

# Quick Stop

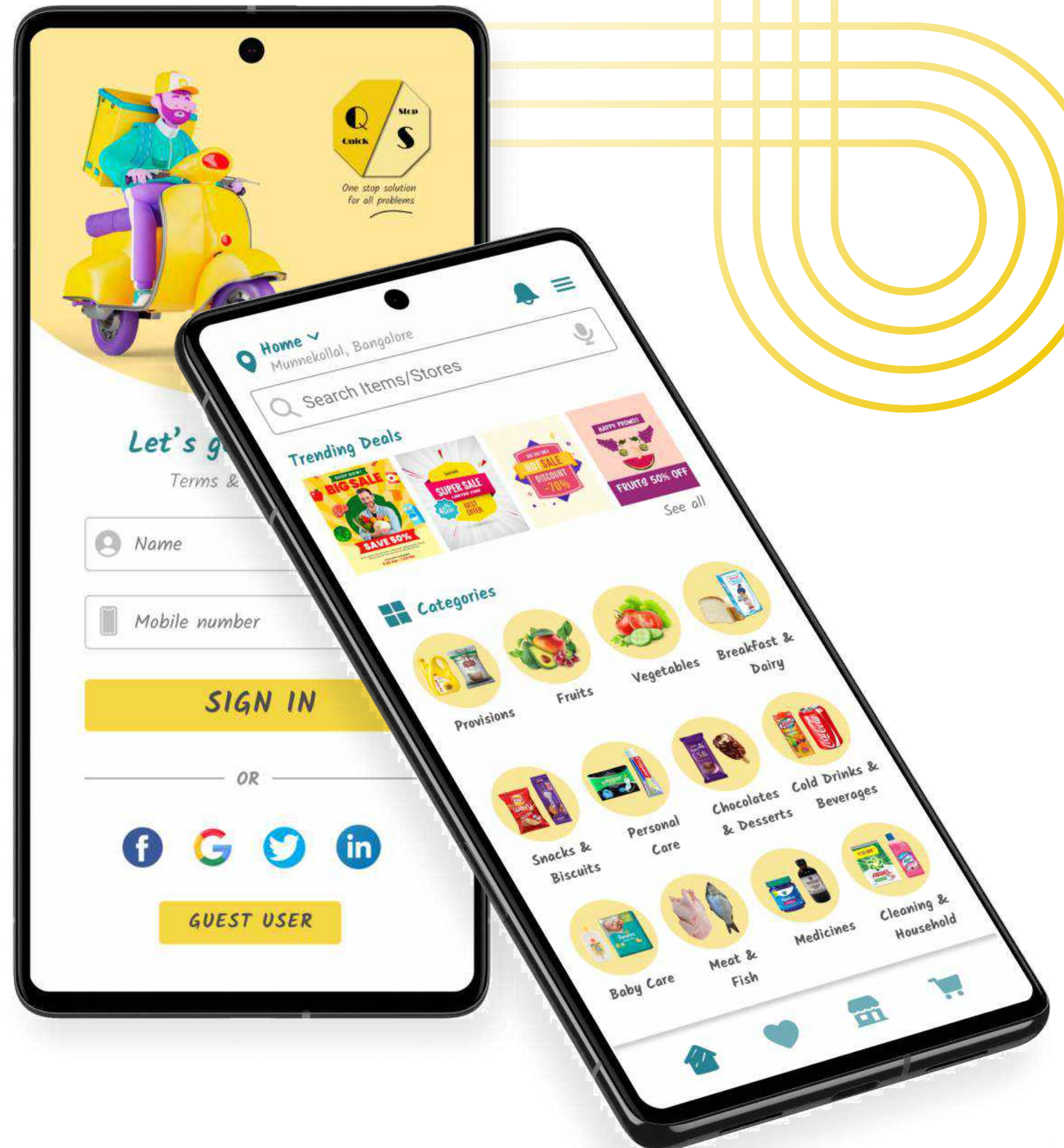
UI/UX Case Study

## Quick Stop

One stop solution for all problems...



G.Indhumathi



## Problem Statement

In a fast paced world where the stress of work is overwhelming, we all need the support of online e-commerce stores to help and make our day-to-day lives easier. Especially in busy cities like Bangalore, people find it difficult to go out to local stores due to the Hectic traffic. The idea of using online shopping has been widely increased after COVID-19 all over the world. People are looking out widely for all possibilities of online shopping with quick delivery and best quality.

## Possible Solution

The best possible solution is to design an accessible and inclusive mobile application that allow users to buy necessary items from their local stores with quick delivery and best quality. The interaction with UI should be easy and should deliver a best experience to the users. The app should also allow the users to compare prices between the stores, provide various offers and help user provide the best experience.

## Target Audience



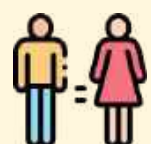
Aged 10-60



People living in metropolitan or sub-urban areas



People who prefer ordering foods atleast once in a week



Different Genders



People with disabilities







## The Approach

*Quick Stop is the smartest and fastest Local e-commerce app. This app ensures proper planning and smooth shopping experiences to its customers. This app minimizes the user's day-to-day activities and delivers a wide range of Fresh Groceries and other Household essentials just at a single click at your door steps.*

## My Role

*Design Strategy*

*Problem Solution*

*Information Architecture*

*Empathy Mapping*

*Usability Testing*

*User Flow*

*Prototyping*

*Wireframes*

*Competitive Analysis*

*Visual Design*

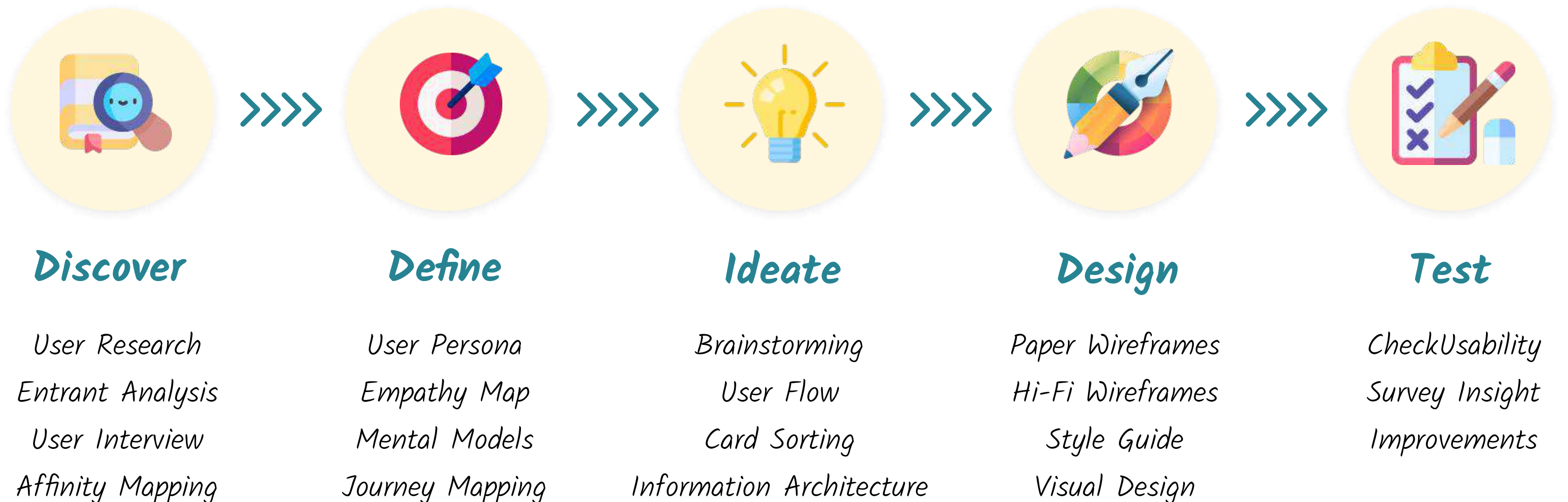
*User Research*

*User Persona*

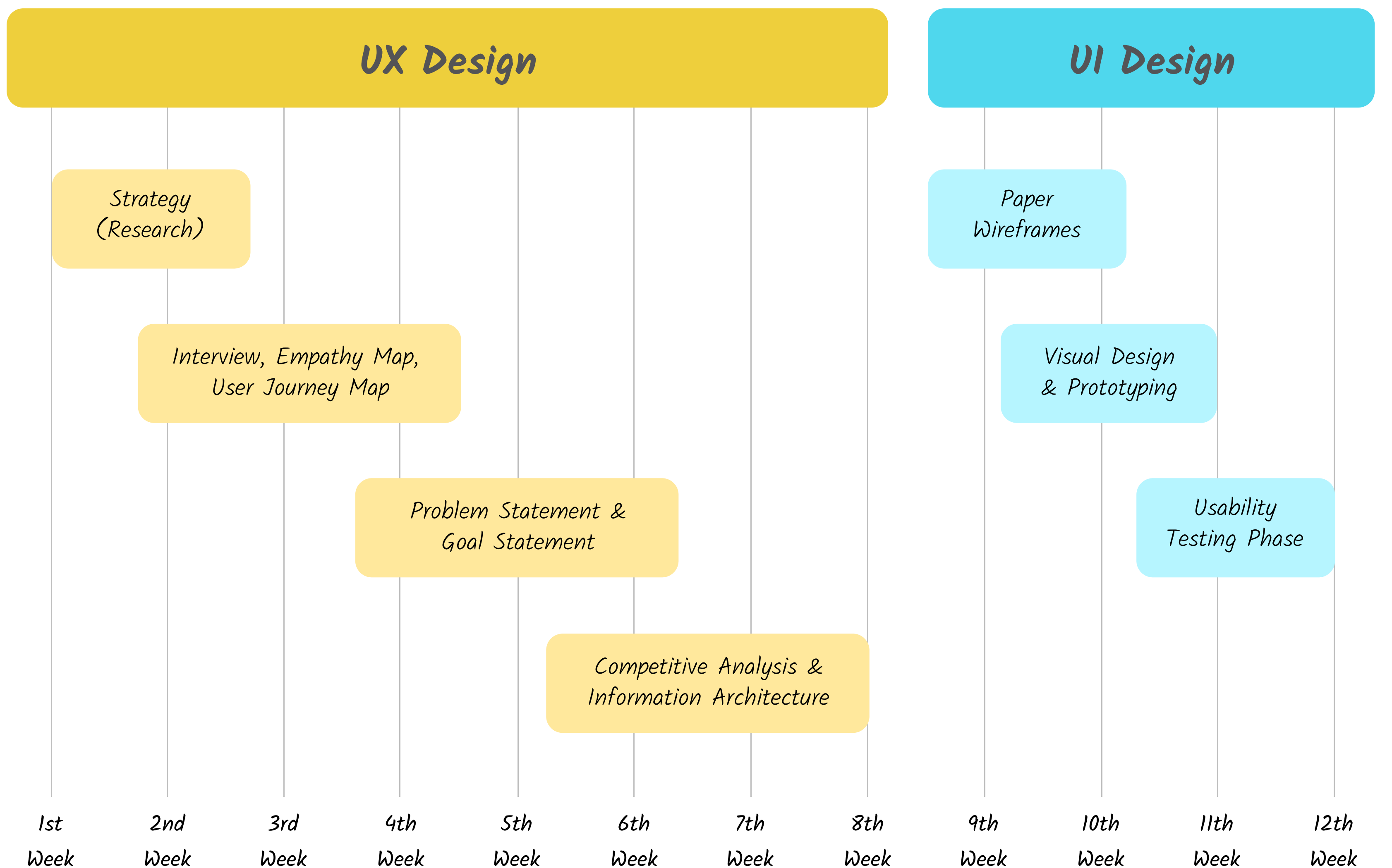
# Design Thinking Process

*“Knowledge comes by taking things apart, analysis. But wisdom comes by putting things together”  
-John A. Morrison.*

*The Design Thinking Process helps us to break large projects into smaller phases, making the process easier to handle and deliver the best results. The phases involved in my Design process are as follows.*



## Project Timeline





# Discover Phase

## Understanding the problem statement

To understand the problem statement better we need to dive deep and learn the different aspects behind it. To narrow down our research and achieve a more streamlined approach, we frame the **5Ws — Who, What, When, Where and Why**. This stage helps us establish exactly what needs to be researched and why.

### WHO



- |   |  |                                     |
|---|--|-------------------------------------|
| are we solving the problem for?                                       | all find it difficult to do online Grocery shopping?                 | is going to get benefitted from it? |
| all are the category that currently don't do grocery shopping online? | all find themselves to be new users due to the problem being solved? |                                     |

### WHAT



- |   |  |   |
|---|--|---|
| all inclusions will have to be added to solve the problem?          | are the different behaviors that will be shown by shoppers?    | impact will it have on user base?                 |
| all assumptions need to be made to carry out this research?         | are the setbacks that will come during the research procedure? | is the ultimate goal for the study?               |
| are the different age groups & categories the users will belong to? | all will be the challenges during acquiring data?              | will be the impact it will have on the user base? |

### WHERE



- |   |   |                           |
|---|---|---------------------------|
| do users get stuck the most during their online shopping? | do we need to give importance of the experience for the user? | do we need to focus most? |
|---|---|---------------------------|

### WHEN



- |                                |  |                           |
|--------------------------------|--|---------------------------|
| do users use the app the most? | does it become very difficult to track the orders? | is the problem occurring? |
|--------------------------------|--|---------------------------|

### WHY



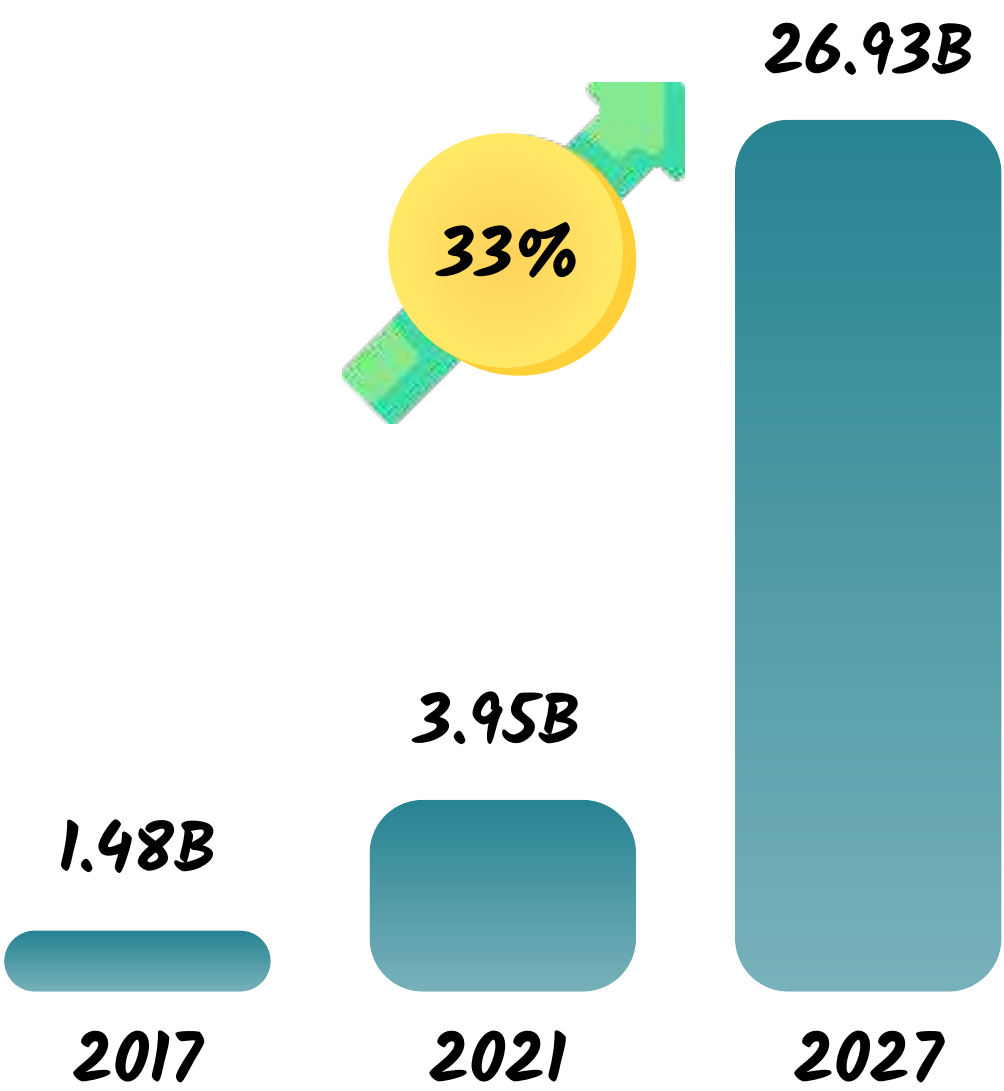
- |   |  |   |
|---|--|---|
| is it important to make grocery shopping hassle free? | is it important for users to know what to buy and what not to? | is it important to solve the problem?     |
| are users using the online shopping app?              | is it important for users to provide Feedback & Ratings?       | are users not using online shopping apps? |

## Secondary Research

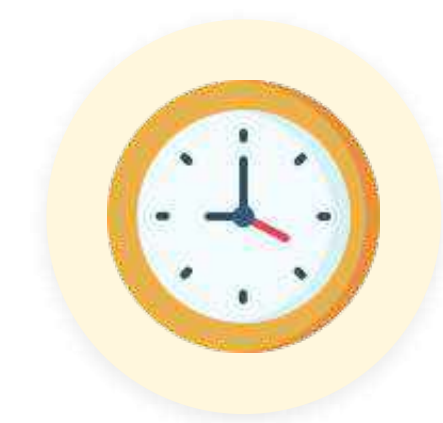
The First step in My Research starts with Secondary research. When we research to make a product better, it is very important for us to consume and indulge in insights and to learn that already exist through various sources, industry reports, Analytics/Business data, academic articles, Competitors etc.

### Market Analysis – Indian Grocery Market

- The Indian online grocery market is estimated to reach **US\$ 26.93 billion in 2027** from **US\$ 3.95 billion in FY21**, expanding at a **CAGR of 33%**.
- Post COVID-19 outbreak, the preference for online shopping of products has increased drastically.



### Top drivers boosting the Growth of Online Grocery



39% to  
Save Time



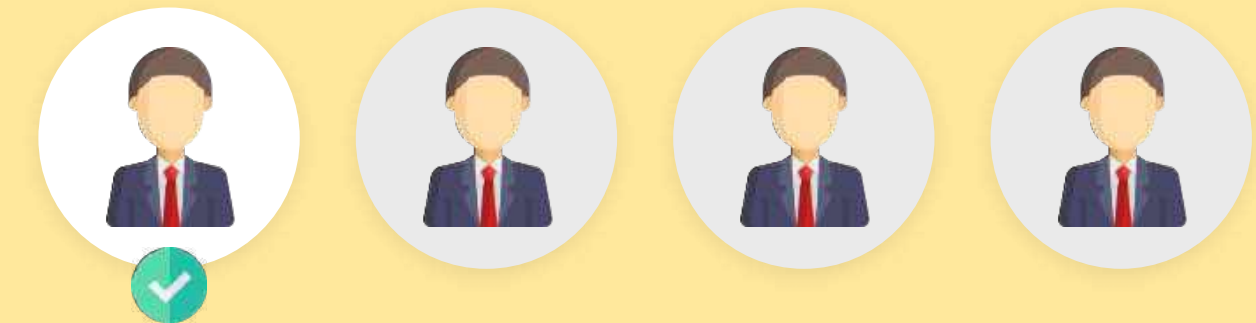
36% to  
Save Money



27% to Save  
Driving/Fuel



15% to Order items  
in large quantities

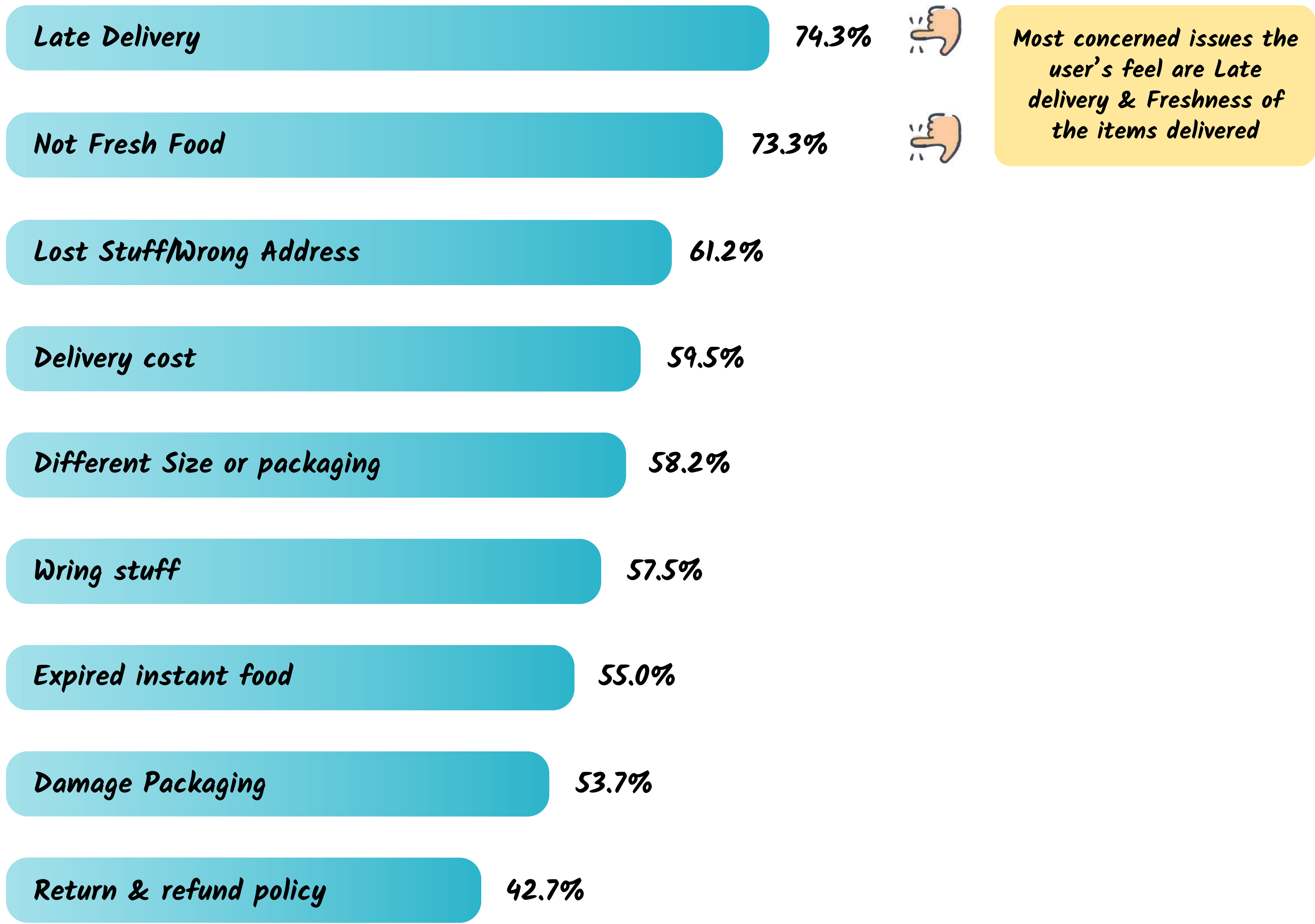


“One in every four respondents who participated in the survey said she/he used e-commerce grocery apps to buy essentials and indulgence food online”

The survey received over 30,000 responses from Indian consumers from 272 districts. While 49% respondents were from tier-I cities, 33% were from tier-II cities and 18% were from tier-III and -IV cities and from rural districts.

Survey conducted by LocalCircles

### Most concerns on online Grocery shopping





Competitive Analysis

Understanding the factors of the competitors’ apps would help to strategically design solutions to make a superior product as well as experience. I conducted a analysis on few trending apps in the market from the sources available in the internet in order to understand their features, design flow, audience and user feedbacks. Instead of analyzing all the features, I looked over only the main successful methods chosen by the apps to understand their way of attraction from the user.

Comparison of important factors in 3 trending apps - Swiggy Instamart, Zomato-backed Blinkit and Soonicorn Zepto

Product			
Product Type	Instant Shopping Application	Instant Shopping Application	Instant Shopping Application
Services	Groceries & other essentials(15-30 Min)	Groceries & other essentials(10 Min)	Groceries & other essentials(10 Min)
Locations	Instamart serves customers in over <b>25 cities</b>	blinkit serves customers in over <b>30 cities</b>	Zepto serves customers in over <b>10 cities</b>
Active users	More than <b>2 Million</b>	More than <b>1.6 Million</b>	More than <b>1 Million</b>
Inside the App			
Navigation	<b>Bottom Nav</b> Nearme Explore Cart Account	<b>Bottom Nav</b> Home Categories Search Offers Account	<b>Bottom Nav</b> Home Categories Wallet Cart
Flow(Buying an Item)	1. Set location 2. Swiggy Instamart 3. Search for Item/Stores 4. Add to Cart 5. Edit Cart(If Needed) 6. Checkout (Add address,Coupons,Add-ons) 7. Make Payment	1. Set location 2. Select from Homepage Items/Categories 3. Add Items to cart 4. Edit Cart(If Needed) 5. Checkout (Add address,Coupons,Add-ons) 6. Make Payment	1. Set location 2. Select from Trending/Explore/Categories 3. Add item to cart 4. Edit Cart(If Needed) 5. Checkout (Add address,Coupons,Add-ons) 6. Add Address to proceed 7. Make Payment
User Interface	Swiggy Instamart is an section inside the Swiggy application. So its very simple and easy to use UI.Minimal use of colours and specific card selection.	Interactive Banners,Colourful UI and Category section has very interesting segregation.	Zepto has a very interesting Brand colour (Target Audiance 25-35 Years).Cards, specific banners and easy to use UI.

Some interesting insights from the Competitor Analysis is listed Below:

Zepto, which recently raised \$200 Mn, was given a Brand Equity score of 8.9 out of 10 for delivery time, almost 2 points more than the second-placed Dunzo.

Some Pros of Zepto:

- The app can be used in **low-data mode/without data (offline)**.
- Zepto provides **prompt status updates** on orders.
- They deliver from **7 am to 1 am**.
- From **kitchen essentials to personal care items**, you would find almost everything needed.
- **Delivery persons** adhered to the mask mandate.
- Delivery time is **under 12 minutes**.
- The orders were **packed decently**.
- Products were **economically priced**.
- Smooth **customer service**.
- They provide certain products at **commendable discounts**.

**Blinkit**, which offers the **same delivery time as Zepto** and **claims to be almost twice as fast as Dunzo**, ended up **third on the list** with a **Brand Equity score of 3.4**.

**Swiggy Instamart** was at the **bottom of the list** with a **Brand Equity score of just 1.2**.

**Blinkit and Swiggy Instamart** were perceived to have the **worst customer service and delivery partner conduct**, respectively, according to the analysis.



Dunzo's Marketing Strategies

In its commercial campaigns, it faces many obstacles. The key goal of Dunzo marketing strategy is to spread knowledge about the multi-usefulness of the app by promoting it through using various means that can be online or offline. But since Dunzo marketing is done online these days, the platform uses Dunzo social media pages to successfully create a unique identity to its consumers.

References from Bollywood

To draw people's interest, Dunzo marketing uses phrases and dialogues from Bollywood. The everyday notifications are typically interwoven with powerful songs or film titles.



Meme Marketing

In Memes and Dunzo Ads, the brand is an influential trend follower. Through Dunzo Instagram page, you can see that the brand easily adapts to the Internet and its new meme-based posts for marketing becomes trending. The Dunzo memes are well known for being relevant and witty.



Campaigns and Consistency

Dunzo ads campaign got its inspiration from a famous Instagrammer 'Dude with sign' who stood in public places with signboards that had various topics like spreading awareness spoken about. Dunzo marketing strategy was among the first set of brands to have used the format in their communication. Since then, it is something that has been consistently used in their communication multiple times.



Concluding Fact -

Dunzo's marketing strategy success is evidenced by the fact that it became a verb, let's say Dunzo! In order to increase public engagement, it is crucial that brands develop trendsetting marketing strategies. As companies expand, the clutter is important and the right audience is reached. Modern marketing techniques, which publicity companies would use, are available for this. With the help of this Dunzo case study you can also take tips and improve your marketing skills.

Social Media Marketing

Dunzo marketing material is often vivid and coordinated with the key green or black colours of the Dunzo logo. The brand creates a strong immersive environment, which instils optimism on small screens. As for Dunzo social media involvement, Instagram, Twitter and Facebook work well for the brand. It strives to spread daily life posts with the aid of its mascots, Harri and Dunya. These characters, dressed in Dunzo gears, represent the thoughts of a Dunzo-partner in daily circumstances.



Hyper-Local Communication

As Dunzo manages hyperlocal supplies, it is important that the urban spaces for which Dunzo provides services are expandable. It did so by using graphic designers as well as by manipulating real-life images. Dunzo USP is to catch the pulse of the city and describes how it wants to make a part of people's lives.



#90sRedun campaign

Dunzo brand positioning is such that it delivers nostalgia with the #90sRedun campaign. Dunzo uses memes to pay tribute to iconic commercials by redoing them with brand integration, rewriting taglines with a twist, and utilizing these brands' legacy to pull us back into simpler times.



Designing to achieve Brand Equity

Good UX and consumer trust are both invisible. Designing for trust: An opportunity to stand out.

Here are some basic design principles that are crucial to building trust: Clear Communication, Consistency, A Human touch.

Designing to fulfil Marketing strategies

UX in digital marketing is equivalent to oxygen in the heart

Here are some basic design principles that are crucial to build marketing: Building a Connection, Better Visibility, Enhanced Customer Experience, Decrease the Bounce Rate & Optimized for Mobile-View.

Develop Brand Equity

Brand equity refers to a **value premium** that a **company** generates from a **product with a recognizable name** when compared to a generic equivalent. Companies can create brand equity for their products by making them **memorable, easily recognizable, and superior in quality and reliability**. **Mass marketing campaigns** also help to create brand equity.

- Brand equity has three basic components: **consumer perception, negative or positive effects, and the resulting value**.
- Brand equity has a **direct impact on sales volume and a company's profitability** because consumers gravitate toward products and services with great reputations.
- Often, companies in the same industry or sector **compete on brand equity**.

Measuring Brand Equity

- Brand evaluation
- Brand strength
- Brand awareness
- Brand relevance
- Output metrics
- Financial data
- Competitive metrics

Refer [How to Measure Brand Equity: 7 Proven Ways - Qualtrics](#) for more details on measuring Brand Equity

Four steps towards building your own brand equity.

1. Build greater awareness
2. Communicate brand meaning and what it stands for
3. Foster positive customer feelings and judgments
4. Build a strong bond of loyalty with your customers

Refer [What Is Brand Equity and How to Build and Measure It? \(qualtrics.com\)](#) for more details on developing Brand Equity

Develop Marketing strategies

A marketing strategy refers to a **business's overall game plan** for reaching **prospective consumers** and turning them into customers of their products or services. A marketing strategy contains the company's **value proposition, key brand messaging, data on target customer demographics, and other high-level elements**.

- A marketing strategy is a business's game plan for reaching prospective consumers and turning them into customers of their products or services.
- Marketing strategies should revolve around a company's value proposition.
- The ultimate goal of a marketing strategy is to achieve and communicate a sustainable competitive advantage over rival companies.

How to Create a Marketing Strategy

- Identify your goals
- Know your clients
- Create your message
- Define your budget
- Determine your channels
- Measure your success

Refer [Marketing Strategy: What It Is, How It Works, How To Create One \(investopedia.com\)](#) to more about it.

4ps of marketing

1. Product strategies
2. Pricing strategies
3. Distribution strategies
4. Promotion strategies

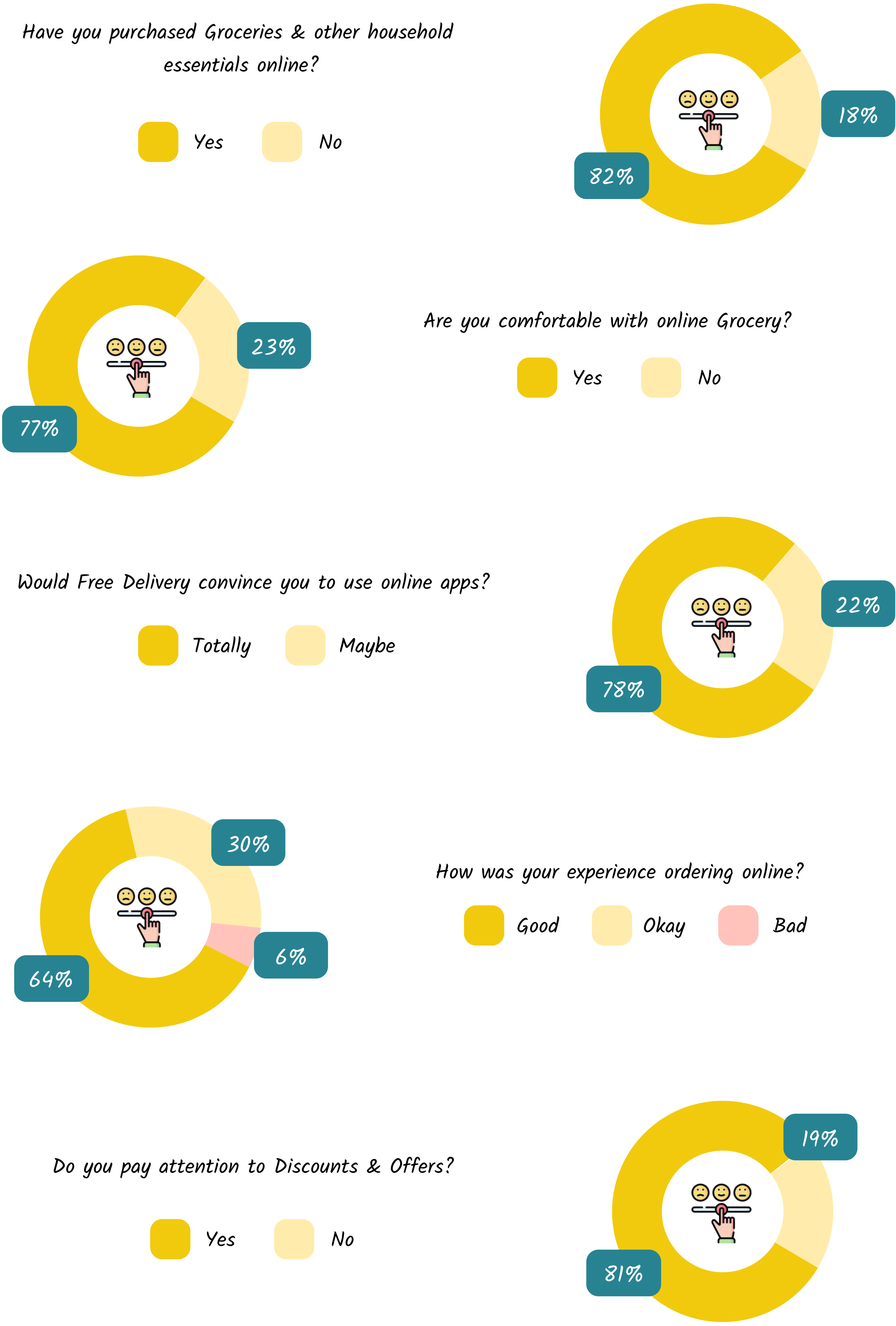
Refer [Marketing Strategy explained: Definition, Types and Examples \(toolshero.com\)](#) to know more about it



# Primary Research

## Quantitative Research

A survey with questions to understand how the user uses and feels about online Grocery apps was taken to understand the mindset of the majority of users.



## Key Insight Derived

- 1. Post COVID-19 outbreak, the preference for online shopping of products has increased drastically.
- 2. Most concerned issues the user's feel are Late delivery & Freshness of the items delivered
- 3. Most people use online apps because they feel online shopping saves time, money & Fuel and they are attracted to Discounts, offers and free delivery

## ● Qualitative Research

*From the Secondary research, we are able to better understand our target users. Once the Target Pool of users is identified, the next step is to find people in the real world who best suit the target set. After many background checks of the user, I was able to arrive upon 4 users who were selected on the basis of relevance to the target user group.*



*Aabilash,  
Team Leader,  
25-35,  
Bangalore*



*Sridhar,  
9th Standard,  
10-20 age group,  
Chennai*



*Harsha,  
A college student,  
15-25 age group,  
Tirupati*



*Aman,  
UX Designer,  
25-35,  
Surat*

*Now all these 4 users were Interviewed with the following Interview questions, which involves Background questions, High-level questions & Detailed questions.*

### **Interview Questions**

- 1. What's your daily routine and how do you buy groceries?*
- 2. Which websites or applications you use in a regular basis?*
- 3. How much time do you typically spend on buying groceries?*
- 4. Do you feel you save time by buying groceries online?*
- 5. What's the hardest part about buying groceries online?*
- 6. How do you think you can improve this process?*
- 7. How does online grocery shopping impact your everyday life?*
- 8. How do you feel the price comparison between online and offline buying?*
- 9. What are the requirements you look for buying items online?*
- 10. Have you faced any issues while buying online?*



# Affinity Mapping

Affinity diagramming is a great way to sort through dense research data and get to the root of findings. After collecting information from surveys & User Interviews, an affinity diagram was created to have a better view of user pain points, motivations, trends, competitive analysis, and new ideas

## USER CHARACTERISTICS

Aabilash,  
Team Leader,  
25-35,  
Bangalore

Sridhar,  
9th Standard,  
10-20 age group,  
Chennai

Harsha,  
A college student,  
15-25 age group,  
Tirupati

Aman,  
UX Researcher,  
25-35,  
Surat

## GOALS & MOTIVATIONS

He finds online stores are cheaper than local stores.

Also, since the online stores are open 24/7, he felt it easier to use them as an best option when going out of station or to new places without trouble

They are able to meet their personal & professional life balance only because of such online apps.

Since, he is from Bangalore, he always prefers online shopping due to the hectic traffic here, even if has time.

He feels its so useful for girls and women working, as his wife could easily buy basic medications online when she was not well

There is no need to wait for checkout and billing and we can avoid crowds in online shopping

Also, his wife feels no need to prepare a shopping list like going out for a local store, she can easily go to kitchen look for things needed and buy it at the same time online

He and his wife can easily compare prices and options and buy the best product in online

He feels online apps saves time and fuels we waste unnecessarily

He feels online apps made him feel better and saved him from anxiety

But after these online apps came, he could order anything he wanted at any time without trouble

He feels like this is a one-stop solution for all and can find all varieties in a single platform, which is not possible offline

He feels online shopping saves time where he can complete cooking work by the time it gets delivered

He feels online apps allows less amount like 100gms, 50 gms which is easy, whereas local stores don't prefeere them

He also like where they give chopped vegetables in online stores which is saving a lot of time.

He feels online stores are cheaper than local stores

He saves time and can do pending stuffs while the order is on the way.

Orders of highest amount or repeating customers have discounts in online stores

## TASKS & ACTIVITIES

He spends some time in mobile daily. He rarely uses online grocery app. He mostly goes to local stores to buy things

He feels going out is a kind of good for him and so he prefers going to offline stores.

He used online shopping rarely like when he goes out of station and it was easy to order online also

He spends more time in mobile. He mostly depends on online shopping for everything.

He rarely uses mobile on weekdays as he goes to school and uses often on weekends

He is a foodaholic and likes to eat variety of dishes often

He prefers going out with his friends to have food, but since he is studying his parents won't allow him to go out often

Since he studies often, he feels he need to eat often or have something inbetween to avoid sleeping

He orders snacks and chocolates and food items during is late night studies to avoid sleeping

Sometimes, when he goes to buy groceries in a nearby local store, he wanted to buy ice creams which he cannot find in certain shops & he needs to go far to another shop for it

He uses mobile in morning and evening & avoid during day times.

Since, he is alone in Surat due to work, he cooks by himself and he buys things for home

He go to local stores while coming back from office during weekdays

During weekends or busy days he uses online apps to buy groceries

## NEEDS

He feels like the app should contain detailed description about the product, e.g, expiry date, production information, ratings, delivery time, etc.

Once when he was delivered a dried out Palak leaves online, he raised a complaint and got the money refunded

Since there is good refund and return policies, he feels online apps are doing their best for their customers

He feels stocking & storing all kinds of brands user buys is a part where online apps should focus

Also, he feels they can still give a wider options of stores to avoid out of stocks

The app must include stores like groceries, basic home essential needs & basic medications for user's needs which are very essential

But in online stores, he can buy groceries, snacks, chocolates, medications, household essentials, etc in a single platform

He also feels, when subscribed, services are given with utmost care and deliveries are made quicker with lot of discounts in online stores

He also feels equal compensations are given when deliveries are delayed like coupons with offers and rewards or cashbacks in online stores

Also, he feels customer support is good in certain apps like Zomato where if the order is delayed, the executive itself calls restaurant and delivery guy & gives us updates when we need them.

In local stores, he feels he can see for the quality of groceries and then buy, which is not possible online

Expiry dates of products or older products are not mentioned clearly in online apps

He feels importance is not given for reviews, Users needs to put reviews and provide pictures to get to know the quality, so the app team should give more information on reviews part

## INSIGHTS

He hasn't faced any trouble while using online shopping apps and he informed it was easily accessible

He has used apps like swiggy for ordering food. He feels information given in swiggy are sufficient enough.

Since he & his wife both are working, he feels using online stores are more easier and helps him out in his daily life

They are able to meet their personal & professional life balance only because of such online apps.

He feels online shopping is much easier and app interface is user friendly for him

He mostly buys milk online and sometimes he couldn't find the brand he buys it in the early morning, as it gets out of stock.

He mostly uses Dunzo & Jiomart apps, rarely Zepto, Big basket, BBDaily when certain things are out of stock

He feels almost in all apps they include all local stores and most necessity items like groceries, stationaries, household garments and medicines

He uses apps like swiggy and zomato for ordering foods like pizzas and big meals and uses apps like dunzo, big basket to order chocolates, snacks, ice creams, etc.

Since he is used to local stores, he takes around 20 mins in the store

He prefers Bigbasket mostly and also used Grofer sometimes

Since he has used lot of online apps, going through the app and ordering is easy for him without any difficulties

## PAIN POINTS AND WISHES

He once faced issue in delivery when ordered online where the order was delayed.

One thing which he didnt like was, sometimes he' couldnot find the desired brand or they get out of stock in online

Initially he felt it so hard, as he used to read and do projects midnight, and he couldn't go out at that time if he feels like eating anything

He feels this good support should be developed by others apps also for making customers hassel free

He feels he can bargain in local stores, whereas that's not possible online and they are fixed prices

Sometimes, online items may be older and they will not be good, which can be found out only after they get delivered

Lack of quality & poor and late deliveries are drawbacks

Once he found a worm inside a vegetables which he bought online and he was so frustated because of it.

## Key Insight Derived

1. Most people in Tier-I & II cities prefer online shopping due to heavy traffics and busy work culture
2. Mostly people spend around 40 minutes to 1 hour in offline shopping and around 10 to 20 minutes in online shopping
3. Late Delivery, old & Expired products, damaged packaging, Lack of customer support & refund policies are the major issues faced by the users
4. Most people look out for delivery time, product description, Expiry dates, Rating & reviews of previous customers before buying any items.
5. Discounts & Offers and free delivery make people feel items are cheaper online.



## Define Phase

### User Persona

With the data collected from the interviews and from the affinity diagram created, User Persona representing two ideal users of online application was created. These personas helped me to arrive at better solutions as it gave an in-depth understanding of the user goals and frustrations.

After the insights by the following two users were analyzed, we are able to arrive at forming user sets. A user set is a set of patterns observed that best describes a group of individuals. The following user sets were identified based on their grocery shopping behaviors:

- **Aabilash. M - The Strategist** — someone who plans and organises.
- **Sridhar. M - The Explorer** — someone who is all about exploration

#### The Strategist



#### Aabilash.M

Age	25
Education	Bachelors in Commerce
Status	Married
Occupation	Team Leader
Location	Bangalore
Tech Literate	High

#### Personality

Extrovert

Thinker

Creative

#### Preferred Payment medium



UPI

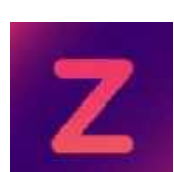


Credit/Debit  
cards



Cash on  
delivery

#### Apps



#### Bio

He currently lives in Bangalore and has completed his Bachelors in Commerce. He has been promoted to a Team Leader from Visual Analyst role recently. He is married and always manages household expenses effectively. He uses to compare a lot between stuffs and buys the best and cheap one's in the market.

#### Core needs

1. Online Apps should focus more on stocking & storing all kinds of brands users buy.
2. The app must include stores like groceries, basic home essential needs & medications for user's needs which are very essential.
3. Online apps needs good refund & return policies when dispute arises and good customer support throughout the process.

#### Frustrations

1. Sometimes he couldn't find the desired brand or the product he wants, as they get out of stock.
2. Once when he was delivered a dried out Palak leaves online, which was totally a waste of money and made him frustrated.
3. Variety of stores or options are less sometimes in certain areas making lesser options to buy specified items.

“ Since, both me and my wife are working, We always prefer online shopping which makes our lives easier in our busy schedules.



## The Explorer



### Sridhar.M

Age	15
Education	Studying in 9th
Status	Single
Occupation	Student
Location	Chennai
Tech Literate	Medium

### Personality

Introvert

Foodaholic

### Preferred Payment medium



UPI



Credit/Debit  
cards



Cash on  
delivery

### Apps



**zomato**



### Bio

He currently lives in Chennai and is studying his 9th standard. He is a Foodaholic and likes to eat variety of dishes often. He mostly studies during midnight and uses online apps to order foods midnight to help him from sleeping.

### Core needs

1. Good customer support who can guide us when any dispute arises and stays throughout the process to give us solution.
2. Apps must try to include all kinds of stuffs that children like starting from chocolates, ice-creams, snacks, etc.
3. Apps must provide great and mind-blowing pictures of the items in the app so we get to know how they look and get excited by the looks from pictures.

### Frustrations

1. Sometimes images are not uploaded for the items.
2. During mid-night studies, I find some items get out of stock or sometimes delivery partners are not available which makes us frustrated.
3. Some apps don't provide good customer support and we tend to suffer without proper guidance on what to be done.

“ I'm a foodaholic and like to eat variety of dishes often and online apps are actually saving me from anxiety by helping me eat my favorite items whenever I desire.



## ● Empathy Map

Empathy Map helps us to get insights on User attitudes and behaviors, which helps us to know what the business plan & needs are and what the user wants & suffers from.

### The Strategist

#### Says

- I always prefer online shopping due to hectic traffic
- I'm expecting better refund & return policies
- Looking for products that match my interest
- Able to manage professional & personal life
- Need user-friendly interface.

#### Thinks

- Saves time, money and fuel
- Rewards, refunds & coupons are attracting
- Super helpful when we are sick
- Can i trust i freshness of products?
- Am i overspending?
- Less Delivery time



#### Does

- Search for features in all apps
- Researches the pros and cons
- Looks for offers and discounts
- Prepares daily list of groceries
- Always checks for price comparison
- Look for rating & reviews before buying

#### Feels

- Useful
- Frustrated when the product is old
- Trust issues
- Overwhelmed by choices
- Safe with Payment processes
- Unhappy when product out of stock

### The Explorer

#### Says

- Hard to find all essentials in one store
- I couldn't find the snacks or desserts I want
- Can't go out to shopping often as I'm studying
- Online shopping is easy to me
- I must rest on weekends
- I'm a foodaholic & likes to eat often

#### Thinks

- Images of foods or snacks or any other desserts in the app makes me to order it.
- Reviews and ratings are helping in ordering good items
- List of favorite items to buy
- Payment method should be easy



#### Does

- Use food apps to order food and grocery apps to order snacks, chocolates and desserts.
- Study often and hence order at midnights
- Go out with friends to have street foods
- Fond of trying different items
- Gets attracted to combos







#### Feels

- Depressed when cannot eat his favorite items
- Excited and enthusiastic on looking images of snacks & desserts
- Unsure of quantity or size
- Annoyed when order delayed
- Happy to taste different varieties



Mental Models of Users

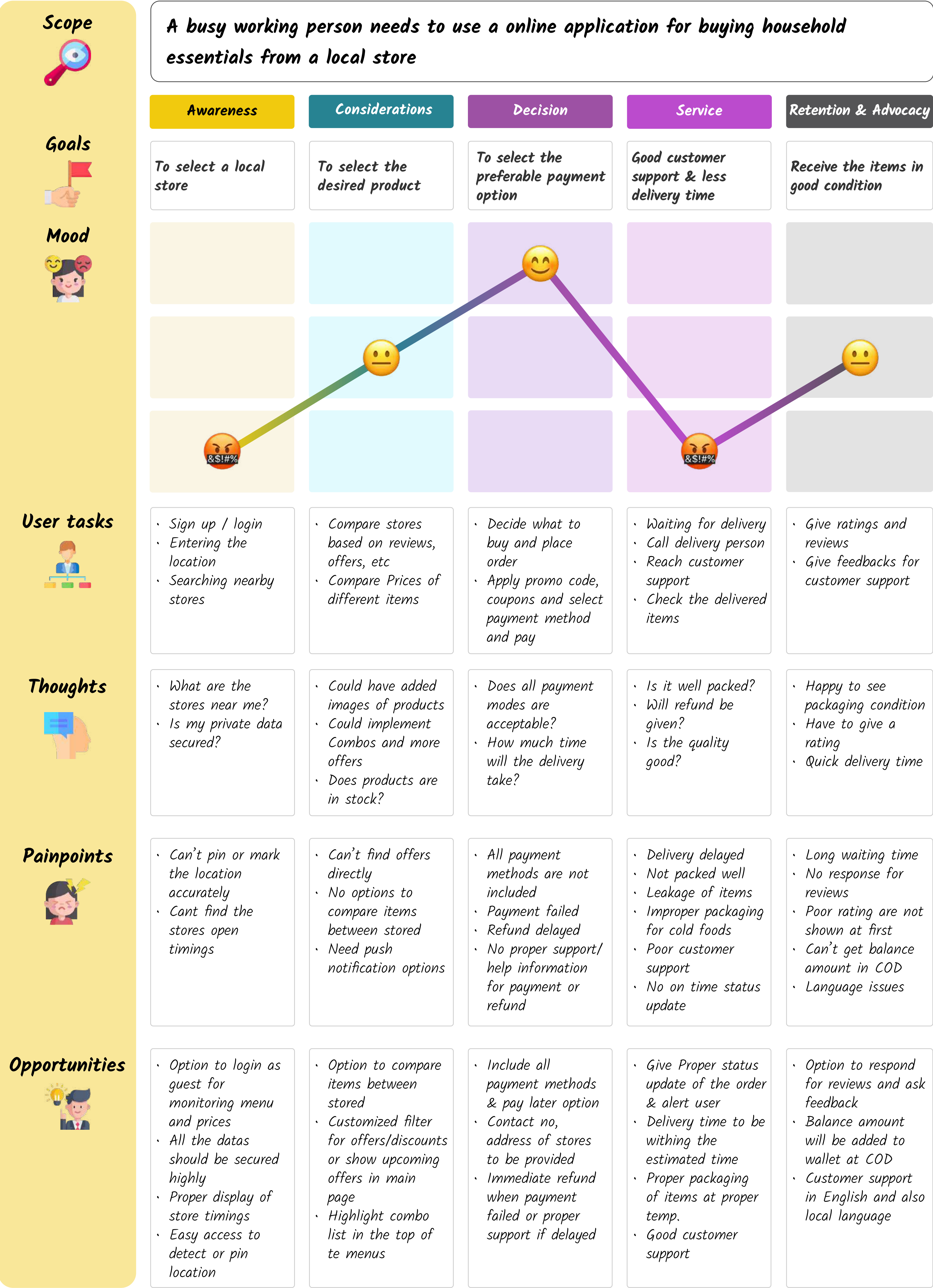
Mental models are explanations of how Users see the world. They influence product design every step of the way from the conception of an idea to the perception of an experience. Based on the information gathered from the selected two personas, I have created their mental models.

Flow through App Interface										
		Installing	Registration	Planning and Buying				Payment	After	
<b>Product Interface</b> 		Download App from playstore and install it	Sign up with mail Id or mobile number and set password	Set location using Map & Type detailed address	Go the desired categories and type the product you need or type the store nearby to find it	Add items to the cart & edit cart if needed	Give checkout and add/change address if you want	Check out for any add-ons or coupons available	Make payout online or give cash on delivery & check for confirmation	After receiving your product, give reviews if good and raise complaints if any issues
	<b>Brain</b> 	Need mobile data to install software and space in mobile; Free space in mobile;	Proper mail id or mobile; If already signed up, need knowledge of logging in again with password	Knowledge of maps and plotting location; Good Internet	Knowledge of swiping in apps & searching categories; The Back and Forward Buttons; The Help Menu; Google Maps / Android Navigation; Visual Catch; Compare prices and delivery time; Product details	Cart icons and editing cart knowledge; + & - icon, Customize preferences; Checkboxes; Adding to favourites	Knowledge of editing in checkout window; + & - icon, Customise preferences; Checkboxes; Adding to favourites	Applying & selecting correct coupons applicable; Understand coupons where and when applicable	Adding cards for payment; Knowledge of all payment methods; Cash on delivery; Knowledge of delivery charges & offers	Knowledge of giving reviews; Uploading pics; Knowledge of customer care & computer generated help section; Calling and messaging customer support; adding complaints
<b>User</b> 	<b>Aabilash</b> 	Living in city, have good internet access; Have knowledge of installing apps	Being a working professional, wellknown in signing up & creating accounts	With good internet access, can plot location easily	Mostly used with online shopping, well known with searching through apps and selecting products; well known of icons and going through the process	Expert in editing; Sometimes hard using + & - buttons for multiple products in checkout screen	Adding address again often will irritate me as I m giving it upfront, unless change of addresses	Well known of adding customized add-ons and using coupons	Well known of payments methods and paying steps	Knowledge of giving reviews; Adding complaints; Contacting customer support sometimes makes frustated due to long wait time or poor computer generated AI
	<b>Sridhar</b> 	Living in a remote area, Internet issues are there and downloading needs high data	Signing up is easy;Logging in again when password is forgotten is hard;Security questions or hard recovery model is difficult	Internet issues makes location marking hard;	Hard to find certain items; Hard to filter and sort in big lists; Lack of visual pictures makes it difficult to recognize; Confusion between buttons; Dull colors make eyes to search;	Hard to edit items; Sometimes hard using + & - buttons for multiple products in checkout phase or cart phase	Feels like more steps making complicated	No idea on Coupon knowledge; Or how to apply offers after adding them to cart; or search for offers or discounts	Less knowledge on online payment methods; Adding card details again & again makes frustrated; Mostly prefer cash on delivery	Not well known on contacting customer support; Language problem makes me hard to call or text; Update on order and deliveries missing gives us no status making it hard
<b>Designer</b> 		Make app run on low data usage to install it easily	Avoid confusing or plain error messages while logging or signing in - instead give detailed error info	Make app run on low data usage to use map effectively; Automatic plotting of nearby areas with higher visibility	Always have images for products for easier identification and have high quality images; Bright & eye inspiring colors for backgrounds & highlights; Add proper icons to depict; Text hierarchy; Font size differences;	Little distin-ction between primary and secondary buttons; Customization for adding quantity; Scrolling down pages instead of next pages	Customization for adding quantity; Easier deleting option for multiple items; Immediate buy out option on product to save time & steps	Coupon description; Showing offers on first page with details; Discounts always popping up; Eye catchy visuals	Preference for saving or not saving cards; Direct passage to upi apps instead of long process; automatic detection of accounts or upis with mobile no; details on offers for banks	Detailed help section for most relevant queries; Less waiting time; More language & translation options; Better Automated customer support with easier navigation



Customer Journey Mapping

A journey map is a visualization of the process that a person goes through in order to accomplish a goal in the app. I have listed down the deep dives of each stage that our selected two personas go through in the app.

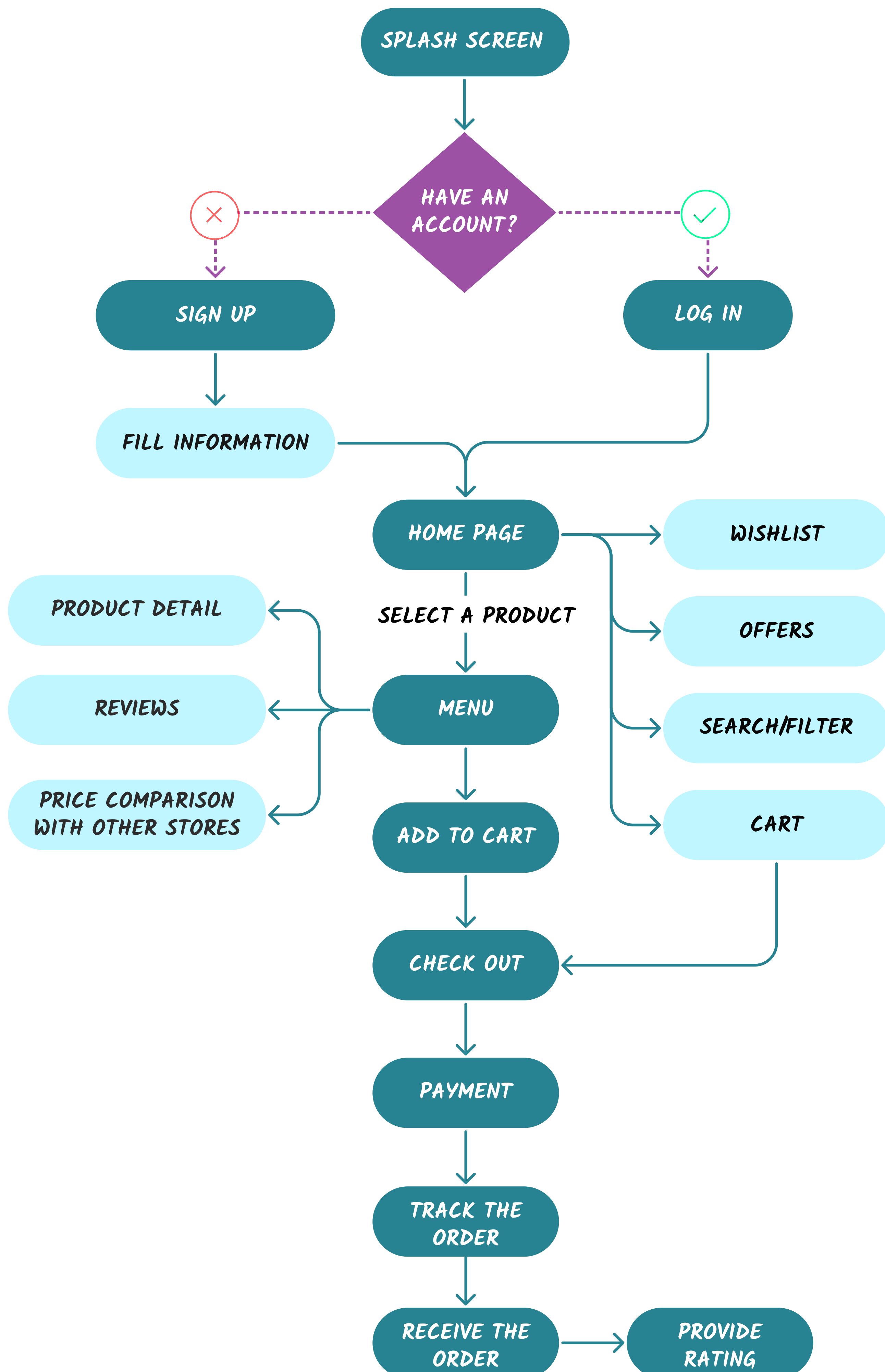




## Ideate Phase

### User Flow

A User Flow is a map flow that the user does from the entry to final point in the app. It helps to understand the navigation through the screens and serves as the precursor to the development of wireframes & prototypes.



## ● Card Sorting

Card sorting is used to assess or determine the way information is grouped, labeled, and organized within a site in the app. After analyzing the users' points, card sorting is done to organize the ideas & content in the apt groups separately.

### Home

Location  
Notifications  
Profile  
Search  
Filter & Sort  
Deals & Offers  
Categories  
Favorites  
Stores  
Cart

### Categories

Provisions  
Fruits & Vegetables  
Meat & Fish  
Breakfast & Dairy  
Snacks & Biscuits  
Personal care  
Chocolates & Desserts  
Cold drinks & Beverages  
Baby care  
Cleaning & Household  
Medicines  
Pet care

### Profile

Basic information  
My orders  
My wishlist  
Notifications  
Payments  
Addresses  
Wallet  
Subscriptions  
Customer Support  
Settings  
Help & FAQs  
About us  
Log out

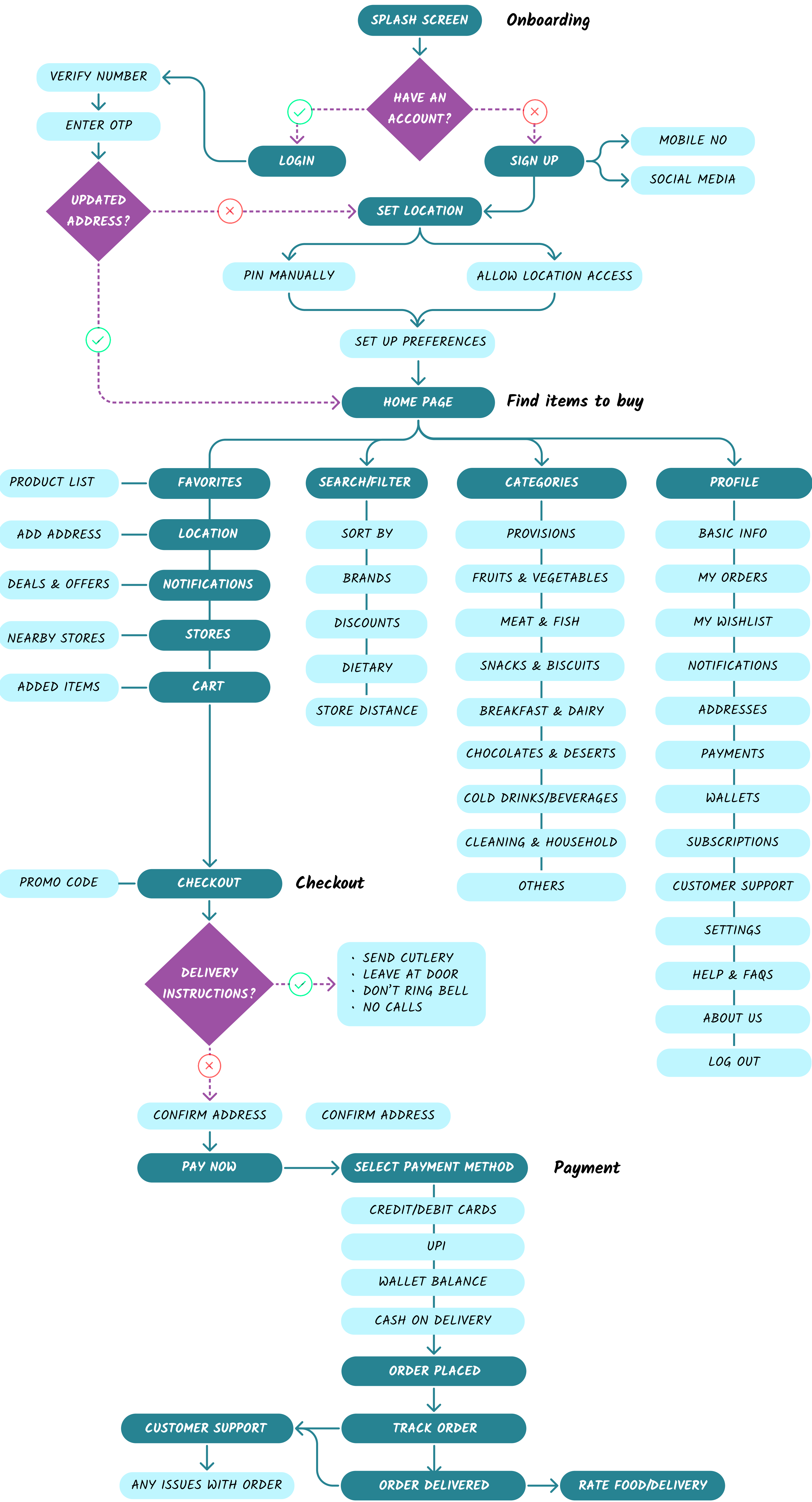
### About us

Terms & Conditions  
Privacy policy  
Version & License  
About us  
Contact us



● Information Architecture

The following structural design of shared information aims at organizing content and all the features so that users would adjust to the functionality of the product and will be able to find everything they need without any effort.





# Design Phase

## Low-Fidelity Wireframes - Paper Sketches

Sketching can help quickly visualize design ideas in a low cost efficient way. Rough drawings can be created with as many updations needed to represent the chief feature of all the screens in the app.



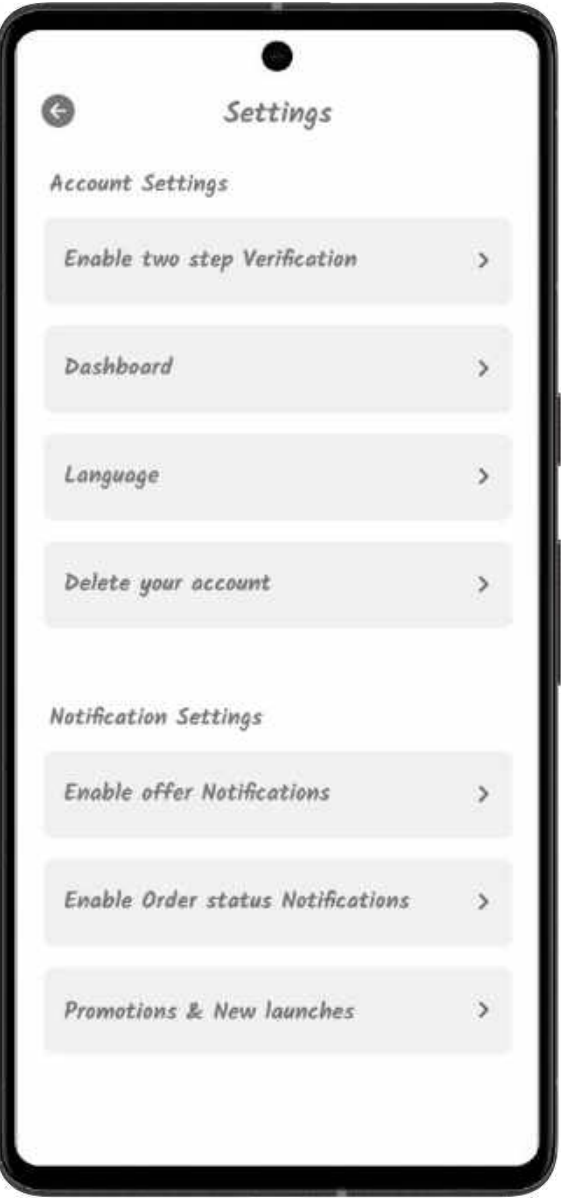
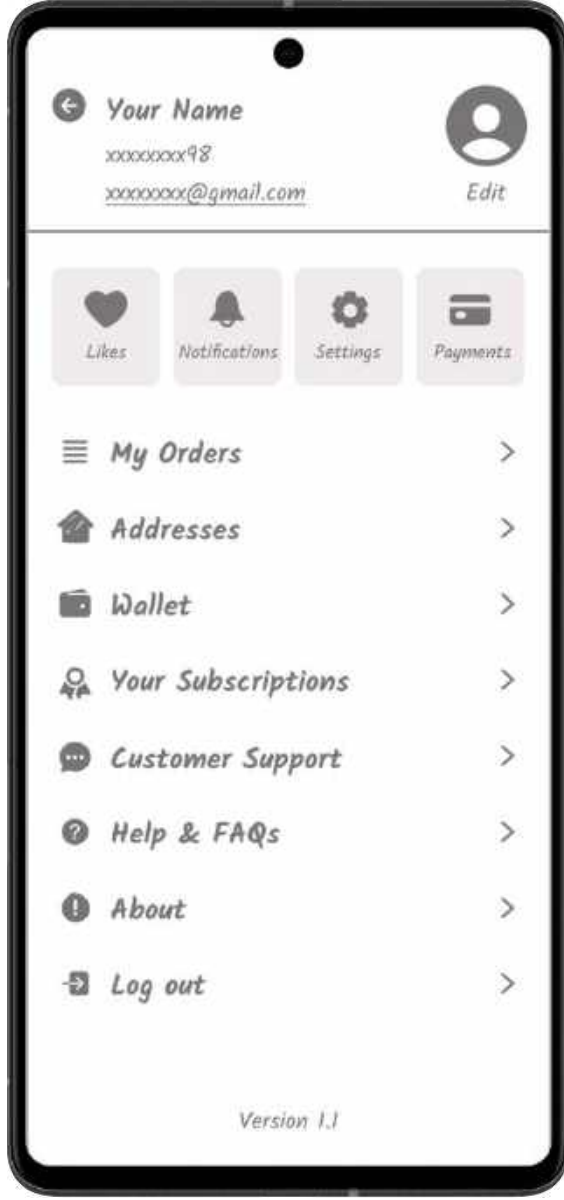
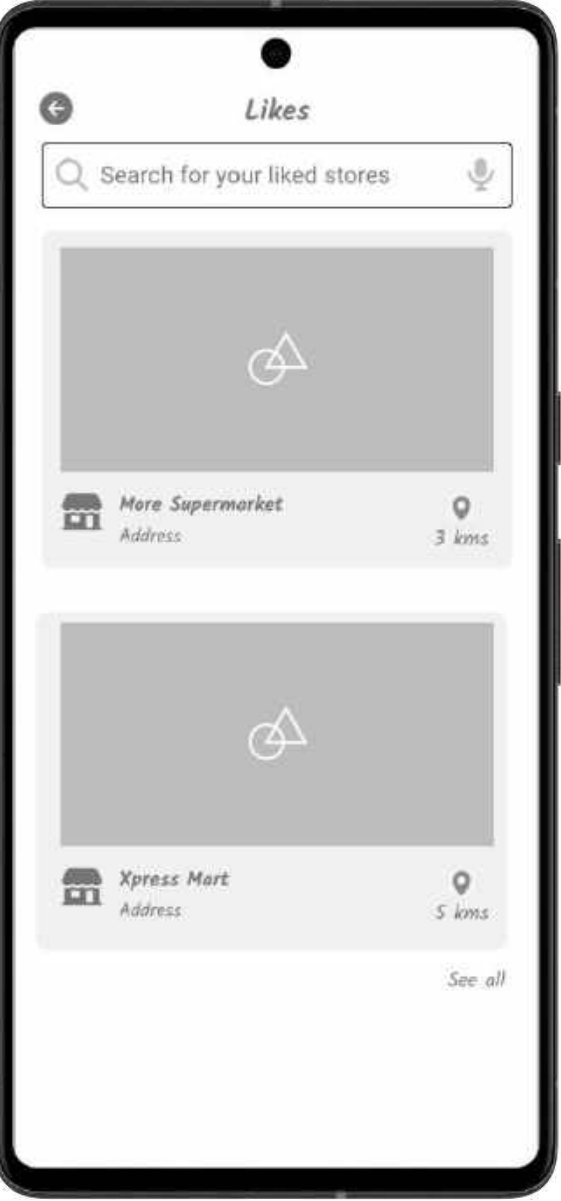
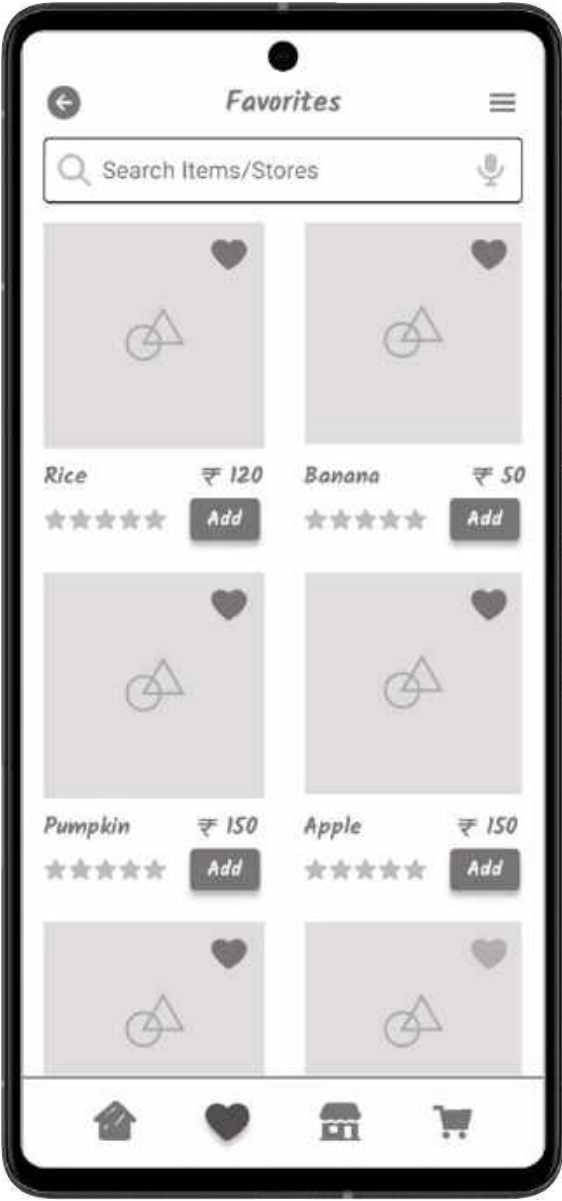
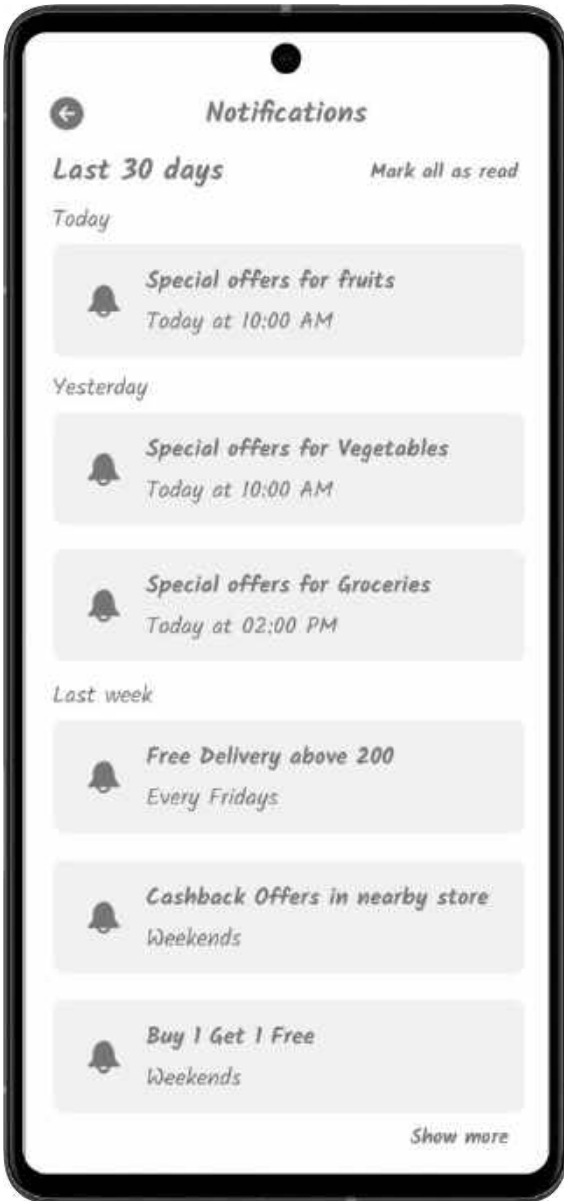
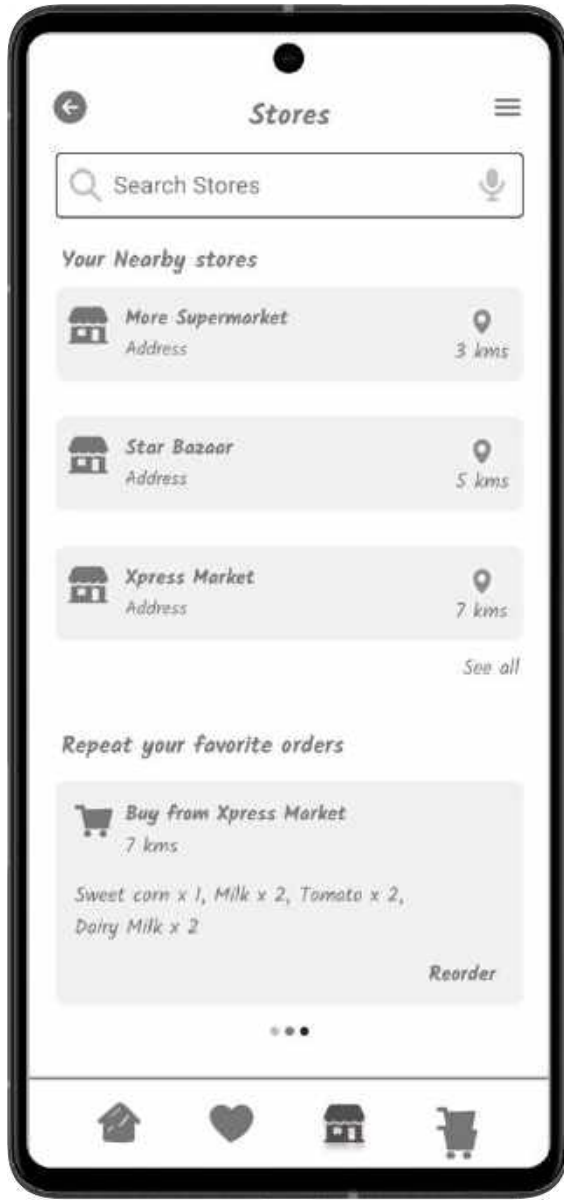
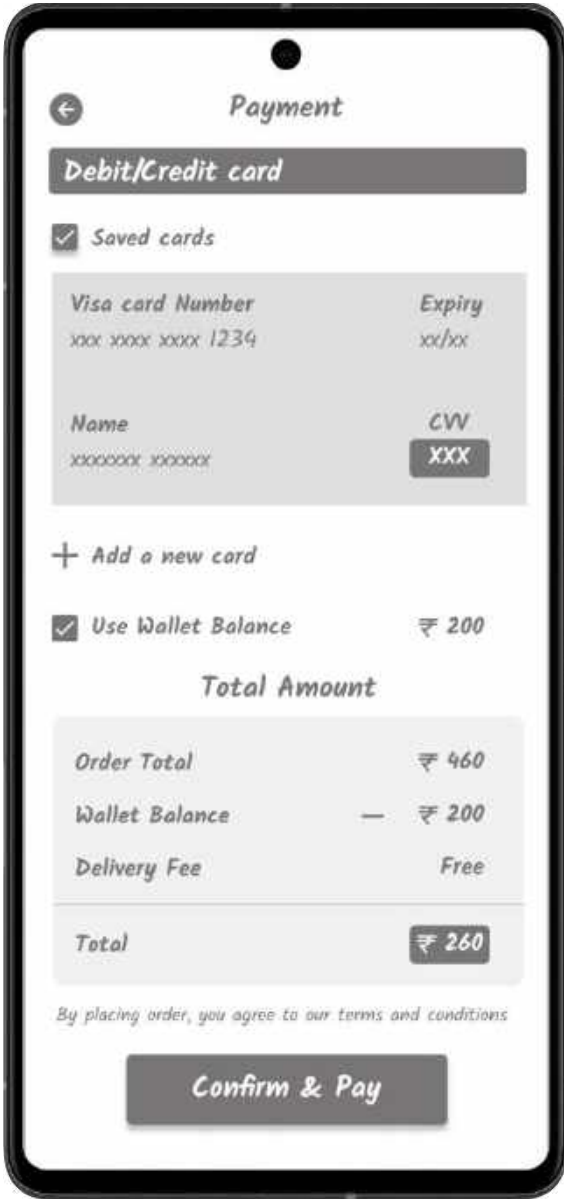
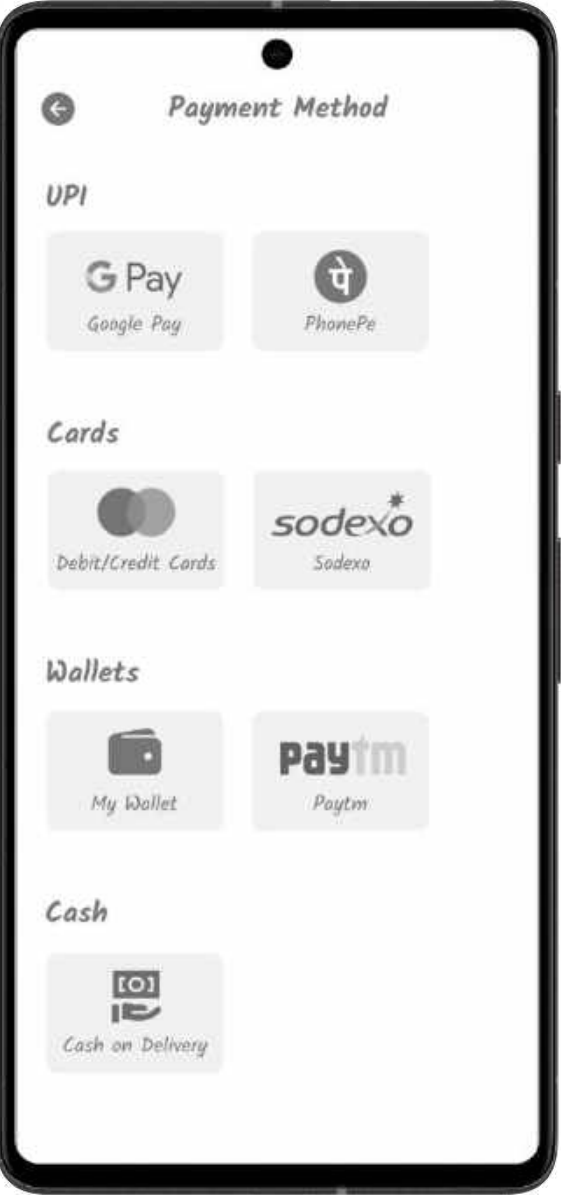
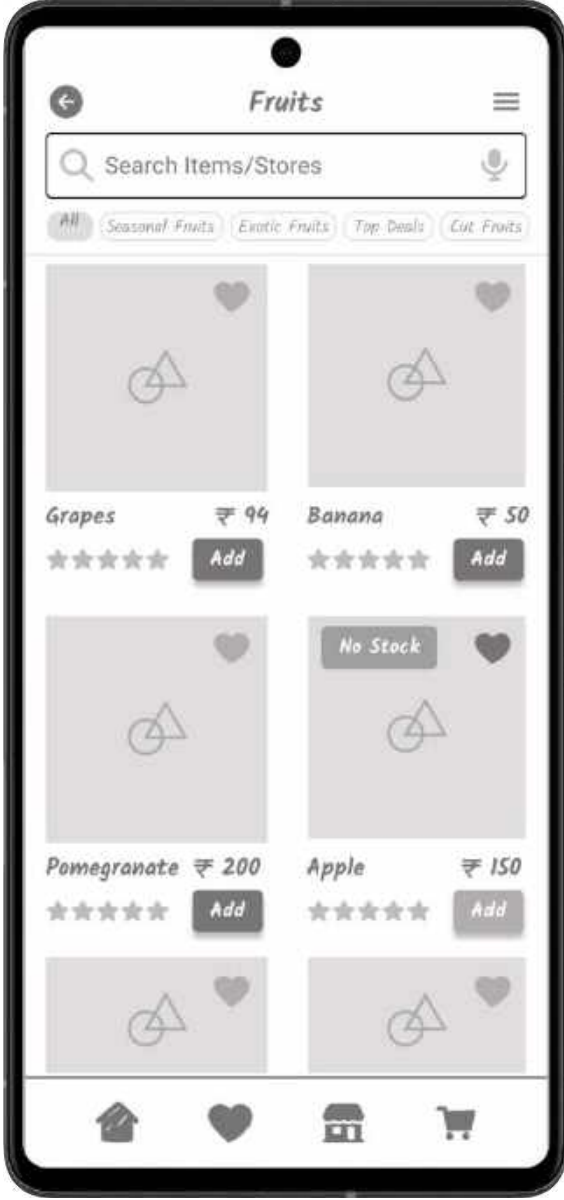
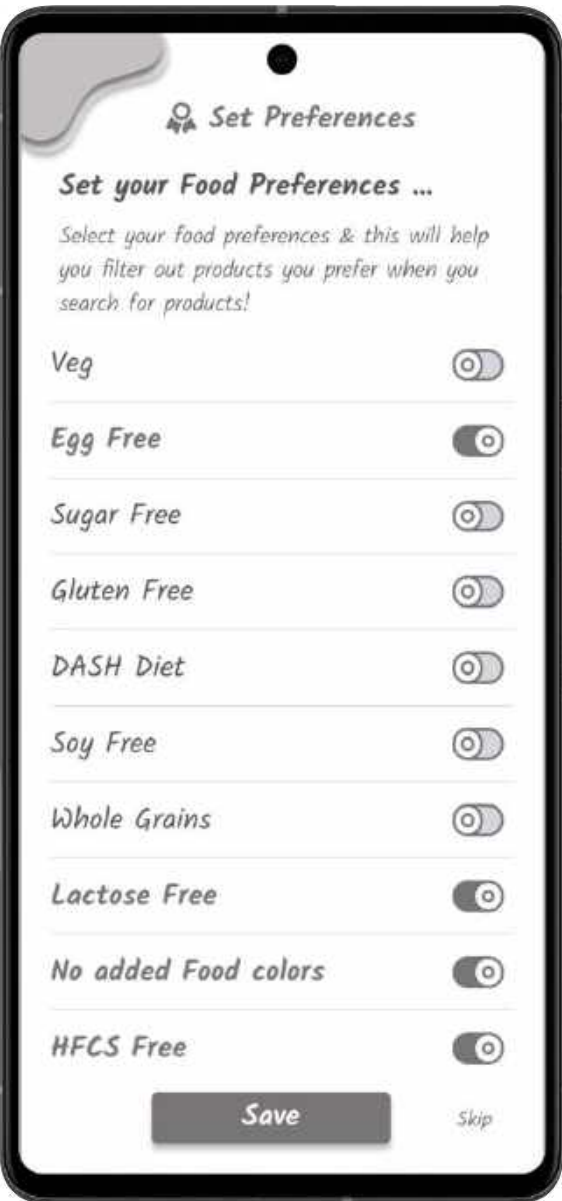


## ● High-Fidelity Wireframes

Hi-Fi Wireframes are Screen Blueprints that represents the Skelton framework of the app. These are developed from the Lo-Fi Wireframes and helps to understand how the user will experience different flows through Prototyping and granular requirements of fundamental UI elements.



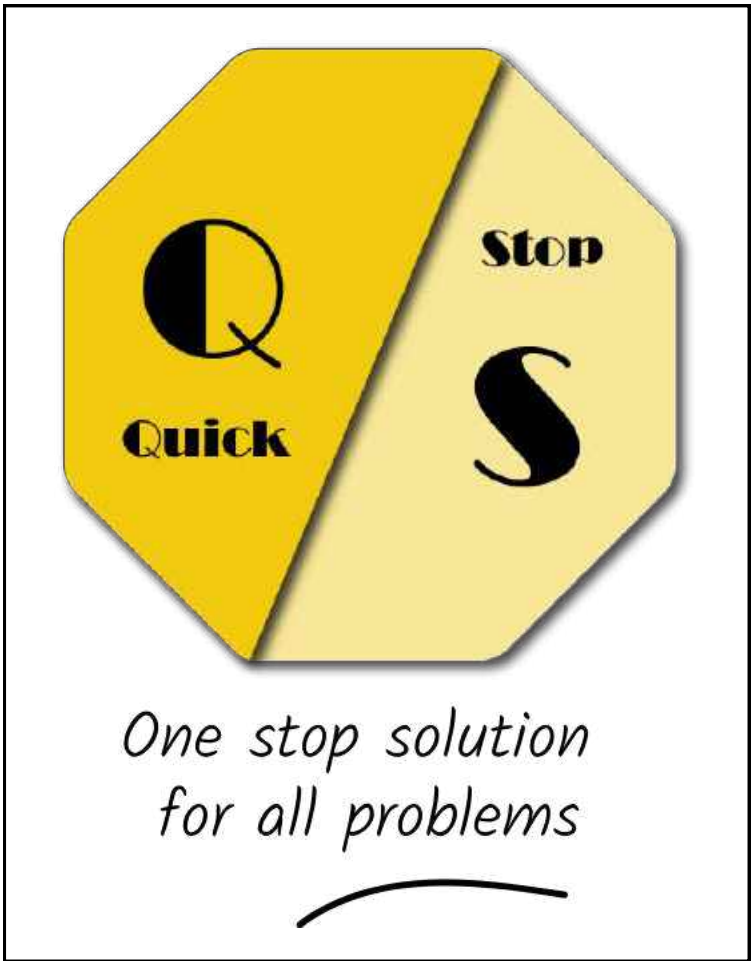






# Style Guide

## Logo



App Name

Quick Stop

Vision Statement

One stop solution for all problems...

## Typography



ABCDEFGHIJKLMNOPQRSTUVWXYZ

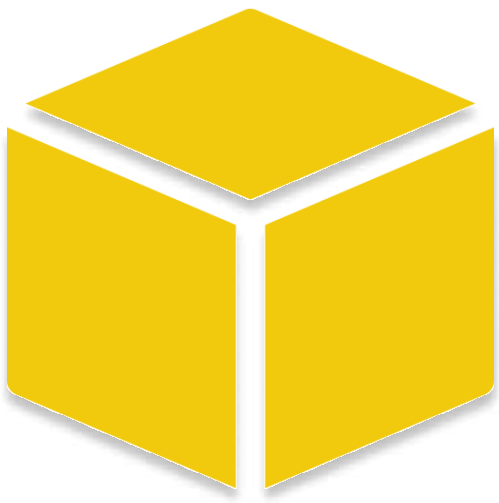
abcdefghijklmnopqrstuvwxyz

1234567890

Kalam is a handwriting-style typeface supporting the Devanagari and Latin scripts. This is an Open Source font family (Sans-serif) first published by the Indian Type Foundry in 2014. Since its looking like handwritten scripts, it gives a human touch to the interface.

H1	Kalam Bold	24 pt
H2	Kalam Regular	18 pt
Body	Kalam Light	14 pt

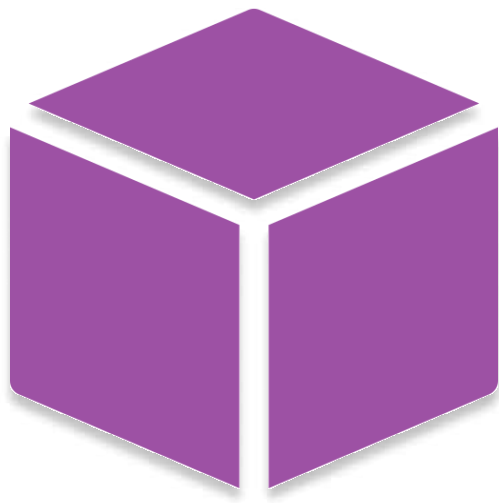
## Colors Used



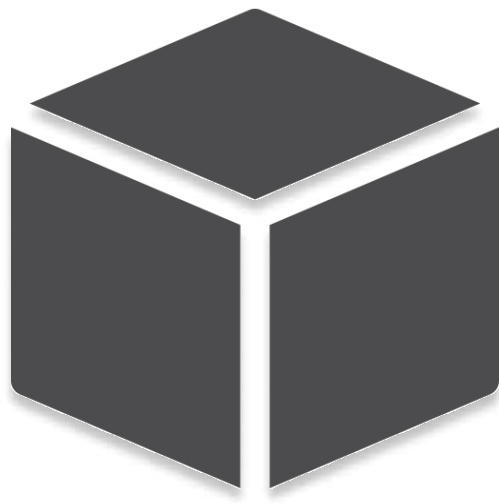
Primary Color  
Hex - FED101



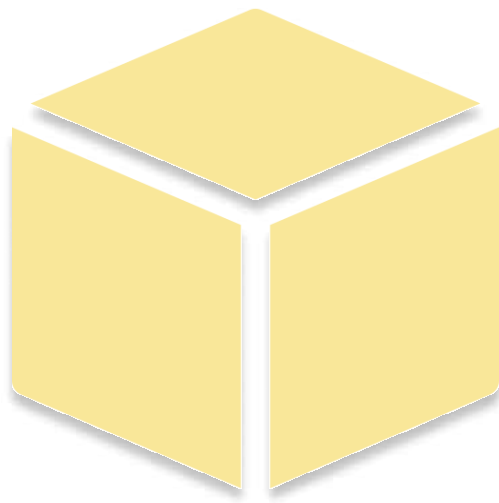
Secondary Color  
Hex - 80DE1D



Tertiary Color  
Hex - CCF62C

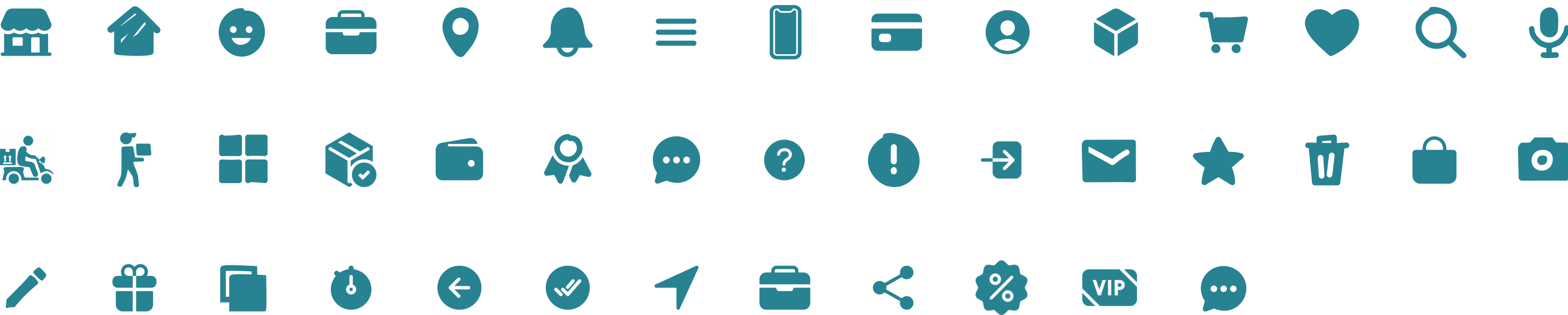


Text Color  
Hex - SE5E60



BG Color  
Hex - FBEB03

## Icons

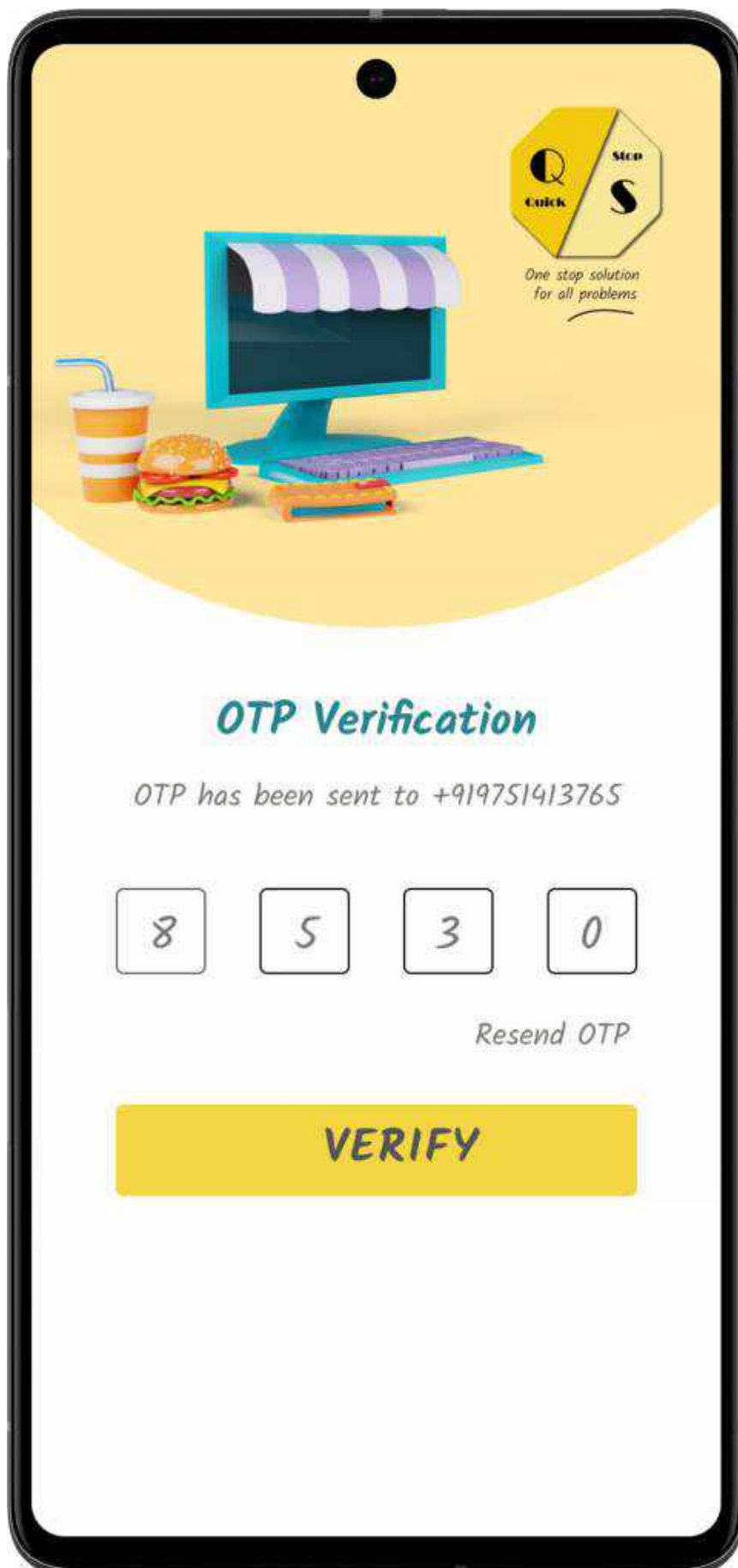
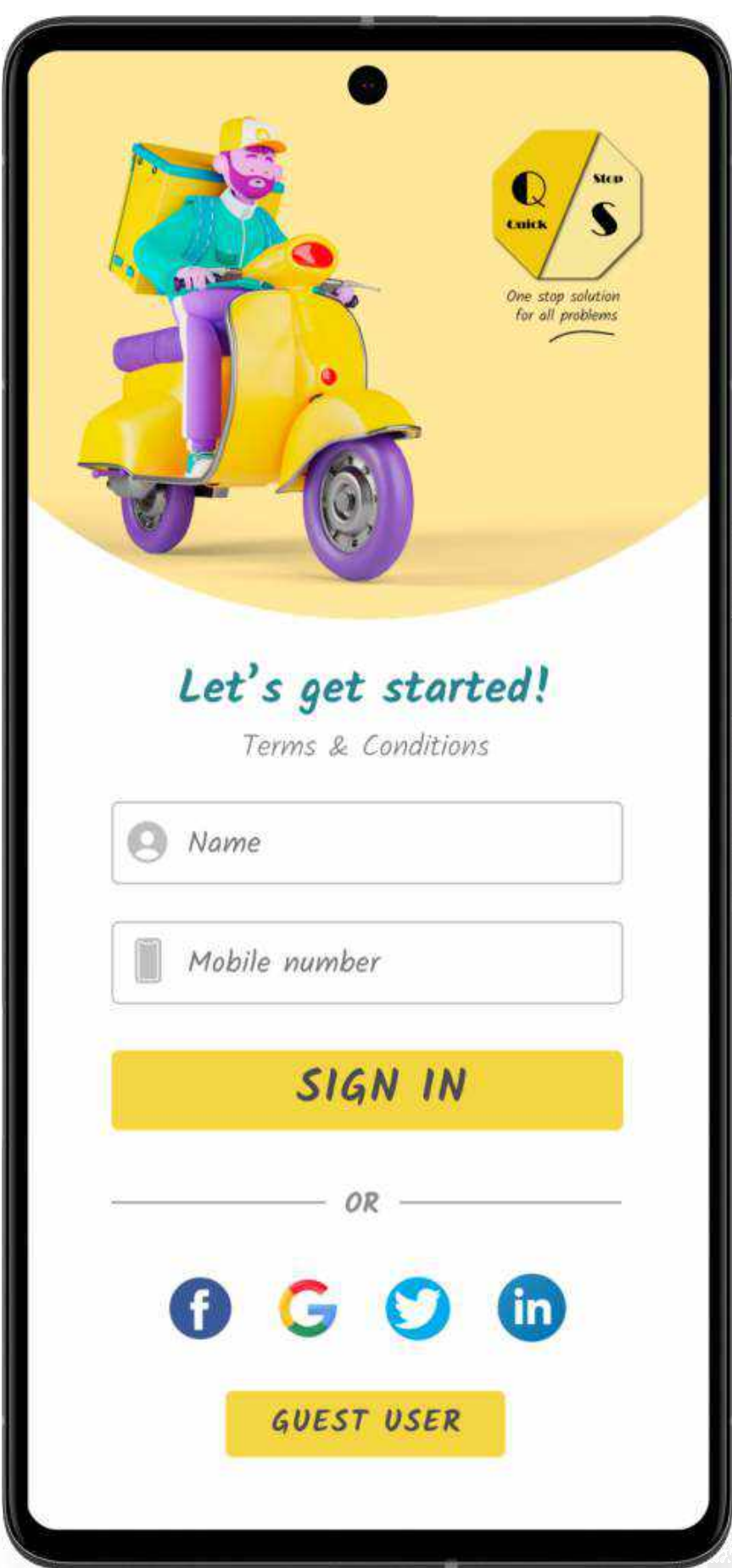
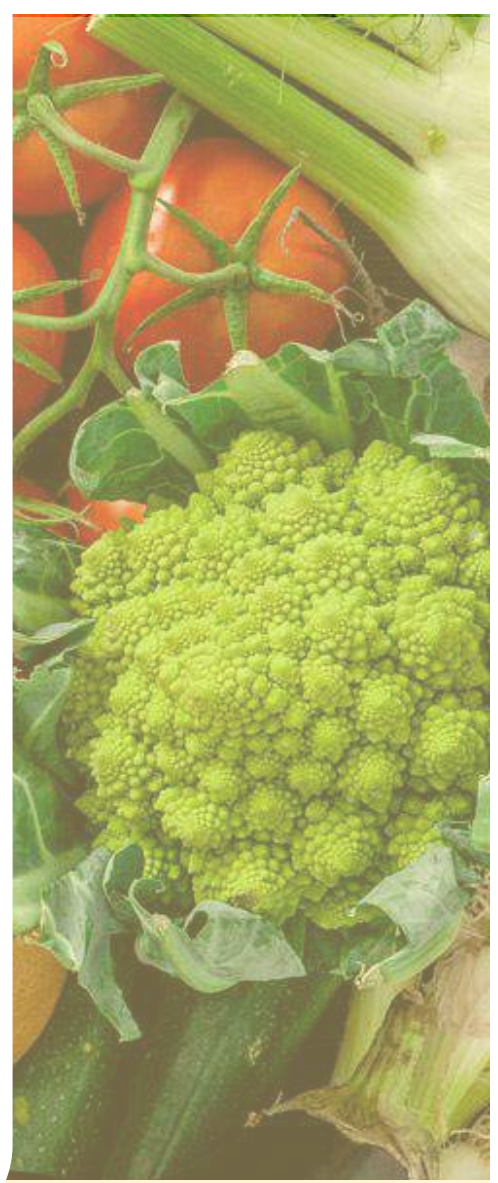




# Visual Designs

## Splash Screen

The opening screen of the app needs to display the Brand Equity clearly by showing name, Vision statement and logo. I have use a visual Illustration to depict the name Quick Stop through a delivery person

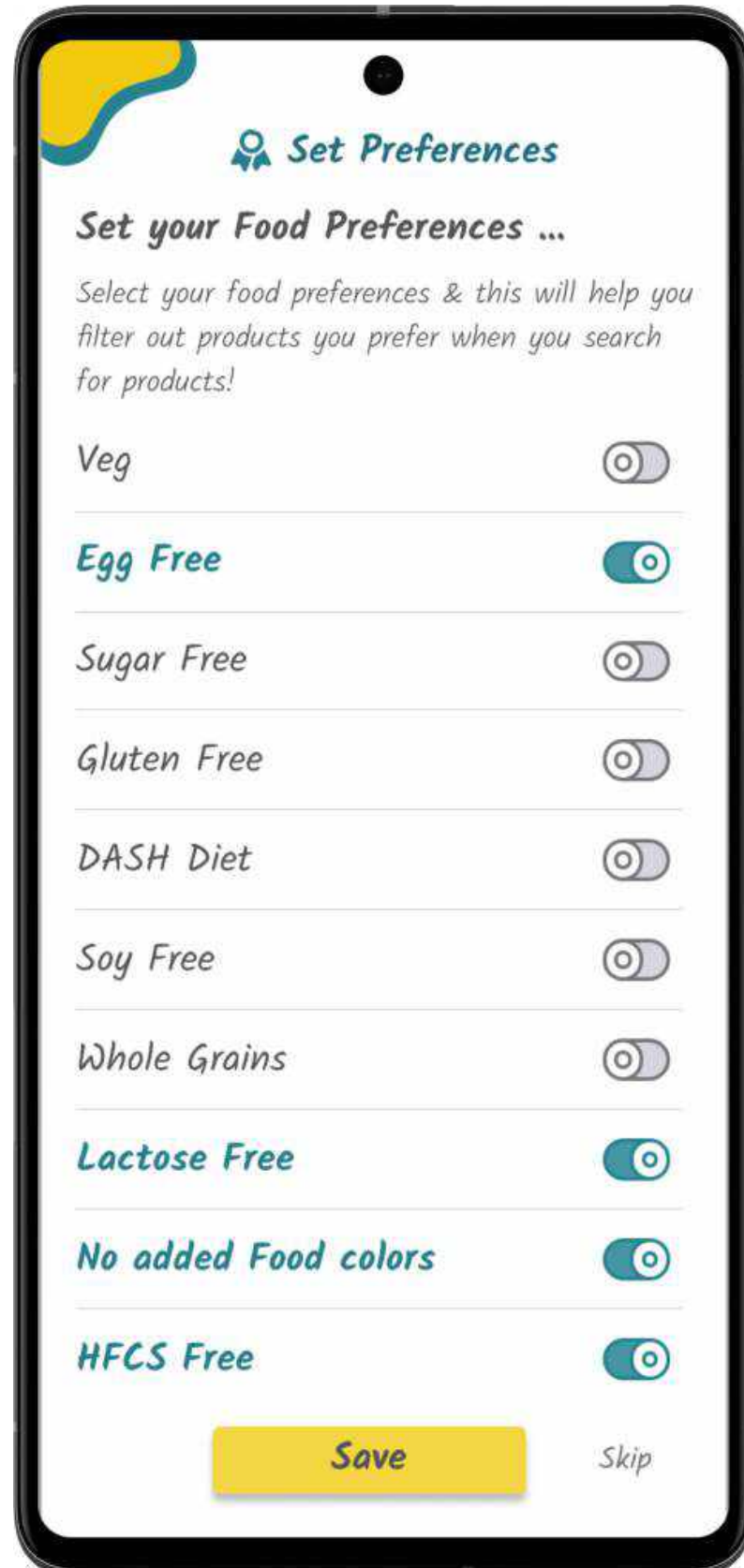
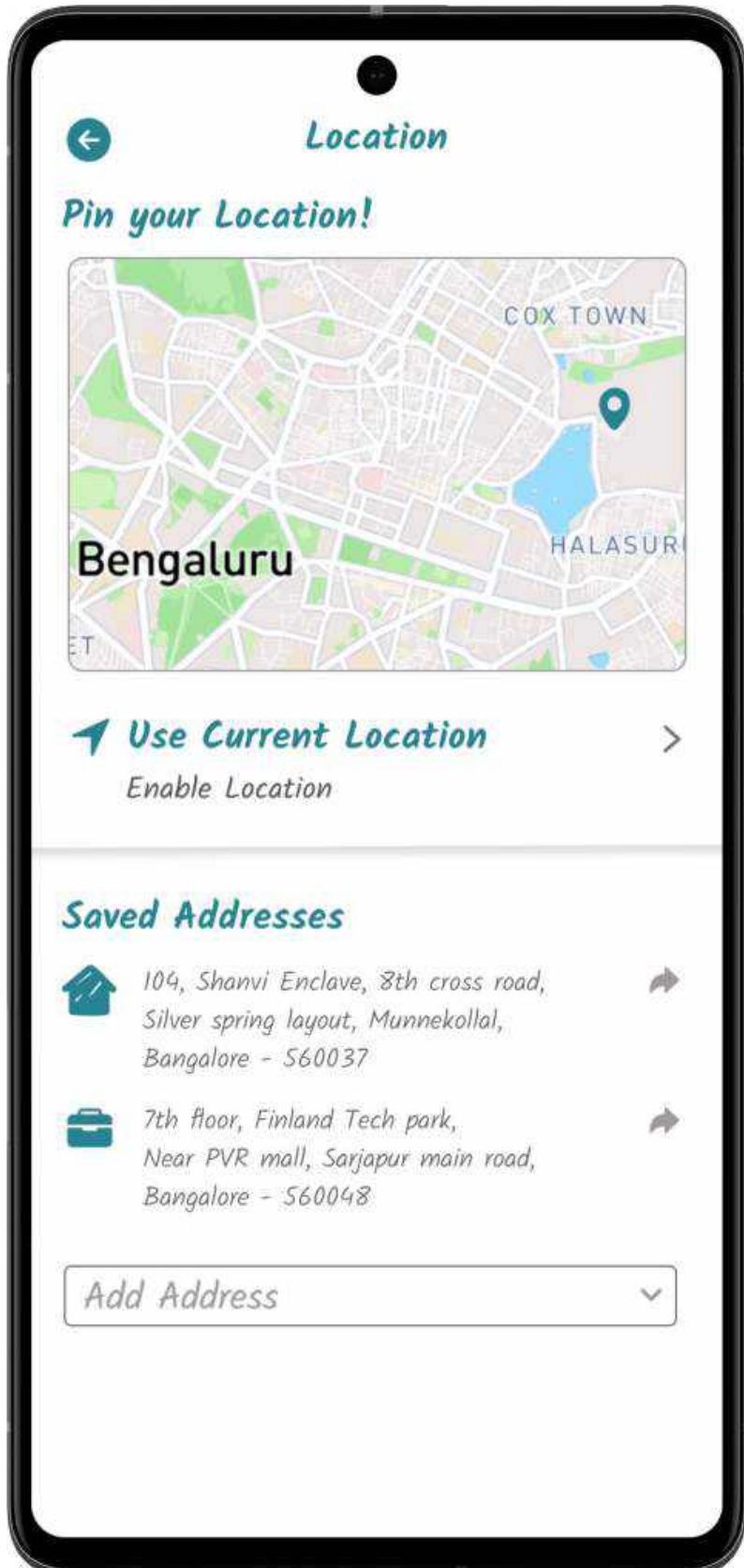
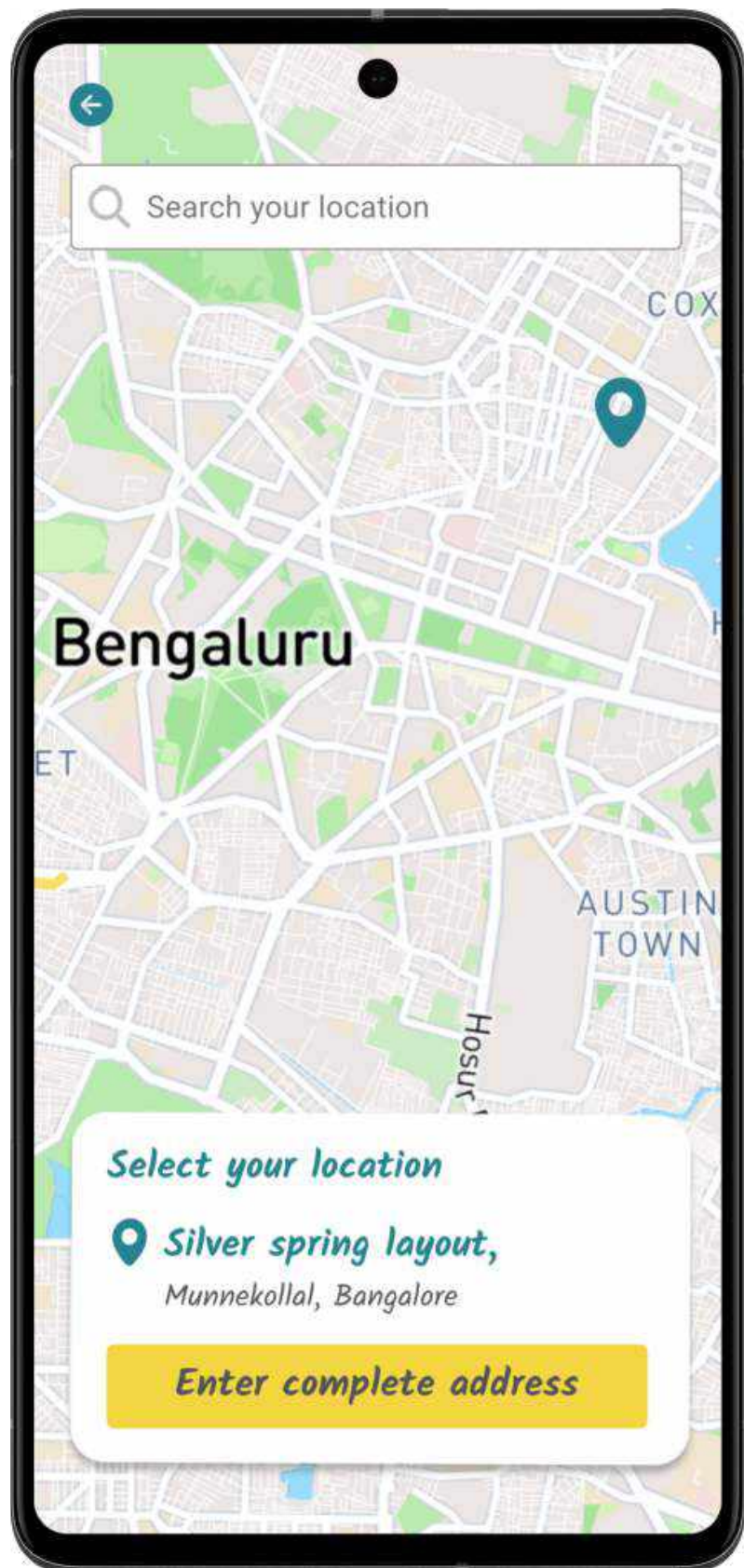


## Sign in

Instantly sign up with mobile no or any social media accounts without creating any passwords. You can also directly go the app through Guest User

## Location & Preferences

The app can detect and use users' current location and remember last used addresses. We can also set food preferences if we want.





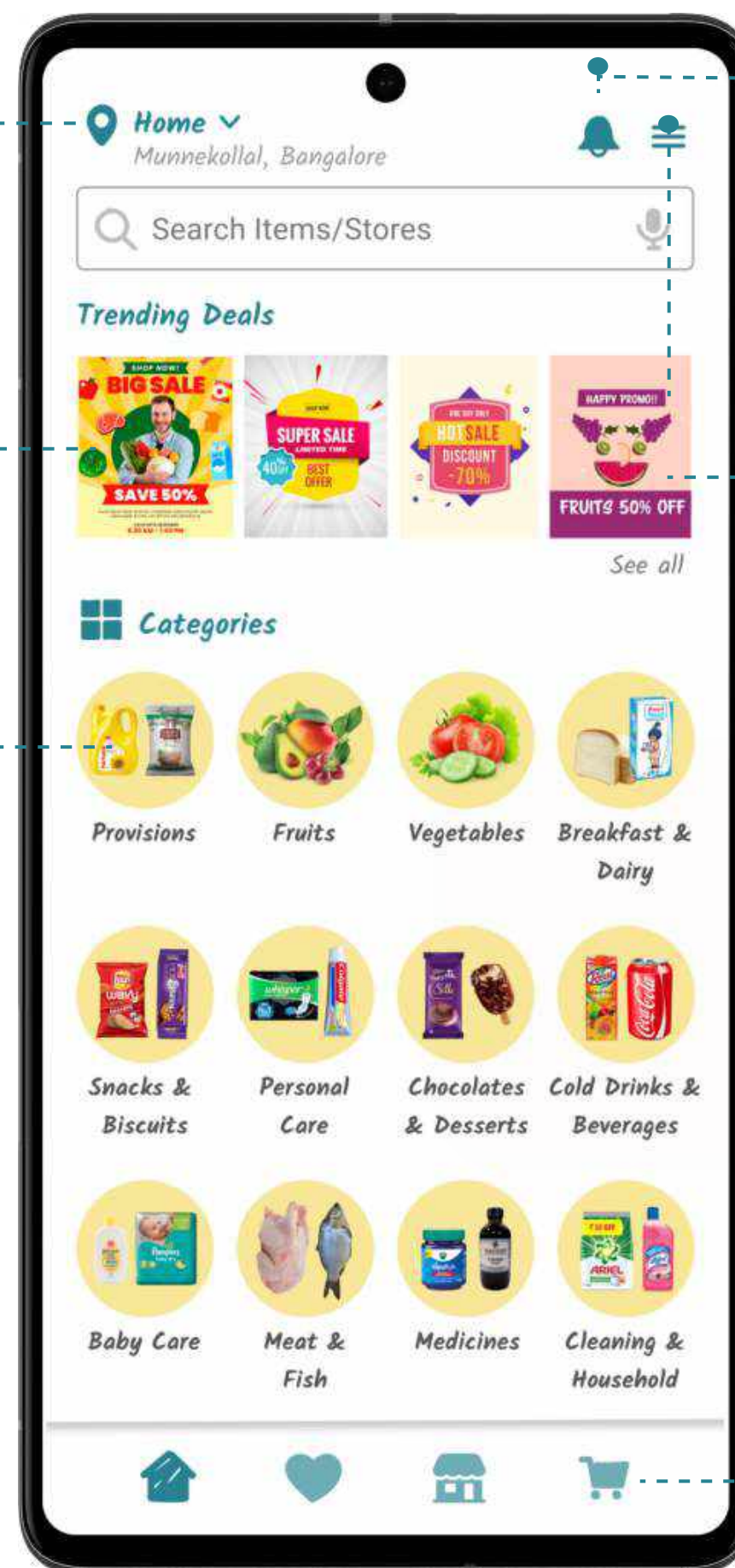
**Location**  
User can change location and add addresses here

**Super Saving Offers**  
User will see latest deals of all type of categories items.

**Subscription**  
This app will provide subscription services also for monthly or yearly.

**Notification**  
It will notify about important updates, news super deals, discount coupon and orders.

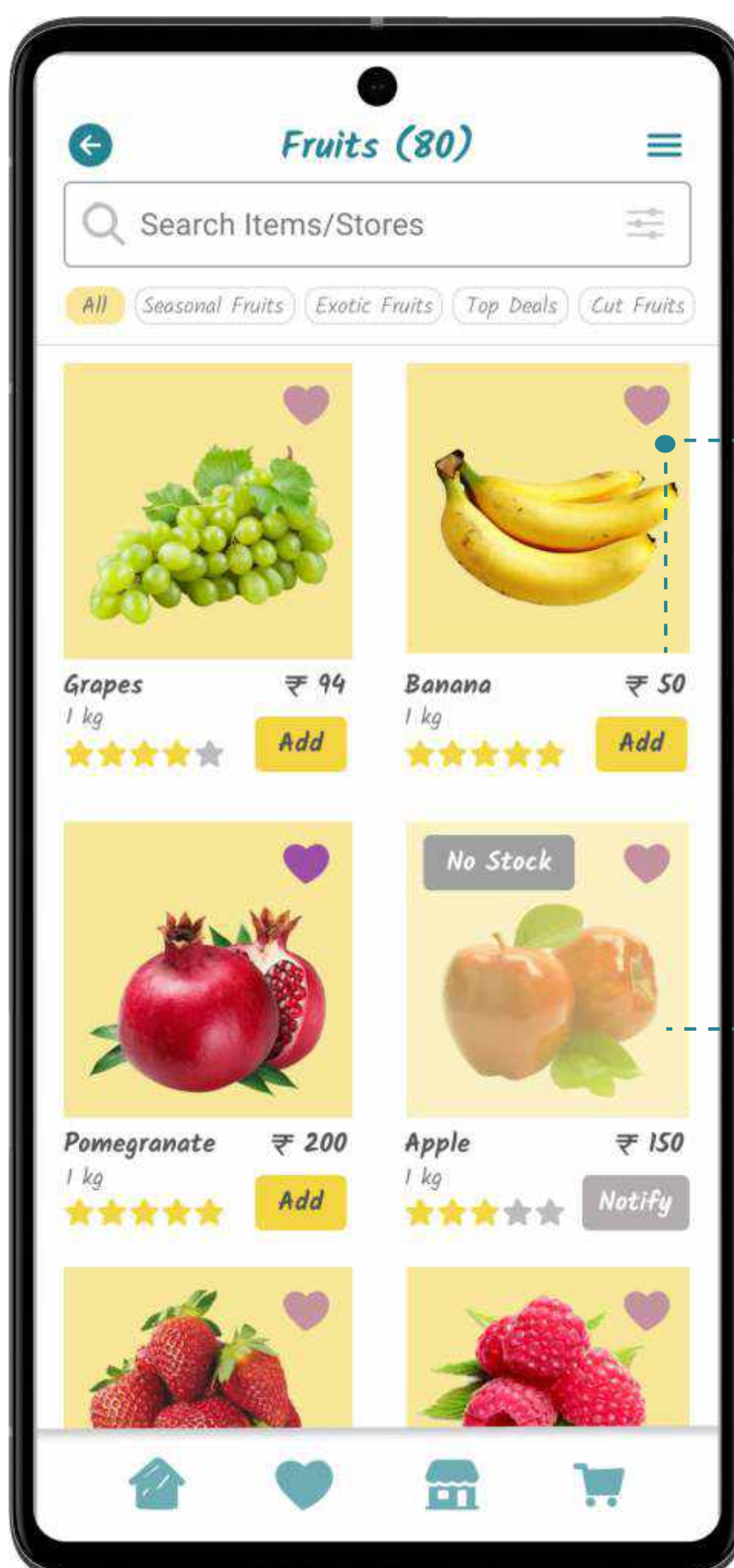
**Menu & Profile**  
It will take user to the account screen at where user can see all settings and other services



## Home Screen

The main screen from which users interact with most options of the app

**Navigation Bar**  
User can access Home page, Material page, Search page, Hiring page and calculator page.



**Products**  
Products list will come here and it will show all types of category products.

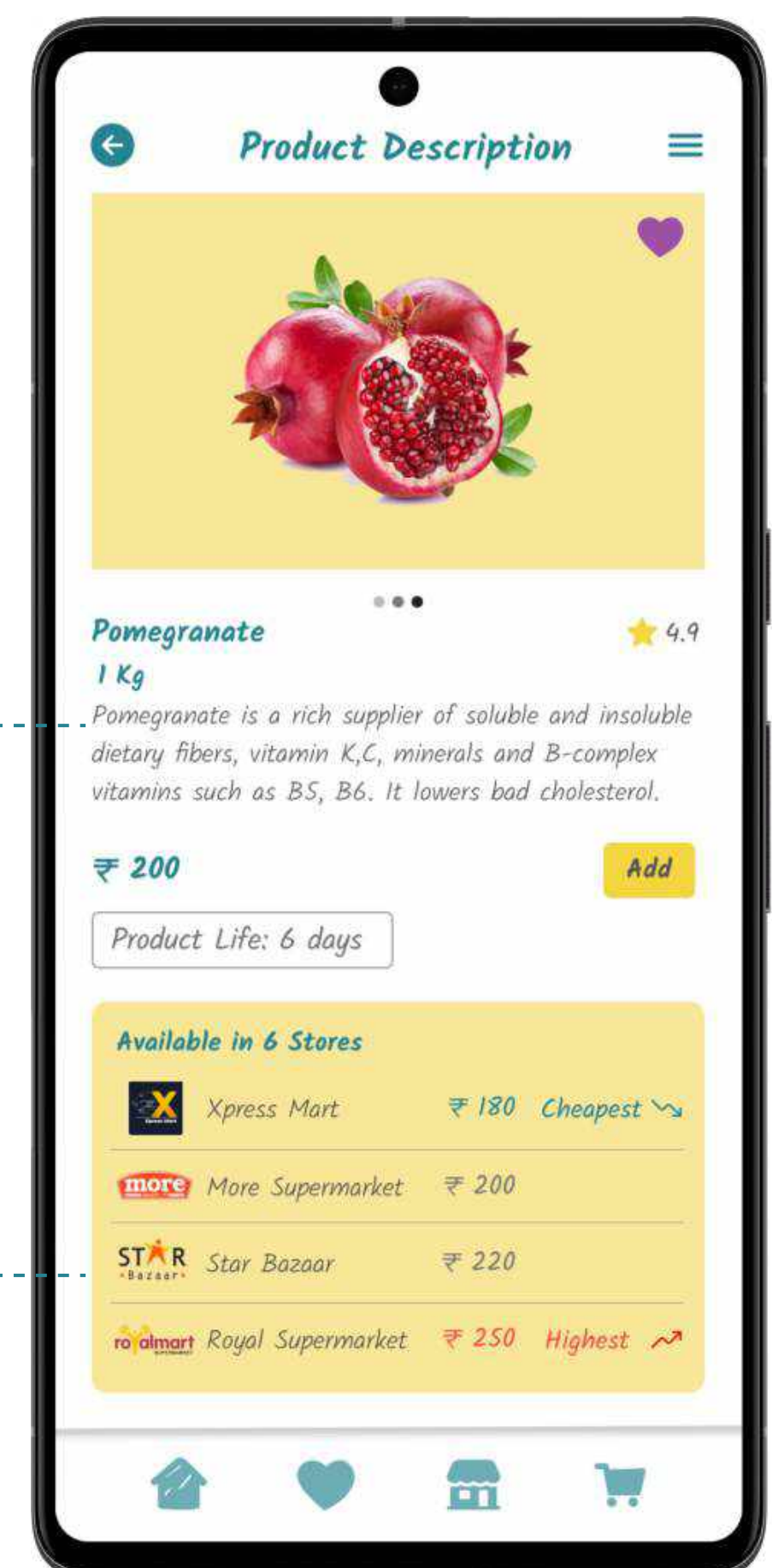
**Buy Now**  
User will buy product by clicking this button easily without any irritation.

### Product Description

User will see short description of the product to know better before purchasing.

### Price Comparison

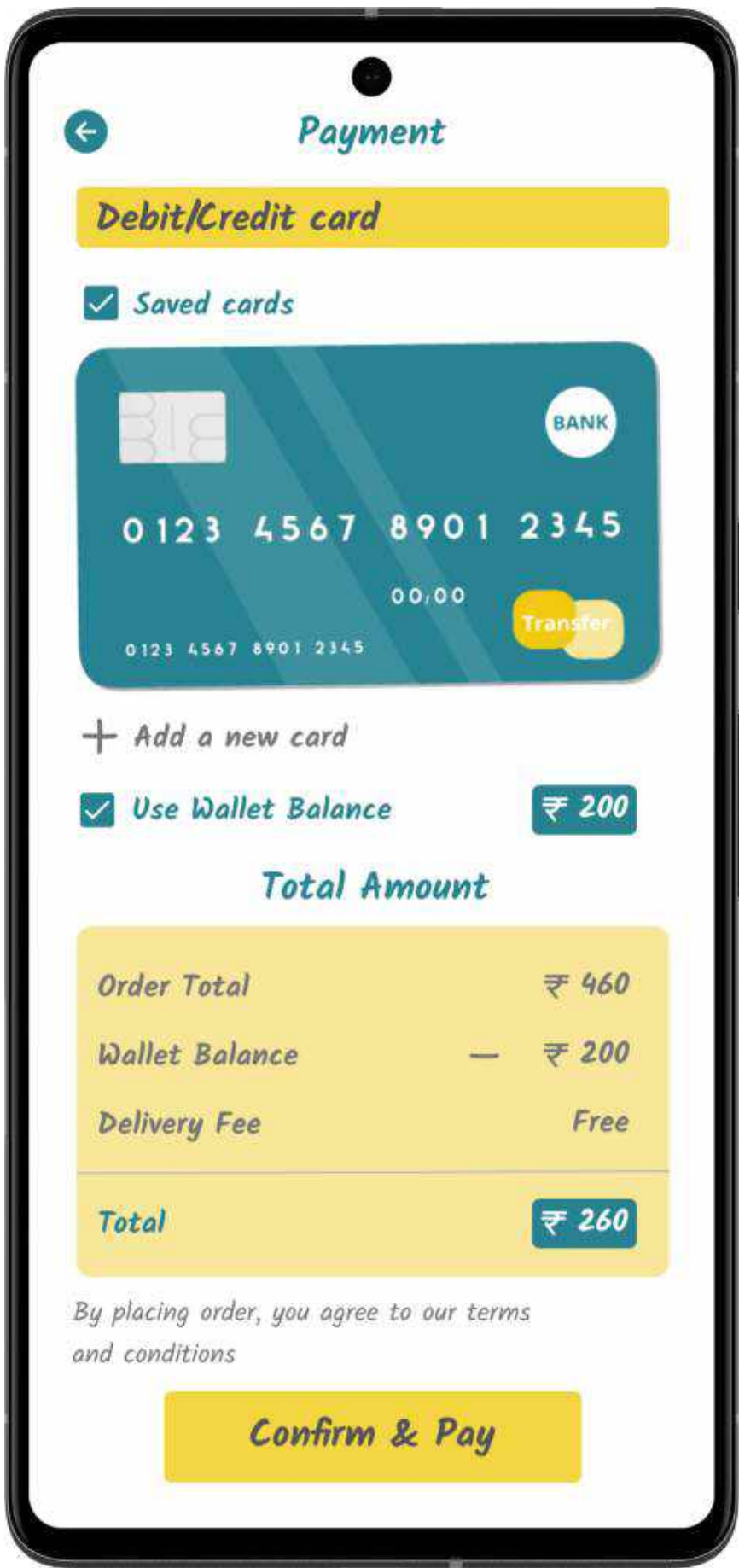
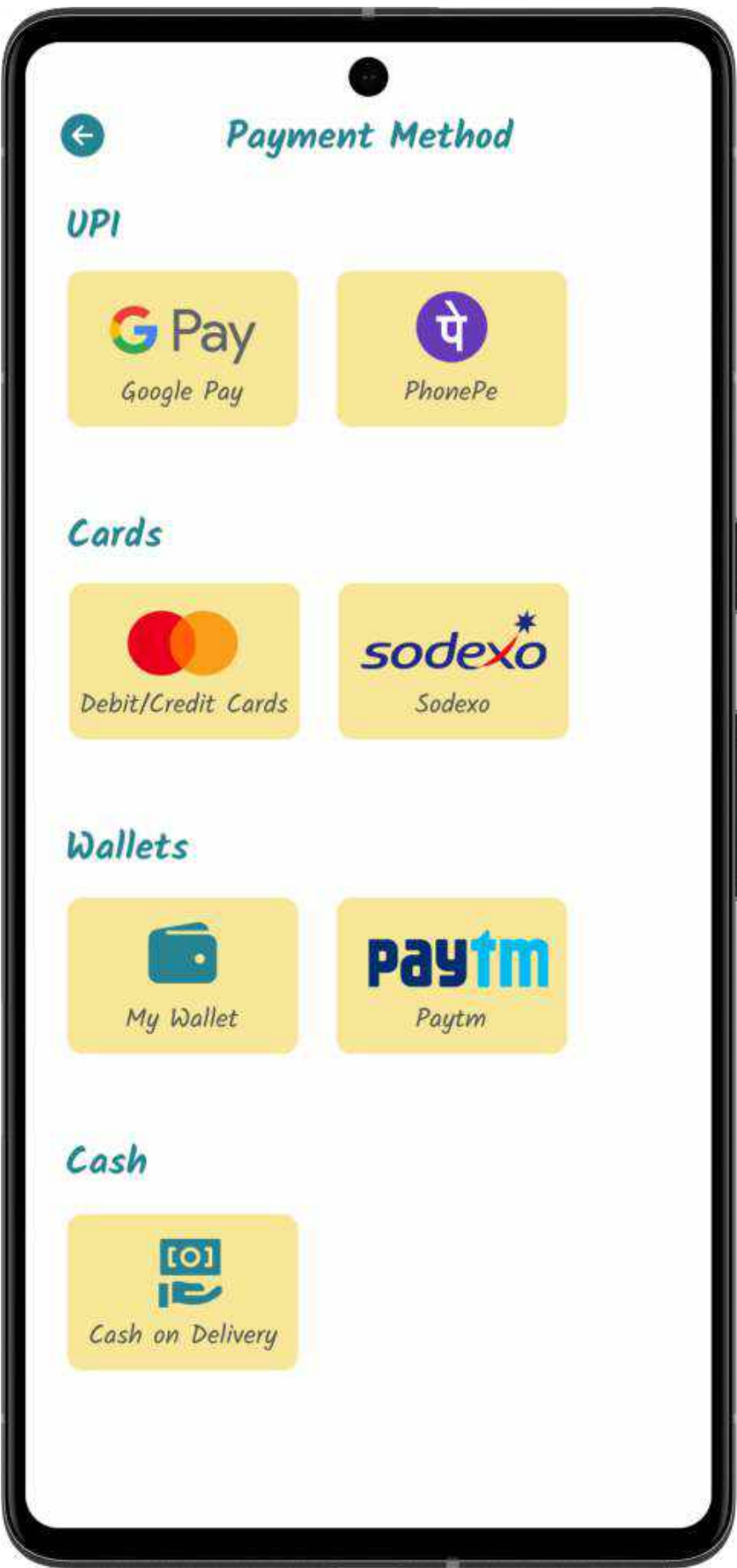
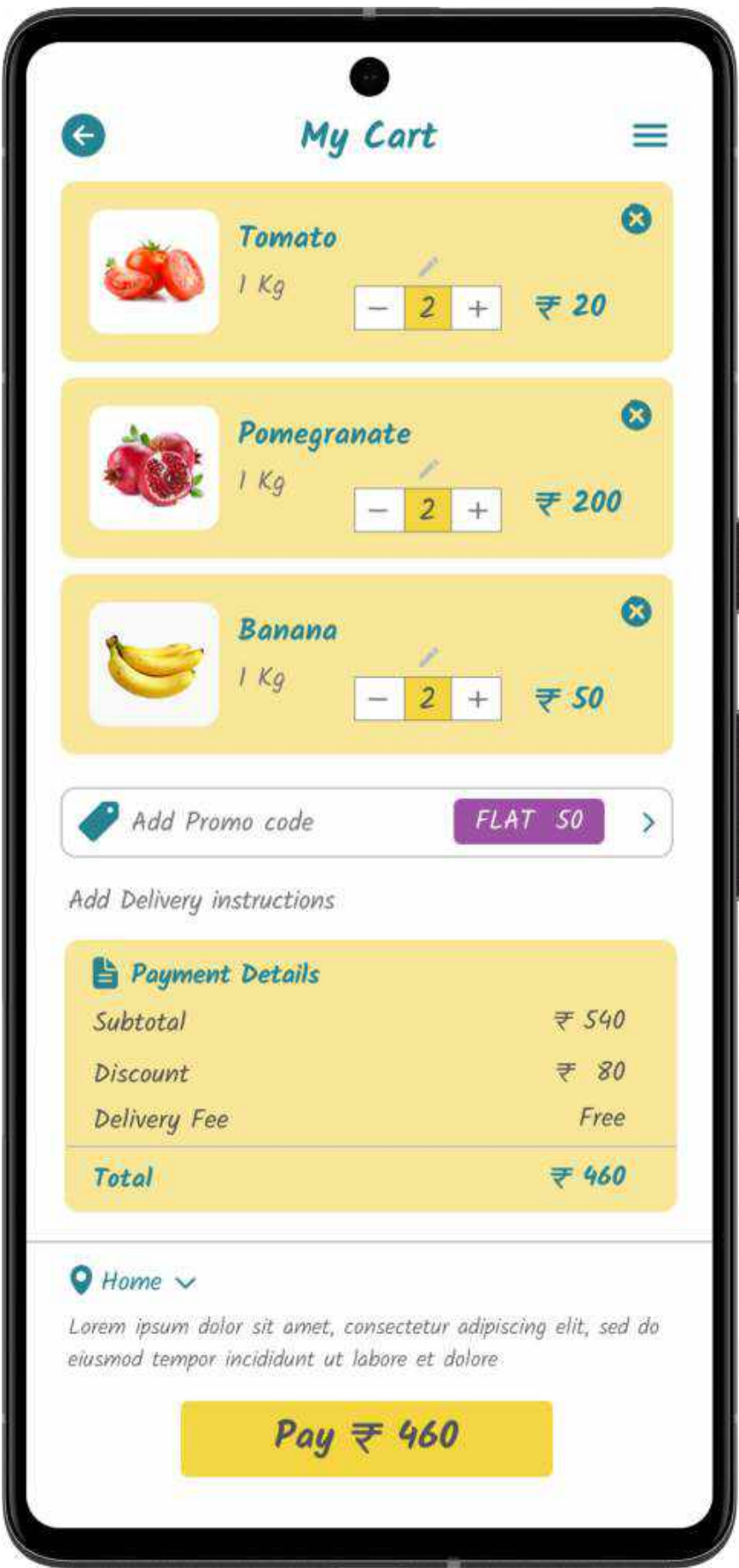
Price range of the product with comparison of other stores nearby from cheapest to highest.





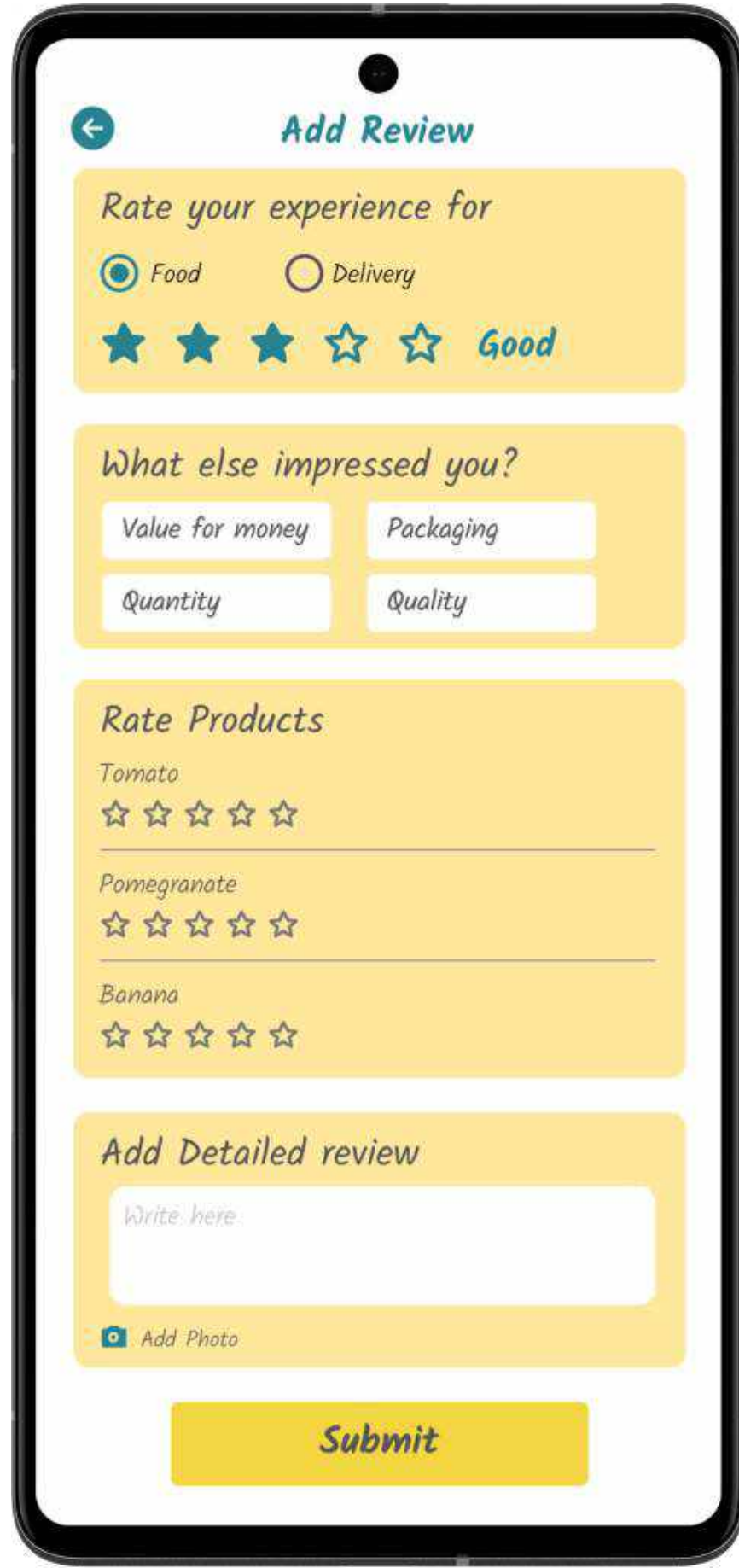
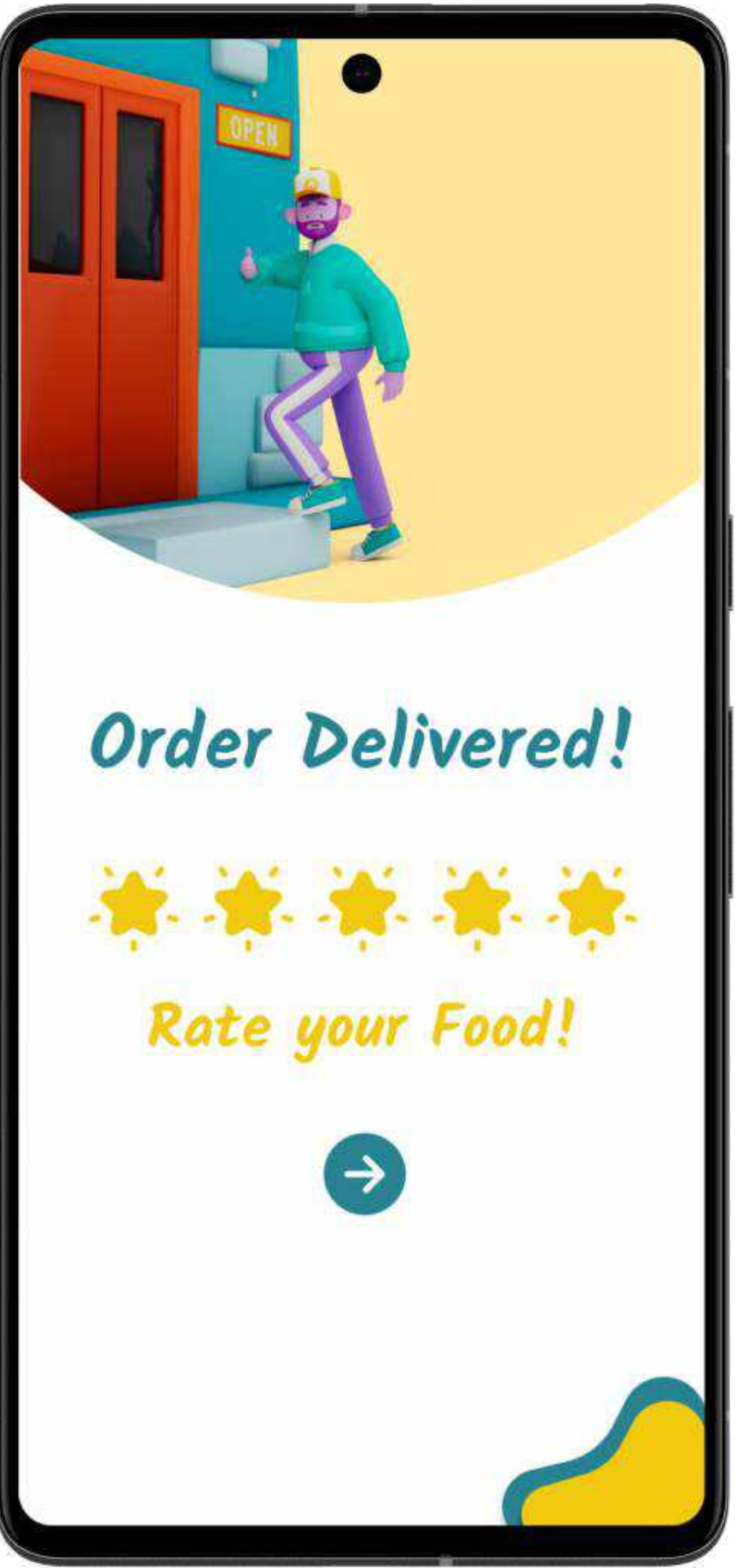
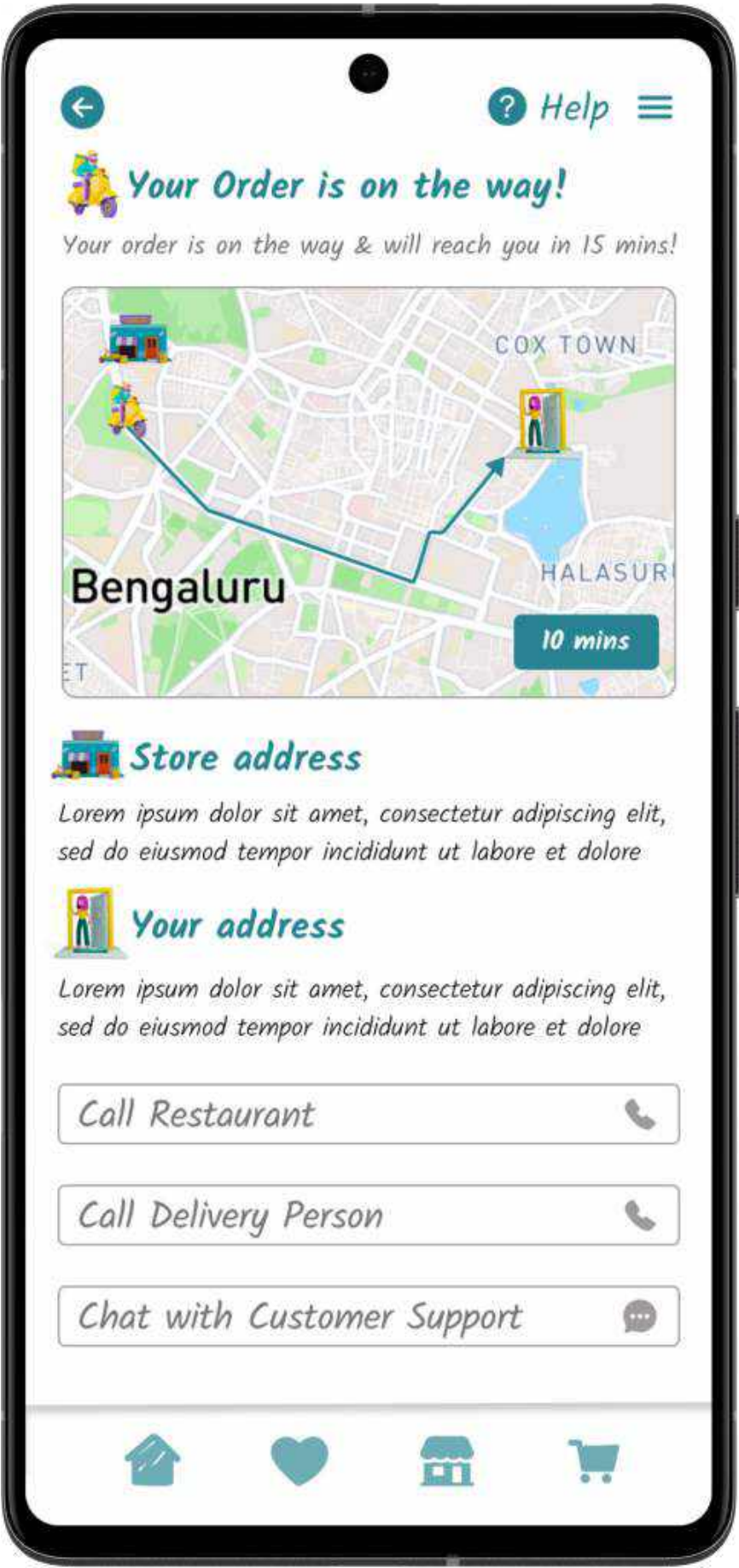
● Checkout & Payment

The added items can be checked in the cart and payment amount can be checked in the cart. In the payment screen, preferable option can be selected and payment can be completed



● Track order & give feedback

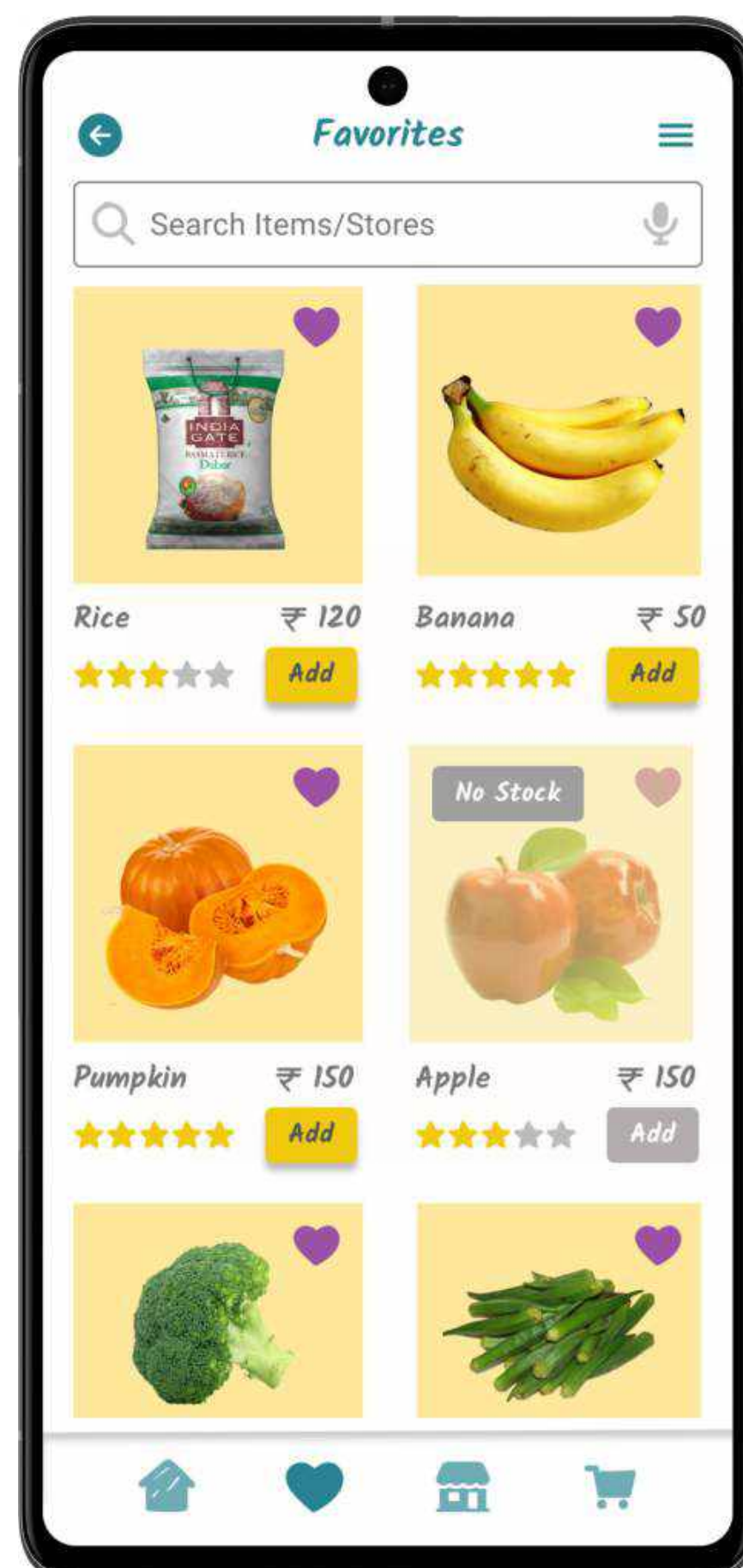
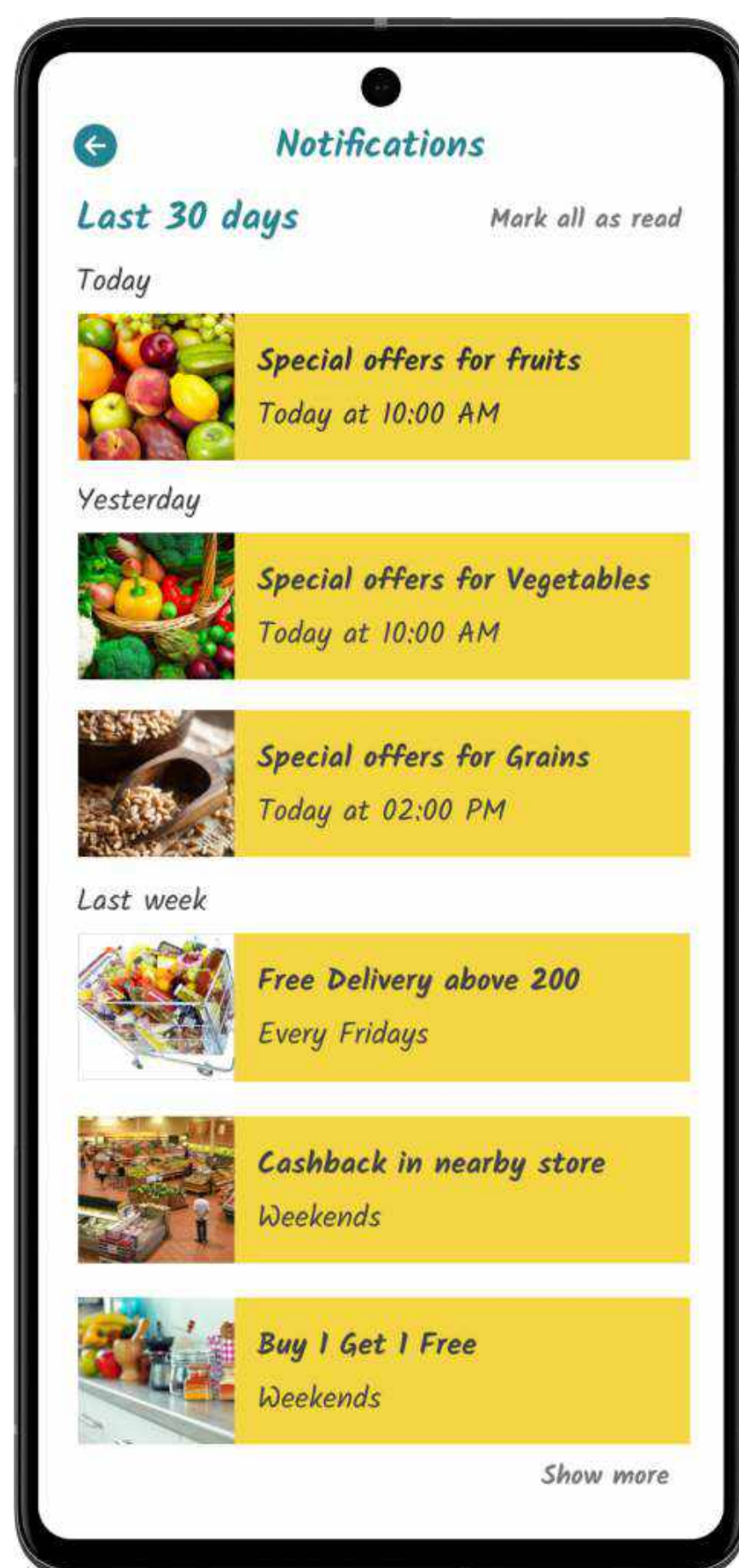
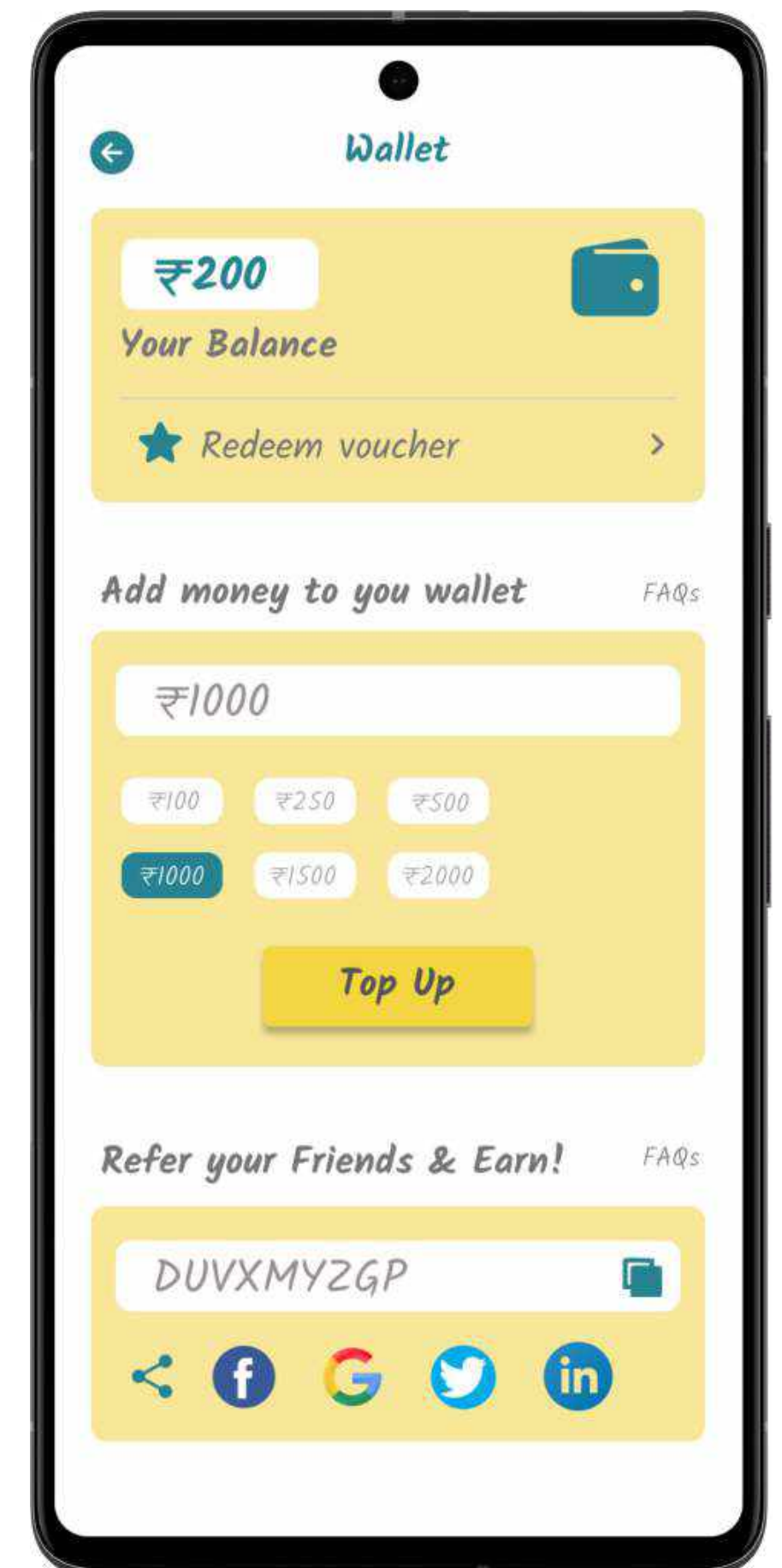
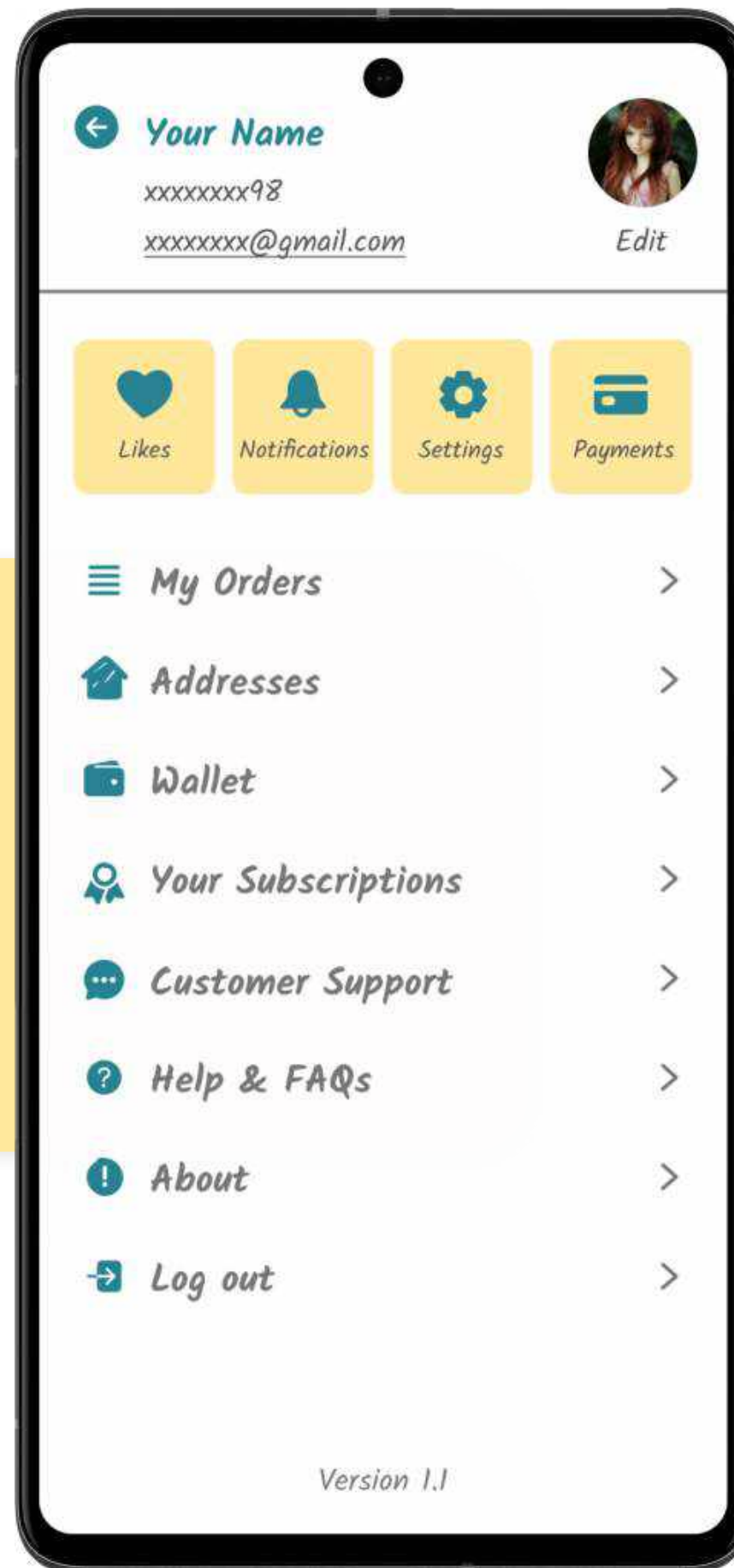
The user now ill be able to track the status of the order or cancel them. They can also contact shop or delivery person for any issues and they can rate the item after delivered





## ● Profile & Wallet

User can customize their data and find other information, settings & other services of the app in the profile slide. Wallet option helps user to add money to their account



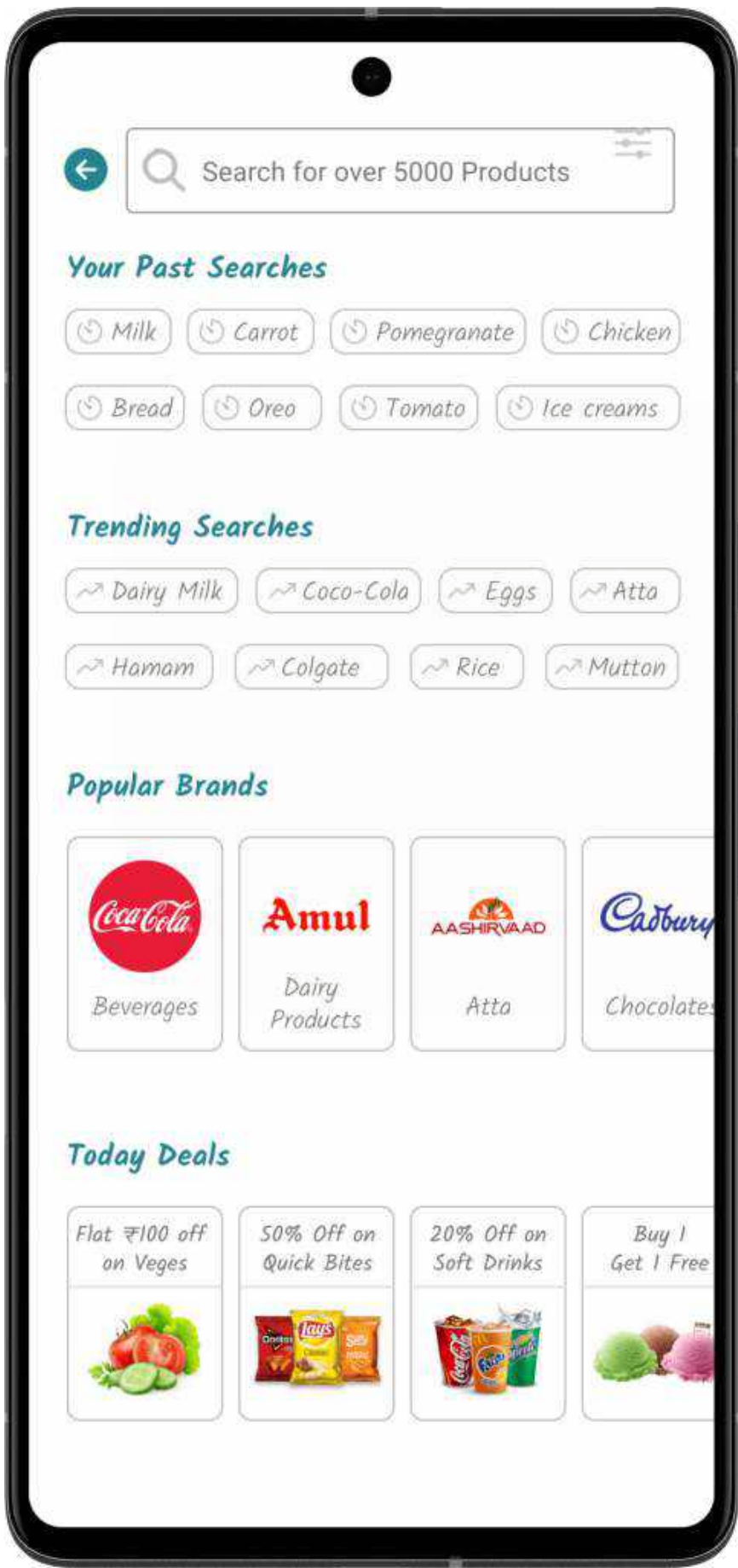
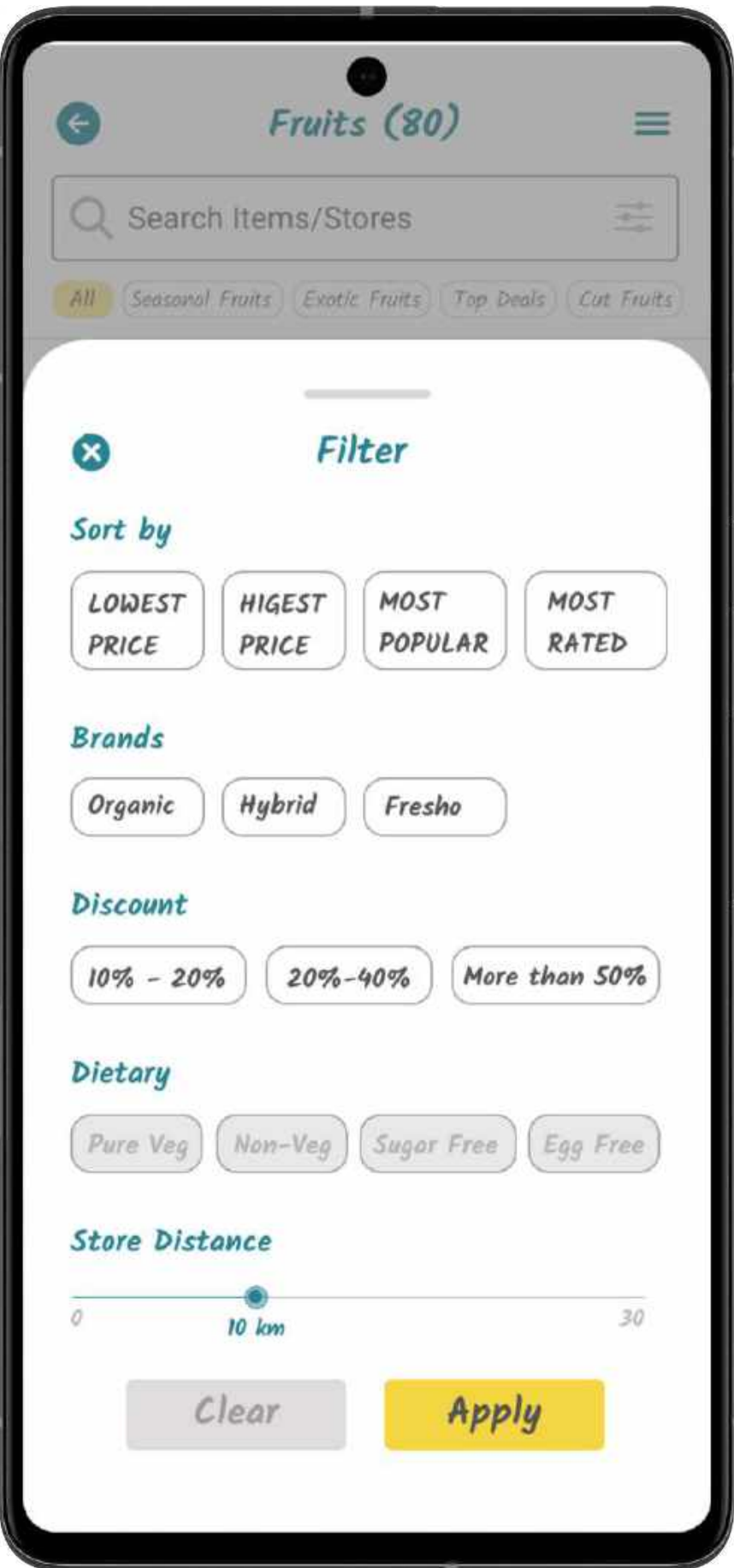
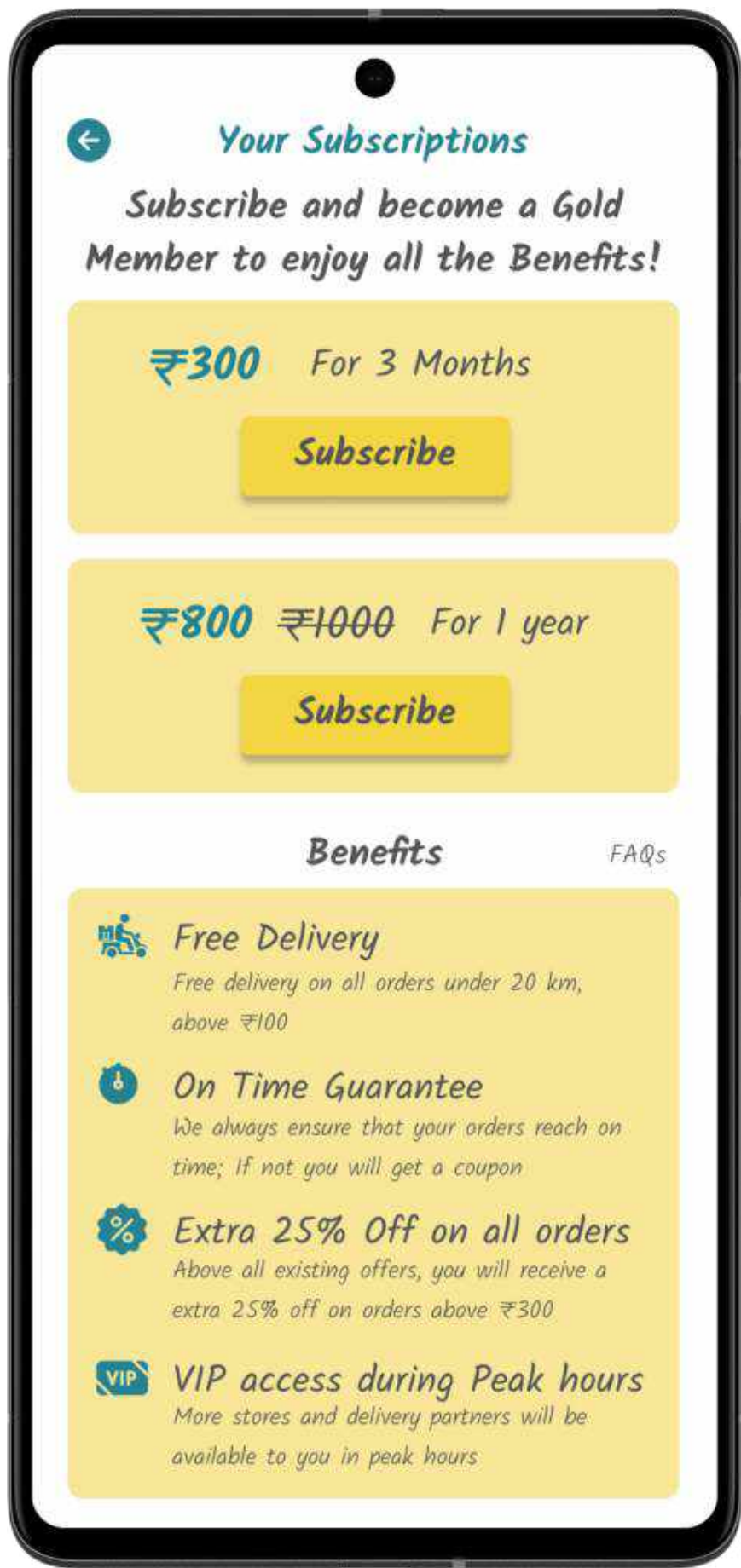
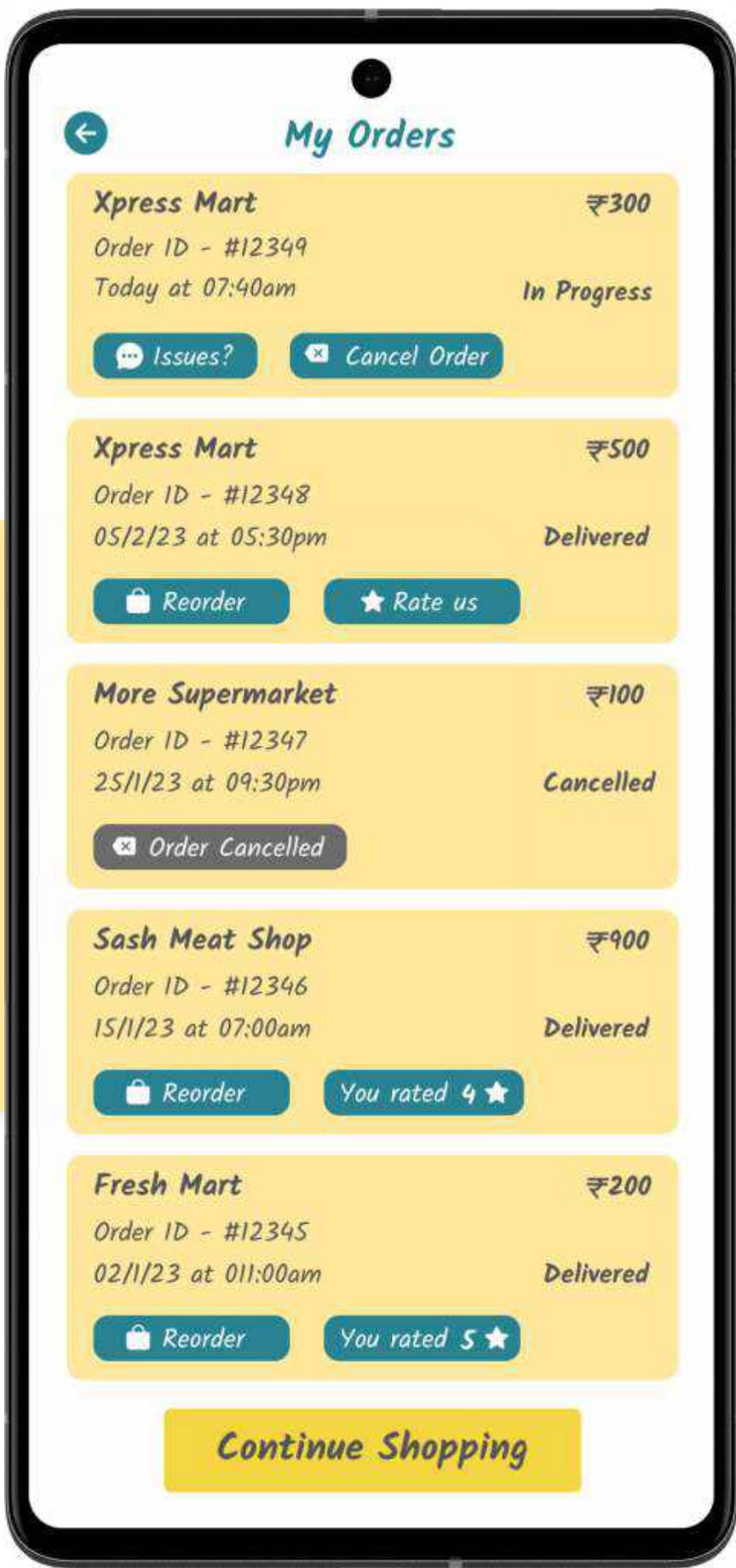
## ● Notification & Favorites

The user will receive updates, offers and new deals through notification and Can add their favorite items in Favorite screen to buys them again easilry



## Orders & Subscriptions

User can check their current & previous order details in orders section and can reorder & check their ratings. Users also have the option to subscribe for different period to avail lot of offers.



## Search & Filter

Users can search items in the search bar where the previous searches and brand names will be available. Filter option will help user to filter between multiple criterias while selecting

Prototype link



<https://www.figma.com/proto/hdhRVy0ZTTElghAJyaixSS/Grocery-App-Research?node-id=577-5610&viewport=61%2C259%2C0.17&scaling=scale-down&starting-point-node-id=577%3A7247&show-proto-sidebar=1>



# Test Phase

## Usability Testing link



<https://drive.google.com/drive/folders/IdEp6BGx0bhbhSfRGaAyTG0nV7igGaPeu?usp=sharing>




**USABILITY TESTING**  
FOR A LOCAL E-COMMERCE GROCERY APP


Feedback Matters!



QUICK STOP  
BY INDHUMATHI . G



Feedback Matters!



There are 5 tasks given in this brochure. You will have User Goal, Task Scenario, and Task Breakdown. Kindly, go through them in detail.

After reading each task, kindly perform the task given in the app developed (given in the prototype link).

After performing the tasks, you will have 2 user survey links where you need to give the feedback. Kindly, note down the time taken, issues or any confusion you get for each task and fill the survey.

User Goal : Place an order

Task Scenario:  
You want to buy fruits but you dont want to go out to a local shop to buy it as you are busy with your works. So you are buying pomgranate (1kg) online in our Quick Stop app.

Task Breakdown:

- Sign in the app using phone number
- Select the Fruits category on the Home screen
- Check the product description for the desired fruit
- Add the selected product to the cart
- Click on view cart button.

TASK - 1




User Goal : Check for Wallet balance

Task Scenario:  
You have added the items in your cart and before proceeding with the payment, you need to check your wallet balance. Go to your wallet and check you balance.

Task Breakdown:

- After selecting the pay option in the cart, you will get the payment Method window
- Select the wallet option and check for the balance amount in your wallet

TASK - 2



User Goal : Make payment using Credit card

Task Scenario:  
You have already added the desired fruit in the cart and checked the wallet balance, now you are paying for the order using your credit card. After payment, you need to track the order status.

Task Breakdown:

- You need to select the credit card option in payment method
- You will have a saved card already
- Check for the details and do the payment
- Track for the order status
- Rate the food after it gets delivered

TASK - 3



User Goal : Add New Location

Task Scenario:  
You have moved to a friend's house and now you need to order from the app. Add the new location and detailed address in the app.

Task Breakdown:

- Select the location option from the Home screen
- Select the Add address option
- The location will get auto detected
- Check for the location and add detailed address
- Save the address and proceed with your order

TASK - 4




User Goal : Go through other options

Task Scenario:  
You can go through other options in the app and explore various options in the app and provide feedback or suggestions in any of them

Task Breakdown:

- There are lot of other options in the app like Notifications, Profile option, Settings, Favorites, Stores and Other options in Hamburger menu (three dashed icon at the top right corner)
- Go through them and explore the app

TASK - 5




☒ Prototype Link

☒ Usability Testing survey 1

☒ Usability Testing survey 2



Links



Thank You

For any Queries;  
Reach me out at 9751413765

QUICK STOP  
BY INDHUMATHI . G

Participant - Anon

24/02/23


	Strongly Disagree	1	2	3	4	5	Strongly Agree
I think that I would like to use this system frequently						★	
I found the system unnecessarily complex		★					
I thought the system was easy to use						★	
I think that I would need the support of a technical person to be able to use this system		★					
I found the various functions in this system were well integrated						★	
I thought there was too much inconsistency in this system.		★					
I would imagine that most people would learn to use this system very quickly						★	
I found the system very cumbersome to use						★	
I felt very confident using the system						★	
I needed to learn a lot of things before I could get going with this system				★			

## Survey Links

<https://form.jotform.com/231031113257440>

<https://form.jotform.com/231028530431443>

## Submissions

My Forms

My Forms   Templates   Integrations   Products   Support   Enterprise   Pricing

CREATE FORM


Last Edit   Search My Forms


MY FORMS

All Forms   Create a new folder

MY TEAMS

Create Team

☐ ★  Usability Testing Survey for a Local e-commerce Grocery App  
9 Submissions. Updated on Apr 14, 2023

☐ ★  Customer Satisfaction Survey Form  
11 Submissions. Updated on Apr 14, 2023

Kindly, use the prototype link shared above and share your feedback through survey links.





***Thank you for your time :)***

*Feel free to provide your valuable suggestion and comments* 

*G.Indhumathi*