users where they can get these ingredients and make that grocery list and go make that run in-person

Louise Yi Lu

## What if online grocery shopping celebrated *the joy of food?*



- Understanding the role shame can play in food-related social interactions, we implemented:
  - **Supportive messaging** that understands diets and consumptions will fluctuate
  - **Editable social sharing**, where users can modify the products before posting their cart, controlling what they show and to whom

**How can you celebrate and share food on social media without it feeling punitive or adding morality to food? Make sure you communicate the joy of food, which includes trying a fun new seasonal snack at Trader Joe's**

Industry Expert Feedback

Healthy choices are a cumulative effort but not cart to cart, **work more on the nuances of how nuanced and sensitive the topic of food is.**

Industry Expert Feedback

But I still really like showing the social carts, I would post my cart → She says she's a straight-forward eater but occasionally she likes her potato chips.

She has no issue with sharing carts if it motivates others to eat healthier, but **consider if one person's level of healthy good enough for somebody else?**

Industry Expert Feedback

I'm curious how ppl feel about exposing what they're buying and if they feel guilty if they buy potato chips?

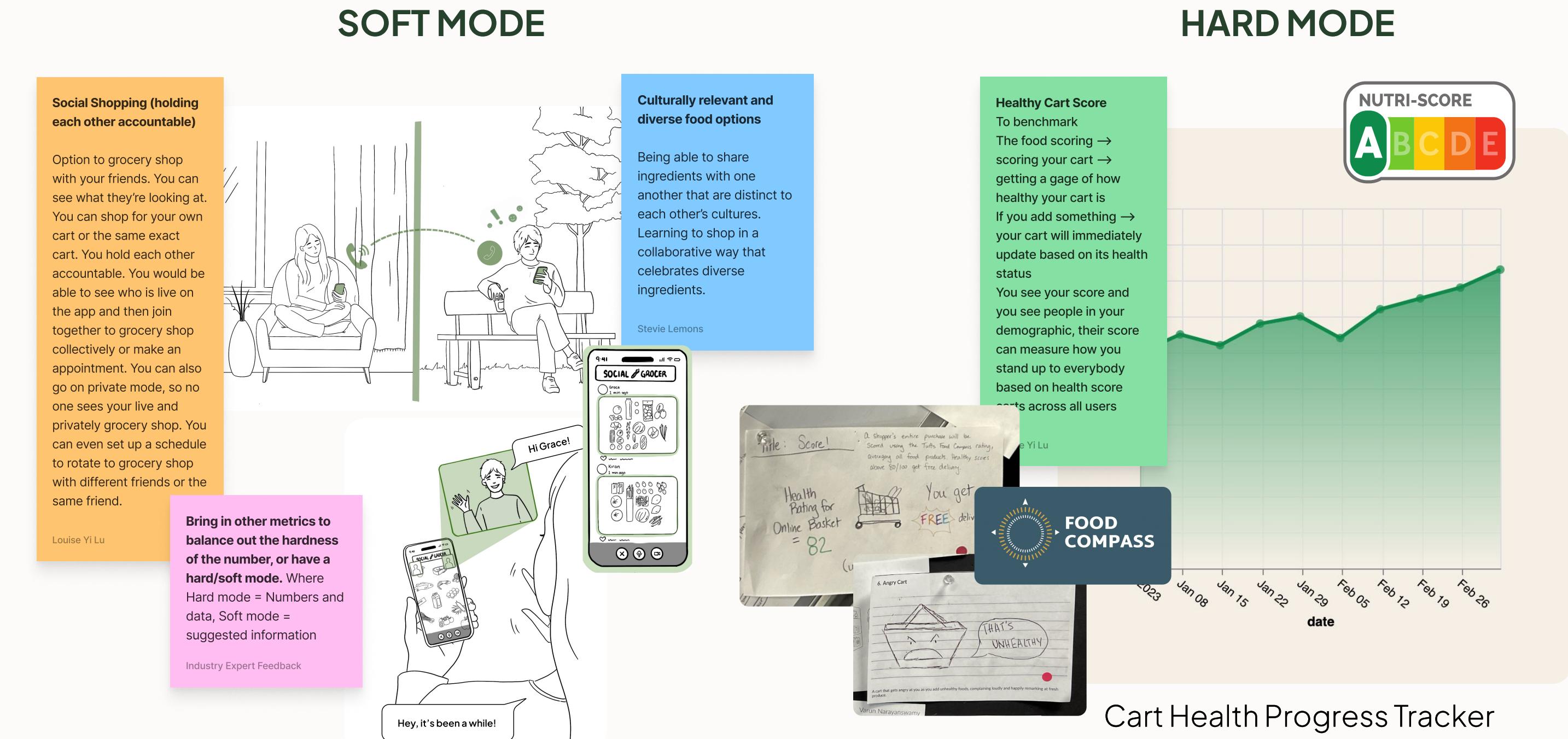
But I still really like showing the social carts, I would post my cart → She says she's a straight-forward eater but occasionally she likes her potato chips

Industry Expert Feedback

## What if health goes beyond nutrition to *social well-being*?

FOOD HEALTH → HOLISTIC HEALTH

- **Promoting holistic health:** Our platform evolved from a purely nutritional focus to embracing food's role in fostering community and overall health—physical, mental, and social.
- Users can customize their shopping experience through:
  - **Soft Mode:** Emphasizes social collaboration and shared experiences
  - **Hard Mode:** Focuses on detailed nutritional tracking and health metrics through the Cart Health Score



04

# User Testing and Iterations

CONCEPT EVALUATION

3

Study  
Participants

Study Objectives

- 01 Is it desirable?
- 02 Is it appealing?
- 03 Is it understandable?

Tasks

- 01 Connect with a friend
- 02 Navigate The Market page
- 03 Interpret Nutriscore
- 04 Consider substitutions
- 05 View Cart Health graph
- 06 Post grocery cart to social feed

## *What we learned*

01

### Market Organization

Most participants expressed that **The Market interface felt unorganized** and desired greater categorization of the products and clearer way-finding.

02

### Recipes

All participants saw **value in recipe-sharing** as an important factor in social grocery shopping and posting their carts.

03

### Substitutions

Most participants were uncertain about the substitution popup because they felt that the **substitutions were not personalized** to their needs.

## *What we applied*

01

### Market Organization

- **Category labels** (i.e. seafood, fruits, vegetables) will appear around product clusters to guide navigation
- **Navigational compass** shows food category directions
- **Search and List View** offers shoppers utility when seeking specific items

02

### Recipes

- **Upload additional photos**— cooking or food related— to cart posts to showcase ingredient use and share recipes

03

### Substitutions

- **Personalized onboarding:** Users enter dietary preferences to receive customized substitutions

RITE USABILITY TESTING

6

Study  
Participants

Research Questions

- 01 How easily and successfully can shoppers utilize the social shopping feature?
- 02 To what extent do shoppers understand the icons and labels necessary for them to achieve their health goals?
- 03 How easily and successfully can shoppers utilize the feature of sharing completed purchases?

8

Total  
Iterations

## *What we learned*

### 01 Cart Health Visibility

Most participants **overlooked the Cart Health Score**, confusing it with the number of items in their carts.

### 02 End Screen Customization

Participants had **mixed reactions** to the end screens, with some preferring simple numerical breakdowns while others valued the explanatory text to contextualize their Cart Health progress.

### 03 Product Page Organization

Some participants requested **improved product page organization** with more detailed nutritional information and better explanations of the nutritional rating system.

### 04 Substitution Options

Most participants enjoyed having multiple substitution options, but **desired quicker access** to these alternatives and clearer information, including highlighting price and nutritional rating.

# *What we applied*

### 01 Cart Health Visibility

- Overlaid the **Cart Health score** on **all pages** so users can track their score while shopping
- Simplified the **Nutri-Score icon**, increasing its visibility and clarifying its impact on product pages.

### 03 End Screen Customization

- Introduced two modes: Hard mode for detailed health tracking and Soft mode for social sharing, allowing users to customize their shopping experience

### 03 Product Page Organization

- Developed collapsible sections and improved copywriting for clearer explanation of nutrition and product details

### 04 Substitution Options

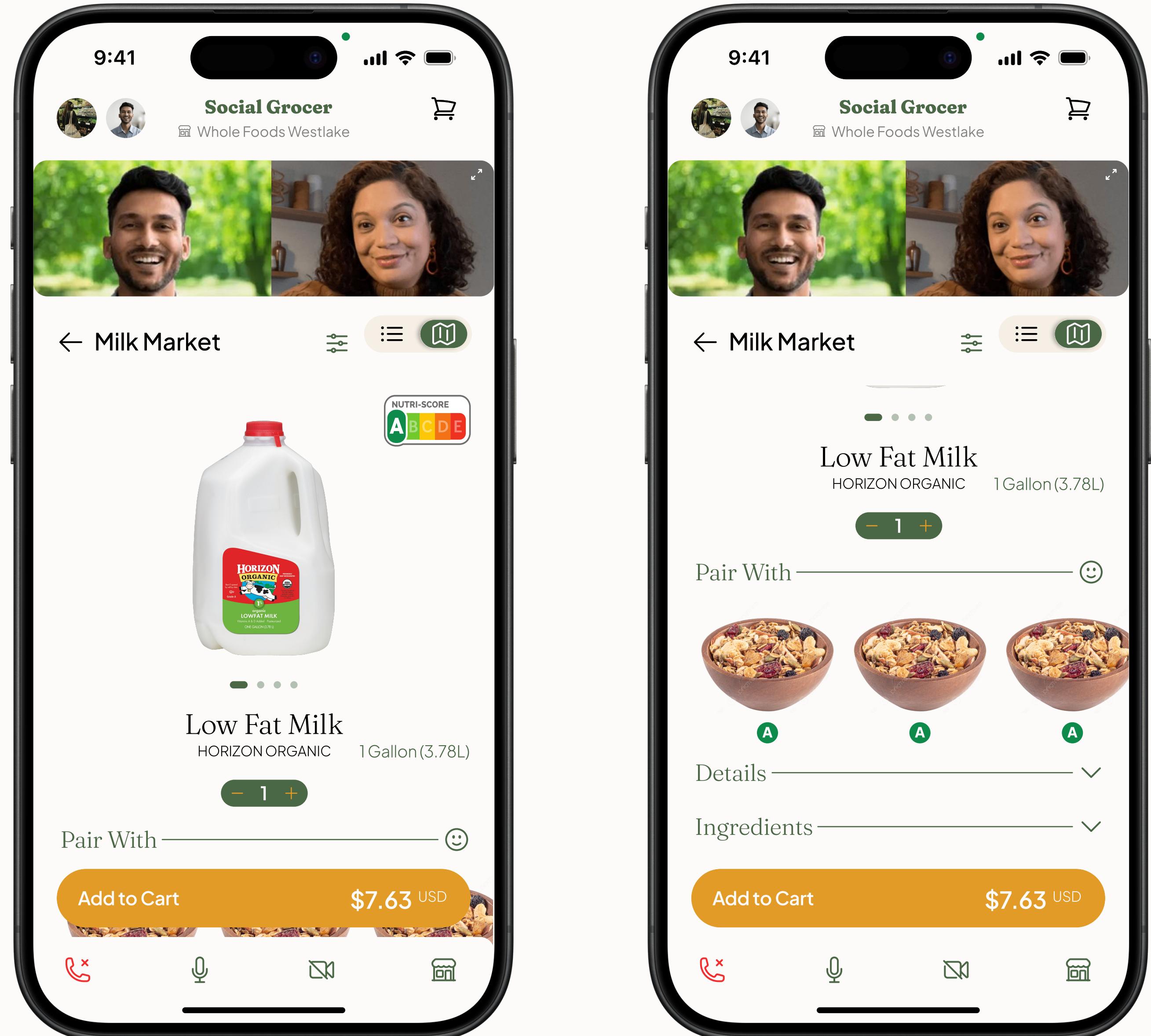
- Relocated substitution options onto **product pages**, highlighting price and nutritional ratings for easier comparison and access

## ITERATIONS

# Product Page

### 01 ITERATION

- Displayed Nutri-score rating next to product images
- Incorporated healthy pairings right below product for ease of access

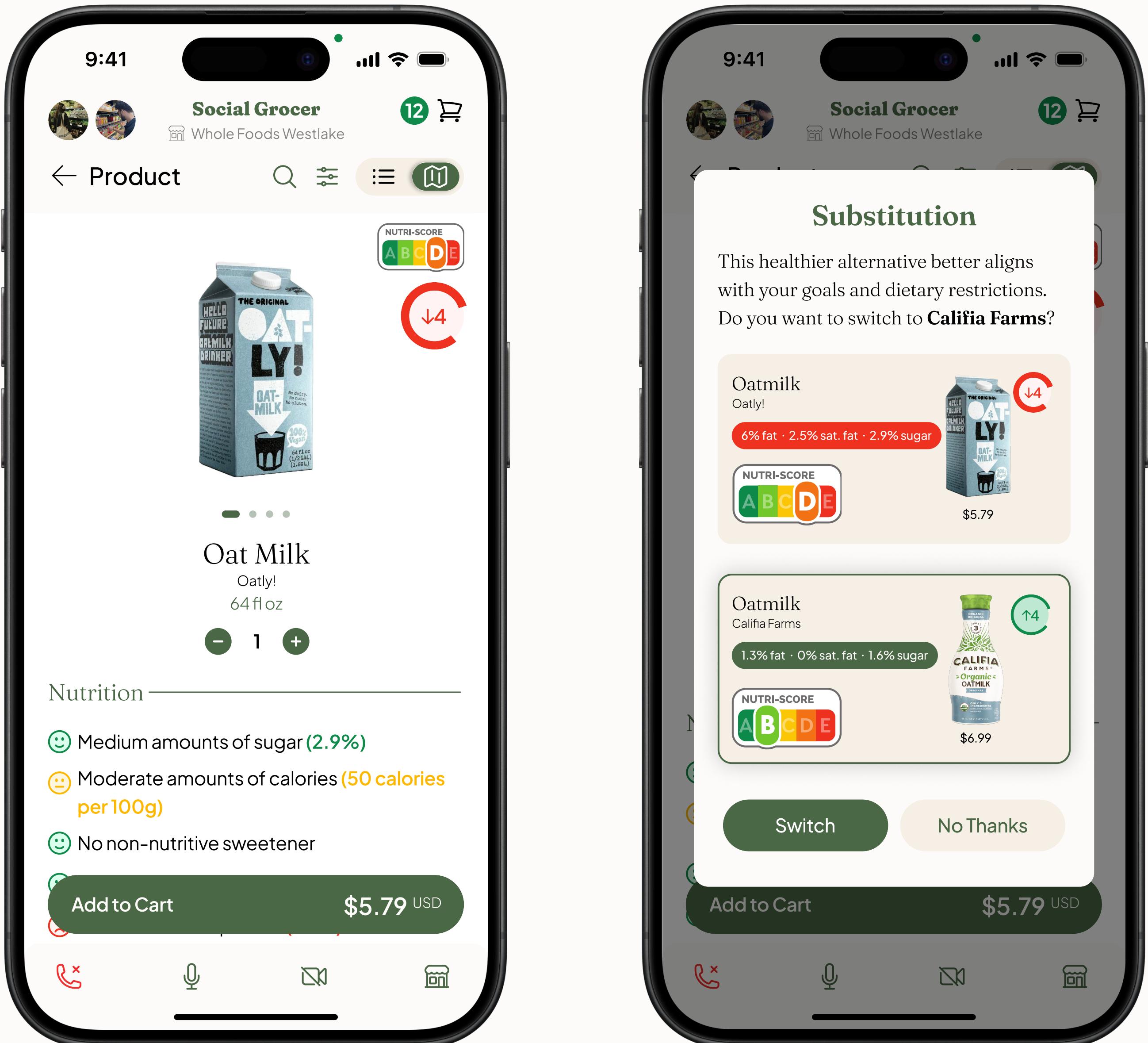


## ITERATIONS

# Product Page

### 02 ITERATION

- Included numerical impact to Cart Health Score at the top of the product page
- Added bite-sized information on nutrition breakdown
- Integrated more culturally-diverse product pairings
- Presented a substitution popup for unhealthy items after user selects “Add to Cart”

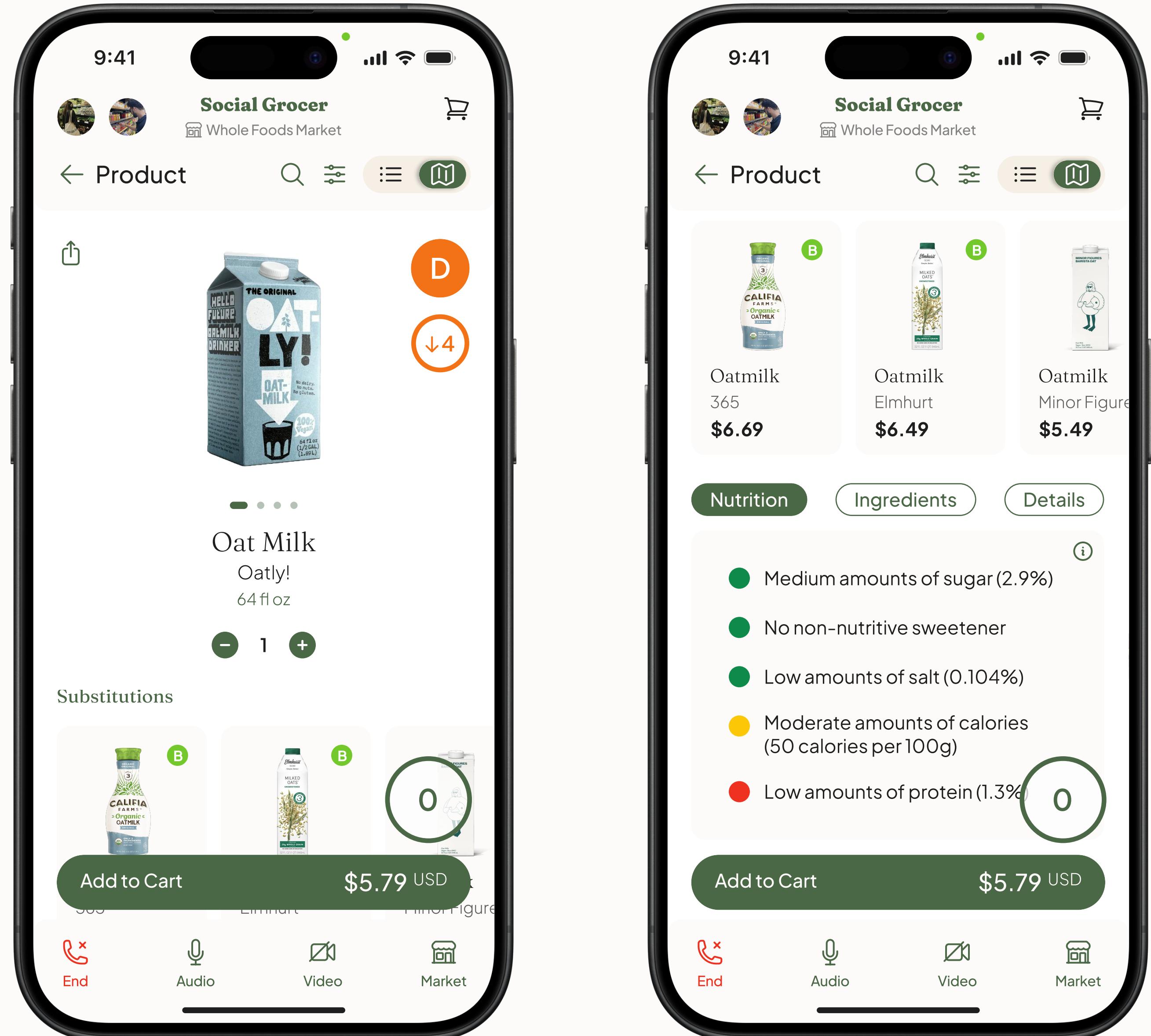


## ITERATIONS

# Product Page

### FINAL ITERATION

- Simplified the nutrition rating icon
- Added substitution carousel on the product page for poorly rated foods and reserved pairings for highly rated foods
- Further simplified nutrition information and iconography
- Created collapsible access to Nutrition, Ingredients, and Details widgets

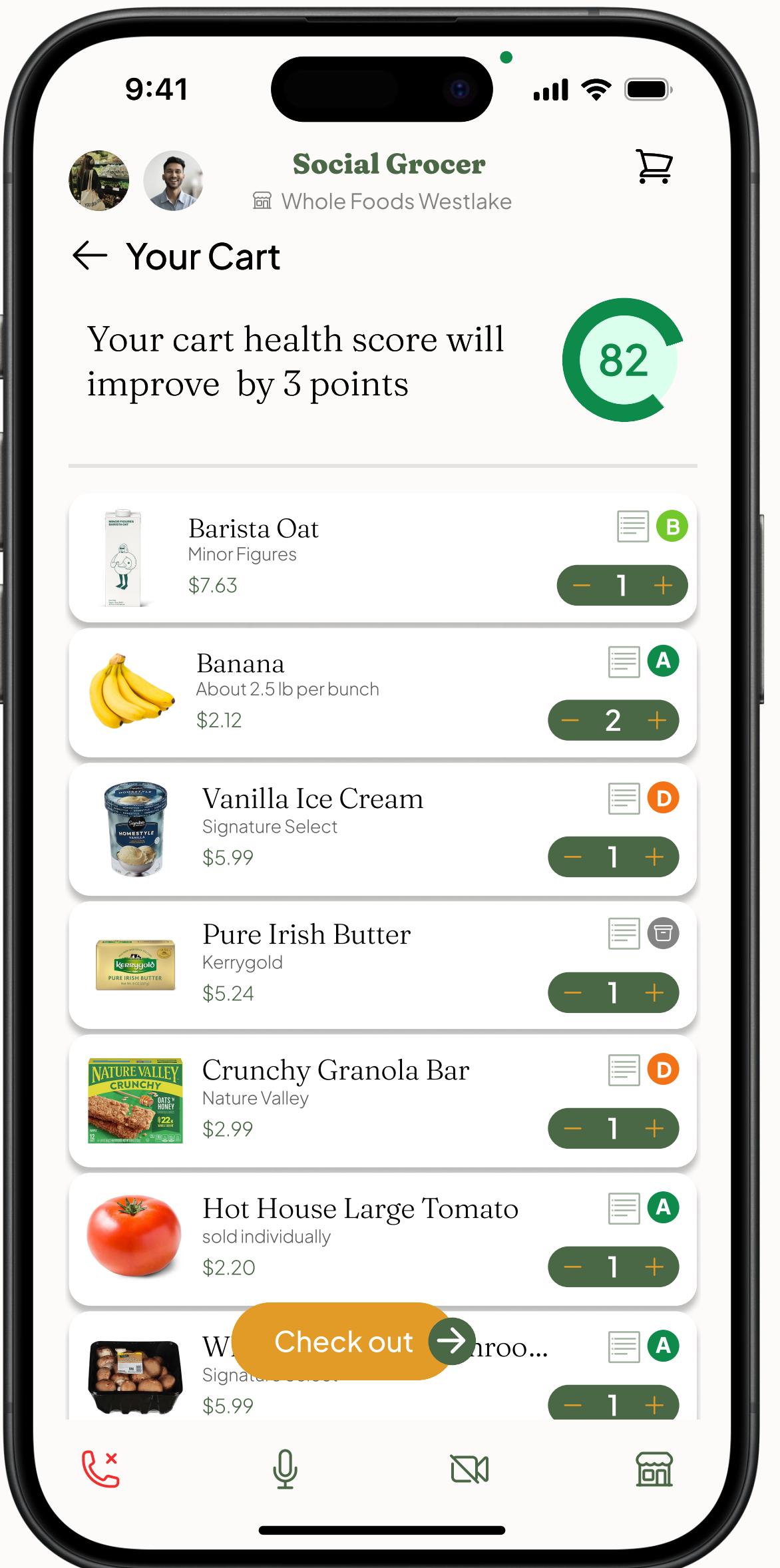


## ITERATIONS

# Cart Health Score

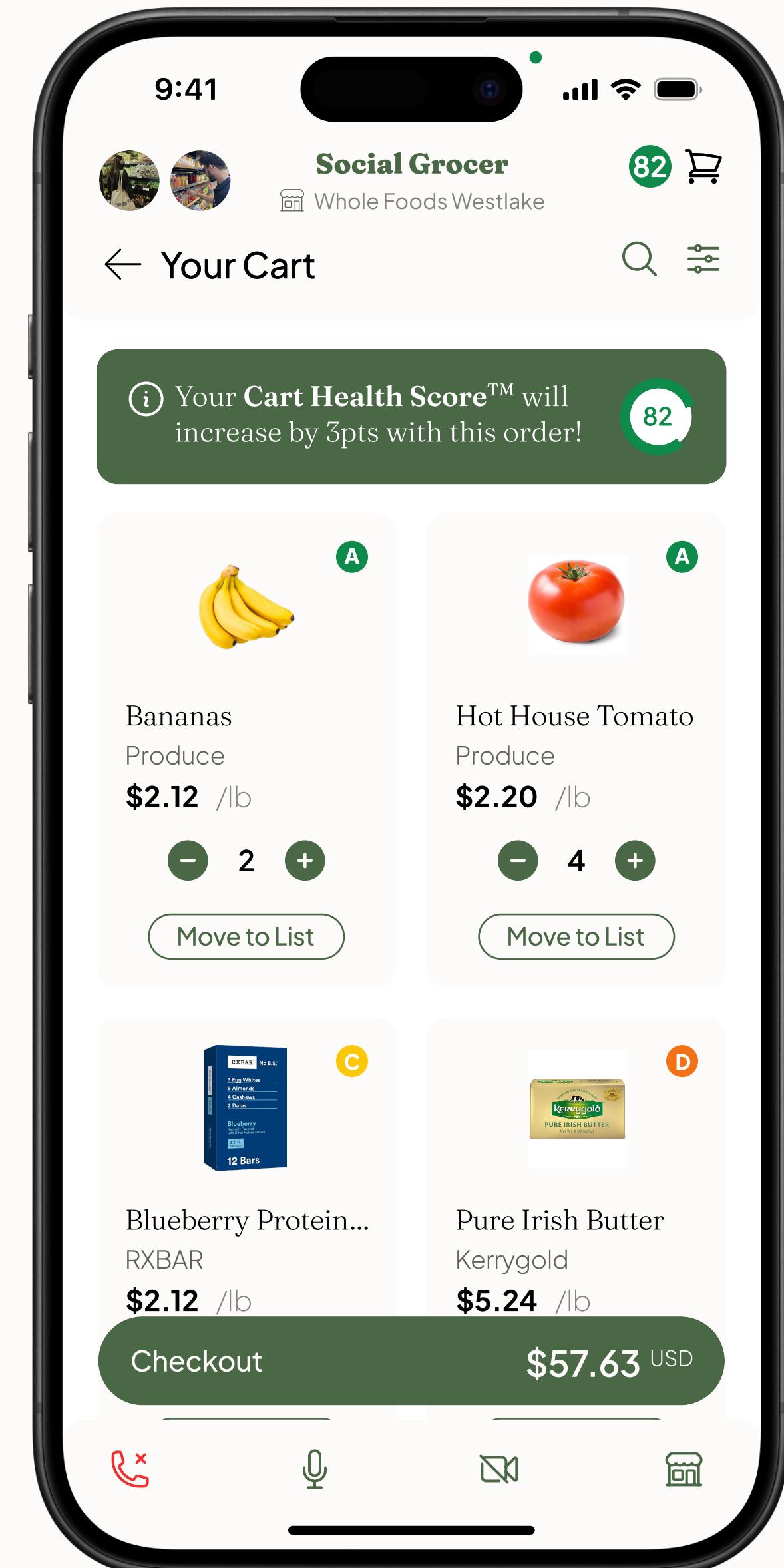
### 01 ITERATION

- Incorporated a visually distinct Cart Health Score on the cart page for easy reference before check-out



### 02 ITERATION

- Included information icon to explain Cart Health Score
- Added Cart Health Score to the top bar for easy access while shopping

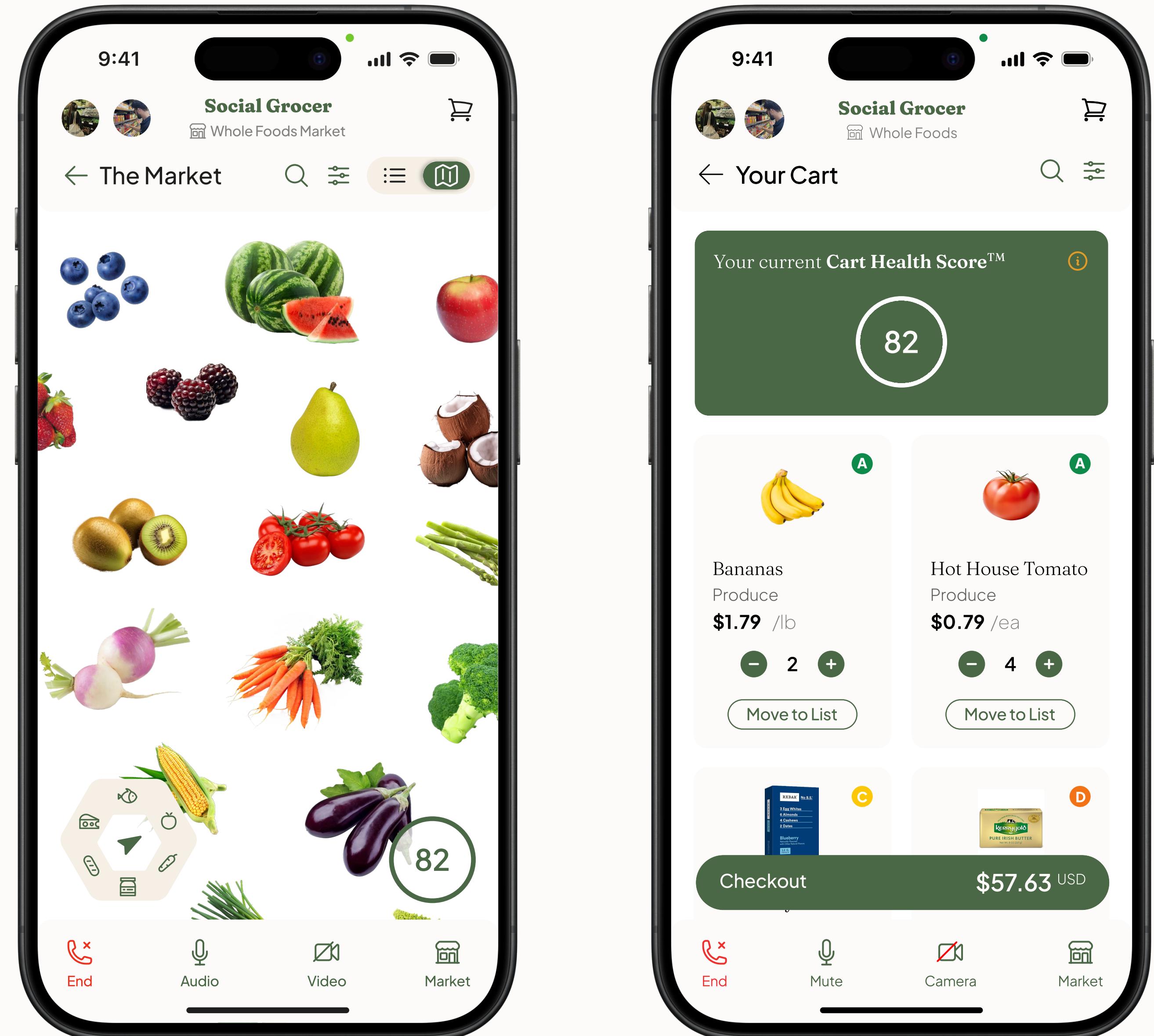


## ITERATIONS

# Cart Health Score

## FINAL ITERATION

- Relocated the Cart Health Score to the bottom of the screen for improved visibility and access
- Simplified the Cart Health Score icon for legibility
- Enlarged Cart Health Score Banner for greater distinction on cart page

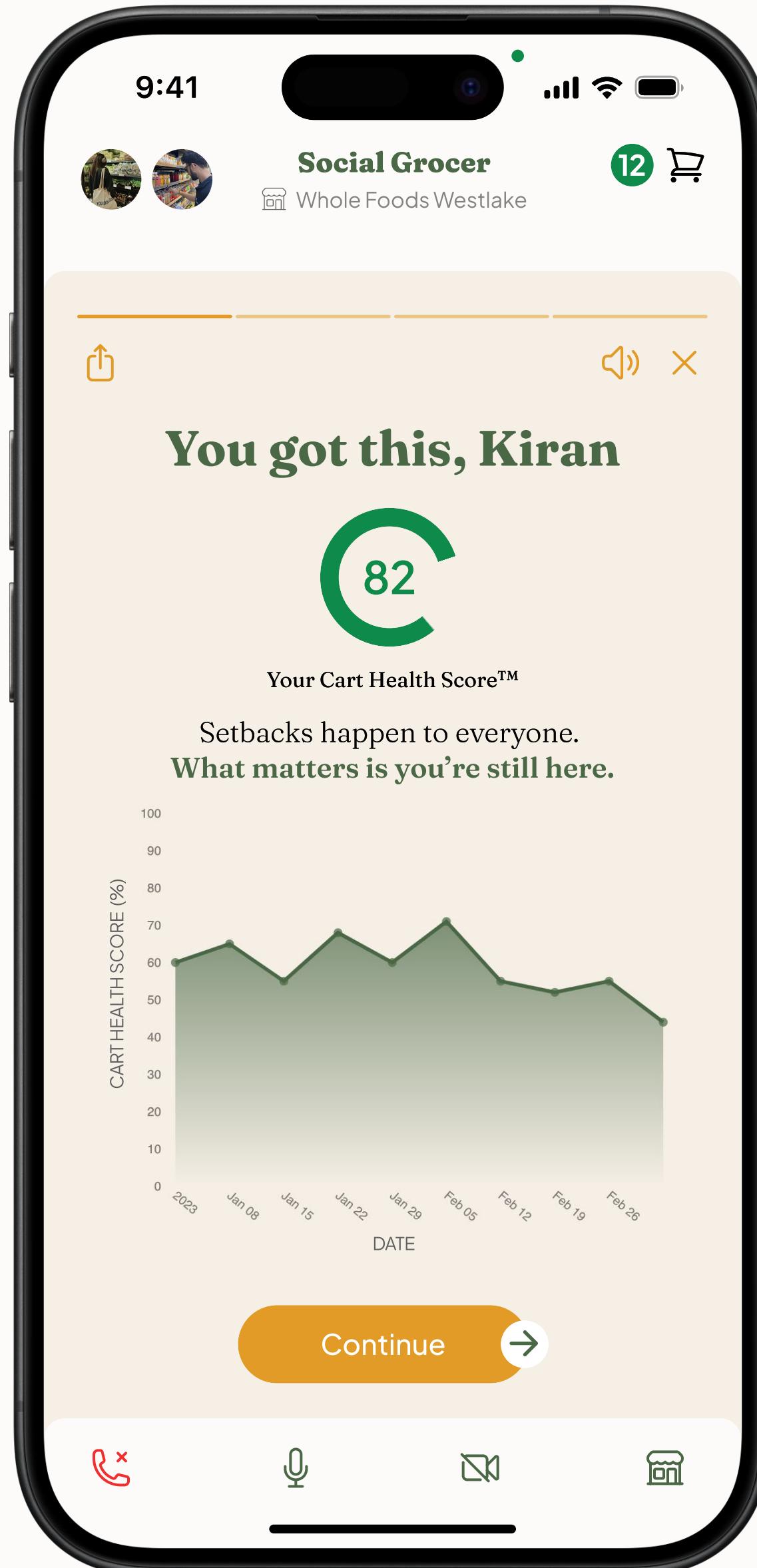


## ITERATIONS

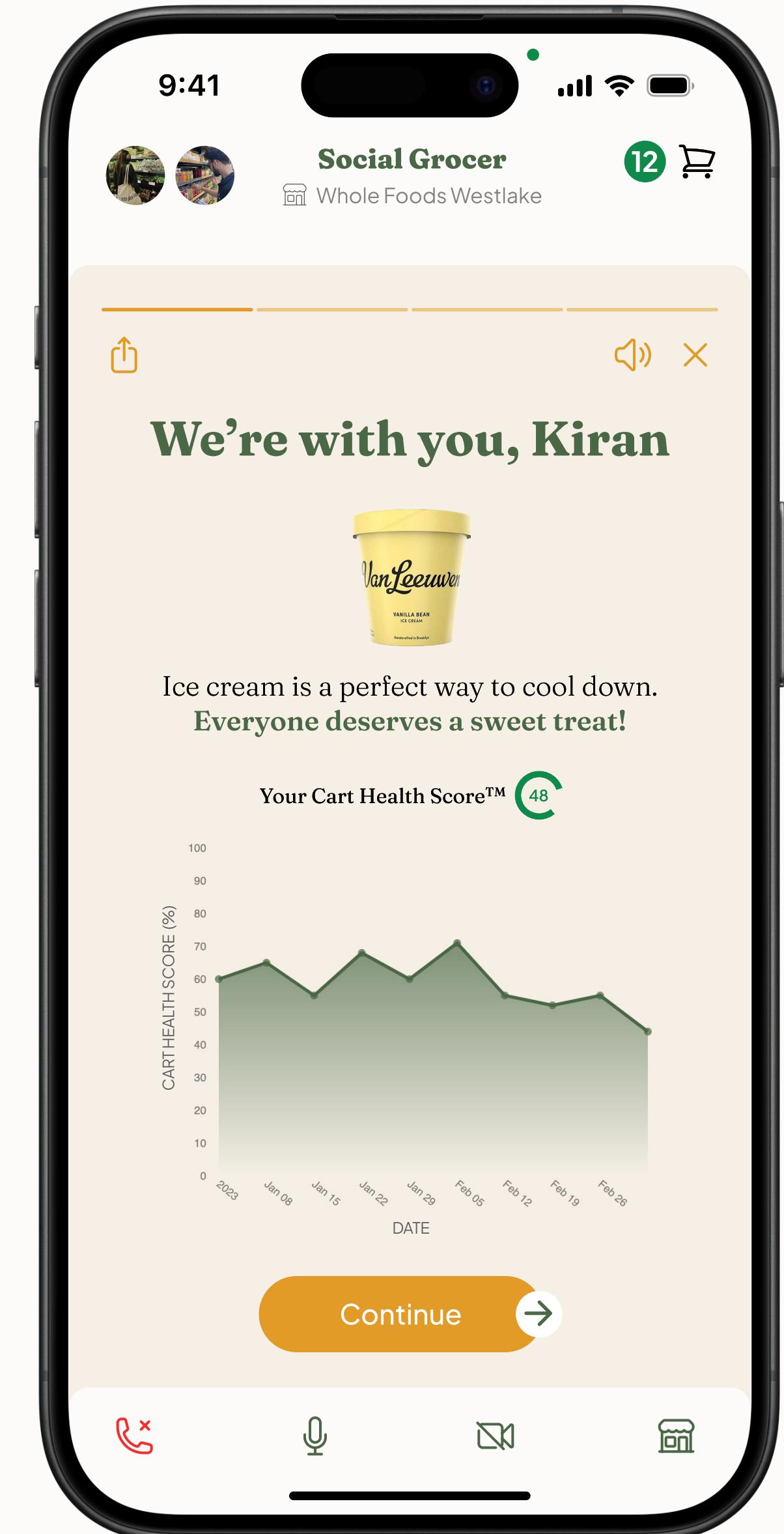
# End Screens

### 01 ITERATION

- **Hard Mode:** introduced progress graph, including Cart Health Score and supportive messaging
- **Soft Mode:** focused on kind and understanding messaging; more oriented toward the joy of food rather than Cart Health Score



HARD MODE



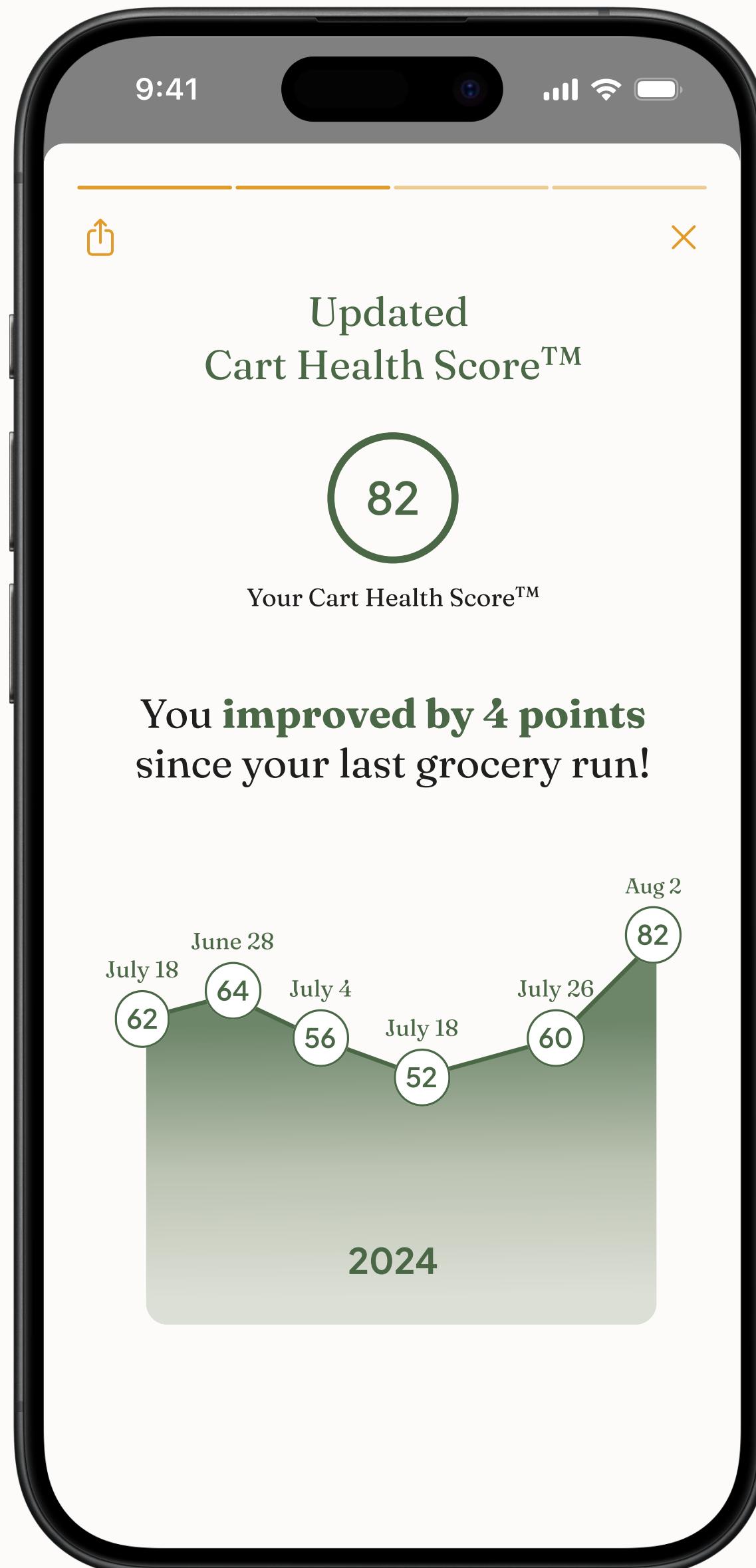
SOFT MODE

## ITERATIONS

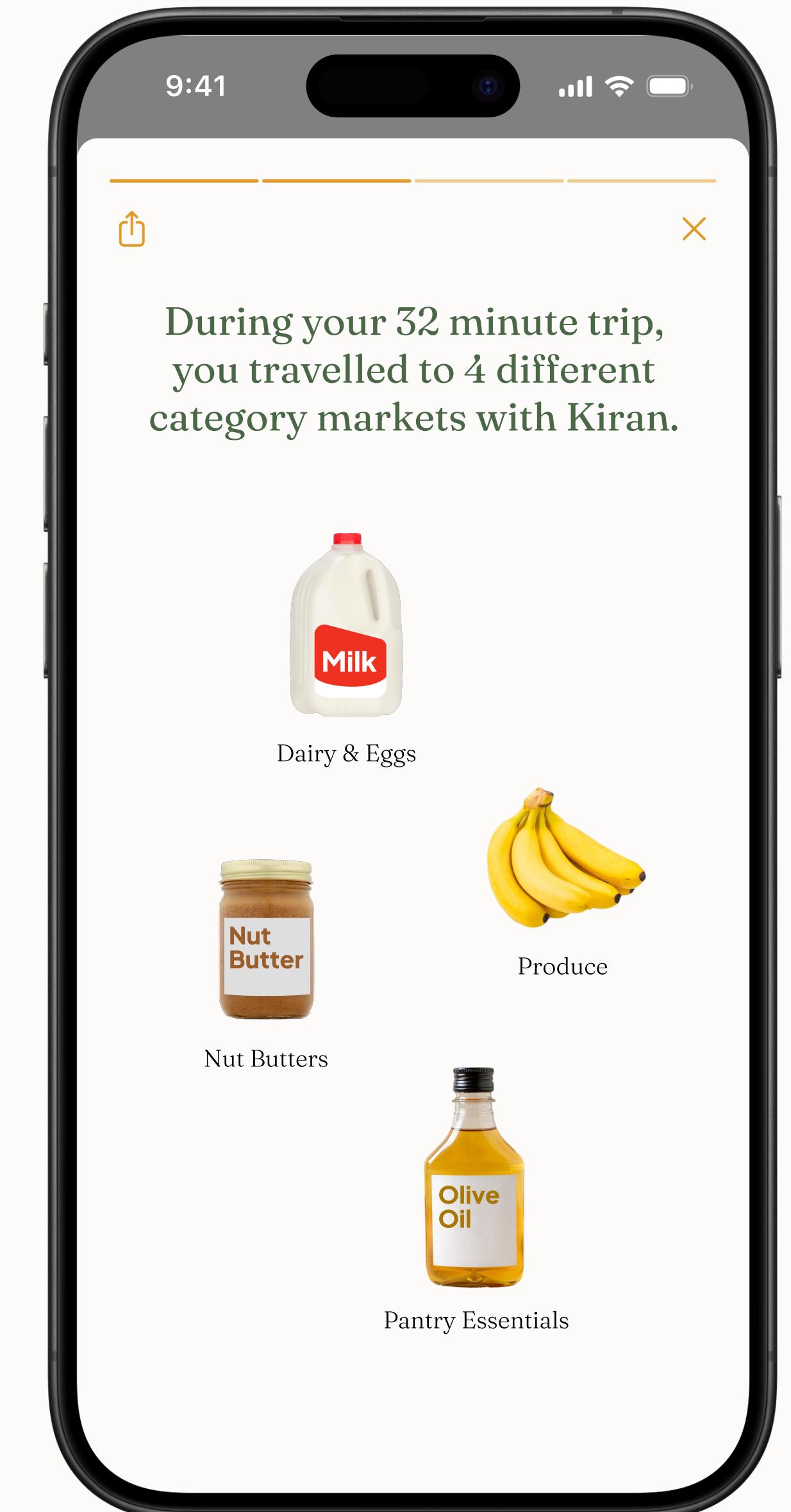
# End Screens

### FINAL ITERATION

- **Nutrition Mode:** primarily focused on Cart Health Score data by emphasizing progress over time with a clear graph; messaging focused on data
- **Nudge Mode:** primarily focused on social connection, highlighting time spent on a call; eliminated any graph tracking for Cart Health Score



NUTRITION MODE



NUDGE MODE

05

# Architecture, Models and Systems

# INFORMATION ARCHITECTURE • HIGH LEVEL

Sitemap Legend

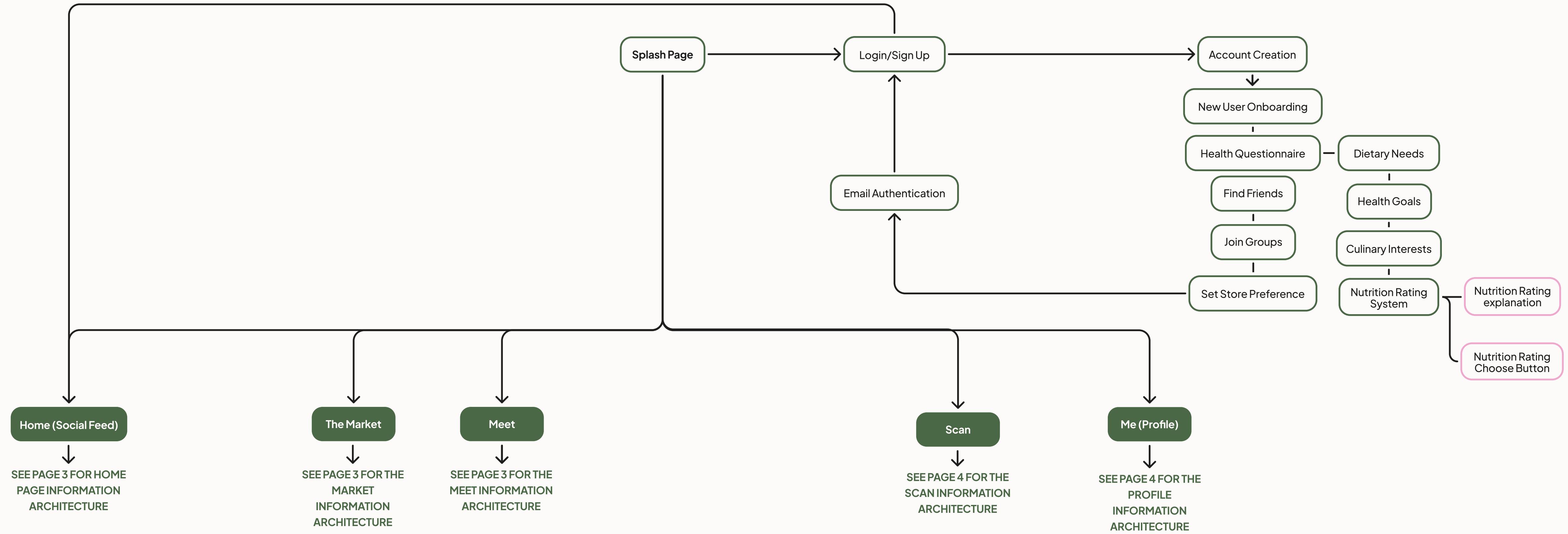
Main Menu/Page

Page

Page Element

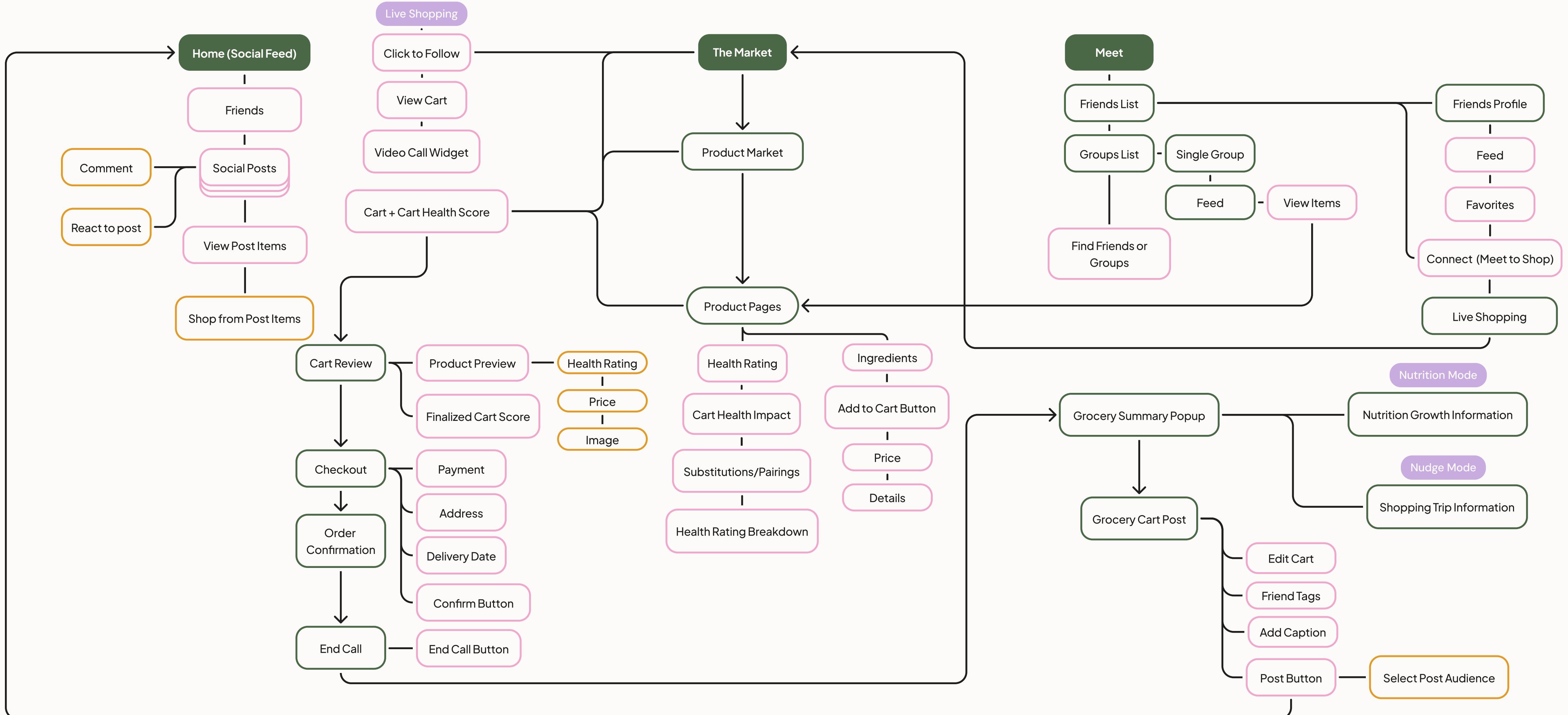
Feature

Option



# INFORMATION ARCHITECTURE • HOME, MARKET, AND MEET PAGES

Sitemap Legend



# INFORMATION ARCHITECTURE • SCAN AND PROFILE PAGES

## Sitemap Legend

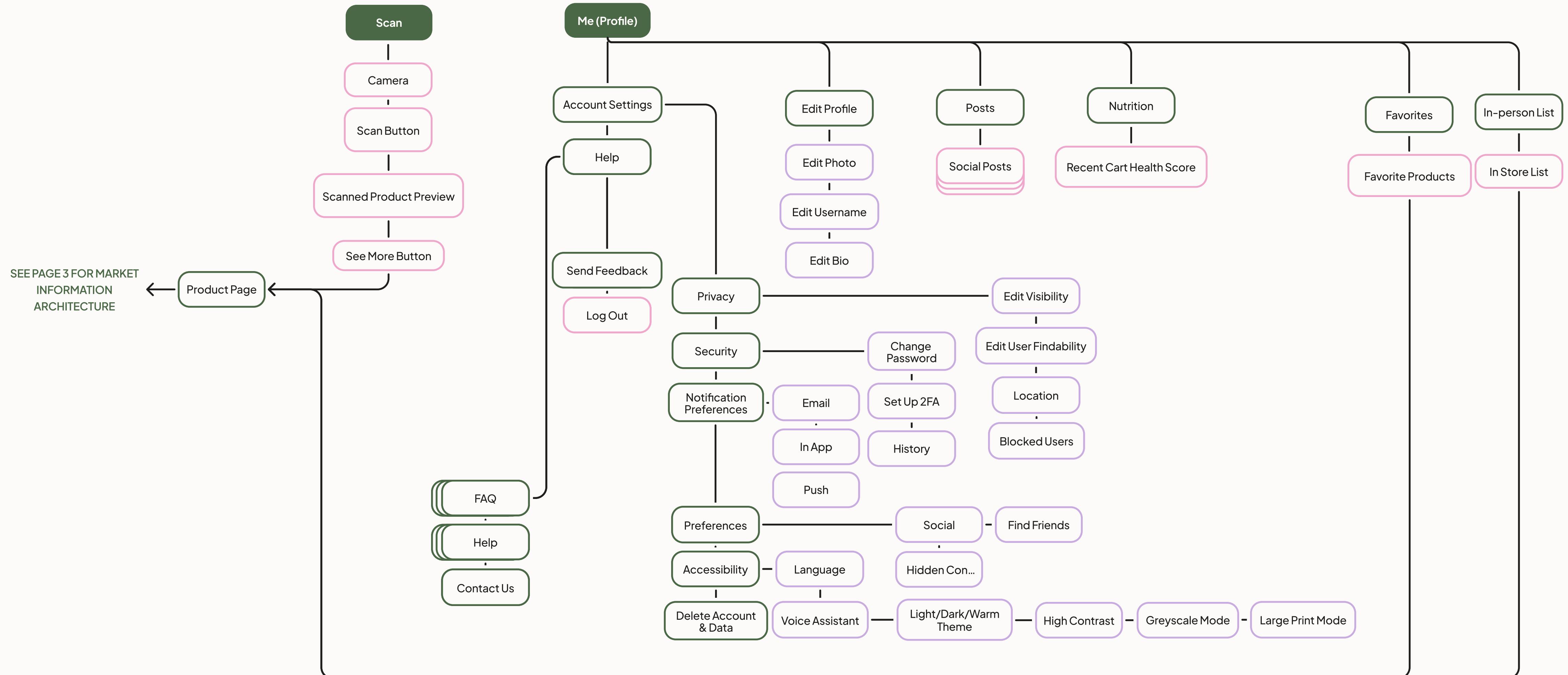
Main Menu/Page

Page

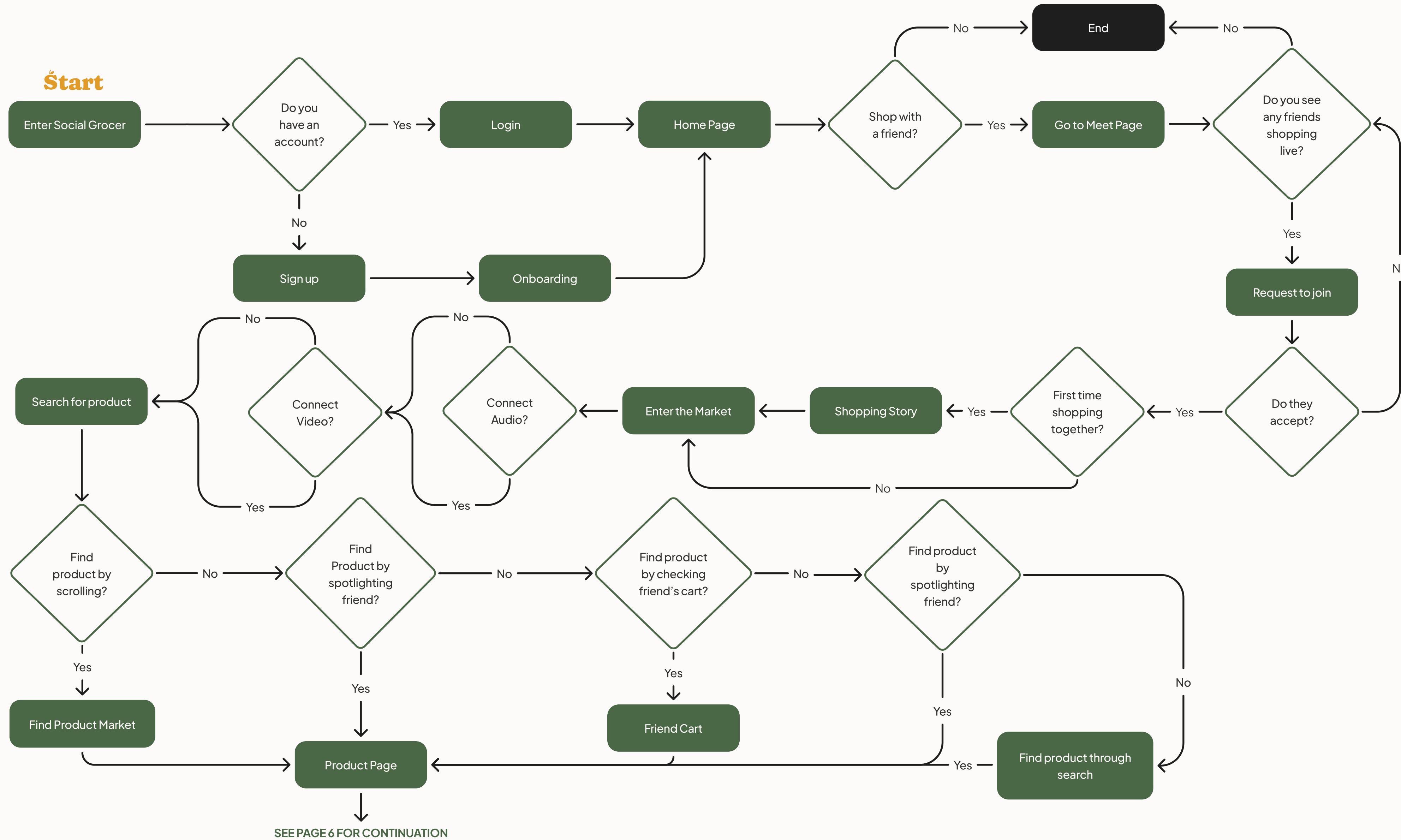
Page Element

Feature

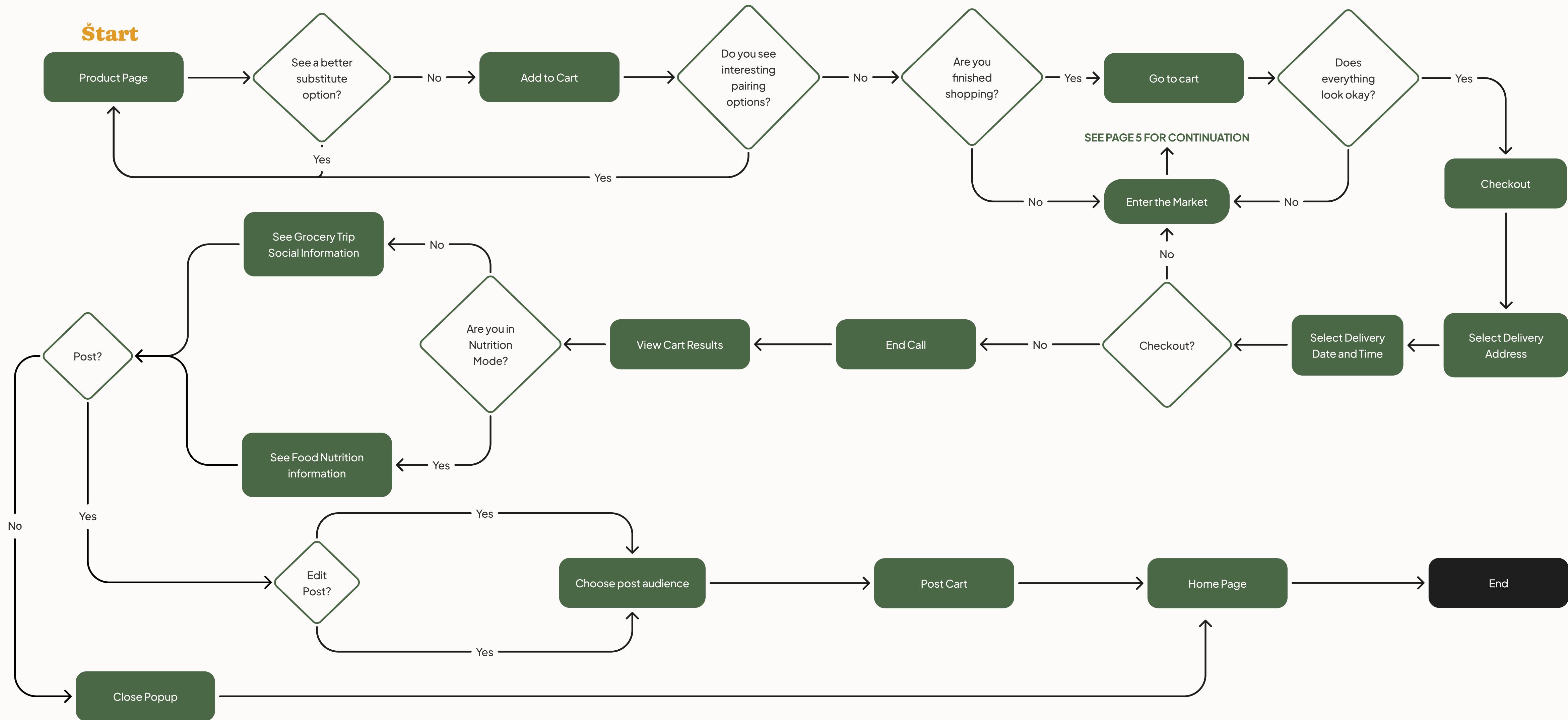
Option



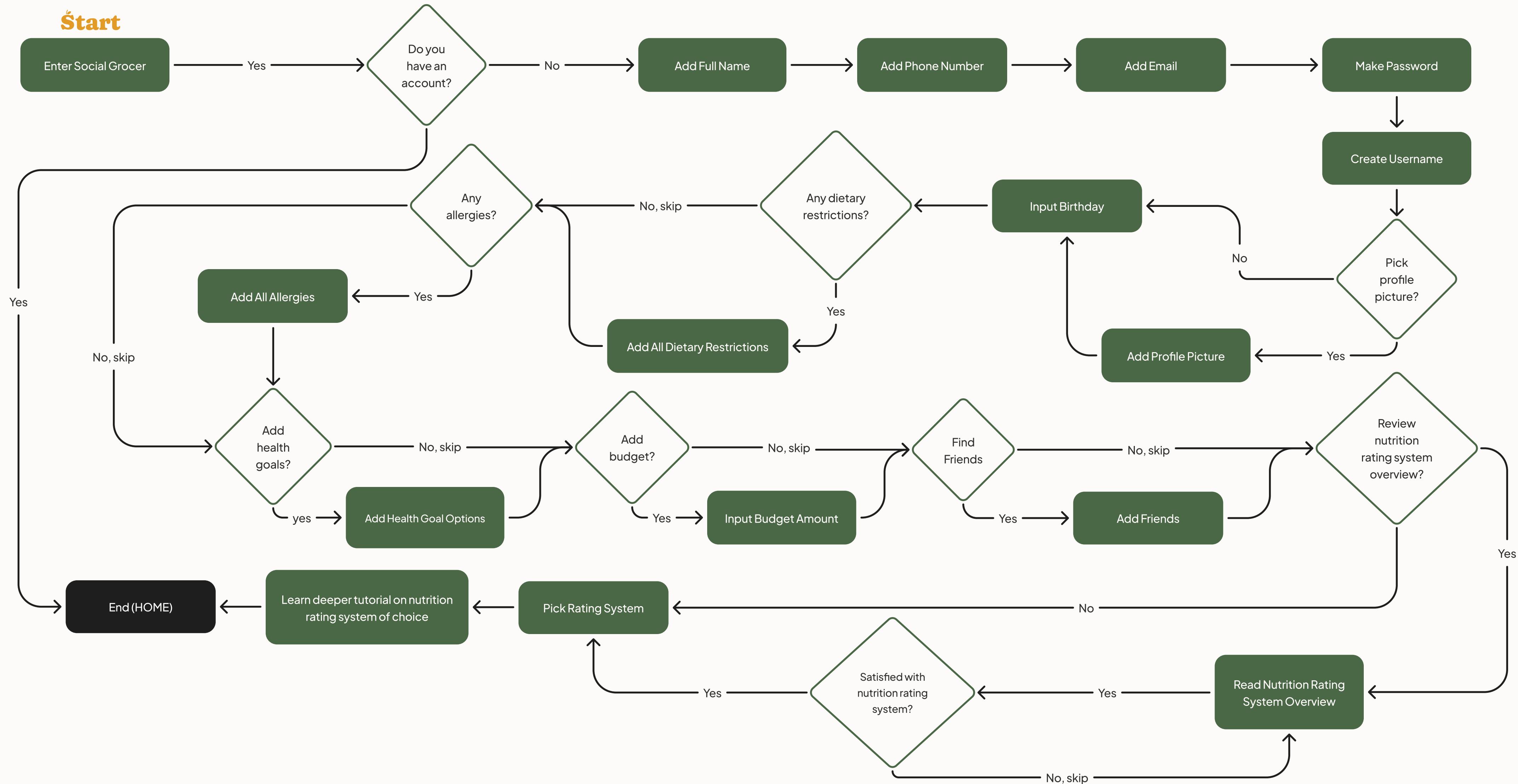
## TASK FLOW • GROCERY SHOPPING WITH FRIENDS PART 1



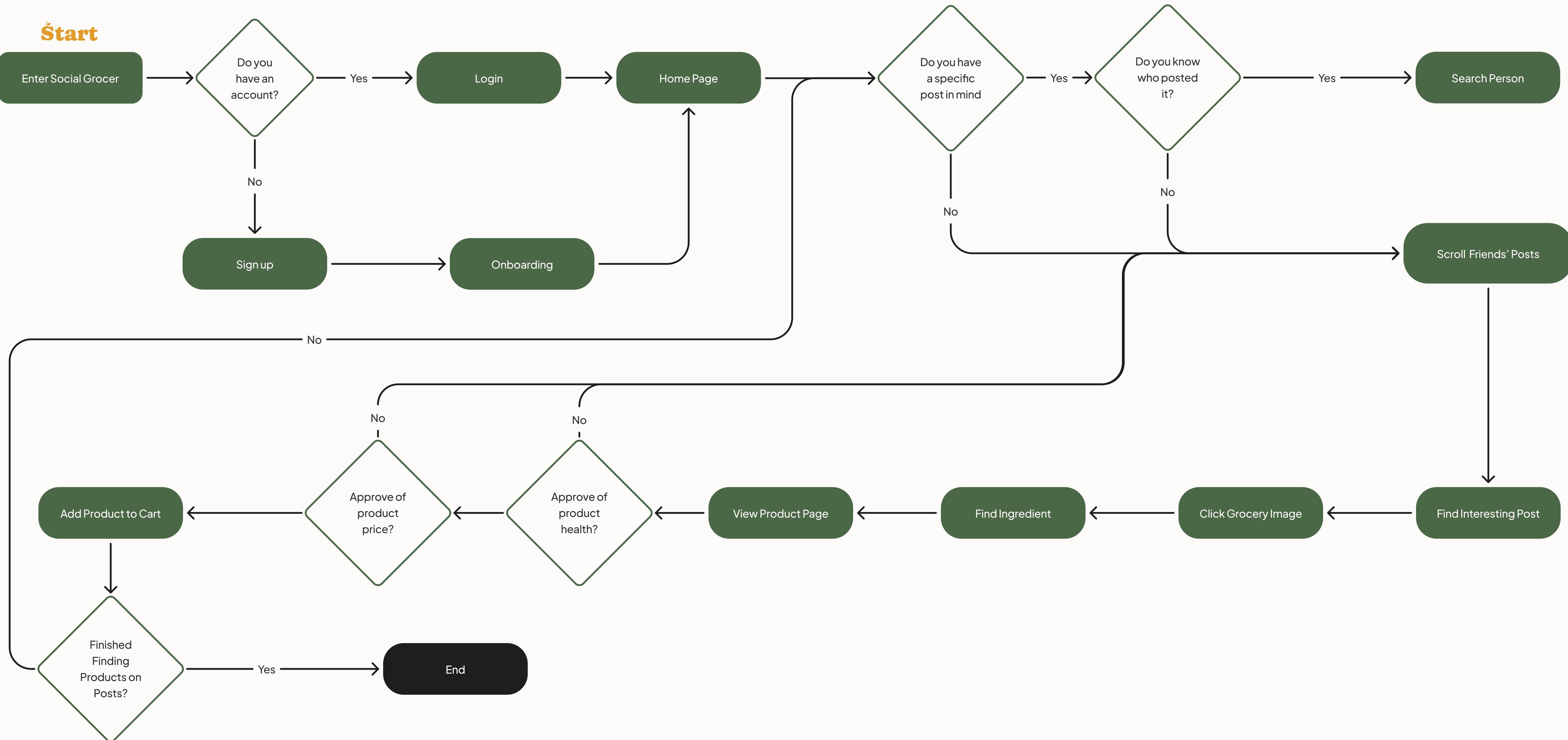
## TASK FLOW • GROCERY SHOPPING WITH FRIENDS PART 2



## TASK FLOW • ONBOARDING



## TASK FLOW • FINDING FOOD FROM SOCIAL MEDIA POST



# TECHNOLOGY STACK BREAKDOWN

## FRONT END INTERFACE

This user-facing component of Social Grocer provides access to the platform, allowing shoppers to connect with friends, shop online, set up delivery information, track health over time, and post AI-generated images.

## USER MICROSERVICE

This microservice manages all interactions with the User Database, including verifying login information. After the shopper logs in, an OAuth 2.0 token is generated and sent to the client for local caching.

## HEALTH MICROSERVICE

This microservice calculates health-related information using the shopper's health rating system and product nutritional data to determine individual health ratings and the overall health score of the cart. Initially, health ratings are sourced from nutrition APIs like OpenFoodFacts.com. Additional food rating data is computed when a shopper views a product page.

## POST MICROSERVICE

This microservice interacts with the Posts Database to store and retrieve post items. When a shopper generates a post, the microservice processes and saves the information. Upon request, it retrieves only the posts the authenticated user is allowed to see and sends them to the UI in sets.

## COMMUNICATION LAYER

This backend service manages communication between the Social Grocer frontend and backend microservices, using messaging services like RabbitMQ.

## SESSION MICROSERVICE

This microservice starts a shared grocery session for two users by collecting and authenticating their information. It sends a request to the other user's app, which prompts them to accept. Upon acceptance, the service either joins the existing trip or creates a new session.

## FOOD MICROSERVICE

This microservice queries the Instacart API or other grocery provider APIs to retrieve detailed food information based on type, store, and shopper data. It updates local cache with results whenever a shopper scrolls or clicks on a post. The service collects data on prices, nutritional information, quantity, and food images.

## AI IMAGE GENERATION MICROSERVICE

This microservice generates AI-generated grocery images to enhance social media posts. It takes a list of grocery items and uses an AI model to create the image. Initially, it may use external models like ChatGPT, DALL-E, or Firefly, but in the future, it could use a custom Social Grocer AI model trained specifically for knolling-style grocery images.

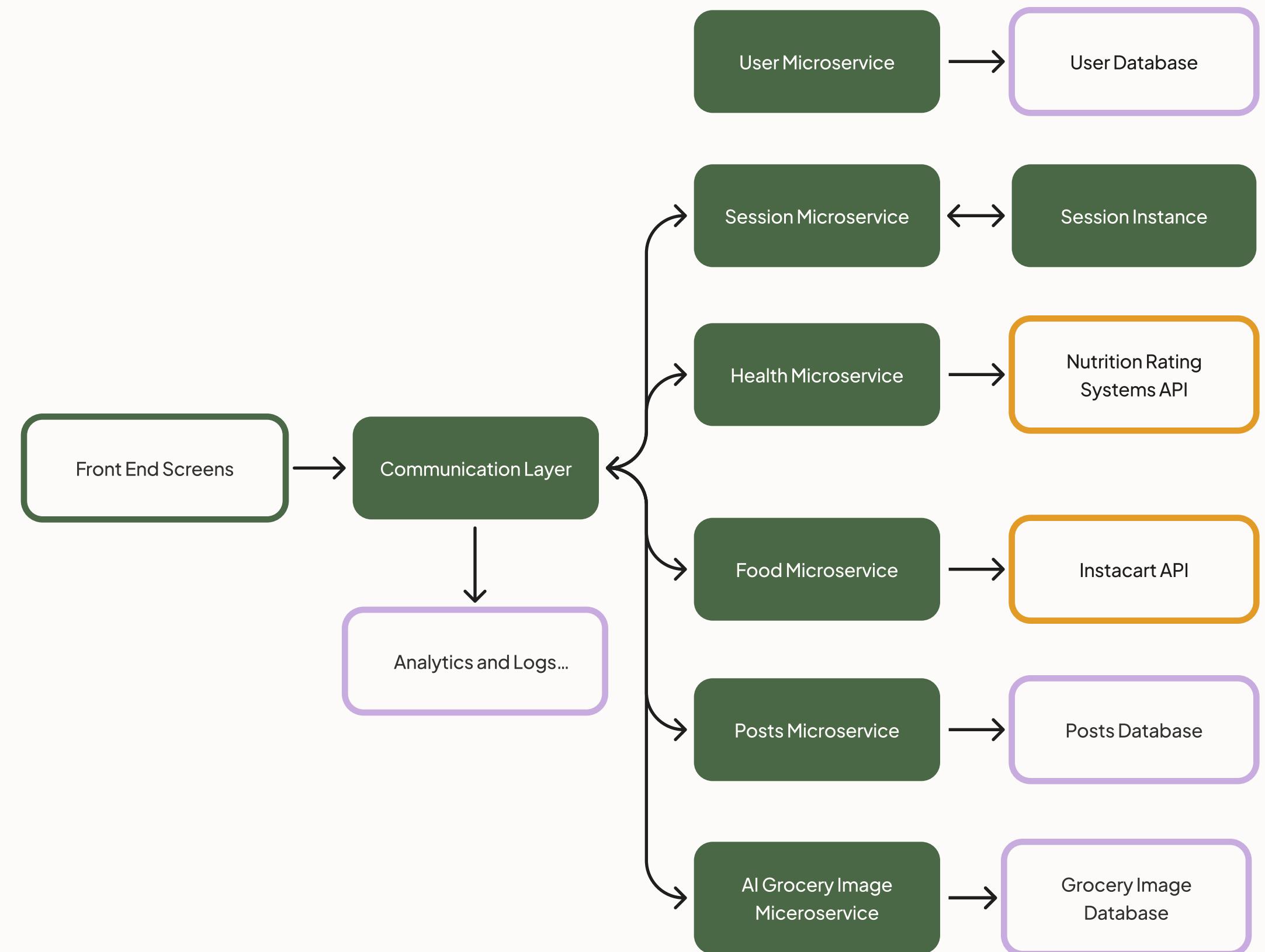
## Sitemap Legend

Frontend Service

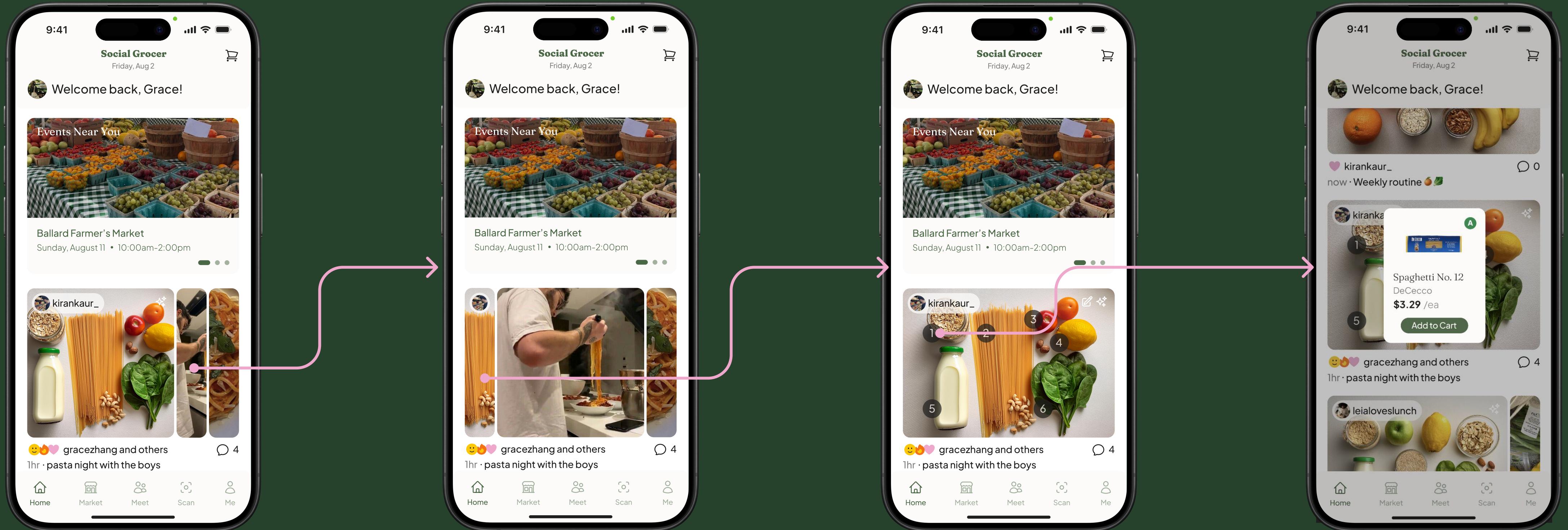
Backend Service

External API

Database



## SCREEN FLOW • FINDING FOOD FROM GROCERY POST



### STEP 1

In the “Home Feed,” swipe through to browse local food markets and events near you.

### STEP 2

Click or swipe to view your friends' grocery cart and recipe posts.

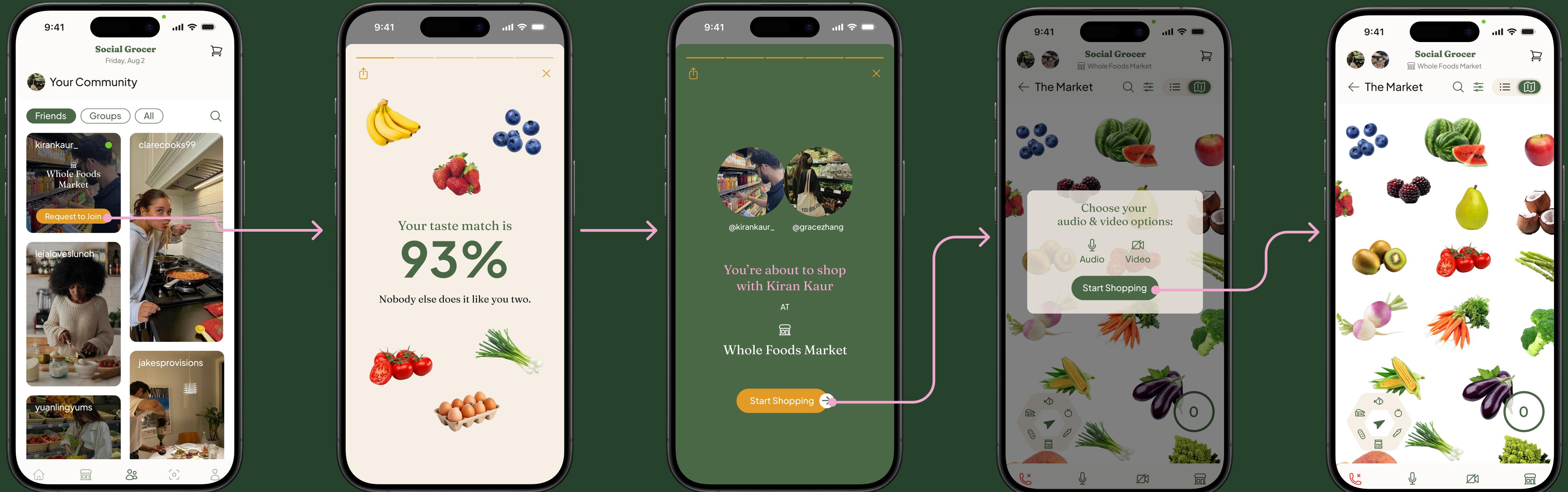
### STEP 3

Click on the grocery cart image to view individual ingredients. Tap on the ingredient number to view its information.

### STEP 4

Tap an ingredient's number for details. Select “Add to Cart” to save for future shopping trip or tap outside to return to the Feed.

## SCREEN FLOW • CONNECTING WITH A FRIEND



### STEP 1

Start on the “Meet Page” to discover which friends are online shopping. Click “Request to Join” to enter a live shopping call with a friend.

### STEP 2

For your first shopping trip together, a user can swipe through the taste and food match stories to discover shared interests.

### STEP 3

On the final story screen, click “Start Shopping” to join the trip.

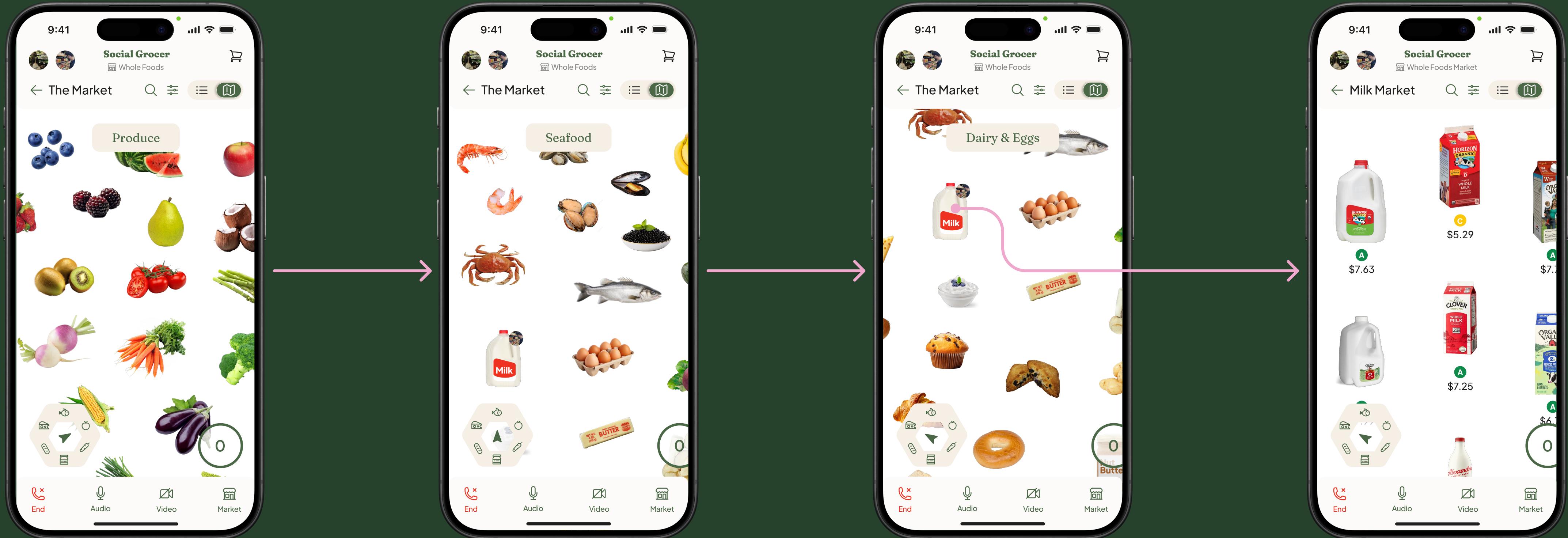
### STEP 4

Choose audio and video settings. Click “Start Shopping” to enter “The Market.”

### STEP 5

Move through “The Market” by dragging across the screen in any direction, using the navigational compass for direction.

## SCREEN FLOW • NAVIGATING THE MAIN MARKET



### STEP 1

Start on the “The Market” and explore various ingredient groupings, using the category labels as a guide for navigation.

### STEP 2

Continue drag across the screen to find ingredients and see your friend’s location in “The Market.”

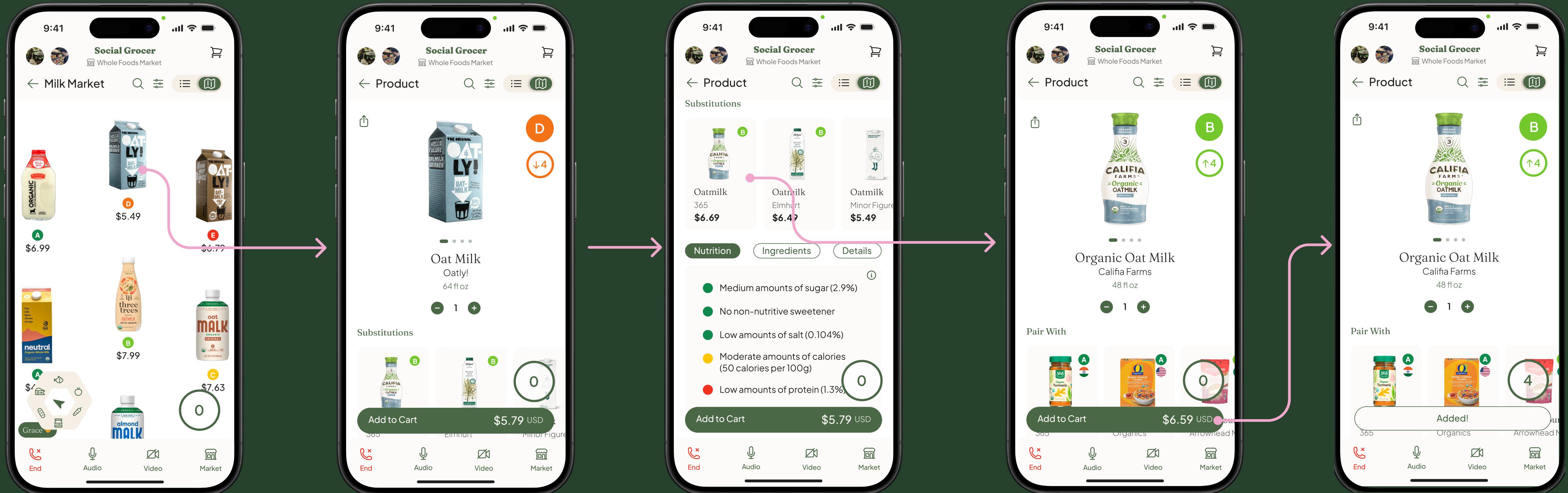
### STEP 3

Tap the milk product to enter into the “Milk Market,” where your friend is currently shopping.

### STEP 4

In the “Milk Market,” swipe to see and compare milk products by nutrition scores and prices.

## SCREEN FLOW • EXPLORING PRODUCT PAGES AND SUBSTITUTIONS



### STEP 1

In the “Milk Market,” tap on an individual milk product to view its details and add it to cart.

### STEP 2

On the “Product Page,” check its nutrition score, view its Cart Health impact, browse images, and set your desired quantity.

### STEP 3

For items with a lower nutrition score, view and swipe through the carousel with healthier substitutions. Scroll down to tap and view quick nutrition facts, ingredients, and product details.

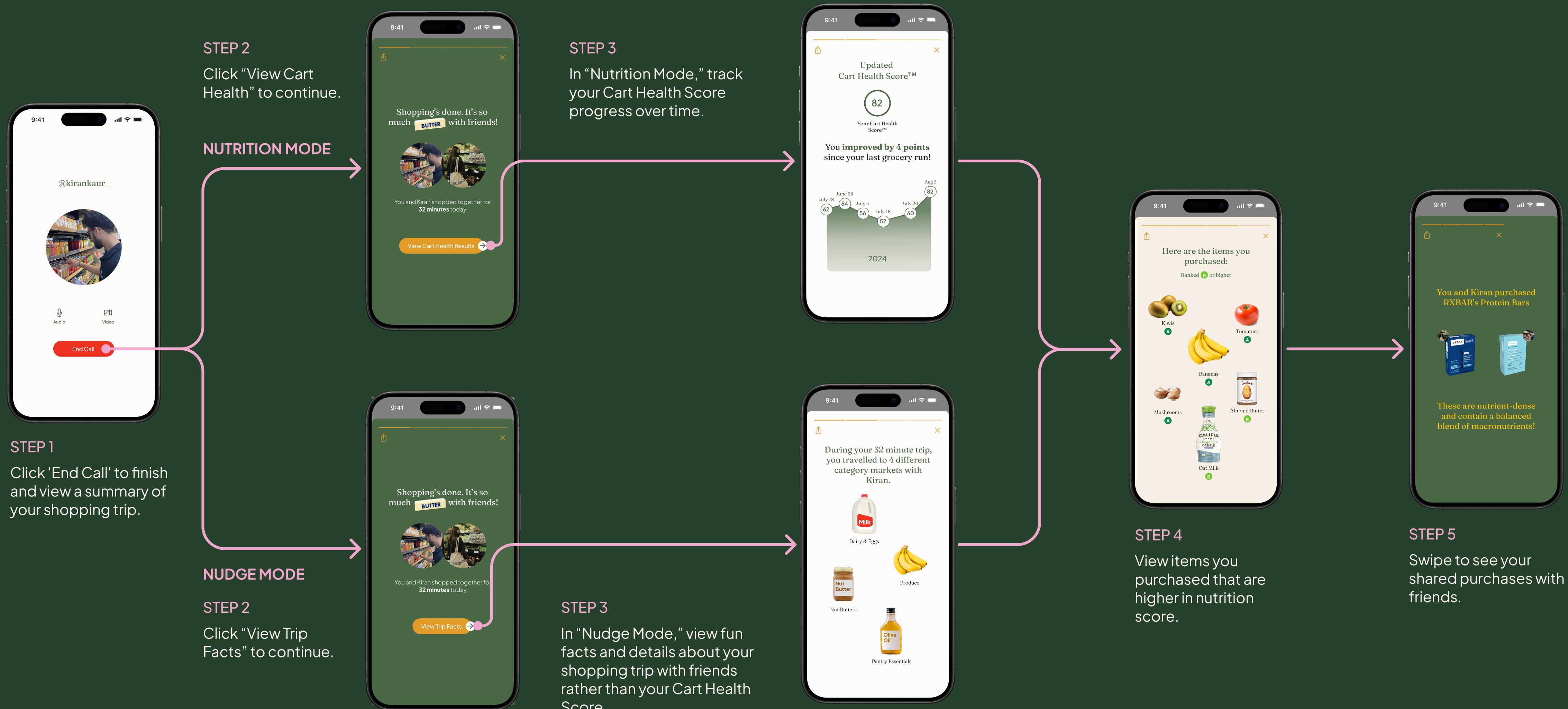
### STEP 4

Tap a substitution to open its “Product Page.” For healthier items, browse a carousel of diverse ingredient pairings for recipe ideas.

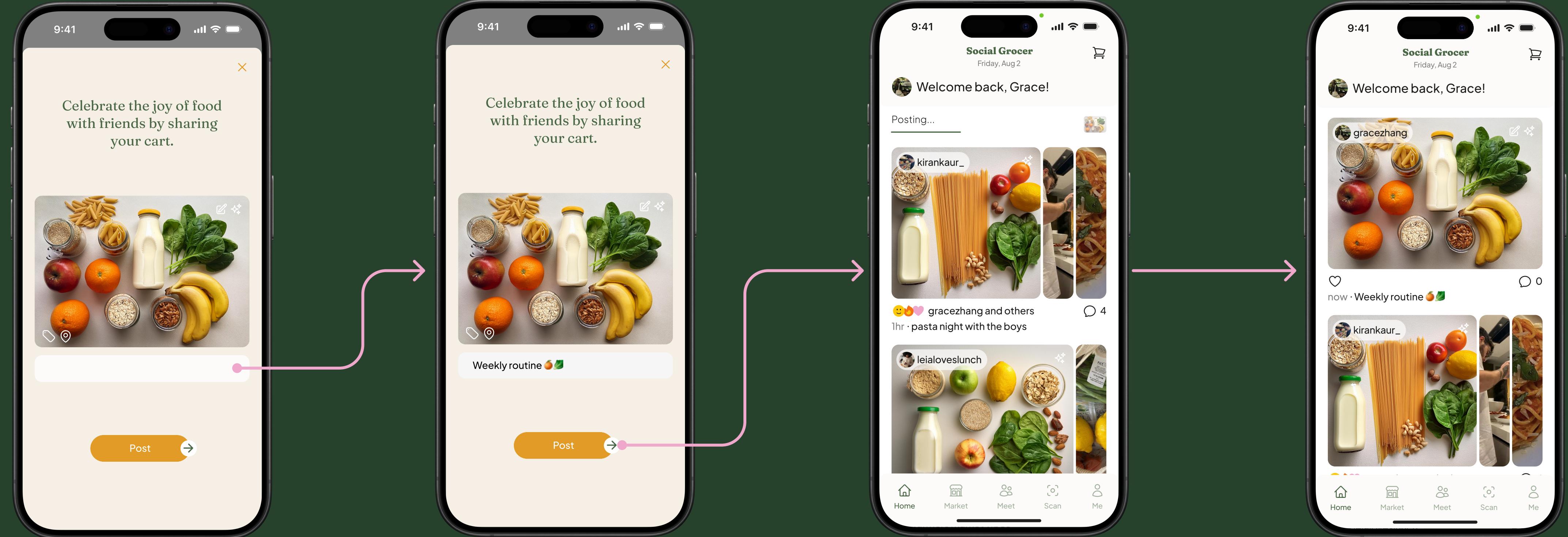
### STEP 5

Click “Add to Cart” to include the product in your cart.

## SCREEN FLOW • END SCREENS



## SCREEN FLOW • POSTING GEN-AI GROCERY CART IMAGES



### STEP 1

Post your grocery cart as a Gen-AI knolling image. Tap the “Edit” icon in the top right corner of the image to choose which items are visible and add a caption.

### STEP 2

After adding a caption and editing the photo, share the cart to your feed by clicking the “Post” button.

### STEP 3

Clicking the post icon will take you to the home page, where you can track your post's status with the progress bar at the top.

### STEP 4

Your cart post appears on top of your “Home Feed” for friends and family to view. Add more photos later on to the same post of the meals and experiences made with your ingredients.

06

# Visual System

## VISUAL SYSTEM

### MOODBOARD

Social Grocer's visual design is grounded in creating a *fresh, inviting, and playful* exploratory experience.

The moodboard showcases a vibrant yet earthy color palette, dominated by lush greens and warm yellows, *evoking the natural freshness of produce.*

Inviting ————— Exploratory



Grounded ————— Energetic



Playful ————— Clean

# VISUAL SYSTEM

# TYPEFACE

The combination of Plus Jakarta Sans and Fraunces creates an interface that feels both *contemporary and welcoming*.

Plus Jakarta Sans, with its clean lines brings a *modern, efficient aesthetic*. Fraunces counters with its warm, slightly quirky serifs, adding a touch of *personality and approachability*.

FRAUNCES

LIGHT REGULAR SEMIBOLD BOLD

Aa Aa Aa Aa  
123 123 123 123

Base Value: 16 Scale: 1.125

23px 1.438rem Fraunces

20px 1.250rem Fraunces

18px 1.125rem Fraunces

16px 1.000rem Fraunces

14px 0.875rem Fraunces

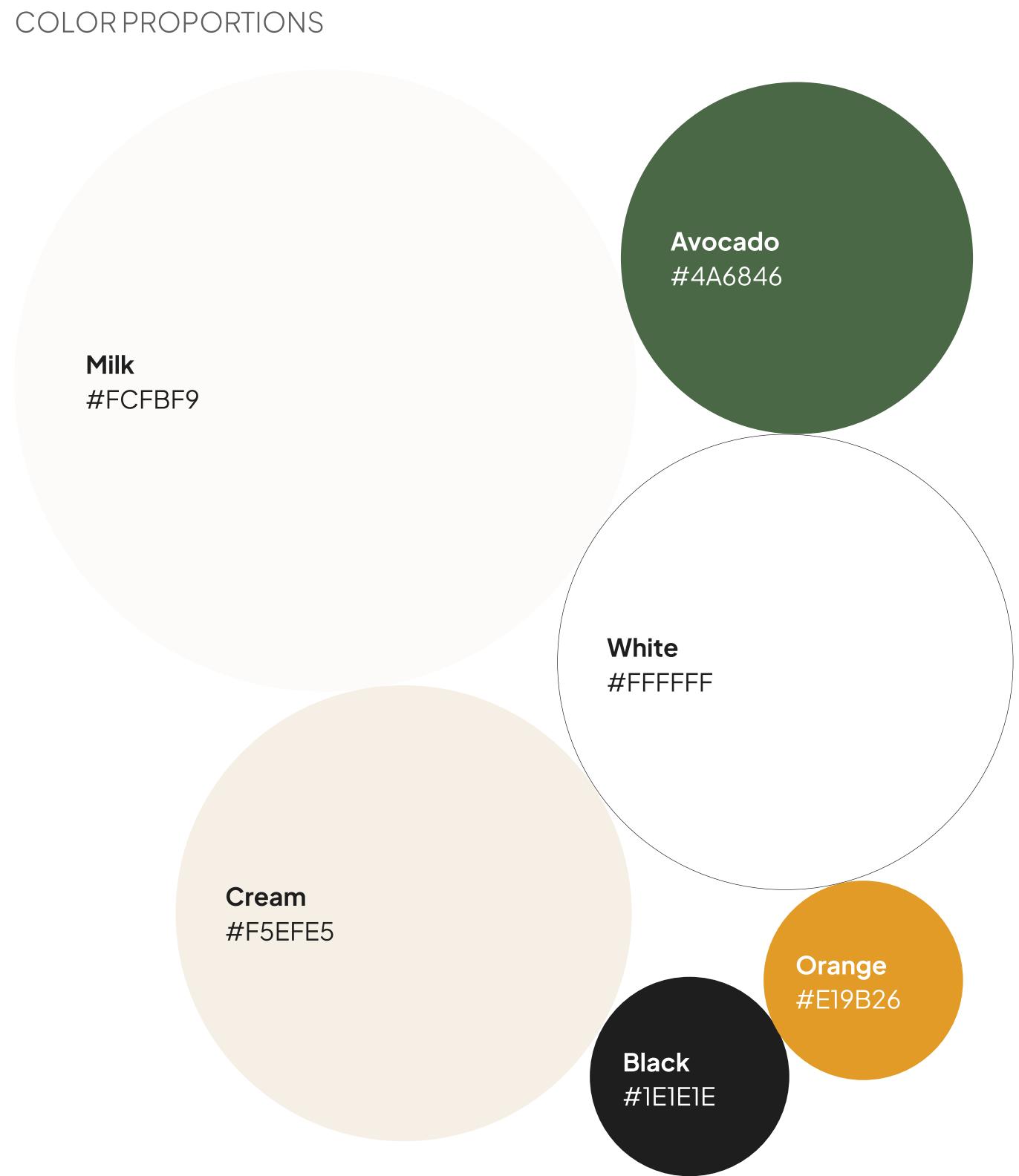
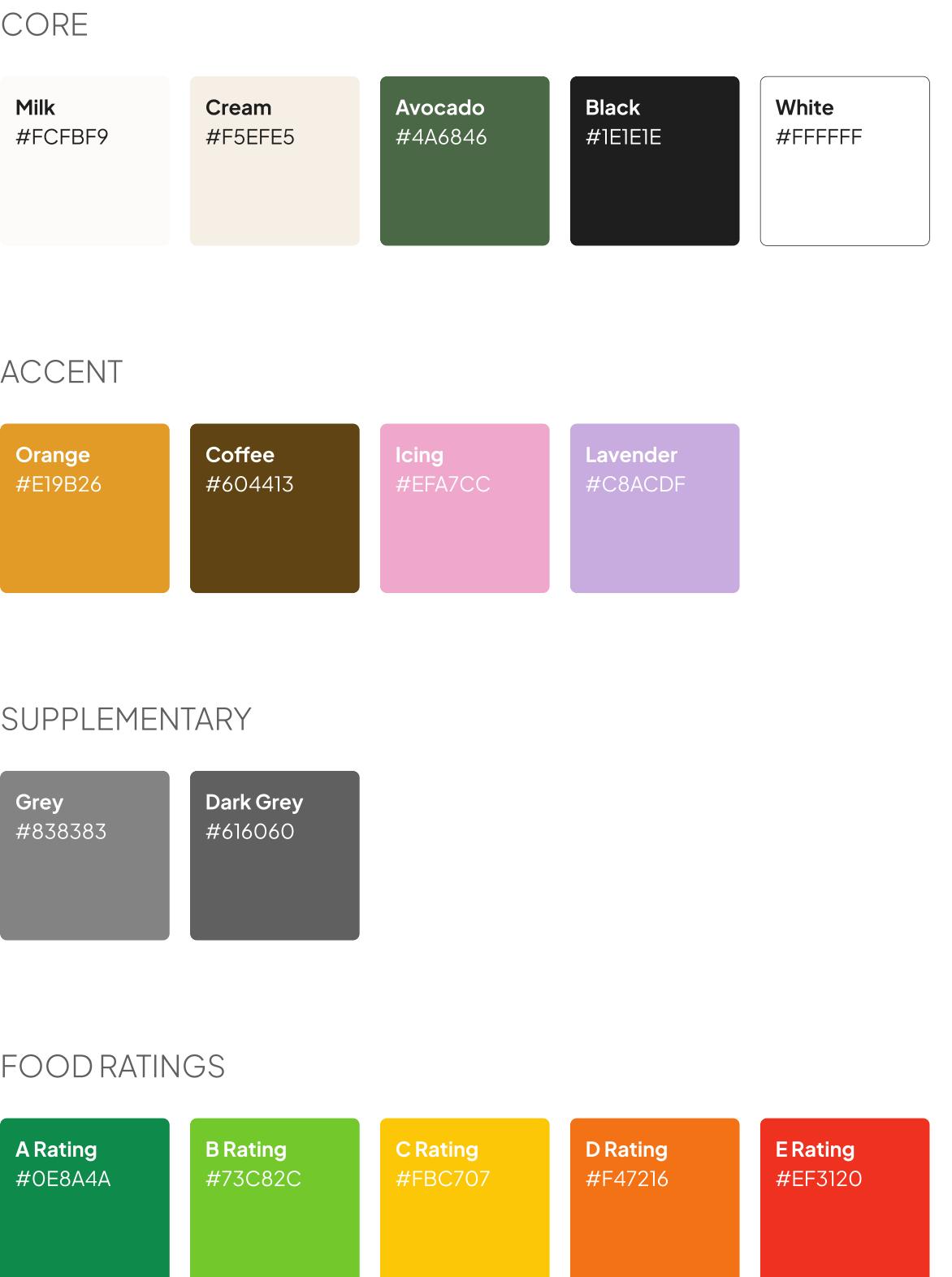
13px 0.812rem Fraunces

# VISUAL SYSTEM

## COLOR PALETTE

Social Grocer colors center on a fresh avocado green complemented by soft cream and milk tones for a *clean, airy feel* that balances the *vibrant health rating colors*.

Black and white provide contrast and clarity. Accent colors are used sparingly, where a warm orange adds *energy* while lavender and icing bring in *playfulness*.



# VISUAL SYSTEM

## BRANDING

Social Grocer's logo combines *simplicity and playfulness*. The primary mark features an 'S' transformed into a *stylized orange* by adding a fruit stem and leaf. The design conveys a focus on food and growth and is complemented with the Text Logo version in Fraunces.

TEXT LOGO TYPE FACE

**Fraunces Bold**

WEIGHT 800 • SOFT 100 • OPTICAL SIZE 16

TEXT LOGO (NORTH SOUTH)

**Social  
Grocer**

S LOGO (SOLID)



TEXT LOGO (EAST WEST)

**Social Grocer**

S LOGO (TWO-TONE)



S LOGO (MULTI)



APP ICON



S GRAPHIC (GROCERY BAG)



## VISUAL SYSTEM

### MARKETING

Social Grocer embraces the timeless charm of *postcards* to further foster connections. By incorporating postcards into our marketing strategy, we encourage customers to *reach out to distant loved ones with a personal touch.*

Through these simple yet meaningful gestures, Social Grocer extends its *connection-building ethos beyond online grocery shopping.*



# VISUAL SYSTEM

## KEY COMPONENTS

The major components integral to creating the *Social Grocer* experience.

TOP BAR

MAIN NAVIGATION

REACTION ICONS

SOCIAL POSTS (3 VARIATIONS)

Events Near You

KNOLLING POST ITEM

A Take a moment to edit out any items that you don't want in your post.

This is an AI-generated image by Adobe Firefly.

PROFILE WIDGETS (3 SIZES)

Events Near You

KNOLLING POST ITEM

A Take a moment to edit out any items that you don't want in your post.

This is an AI-generated image by Adobe Firefly.

Profile Widgets (3 sizes)

Events Near You

KNOLLING POST ITEM

A Take a moment to edit out any items that you don't want in your post.

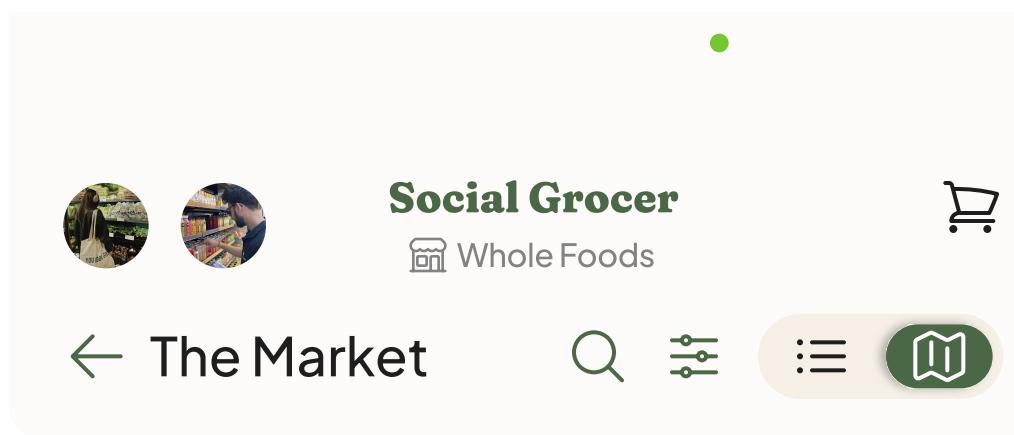
This is an AI-generated image by Adobe Firefly.

Profile Widgets (3 sizes)

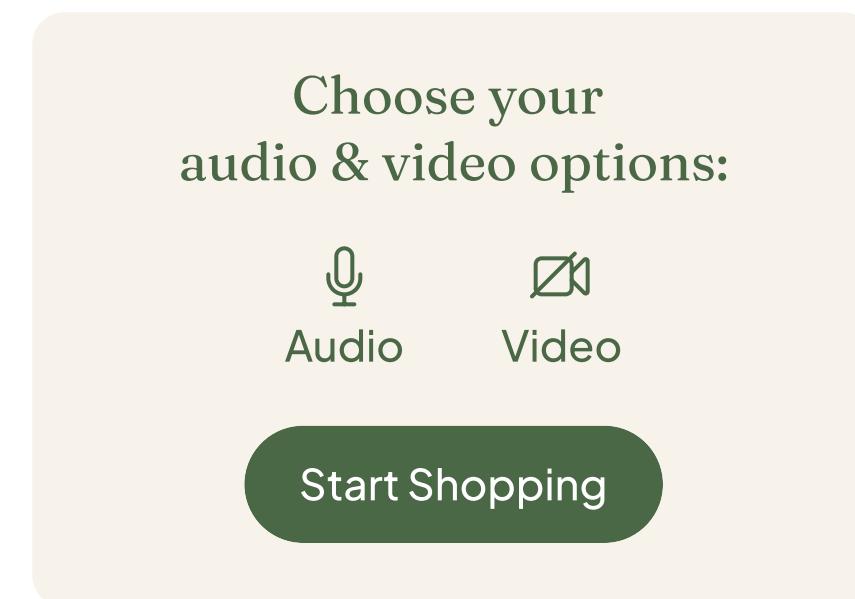
# VISUAL SYSTEM

The major components integral to creating the *Social Grocer experience*.

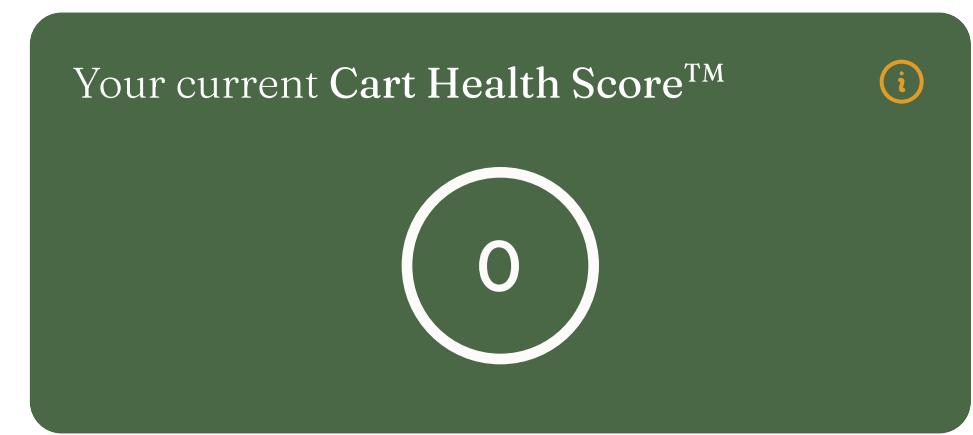
MARKET TOP BAR



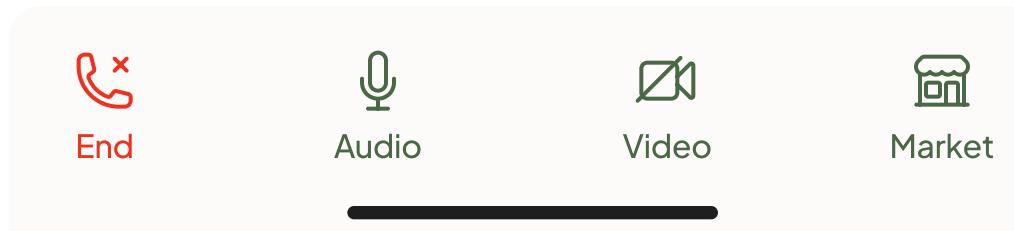
AUDIO/VIDEO SETTINGS POP UP



CART HEALTH SCORE WIDGET



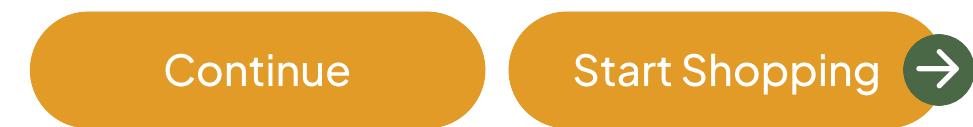
MARKET CALL NAVIGATION



MARKET CATEGORY LONG PRESS



BUTTON



BUTTON WITH ARROW



MARKET GPS



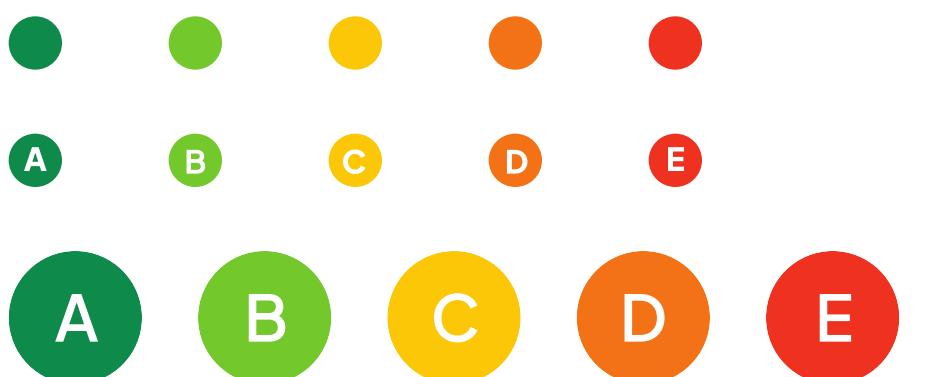
MARKET LIST VS  
MAP VIEW TOGGLE



USER'S  
FAVORITE TAG



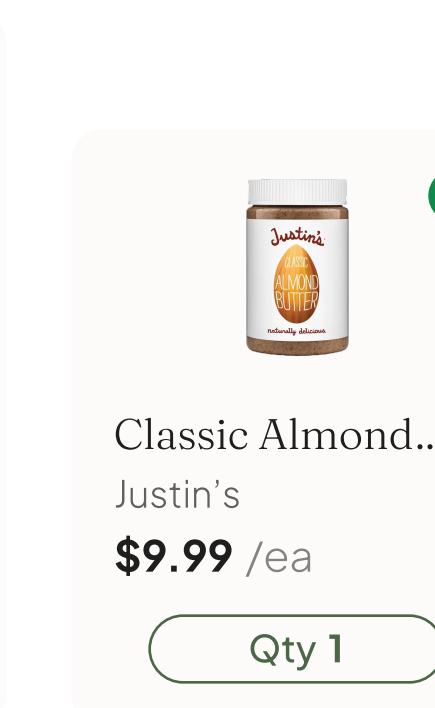
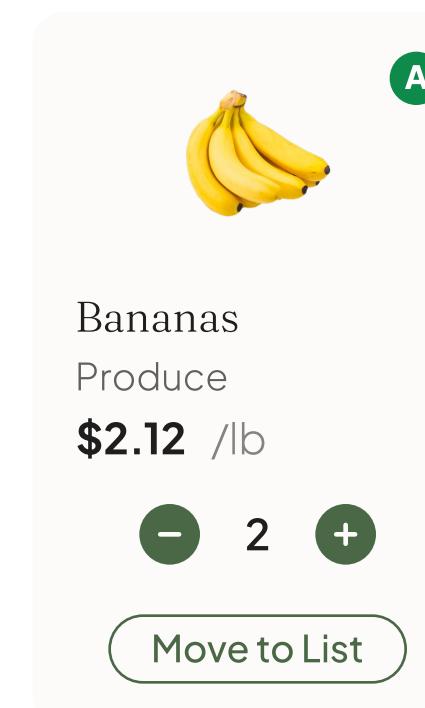
NUTRITION RATINGS



CART HEALTH SCORE



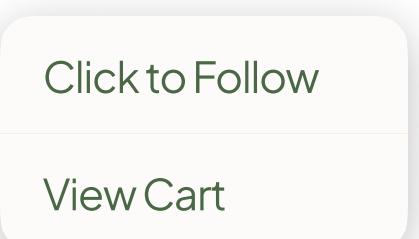
FOOD ITEM WIDGETS (4 VARIATIONS)



MARKET USER ICONS



DROPODOWN MENU



## VISUAL SYSTEM

### LAYOUT GRID

We created screens on the iPhone 15 Pro template, aligning components using a 4 column layout grid with a 20px margin and 16px gutter.

This layout grid set up allowed us to maintain alignment and *create a visual structure* for our page while *leaving the opportunity to deviate*, especially with our knolling-inspired Market.

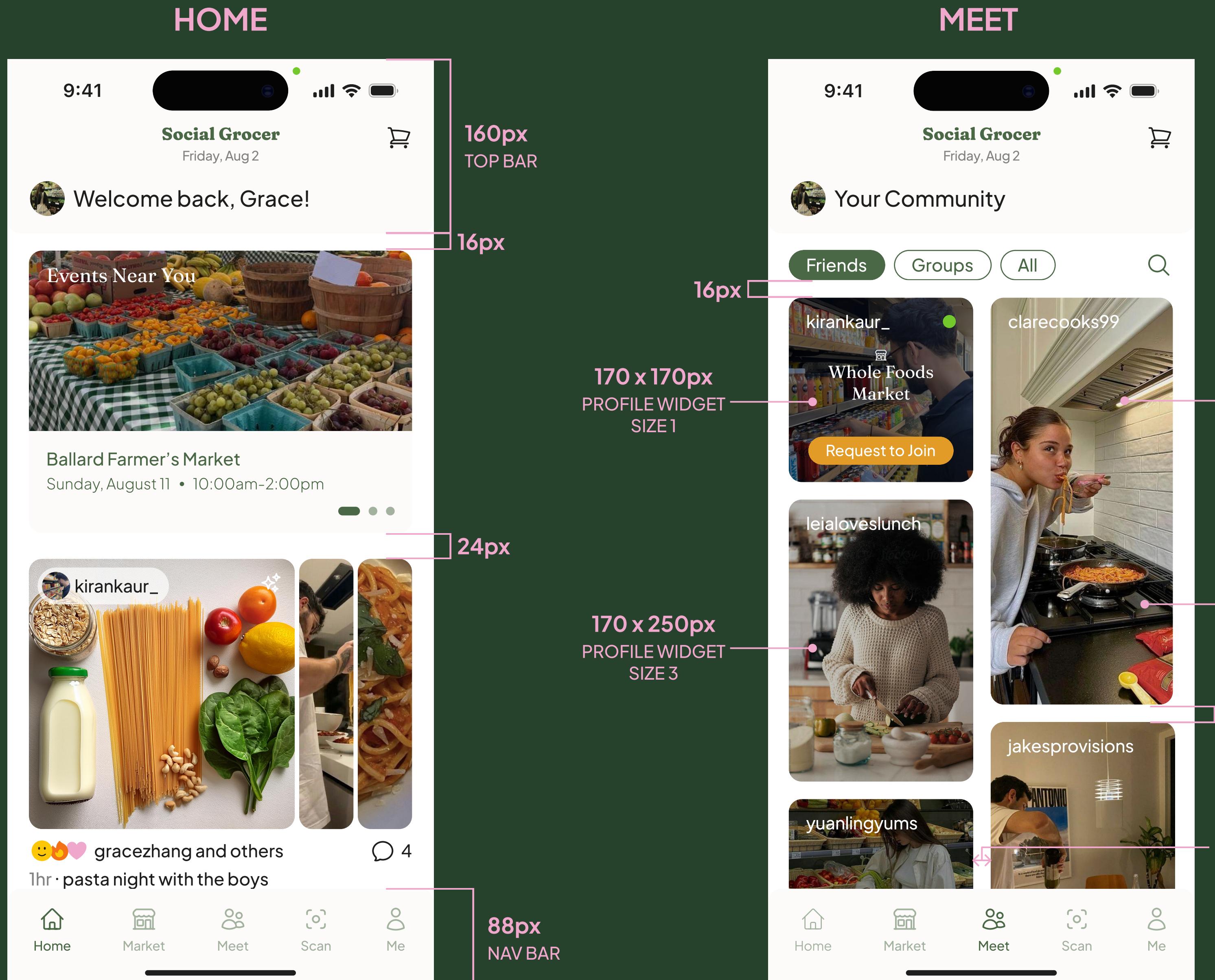
### RADIUS

WIDGETS	NAV & HEADER	BUTTONS
12px	12px	30px



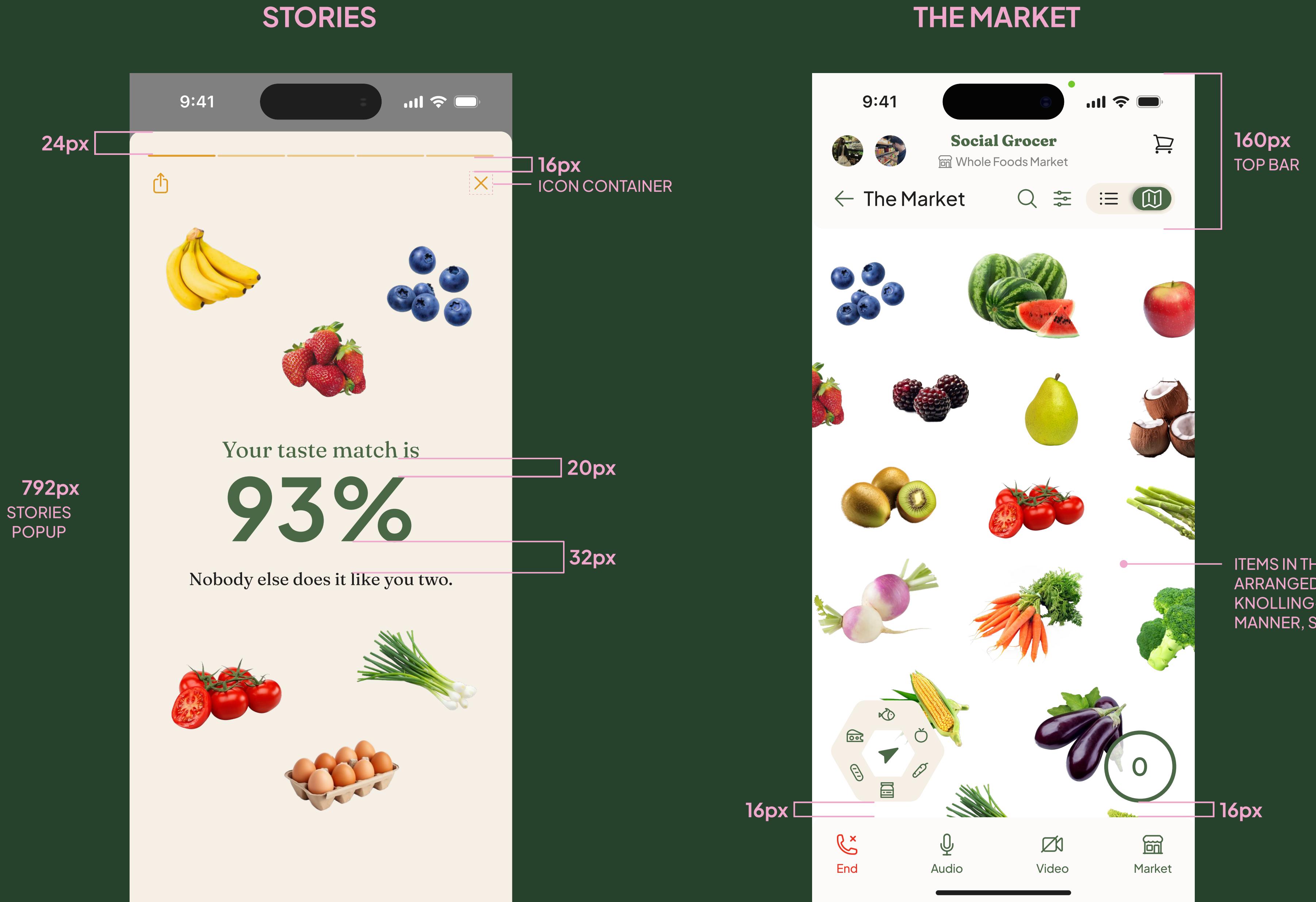
# VISUAL SYSTEM

## HIGH LEVEL REDLINING



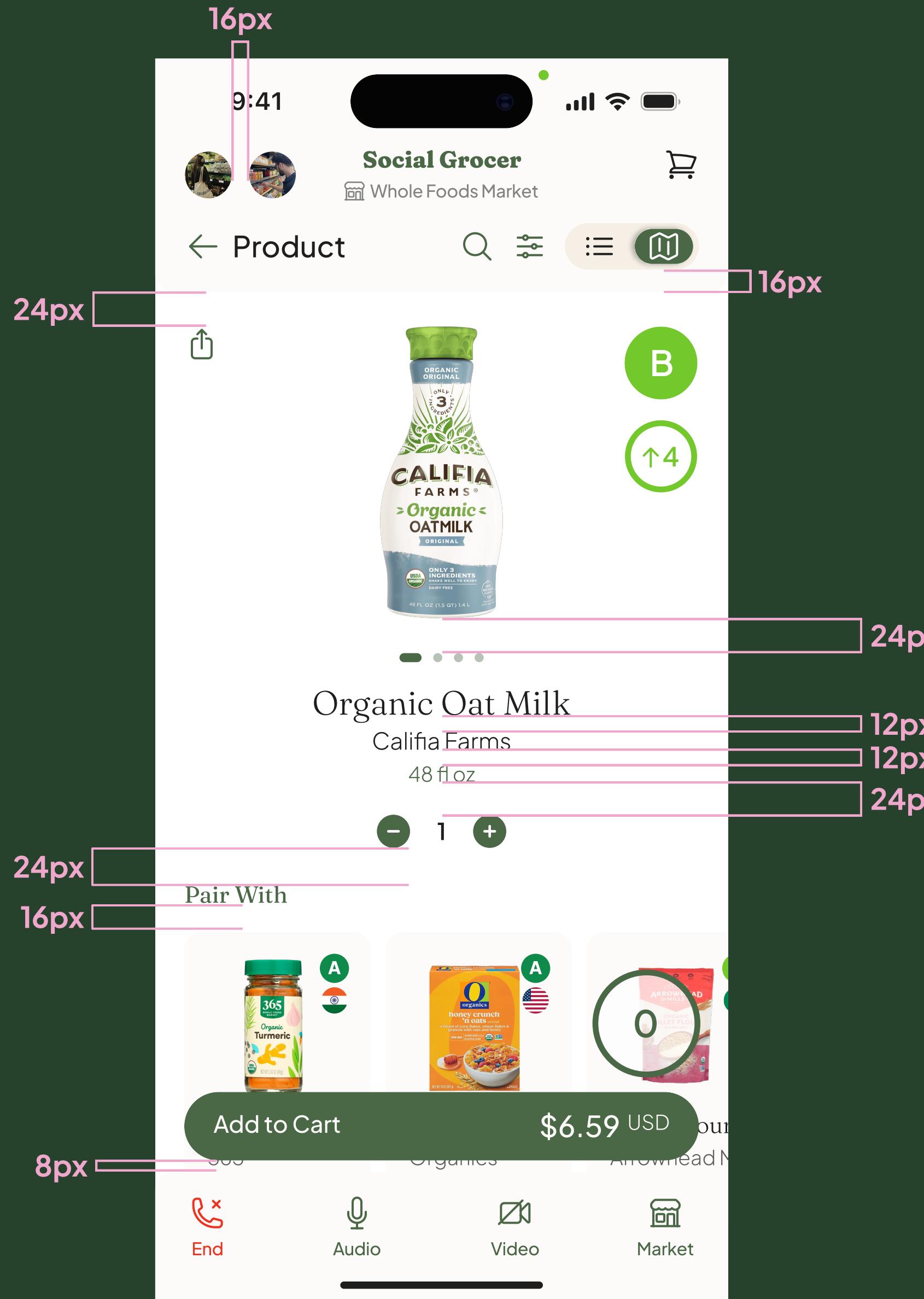
## VISUAL SYSTEM

### HIGH LEVEL REDLINING



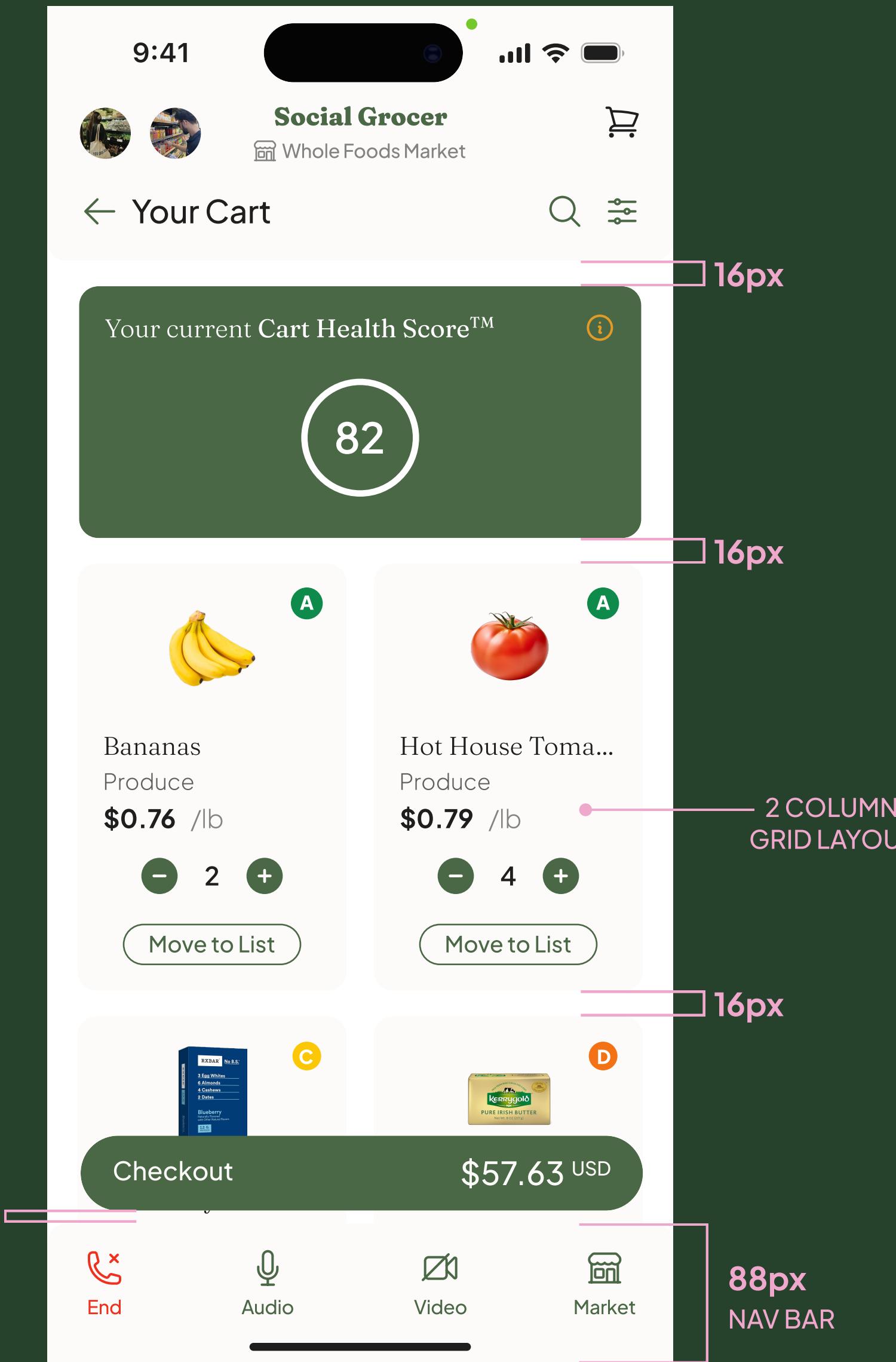
# VISUAL SYSTEM

# PRODUCT PAGE



# HIGH LEVEL REDLINING

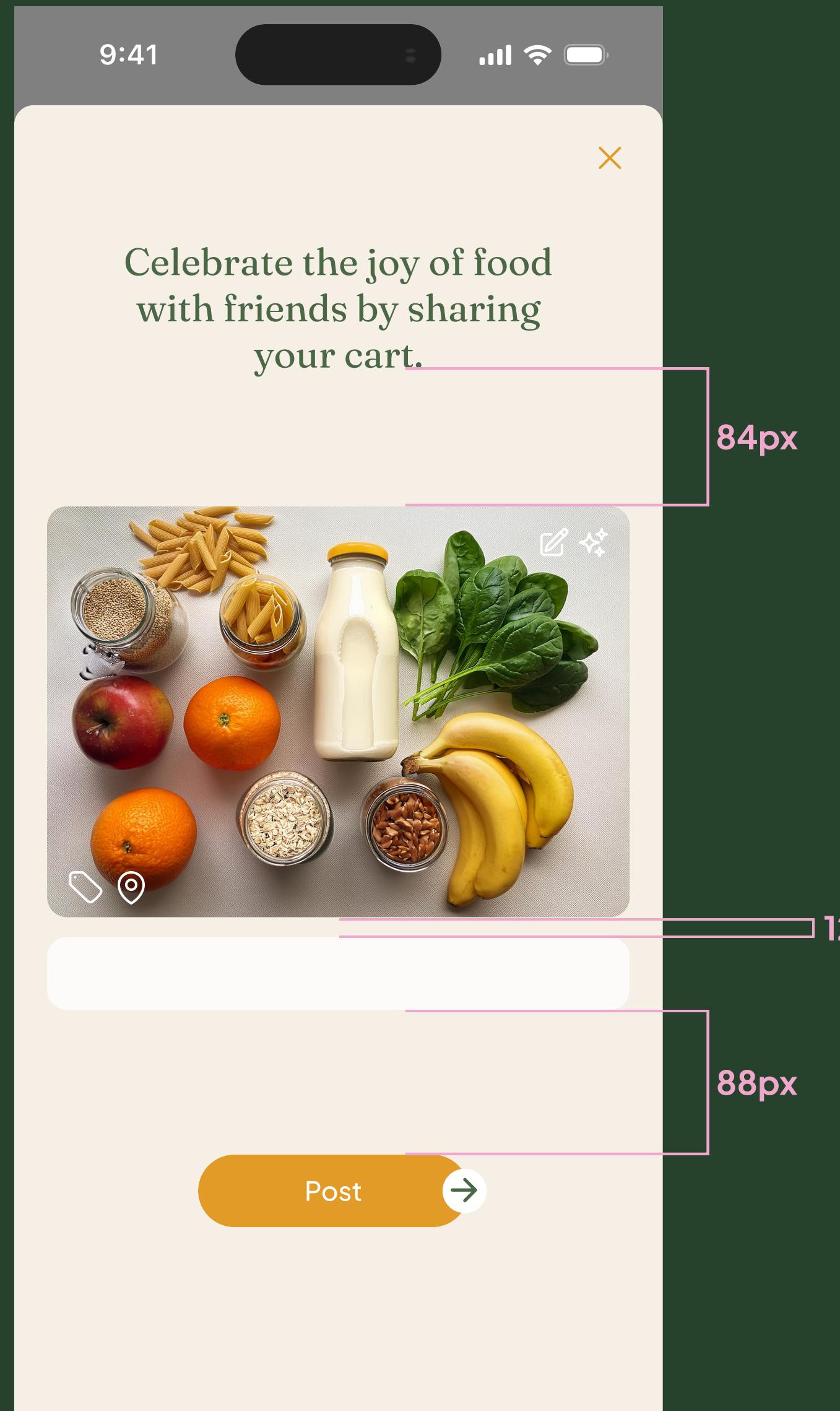
# CHECKOUT



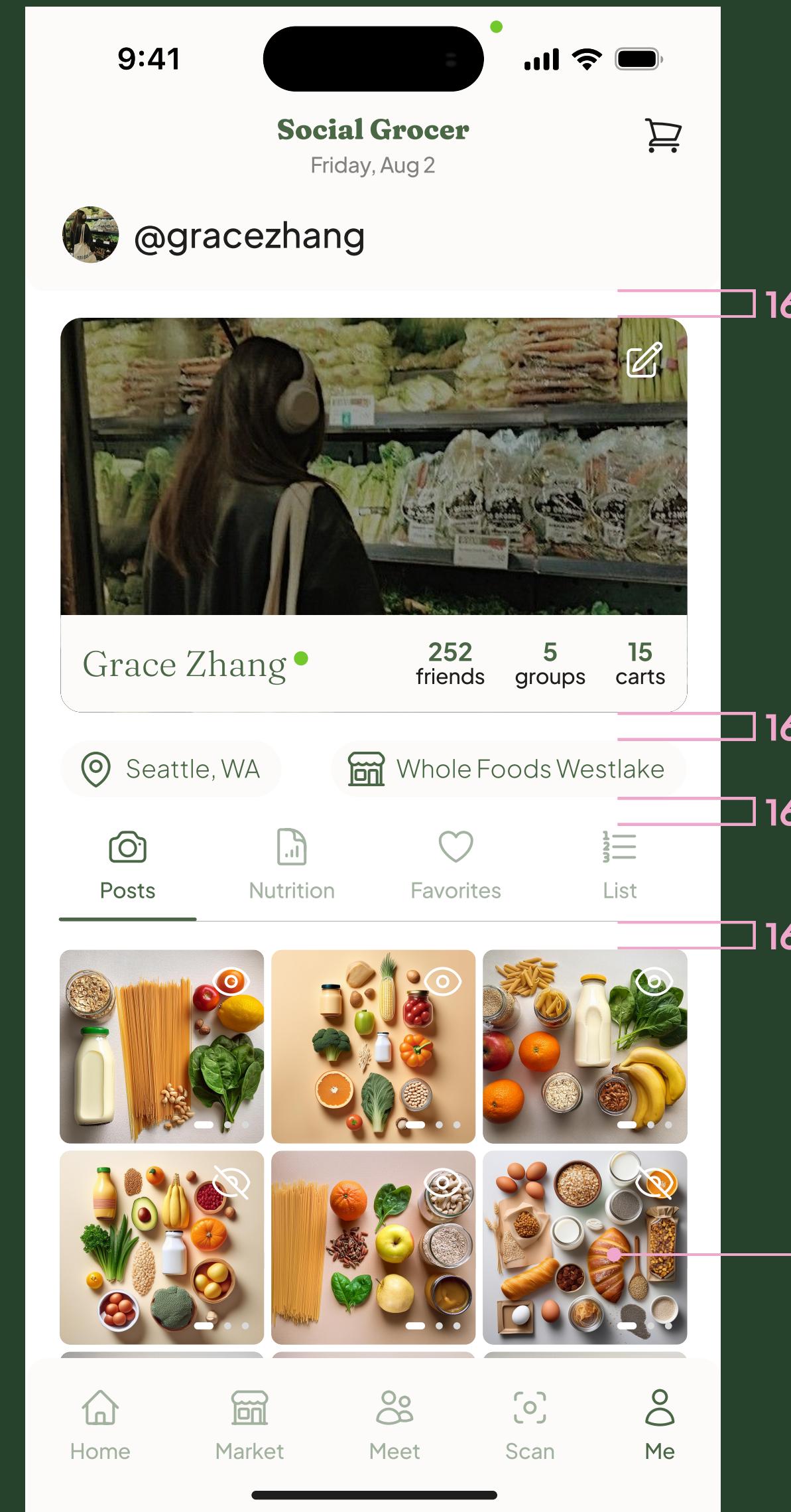
## VISUAL SYSTEM

### POST TO YOUR FEED

HIGH LEVEL  
REDLINING



### PROFILE PAGE



07

# Equity Analysis

# *Age*

Our target population for Social Grocer consists of young adults aged 18–35 living in Seattle, Washington, who shop online and in person. This demographic was chosen based on extensive research that indicates that they are a significant demographic transitioning from adolescence to adulthood and are the largest population of online grocery shoppers on Instacart.<sup>1-2</sup>

Our interviews and usability tests were conducted primarily with individuals from this target demographic. During our user research, many test participants expressed strong interest in using Social Grocer with family members, particularly with their parents who lived far away from them.

This suggests a potential for Social Grocer to appeal to an older demographic. As a next step, we plan to conduct user testing with an older population to improve our prototype's age-inclusivity and broaden its relevance across generations.

# *Culture*

Social Grocer strives for cultural inclusivity. While initially targeting young adults in the US, this diverse group includes immigrants and first- and second-generation Americans, reflecting a rich multicultural landscape. Additionally, one critical cultural consideration is the app's definition of food health. Our

qualitative research revealed that participants' cultural backgrounds significantly influenced their perception of health. Our survey study further validated this finding, emphasizing how cultural upbringing is the most significant factor affecting our target population's dietary habits. Thus, Social Grocer will offer users multiple nutritional rating

systems, including NutriScore, NOVA, Guiding Stars, Health Star Rating, and INR. We will include specialized systems like the Glycemic Index and DASH diet score for further customization, allowing users to choose the system that best fits their needs.

# *Disabilities*

Recognizing that Social Grocer is primarily a visual digital application, we are committed to making the platform highly accessible to low-vision users. This includes supporting screen readers, using large text sizes (minimum 16px), and providing alt text for all provided images. In the future,

we also plan to integrate additional audio support tools, such as AI voice bots, to help users navigate the app through sound as well as cultivate a more immersive shopping experience. Additionally, to address potential confusion for users with red-green color blindness, we have included clear letter grades and numeric scores alongside the green, orange, and red stoplight system in many of our health ratings to clearly indicate products' nutrition ratings.

# *Religion & Dietary Restrictions*

For many participants, religious practices may impact their dietary choices. Furthermore, many users may have dietary restrictions due to allergies, diets, or personal preference. During the onboarding process, shoppers will be asked to indicate any religious or dietary restrictions. Social Grocer will then filter food substitutions and pairings based on their dietary needs in order to create a more personalized shopping experience.

# *Socioeconomic Status*

From our initial user interviews, price emerged as a primary factor influencing participants' purchasing decisions. With this in mind, we aim to offer food suggestions and pairings that better align with participants' budgets, in which they can indicate their average grocery budget during onboarding while still promoting health-conscious choices.

## *Shame Avoidance*

Social Grocer acknowledges the risk of comparison and shame inherent in a social food platform. To address this, we have focused on fostering an environment that minimizes judgment. We have implemented features designed to enhance user privacy and encourage personal growth. For example, users can edit their cart posts, providing flexibility and control over their shared food content.

## *Nudge & Nutrition*

Social Grocer offers two personalized modes. "Nudge Mode" removes health scores, emphasizing social aspects for users focused on the communal shopping experience. "Nutrition Mode" provides detailed health tracking and the Cart Health Score for nutrition-conscious users. The Cart Health Score stays private in both modes, allowing users to choose their focus without pressure. This approach caters to diverse user preferences while fostering a healthy supportive environment.

# *Social Media Posts*

We understand that social media sharing may inadvertently create feelings of pressure or self-consciousness. Many of our participants during our Concept Evaluation tests detailed their disinterest in utilizing our platform to post their carts. To promote user comfort, Social Grocer offers flexible

social-media sharing options. Users can create private groups and post to specific group pages, fostering close-knit communities where they can feel at ease sharing their grocery habits with a small number of friends and/or family. Posting to the main social feed is optional, allowing users to control their level of public engagement.

Furthermore, all social posts will only include food items, non-food items (i.e. cleaning products or prescriptions) will be automatically removed from posts. Users can further manually edit out items in their posts for further customization.

08

# Environmental Impact

# *Health & Well-being*

Improving community health and well-being is an essential principle of Social Grocer. The app aims to enhance the nutritional quality of online grocery shopping and transform the experience into a social ecosystem that fosters support and connection around food and food purchasing. We recognize that fostering community around food is essential for improving shoppers' wellbeing, especially in today's online grocery landscape that often prioritizes individual efficiency over social connection.

# *Education*

Social Grocer incorporates various international nutrition ratings to educate users on diverse health perspectives, expanding their concept of healthy eating. Further, the platform provides clear, accessible information based on established research, allowing users to learn about nutrition regardless of their prior knowledge.

# *City Sustainability*

While primarily an online grocery shopping platform, Social Grocer values in-person interactions for food sustainability and community-building. Our platform features nearby food events and farmer's market listings, encouraging users to engage with their local food scene and bring online connections into the real world. For instance, Social Grocer will inform Seattle-based users about specialty events at Pike Place Market, Ballard Market, and others. By placing this information on the "Home Feed" above grocery cart posts, users are encouraged to engage with their city's food culture and support local food traditions.

## *Climate Action*

We acknowledge that aspects of Social Grocer may prompt questions about environmental impact. Our team is dedicated to addressing sustainability concerns through thoughtful design choices and responsible operational practices.

*01 Phone and Video Practices*

*02 Artificial Intelligence*

*03 Grocery Delivery*

*04 Food Waste*

# *Climate Action* *cont.*

## *01 Phone and Video Practices*

Both the platform's video and audio features require large amounts of computing bandwidth and power, which, if done ineffectively, can increase CO<sub>2</sub> emissions. Building out our server components with efficiency and minimal data usage in mind will help us minimize this impact.

## *02 Artificial Intelligence*

While artificial intelligence is a powerful tool, it can have significant environmental impacts, particularly with tasks like image generation. To address this issue, Social Grocer will prioritize working with eco-friendly AI models. We will use smaller, more efficient models that require less data, focusing specifically on generating

grocery images. Additionally, we will partner with AI providers whose values are centered on minimizing their environmental footprint. As our platform gains traction, we plan to develop our own sustainable AI model that limits its data set to grocery images.

# *Climate Action* *cont.*

## *03 Grocery Delivery*

Grocery delivery has surged in popularity since the COVID-19 pandemic. However, research from Carnegie Mellon indicates that grocery delivery generally has a greater environmental impact than in-person shopping, mainly due to increased congestion and CO<sub>2</sub> emissions during

peak travel times.<sup>3</sup> To address this issue, Social Grocer will incentivize off-peak deliveries, support local farmers, and use eco-friendly delivery methods. We will optimize our travel routes and schedules, inspired by efficient models like Amazon Fresh. Through community education, we'll empower users to make more

environmentally conscious choices. Our goal is to balance efficient shopping with environmental responsibility, aiming to set a new standard in the online grocery space that supports local economies and reduces ecological impact.

# *Climate Action* *cont.*

## *04 Food Waste*

Household food wastage significantly harms the environment by squandering resources used in food production and contributing to greenhouse gas emissions when food waste decomposes in landfills. This wastage, which accounts for about 8–10% of global greenhouse gas emissions,

exacerbates climate change and inefficient resource use.<sup>4–5</sup> Social Grocer aims to mitigate food waste through smart substitution suggestions and collaborative features. In future iterations, this app will provide tailored meal planning and shopping recommendations based on users'

preferences and current pantry items, reducing the likelihood of overbuying and food spoilage. Additionally, the app can assist users in sharing surplus food with friends and family, further promoting mindful consumption practices while reducing waste.<sup>5</sup>

09

# References

## Reference List

