



Design Brief

Redesign the user experience for Big basket's product search till purchase.

Overview

What A system that help in enhancing the experience of big Basket's online shopping.

Who User's who don't have much time to go market for shopping.

When Shortage of grocery items.

Why It is convenient and can be fitted around busy lives.

Framework of Design



01. BRIEF ANALYSIS AND USERS RESEARCH

Understanding who the users are



02. BUILD USER PERSONA

Understanding who the users in terms of Area of Job



03. JOURNEY MAP & TASK FLOWS

Recreating paths of user explorations



04. IDEATION

Generating a range of creative ideas and deciding on the visual design and interactions



05. PROTOTYPE

Build a real, tactile clickable prototype

Big Basket Background

Bigbasket (Innovative Retail Concepts Private Limited) is India's largest online food and grocery store. With over 18,000 products and over a 1000 brands in our catalogue you will find everything you are looking for. Right from fresh Fruits and Vegetables, Rice and Dals, Spices and Seasonings to Packaged products, Beverages, Personal care products, Meats

User Research

User research studies of four customers were conducted to understand user's big basket's online shopping, their perception of online shopping and to often recommendations for more customer focused services.

I specifically investigated: UI and UX study of Big basket.

User Base

Demographics - Includes wide variety and large numbers of users from cities and developed towns who are online customers.

Age - 20-35

Psychographics - The users view goes beyond the novelty of online shopping. They expect their experience to be similar to what they get at a vegetable market or a store. Some users have concerns about the products delivered should be same as they seen on screen.

Knowledge Level - Most of the users are educated and have the basic knowledge of online shopping.

Technical Orientation - mostly all are aware of technology and use mobile apps.

User Research

Palvi Saxena
Existing expert user of Big Basket
Age: 25
Work: Architect
Location: Gurgaon

Motivation
I don't want taking hassle of going market but want an system which makes me feel same as the previous buying experience.

Pain Points
Advertisement is more disturbing during purchase on screen.

Shubham
Existing Expert user of Big Basket
Age: 27
Work: Senior Business Developer
Location: Gurgaon

Motivation
I would really love if there is order list according to users in one account.

Pain Points
No delivery time change option after scheduled delivery.

Nitika Anand
Novice user of Big Basket
Age: 25
Work: Architect
Location: Delhi

Motivation
So I want a system in place where I can add my menu for house party and system suggest all ingredients and quantity for my order.

Pain Points
Whenever I change my location for delivery system removed all products from cart.

Competitive Analysis

Visibility of system status



When user searches for any product on bigbasket or clicks on any product/category, it shows "Please wait..." keeping the users informed about the action being performed and to wait for the results.

Bigbasket uses terms like "Smart basket", "Third party Payment Wallets" that are system oriented terms and not familiar to the user. Real world conventions not followed.

At any point of time if the user has added an item by mistake, he/she can remove the item added. The user also has the freedom to remove the item from the basket just before checkout.

Bigbasket maintains the consistency by placing the search on top, hamburger menu on the top left corner and profile details on the top right corner which is convenient to the users and does not makes them think much.

The "Search" in bigbasket minimizes the memory load of users by making options, history visible.

Offers displaying too much of information on the screen making the design cluttery and difficult for the users to stay focused on the primary information.

BIG BASKET

Your Location
Mini Campus, Delhi

Search 18000+ products

We are pleased to announce that we are extending our services to Manesar & Dwarka Expressway Sectors for your convenience. Happy Shopping!

Your next available slot: STANDARD: Today 9:00AM - 11:00AM

Express is not available for your location at this moment

Shop by category

- Fruits & Vegetables
- Foodgrains, oil & masalas
- Gourmet & world food
- The Baby store
- Bakery, Cakes & Dairy
- Beverages
- Snacks & Bottled foods
- Cleaning & Household
- Kitchen, Pet & Garden
- Eggs, Meats & Fish

Feel Fresh EVERYDAY
BATHING BARS & SOAPS
UP TO 20% OFF

Order for ₹600+ and get
FREE 10 star Membership and **FREE Delivery**
*Savings up to ₹500

paytm
20% cashback
on minimum purchase of ₹500+
Use code: WELCOMEBB

Top Sellers
in your city

- FREE DELIVERY
- MONTHLY CASHBACK
- PRIORITY DELIVERY
- 3000+ ADDITIONAL OFFERS

Morning Essentials

Hygiene & Grooming

Dove

Colgate

Up to 73% OFF
Grocery & Staples

Up to 67% OFF
Household Needs



When the users try to add more than the item that is available in the product description page it shows the 'Limited Quantity Available'. Which keeps the users informed about the number of items that are actually available at the moment.

Grofers uses real-world language for all its product description, side headings such as 'BestBachat' which means 'Best Deals' and also in the error prevention dialogs.

In order to remove the item user has to click the minus button multiple times. This may cause frustration in user because it restricts the user from its natural behavior of removing the item from the cart at once.

Grofers is quite consistent in terms of placing its menu and navigation items but coming to item display it lacks consistency.

Search bar shows all the previous searched items in the 'Frequent Searches' section which minimizes the cognitive load.

The Look and feel of the app help users to quickly navigate from one item to another. It also follows basic standards of visual design.

GROFERS

Delivery Location
Block A, New Friends Colony, New Delhi

Categories

Search for products

GUARANTEED SILVER COIN ON YOUR FIRST ORDER

Min Order ₹1000

Know how to get your FREE Silver Coin

Best Selling Items

- 24% OFF Fortune Soya Health Refined Soyabean Oil L... ₹91 ₹100 ADD
- 28% OFF Fortune Premium Kochi Ghani Pure Mustard Oil... ₹107 ₹150 ADD

40% CASHBACK on your purchase of ₹500+ Use code: ORANGE40

- Max Cashback ₹600
- Use Orange Cash to get ₹100 off on your order
- Orange cash usable with coupon / bank offers

Top Staples

- 18% OFF Grofers Mother's Choice Desi Ghee ₹409 ₹500 ADD
- ₹450 ₹460 Grofers Mother's Choice Cow Ghee ADD

Easy doorstep returns
No questions asked
Fast refunds

Our Happy Customers

* Awesome savings. They give good freebies, we get a very good chance to earn points and get free products! It's a good ex...

Arunthra Krishna, Bengaluru

Up to 73% OFF Grocery & Staples

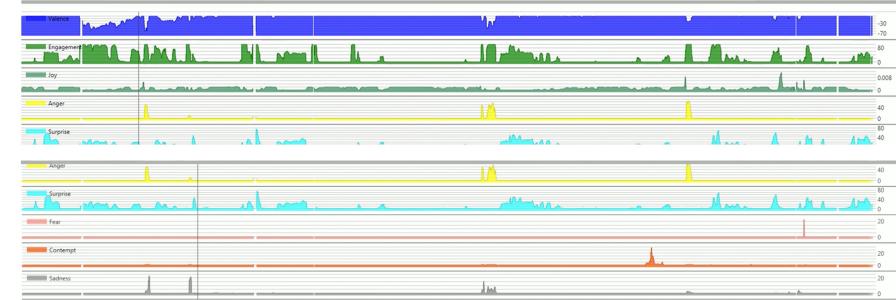
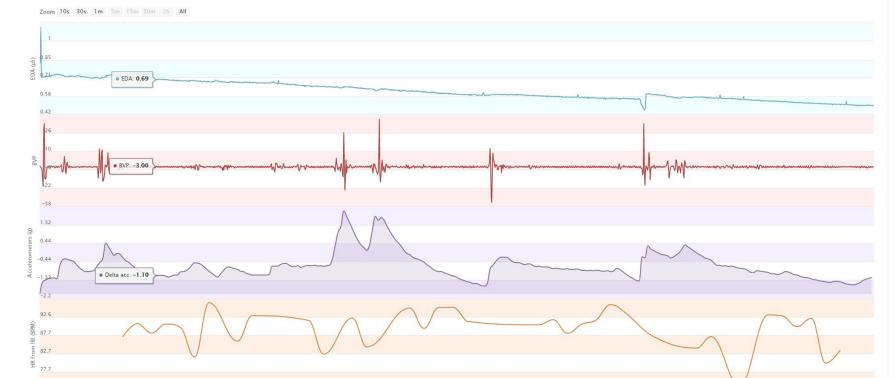
Up to 67% OFF Household Needs

Usability Testing of Existing Product

User Task: order 1 kg sugar and 1 kg milk in your location.

Task Duration: 4.5 Minute

Equipment use in Test: Eye Tracker, EEG, GSR

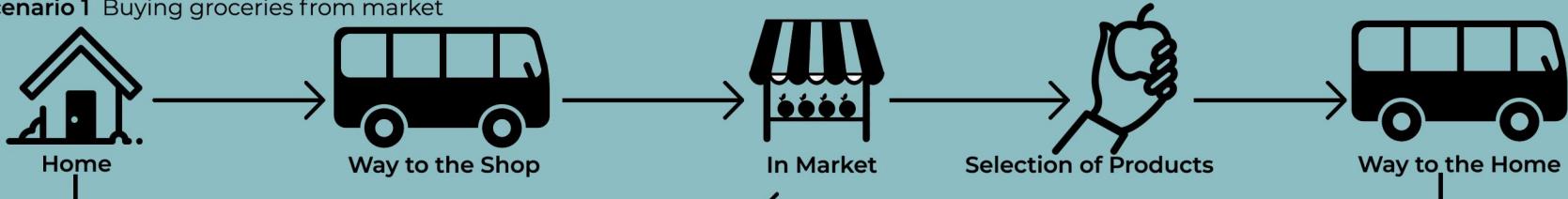


Finding

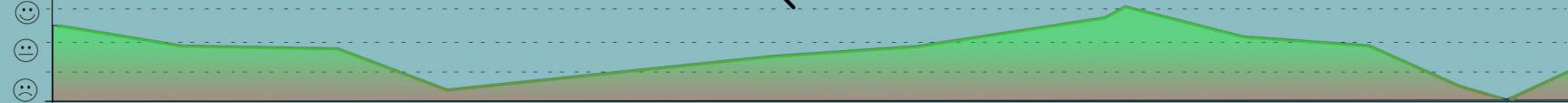
Arousal Graph are Decreasing during task.
Colors on screen is disturbing user eyes flow.
so much engagement during task.

User journey Map

Scenario 1 Buying groceries from market



Emotions



Scenario 2 Buying groceries from store



Emotions



Scenario 3 Buying groceries from online store

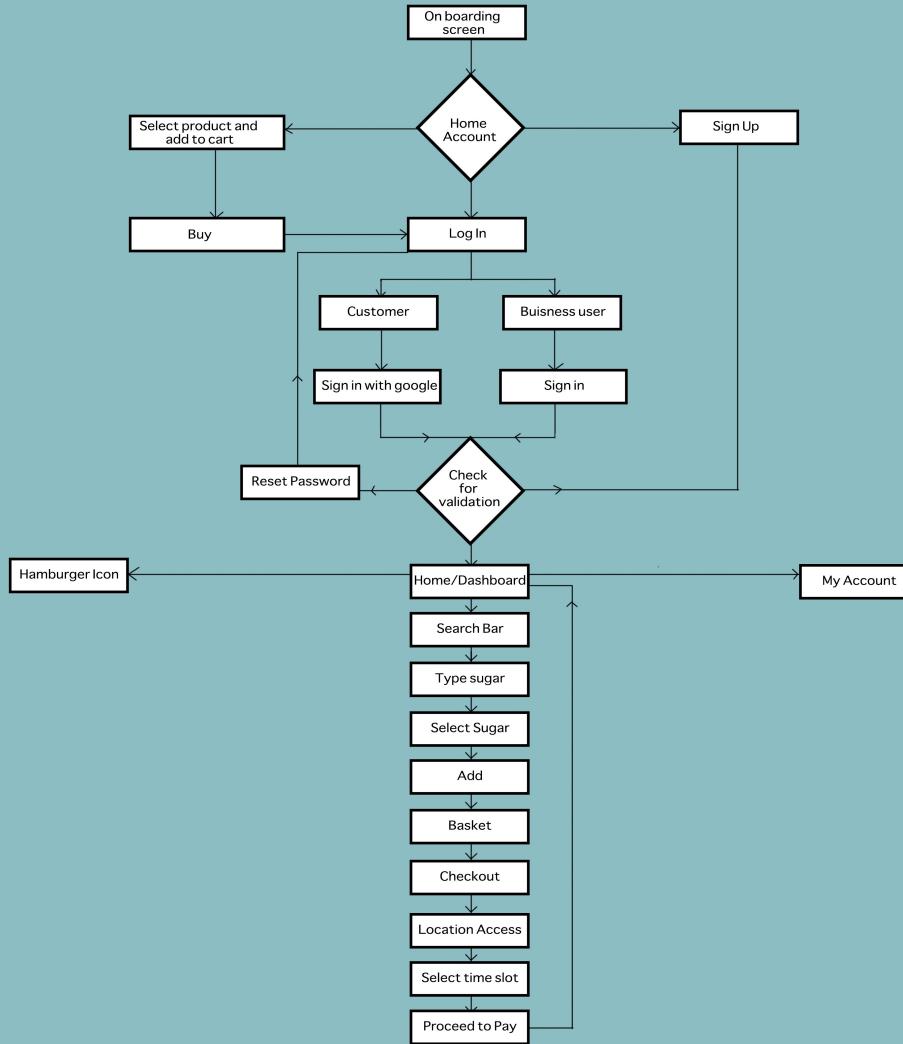


Emotions

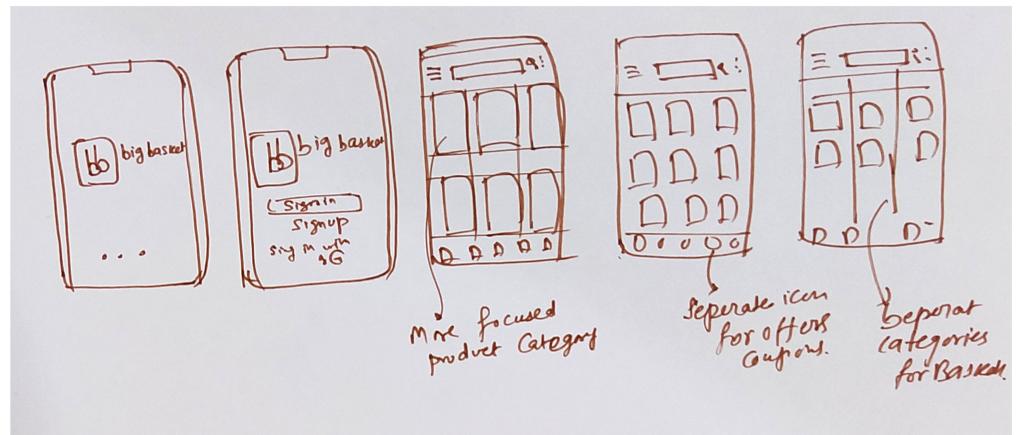


Task Flow

Task: To buy 1500 gm of sugar.



Ideation



Typography

MONTserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

MONTserrat Hairline
MONTserrat Ultra Light
MONTserrat Light
MONTserrat Regular

MONTserrat Semi Bold
MONTserrat Bold
MONTserrat Extra Bold
MONTserrat Black

Color Palette

Color is light and light is energy. Color can stimulate and excite us. It can make us feel happy, tranquil... or even depressed. We experience the psychological effects of color all day. It's subconscious, yet effective.

