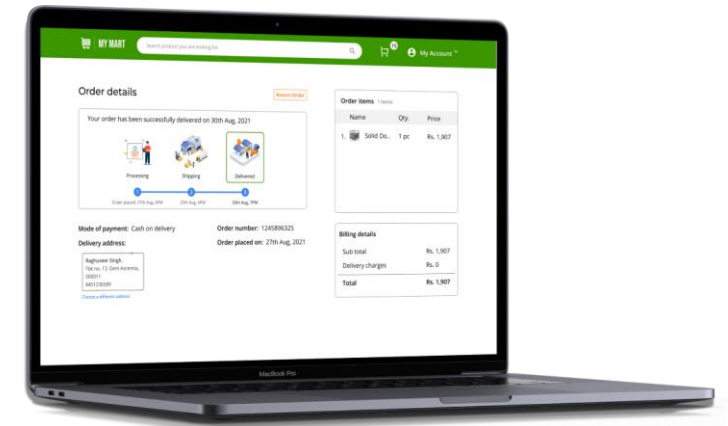
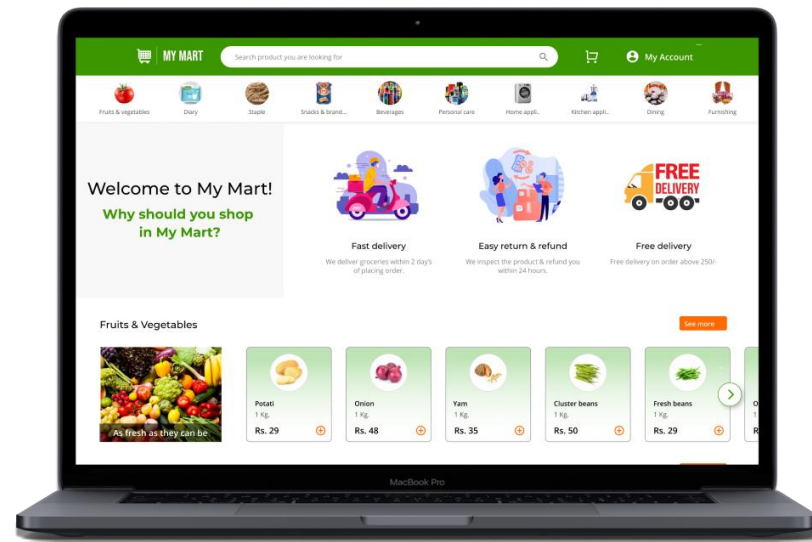
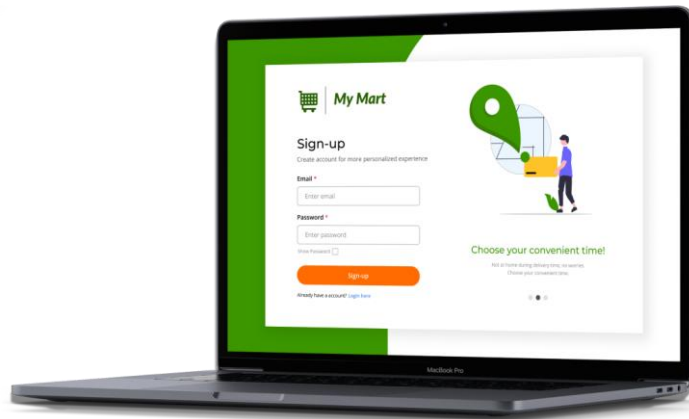


My Mart

E-com site to buy groceries, home & kitchen essential's





Overview

Objective

With more than 45% of Indian population having the access to internet, there is a lot of potential for every sector to bring their services online & expand. One such industry is e-com service selling groceries, home & kitchen appliances. **My Mart** is looking to enter this online sector by focusing on user needs- pain points and analysing competitors. The main objective is to perform User experience research to understand the business & customer needs and to design a website which fulfils both stakeholders and customers needs.

My role

I have taken the responsibility as a UX and UI designer.



Problem definition

Problem definition (User needs & pain points)

In contrast to buying groceries or home essentials in physical store, there are some pain points in comparison to buying online-

- Users (home maker's) have to put their home chores aside to visit a physical store
- Transportation to & from the store is also a constrain for home makers & working women who can't drive or don't have a 4-wheeler
- If users have some other plans or are lazy for that day, they miss to go to grocery store

Target audience

- Home maker
- Working professionals
- Mother with small child



Business needs

» Stakeholders interview

Questions

- What should the website do?
- What is the problem or need we are aiming to solve?
- What are the key performance indicators?
- Who are the customers or users?
- Why is this important to users?
- What are the users trying to do?
- What are their pain points?
- Who are the target audience?
- Are there any constraints (technological, business etc.)?
- What are the products that are offering?
- Who are your competitors? How does My mart stand out from competition?















Business needs

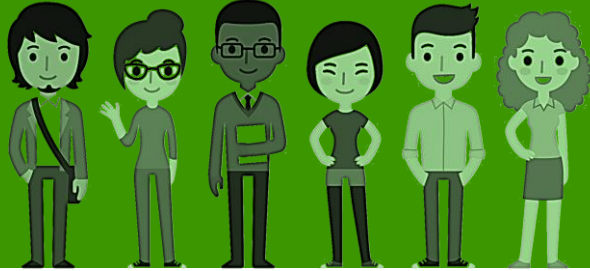
» Competitive Analysis

Competitors



| Features |  |  |  |  |  |  | Recommendations |
|--|---|---|---|---|---|---|--|
| Online shopping website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Mobile app | ✓ | ✓ | ✓ | ✓ | ⓘ Not a dedicated app | ⓘ Not a dedicated app | A dedicated mobile app brings great user experience to majority of users |
| Mobile responsive website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | As majority of users operate site through mobile. |
| Delivery charges | Free | Delivery charge- Rs. 49 (max. Rs. 79) | Delivery charge- Rs. 0 to 97/- | ⓘ Free for first 3 orders only | Free | Delivery charge- Rs. 50 | |
| Estimate delivery before placing order | ⓘ Shown only after placing order | ⓘ Shown only after placing order | ✓ | ✓ | ✓ | ✓ | Knowing the estimate delivery date & time slot before placing order will be handy. |
| Minimum order value | No limit | Min. order- RS. 500/- | No limit | No limit | Min. order- RS. 99/- | Min. order- RS. 500/- | |

| Features |  |  |  |  |  |  | Recommendations |
|--|---|---|---|---|---|---|--|
| Select time slot for delivery | ⊗ | ⊗ | ✓ | ✓ | ✓ | ⊗ | Option to select a time slot will be a great USP. |
| Auto save cart | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Products other than grocery, home appliances | Fashion & beauty | Foot ware, clothing & school supplies | — | — | Sells all category of products | Sells all category of products | |
| Product rating & review | ⊗ | ⊗ | ⊗ | ⊗ | ✓ | ✓ | Providing rating will bring trust in users to buy online |
| Offers card & recommendations | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Shop by category | ✓ | ✓ | ✓ | ✓ | ✓ | ⊗ | Helps in quick & easy navigation |



Business needs

➤ Target audience

Role- (group of people with similar goals)

- Home maker
- Working professionals
- Mother with small child

Demographics- (gender, age education, occupation, martial status, income, location)

- 22-65 years old
- House wife's, employees, women with child
- Single/married
- Limited to good income
- Urban

Psychographics- (Personality, values, attitude, interests & lifestyle)

• **Personality & attitude**

- Sincere
- Youthful
- Reserved
- Self-cantered
- Extraverts

• **Lifestyle/ interests**

- Choose comfortable life
- Make things less difficult
- Busy working professionals
- Busy with home chores



Business needs

» Persona

Alluri Sangeetha (Persona 1)

Age- 40 years old,
Location- Hyderabad, India
Occupation- Home maker
Status- Married



Goals-

- Complete her daily home chores
- Spend time with family
- Believes in savings

Frustrations-

- Feels inconvenient to visit grocery store, putting home chores aside
- Absence of family members to drop & pickup from store

Needs- Sangeetha wants an alternative option of buying groceries which is comfortable & convenient. Also, a choice of buying groceries, even if her husband or family members are busy.

Keerthi Chowdary (Persona 2)

Age- 24 years old,
Location- Mumbai, India
Occupation- Software engineer
Status- Single



Goals-

- To be productive
- Spend some time in socializing
- Carefully spend money

Frustrations-

- Inconvenient to bring groceries, as she doesn't own a 4 wheeler
- Miss to go to grocery store when there are weekend party plans
- Lack of time to go to a physical store

Needs- Keerthi is looking for a convenient option of buying groceries which is easy, less hassle & isn't too much time taking.



Business & User needs

» Summary

Business needs-

- To sell grocer online that will be delivered to customers
- Communicate the advantages of buying groceries online.
- To provide good offers, at the same time have good profit margin
- To communicate good offers & affordability
- Communicate quality of fruits & vegetables
- Communicate quality products
- Communicate reliability, easy returns & fast delivery
- Clearly showcase variety of products that are offered
- Showcase special offers from different brands
- Communicate how price effective it is to buy through our site.

User needs- (User research done through Quora platform)

- Find out if the grocery delivery service available in their area
- Ordering groceries online
- Good offers in the products
- Know special features the site/service offers
- Receive the delivery on the same day or by next day
- Show the estimate delivery time slot if the order is placed now
- Simple to view & navigate website/app for selecting adding any item to cart
- Auto-save cart items to continue later
- Provide a solid mobile experience of the website/app as most of the people access the site from mobile
- Option to select date & time slot of delivery. Also being able to reschedule or cancel the order.
- Option to notify if the item in cart (above certain price) is in stock.
- Sign-in option through mobile number
- Less delivery charges
- Get answers for few questions users have in their mind.



Outline of scope

Content requirements-

Content (text, images, videos) to be added

- Showcasing **features as content** which communicate fast delivery, option to select specific time slot, easy return or cancellation, free delivery on order above Rs. 250 etc. (Home)
- Content explaining the **advantages** of buying groceries online (Home)
- Categorising the products in the **primary navigation** (for smoother navigation) (Home)
- Content communicating the **quality of fruits & vegetables** (Fruits & vegetable category page)
- **View or edit** the products in cart while shopping or during billing (Cart)
- **FAQ**
- **About us**

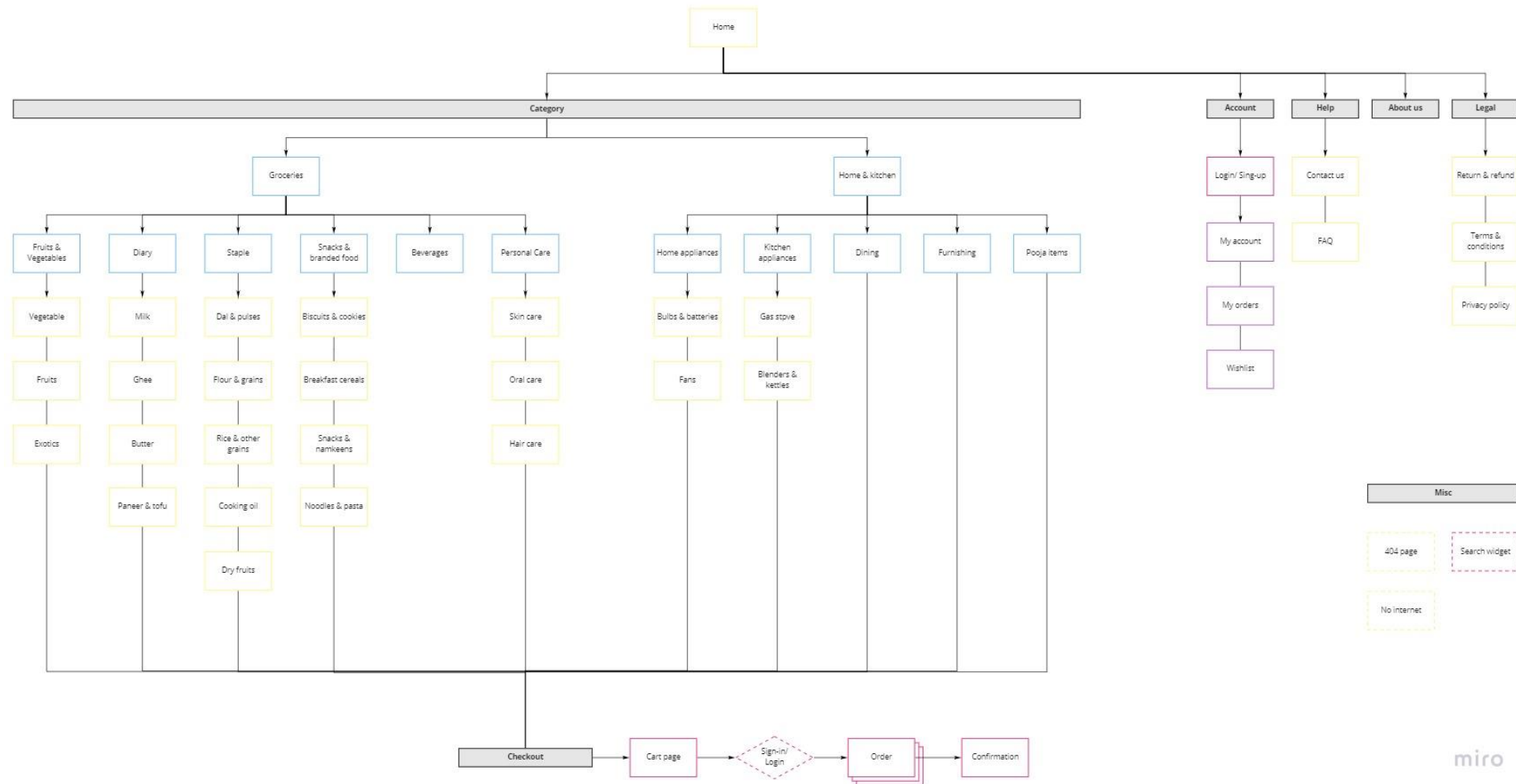
Functional requirements-

Systems that will allow the user accomplish task

- Also save user details like name, address etc.
- Design a grocery site with **website only** service.
- Add items to cart & **auto-save** cart
- **Return** the product option
- **Track status** of the product to be delivered
- Receive **notifications** through site
- **Contact section** for communicating with customer care

Note- Though this a imaginary project, only essential features were chosen, due to time constraints of my developer team in this project.


Sitemap





Visual Design

➤ Sign-up & login

 **My Mart**

Sign-up

Create account for more personalized experience


Email *

Password *

Show Password ☐


[Sign-up](#)

Already have an account?



Everything you can ask for!

We make sure all the products are in stock. So no hassle of juggling between offline & online stores.

 **My Mart**

Sign-up


Additional info, to know you better

First name

Last name


Mobile no.

[Skip](#) [Proceed](#)



Everything you can ask for!

We make sure all the products are in stock. So no hassle of juggling between offline & online stores.

 **My Mart**

Login

Login for more personalized experience


Email *

Password * Incorrect Password!

Show Password ☒ [Forgot Password?](#)

[Login](#)

Not registered yet? [Sign-up](#)



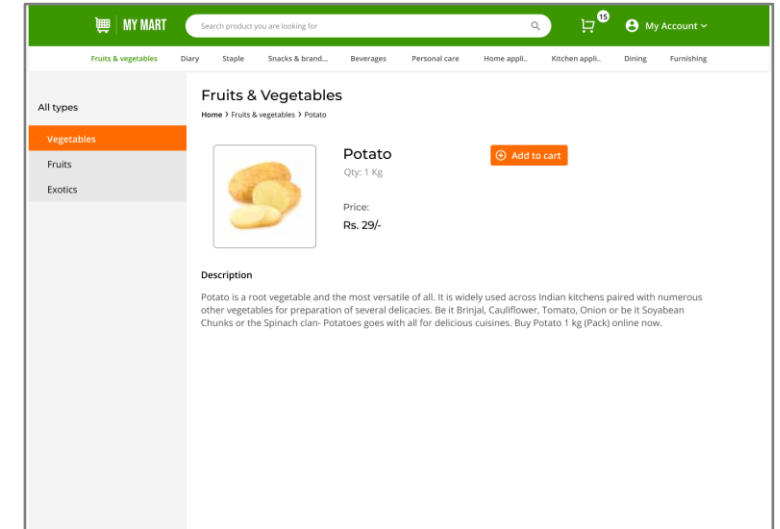
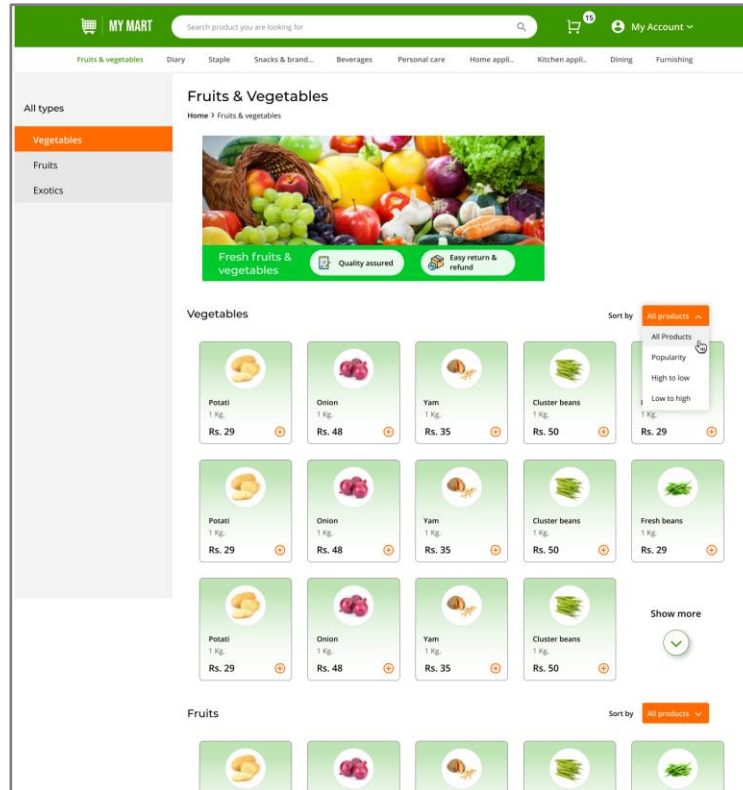
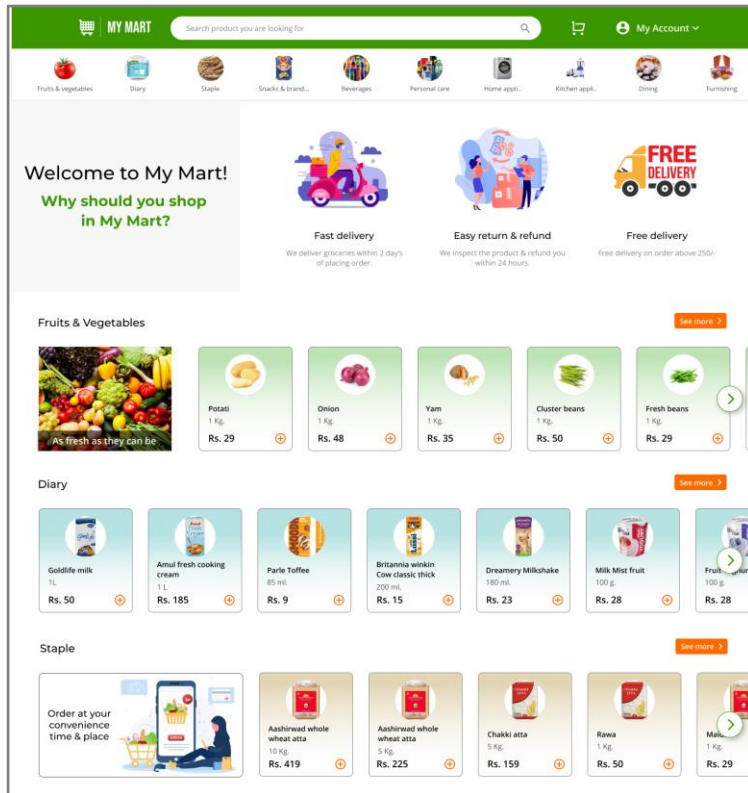
Everything you can ask for!

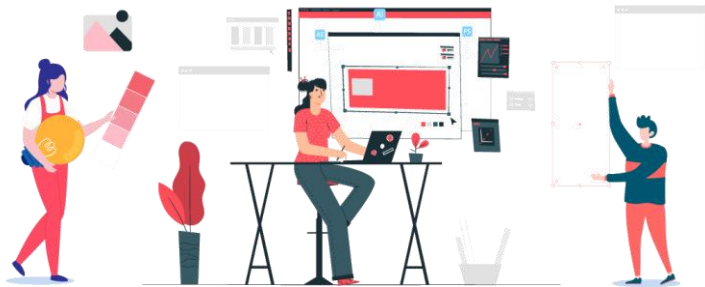
We make sure all the products are in stock. So no hassle of juggling between offline & online stores.



Visual Design

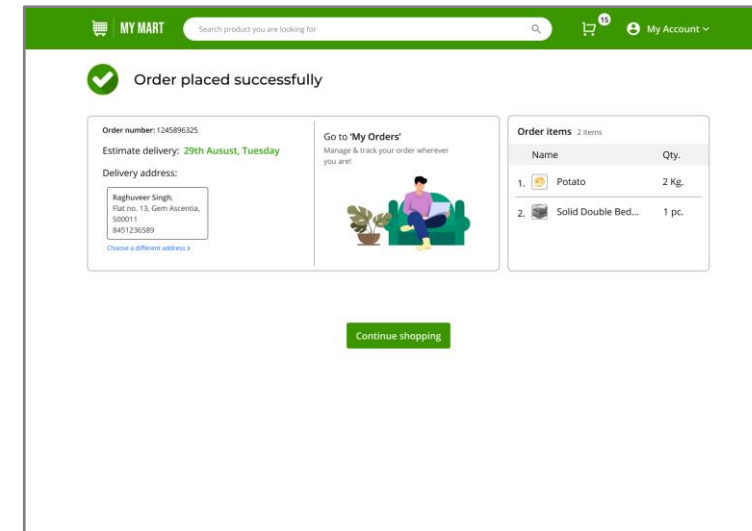
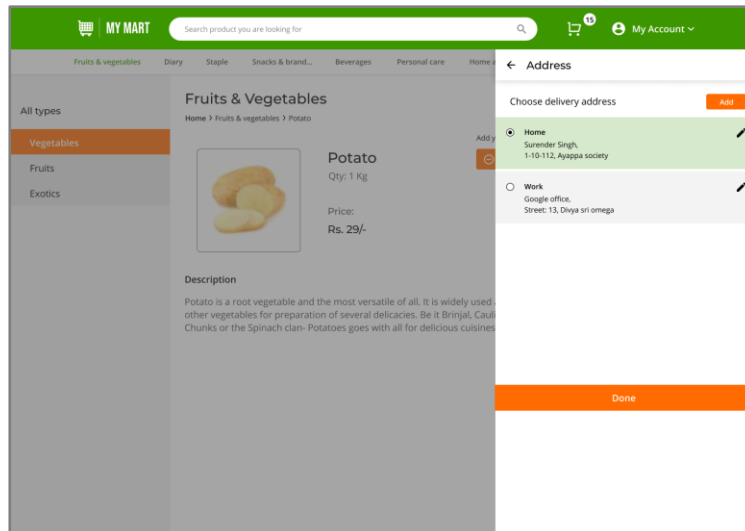
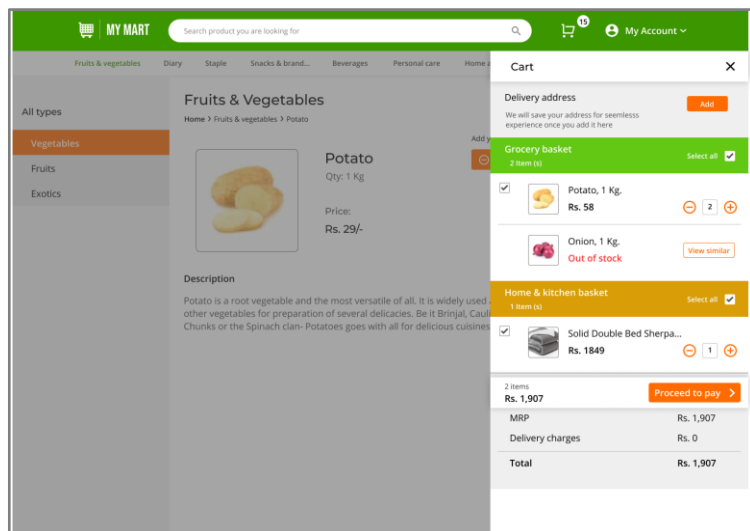
➤ View products

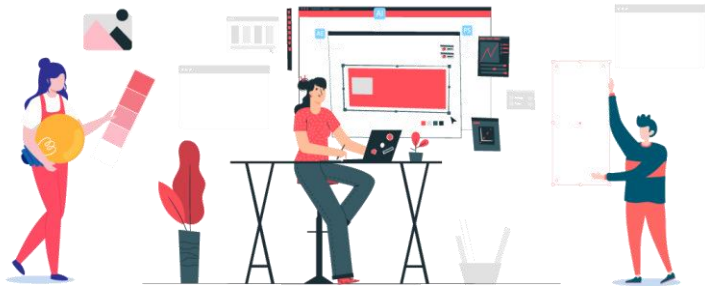




Visual Design

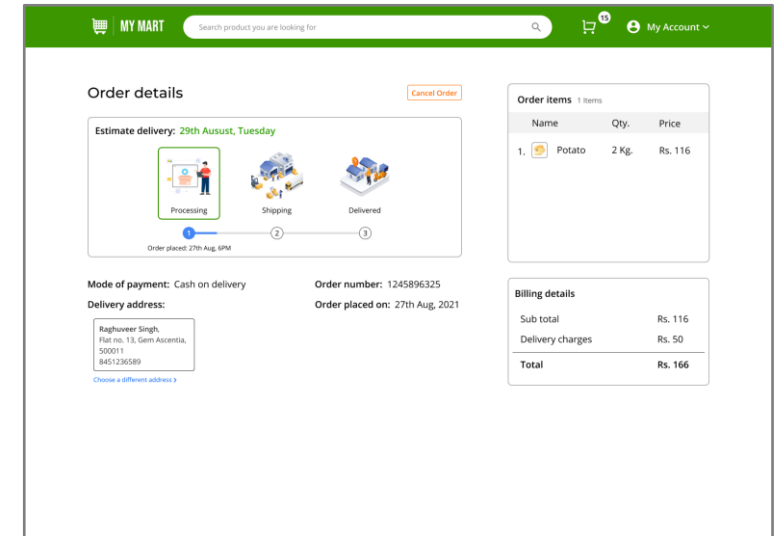
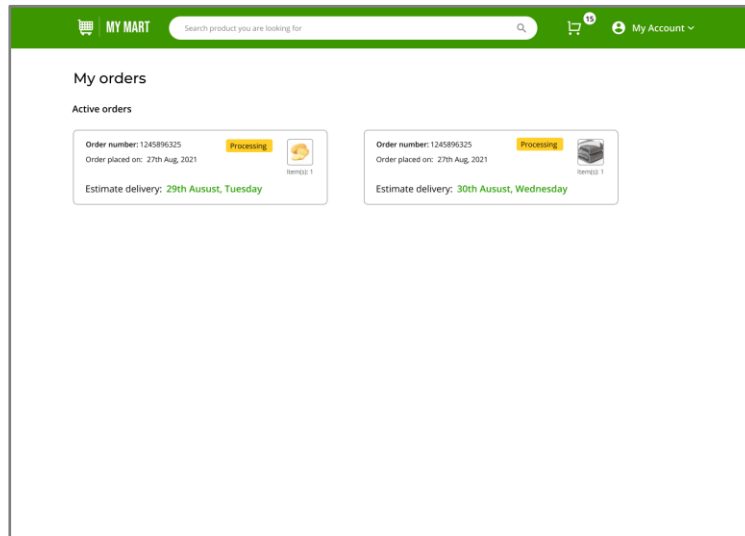
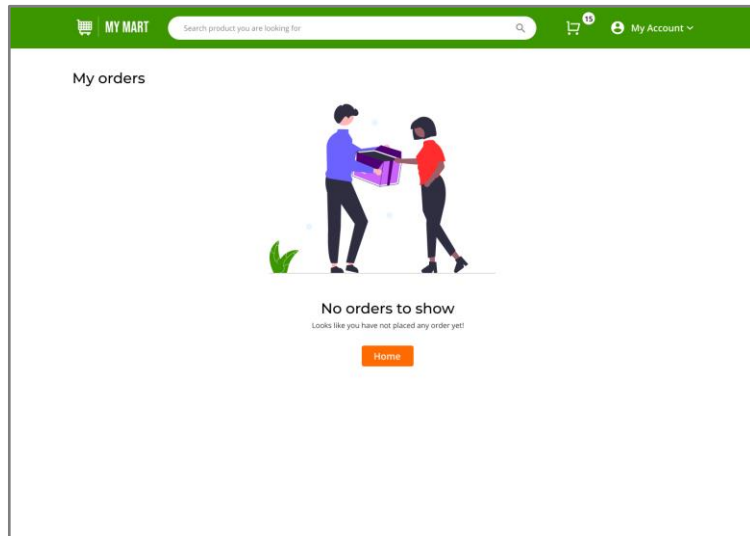
➤ Manage cart

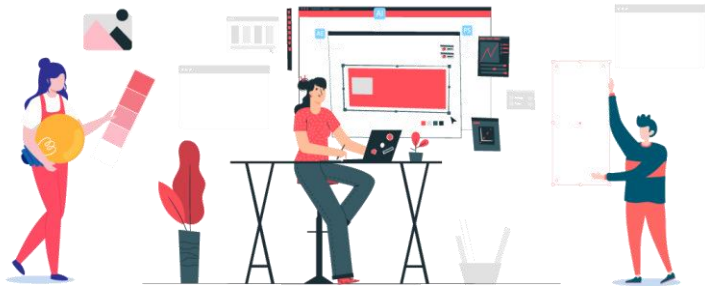




Visual Design

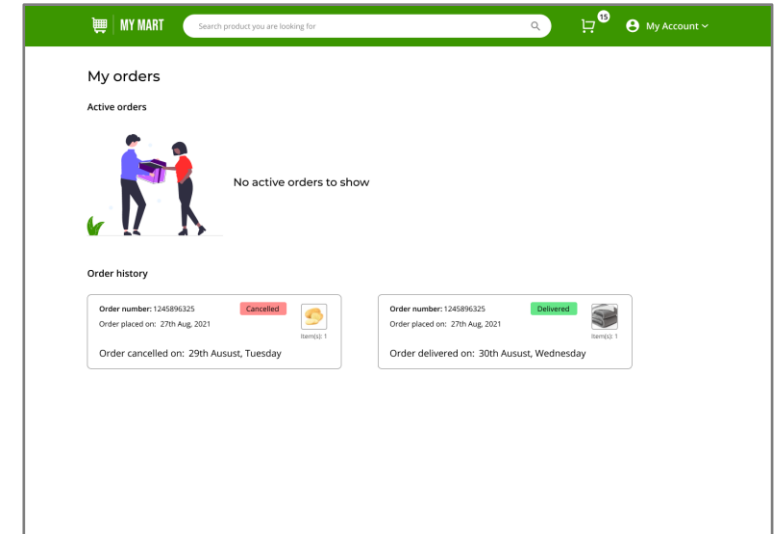
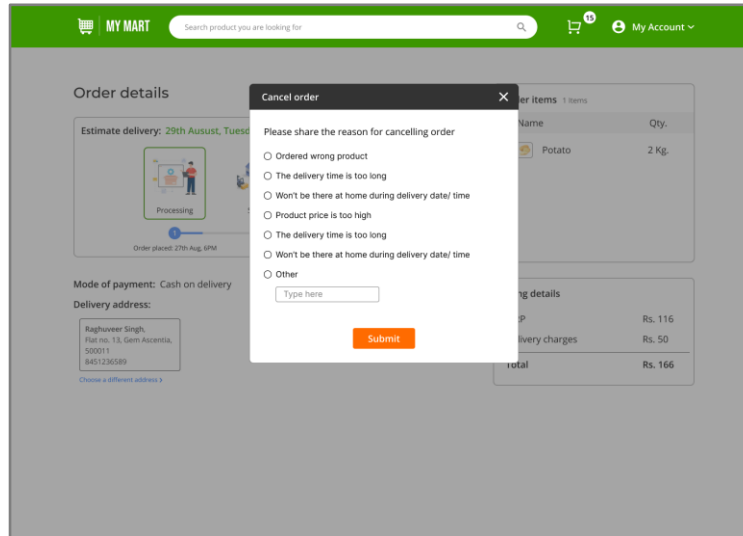
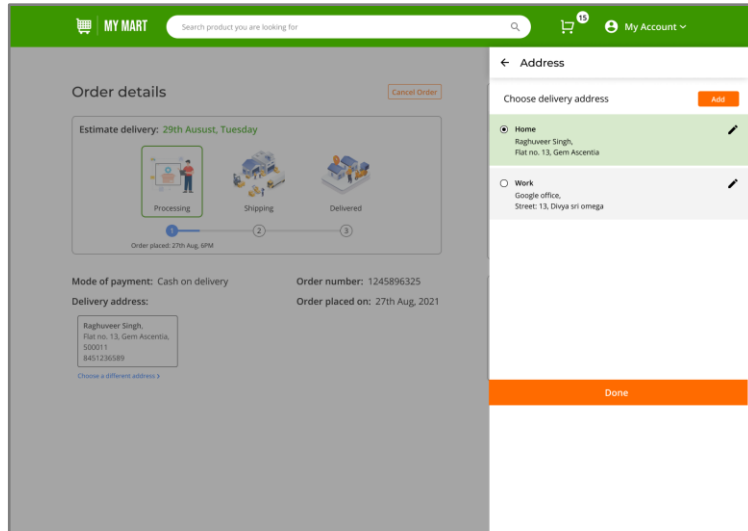
➤ My Orders

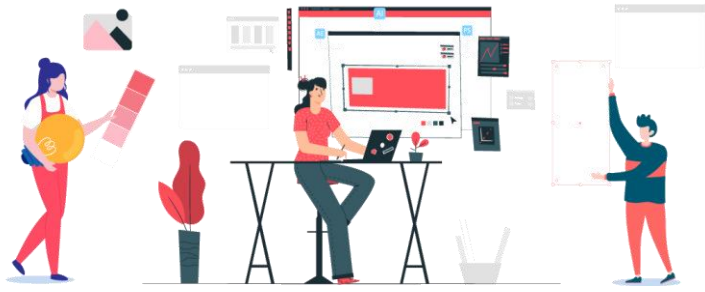




Visual Design

➤ My Orders





Visual Design

➤ My Account

MY MART


Search product you are looking for

11

My Account

My account

Profile details



First name

Sura

Last name

Raghavendra

Mobile no.

8956426578

Email ID:

raghav12@gmail.com

Update

Manage address

Add

Home

Surender Singh,
1-10-112, Ayappa society

Work

Google office,
Street: 13, Ditya sri omega

Change password

Want to change password for some reason?

To change password, [Click here](#)

MY MART


Search product you are looking for

11

My Account

My account

Profile details



Name

First name

Sura

Mobile no.

8956426578

Email ID:

raghav12@gmail.com

Address

X

Name*

Raghuveer singh

Flat/ House/ Office no.*

Flat no. 13

Street/ Society/ Office name*

Gem ascentia

Pin Code*

500011

Save as

☒ Home ☐ Office

Cancel

Save

Manage address

Add

Home

Surender Singh,
1-10-112, Ayappa society

Work

Google office,
Street: 13, Ditya sri omega

Change password

Want to change password for some reason?

To change password, [Click here](#)