

JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Creating a B2C Platform to Expand User Base and an MIS Dashboard for Enhanced Efficiency

VOL. 1 of 2

Student : **Anushmita Maitra**

Sponsor : **Beon Systems**

Mentor : **Sunali Aggarwal**

Programme :
Bachelor of Design (B.Des)
Interaction Design

THE GRADUATION PROJECT 2024

The Evaluation Jury has recommended **Anushmita Maitra**

for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **Interaction Design**

Herewith, for the project titled "**Daykart's Digital Journey: Simplifying Shopping, Optimizing Operations"**

on fulfillment of requirements by

Jury Chairman

Jury Member

Jury Member

Subsequent remarks regarding fulfillment of requirements

Dean, Institute of Design
JK Lakshmipat University

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Signature: _____

Date: **28 June, 2024**

Place **Jaipur**

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Student Name in Full: **Anushmita Maitra**

Signature: _____

Date: **28 June, 2024**



Daykart's Digital Journey: Simplifying Shopping, Optimizing Operations

Creating a B2C Platform to Expand User Base and an MIS Dashboard for Enhanced Efficiency

Acknowledgement

I would like to express my deepest gratitude to everyone who has supported and guided me throughout the journey of completing this graduation project.

First and foremost, I would like to thank the faculty members of the Institue of Design at JK Lakshmipat University for providing a stimulating academic environment and for their dedicated teaching, which has greatly contributed to my academic and personal growth. Special thanks to the director of Institute of Design Mr. A. Balasubramanium for his visionary leadership and for fostering an environment that encourages creativity and innovation.

I am also grateful to my mentor, Ms. Sunali Aggarwal, for her invaluable guidance, insightful feedback, and unwavering support. Her expertise and encouragement have been instrumental in shaping the direction and quality of this work.

A special acknowledgment goes to Beon Systems, where my experience as a designer has been immensely rewarding. Working there allowed me to grow professionally and personally. I had the opportunity to work on multiple projects, where I deeply contributed to various design aspects. Engaging in client meetings and collaborating with developers were crucial in refining my skills and understanding the importance of teamwork and communication in creating outstanding projects. This experience has been invaluable in shaping my approach to design and project management.

I extend my heartfelt appreciation to my family and friends for their endless support, love, and encouragement throughout my academic journey. Your belief in me has been a constant source of strength.

This project is the culmination of collective effort, and I am deeply thankful to everyone who has been a part of this journey.

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Introductions & Briefing

01

- About the company
- About the client
- Project brief
- Mapping the Journey



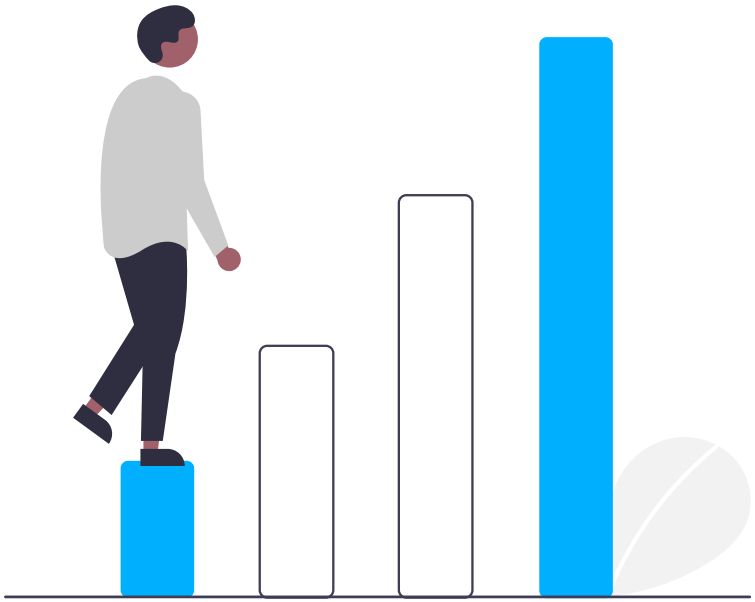
About the Company

Beon is a startup consulting firm spearheaded by **Sunali Aggarwal** specializing in guiding startups through various stages, from ideation to go-to-market.
They emphasize a lean startup approach, MVP development, and integrated marketing and data-driven strategies, offering services in digital marketing, UX/UI design, and product development. Beon focuses on helping startups measure, learn, optimize, and achieve results through streamlined processes.

Beon's Journey

Beon started its journey as a visionary UX design company in 2012, a time when the concept of user experience was a relatively new concept for many in India. However, as their expertise deepened, they noticed a pattern: design was not just about aesthetics, it was about solving real-world business problems.

The interconnected nature of digital products meant that a well-designed interface could drastically improve every facet of a business, from marketing to customer engagement. They recognized that digital products and services were essentially sales and marketing tools clustered around a set of core features addressing market needs. Increasingly, they began to look not just at design problems, but at business problems through the lens of design thinking.



The Pivot: Expansion to MVP Development

In view of the emerging client needs, Beon made the strategic decision to pivot towards offering comprehensive MVP development services.

Their focus areas were start-ups and established companies seeking to launch new products. They were confident that with their extensive experience in working with start-ups and setting them up ourselves they could be effective growth partners for them.

They consciously extended their design-centric approach to encompass the development of Minimum Viable Products (MVPs). By focusing on the core functionalities that offered the most value to users, they began assisting start-ups in bringing their most ambitious ideas to life with agility and precision.

Services Offered

Product Design

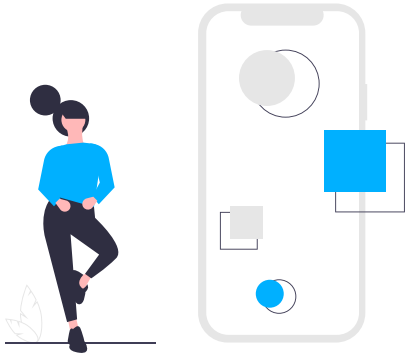
Design Thinking
Mapping Customer Journeys
Human-Computer Interaction
User Experience (UX) Design
Mobile App UI/UX
Saas UI/UX
Usability Evaluation
Product Design & Development
User Interface (UI) Design

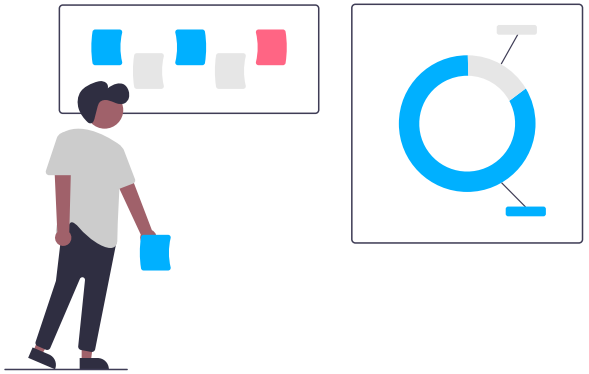
Marketing & Data Services

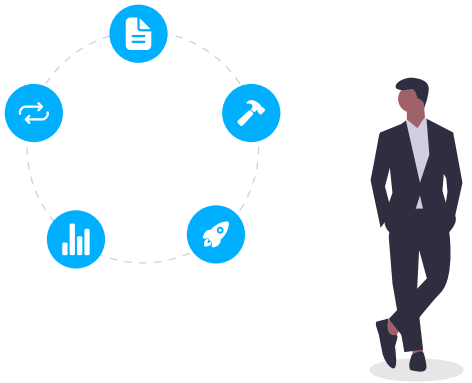
Go to Market
Information Visualisation
Google Analytics
Business Intelligence
Marketing Technology Data
Marketing Automation
Product Design & Marketing Integration
Design Marketing and Sales Funnels

Startup Services

Build MVP
Agile and Scrum Methodology
Search Engine Optimisation
Content Led Marketing
Business Plan Evaluation
Investment Deck Review
Business Model Evaluation









About the Client

About the Owner

Raghav Garg is a seasoned businessman with multiple successful ventures, having firmly established his name in the field of real estate. With years of experience and a solid reputation, he continually seeks to expand his horizons, embracing new opportunities and starting innovative businesses.

Garg holds a law degree and a Masters in Management from the prestigious London Business School (LBS). Throughout his career, he has worked with a London-based charity under the leadership of Professor Michael Hay of LBS. An accomplished professional, Garg has presented numerous papers to various professional bodies on topics such as “Social Entrepreneurship” and “Affordable Housing” for the urban poor.

More About Daykart

DayKart is an innovative startup initiative by our client, who ventured into the business of selling daily essentials to meet the needs of local communities. Leveraging their extensive experience and strong foothold in the real estate sector, they strategically launched a few stores within their apartment complexes. These stores quickly proved to be successful, prompting a desire to further expand their business.

With the initial success, DayKart identified key insights and opportunities for growth. To scale their operations and enhance their service offerings, they made a strategic decision to collaborate with Beon. This partnership is aimed at **optimizing their business model and expanding their reach, ensuring they continue to meet the evolving needs of their customers effectively**.







Project Brief

DayKart's Digital Transformation

Objective

DayKart seeks to expand its successful physical retail stores into the digital realm to enhance its user base and streamline operations.
The goal is to create a robust B2C platform, including a mobile app, to provide a seamless shopping experience for customers. This project will encompass design, development, marketing, and system automation to ensure efficiency and scalability.

Scope of Work

The scope of work includes designing, developing, and launching a user-friendly B2C platform, integrating system automation, and implementing marketing strategies to expand DayKart's digital presence.

Design and Development

- User Experience (UX) Design: Develop a user-centric design that ensures an intuitive and engaging shopping experience.
- User Interface (UI) Design: Create a visually appealing and consistent interface that reflects DayKart's brand identity.
- Mobile App Development: Build a high-performance mobile application for both iOS and Android platforms, featuring easy navigation, secure payment gateways, and personalized user experiences.



Automation and Efficiency

- Inventory Management: Introduce automated inventory tracking and management systems to minimize stockouts and overstock situations.
- Order Processing: Streamline order processing and fulfillment through automation, reducing manual intervention and errors.
- Customer Relationship Management (CRM): Implement CRM tools to manage customer interactions, enhance loyalty programs, and provide personalized experiences.
- Data Analytics: Utilize data analytics to gain insights into customer behavior, sales trends, and operational efficiency for informed decision-making.



Marketing and User Acquisition

- Digital Marketing Strategy: Develop and execute a comprehensive digital marketing strategy to drive app downloads and user engagement.
- Social Media Campaigns: Leverage social media platforms to create brand awareness, engage with customers, and promote new offerings.
- Search Engine Optimization (SEO): Optimize the web platform for search engines to increase organic traffic and visibility.
- Pay-Per-Click (PPC) Advertising: Implement targeted PPC campaigns to reach potential customers and drive conversions.
- Content Marketing: Create valuable content, including blogs, videos, and newsletters, to educate and engage the user base.



Timeline

MARCH **APRIL**

Week 1, 2 and 3	Week 3 - Ongoing	Week 5 - Ongoing
Discovery & Planning	**Design**	**Development**
• Market research • User Research • Project planning	• UX/UI Design for the Mobile App • MIS Dashboard	• Backend Development • Frontend Development • Integration of Automation tools

MAY

JUNE

Week 10 - 14

Week 15 - Ongoing

Week 15 - Ongoing

Testing

- QA Testing
- User Testing

Launch & Marketing

- Basic Launch
- Creating marketing strategies
- Onboard Users

Post Launch Support

- Maintenances
- Next Stage feature design & development
- **And more...**

Setting the Stage

02

- Decoding the brief
- Task Analysis

Decoding the Brief

As the designer for this project, I took the time to thoroughly understand and analyze the brief, delving into the core objectives and expected outcomes. Recognizing the importance of a user-centric approach, I decided to break down my role into manageable tasks to ensure a structured and efficient workflow. I then categorized these tasks based on priority into primary, secondary, and tertiary groups.

Primary Tasks

Secondary Tasks

Tertiary Tasks

Primary

- User Research
- User Personas
- Seamless UX
- Intuitive UI
- Interactive Prototypes

Secondary

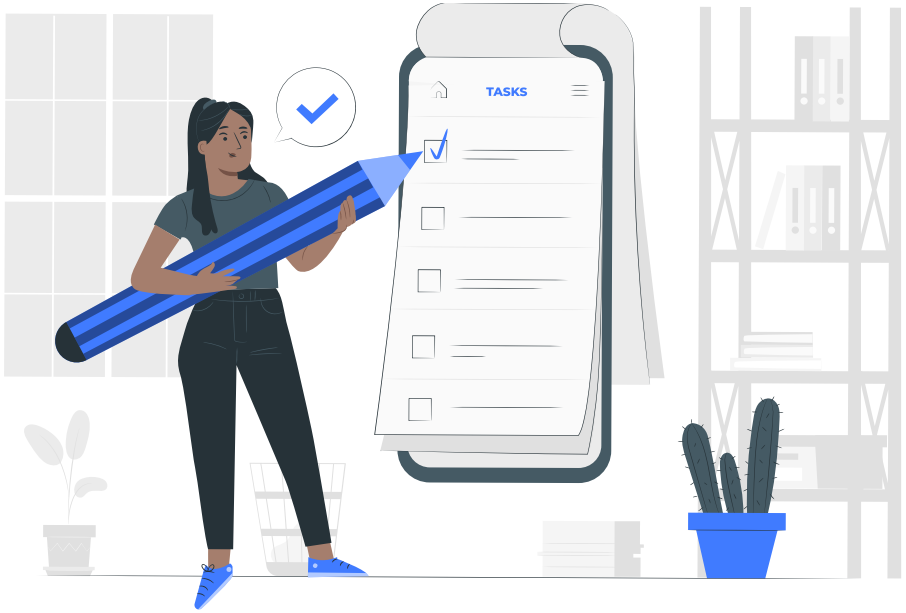
- Technical Compatibility
- Essential Functionalities
- Developer Collaboration
- Usability Testing
- MIS Dashboard

Tertiary

- Marketing Designs
- App Store Graphics
- Team Support
- Digital Marketing
- Post-Launch Support

Primary Tasks

- Conducting thorough user research to understand the needs and pain points of target users
- Designing intuitive and visually appealing user interfaces (UI) for both the mobile app and web platform
- Creating user personas and mapping out user scenarios to guide design decisions
- Developing interactive prototypes to visualize and test the user flow
- Ensuring a seamless and engaging user experience (UX) across all touchpoints



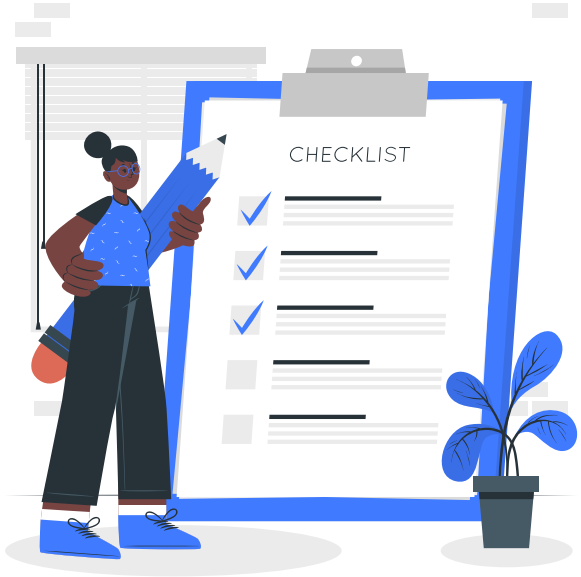
Secondary Tasks

- Ensuring technical compatibility across different devices and platforms
- Implementing essential functionalities such as product search, filtering, and personalized recommendations
- Collaborating with developers to ensure design feasibility and integrity during implementation
- Conducting usability tests to gather feedback and identify areas for improvement
- Creation of MIS dashboard to enhance operational efficiency



Tertiary Tasks

- Creating designs for marketing purposes, including social media graphics, email templates, and promotional materials
- Designing app store graphics and offer banners to attract and engage potential users
- Providing additional support to the team wherever possible, ensuring a collaborative and efficient workflow
- Implementing data analytics tools to gain insights into customer behavior and sales trends
- Supporting the development of a comprehensive digital marketing strategy, including SEO, PPC, and social media campaigns
- Offering post-launch support and iterating on designs based on user feedback and performance metrics



Task Analysis

Task analysis is crucial in understanding and improving any project, especially in the creation of a digital B2C platform for daily necessities shopping. The primary goal of this project is to transition DayKart's successful in-store experience to a seamless and engaging online platform. By conducting a thorough task analysis, we examined how customers currently interact with DayKart's services, including in-store shopping, call orders, and text orders via WhatsApp. This analysis helped identify gap areas and opportunities for improvement. Understanding the existing workflow allowed us to pinpoint inefficiencies, pain points, and user frustrations, ensuring that the new digital platform addresses these issues and provides a more streamlined, efficient, and satisfying shopping experience for all customers.



In Store Shopping

1

Arrival

Travel to the grocery store.

2

Entry

Enter the store and grab a shopping cart or basket.

3

Navigation

Walk through aisles, locating desired items.

4

Product Selection

Pick products, check labels, and place them in the cart.

5

Price Check

Compare prices and consider any discounts or offers.

6

Checkout

Queue at the checkout counter, place items on the conveyor belt, and pay via preferred method (cash, card, etc.).

7

Packing

Bag items after payment.

8

Departure

Exit the store and transport groceries home.

Call Orders

1

Contact

Dial the store's phone number.

2

Order Placement

Verbally communicate the list of needed items to the store representative.

3

Clarification

Respond to questions about item specifics, substitutions, and preferences.

4

Order Confirmation

Receive verbal confirmation of the order details and total cost.

5

Payment Coordination

Discuss payment method (cash on delivery, online transfer, etc.).

6

Delivery

Wait for the groceries to be delivered.

7

Receipt & Verification

Check the delivered items against the order placed.

8

Issue Resolution

Call back if there are any issues with the order.

Whatsapp Text Orders

1

Initiation

Open WhatsApp and find the store's contact.

2

Message

Send a random text describing the items needed (e.g., "I need 2 kg potatoes, 1 kg rice").

3

Clarification

Engage in back-and-forth communication to confirm item availability, prices, and any potential substitutions.

4

Order Confirmation

Await a confirmation from the store regarding the order and total cost.

5

Payment

Coordinate payment method (cash on delivery, online payment, etc.).

6

Delivery

Wait for the groceries to be delivered.

7

Receipt & Verification

Receive and verify the items upon delivery.

8

Issue Resolution

Address any issues (missing items, incorrect orders) via further communication.

Observations

In-Store Shopping

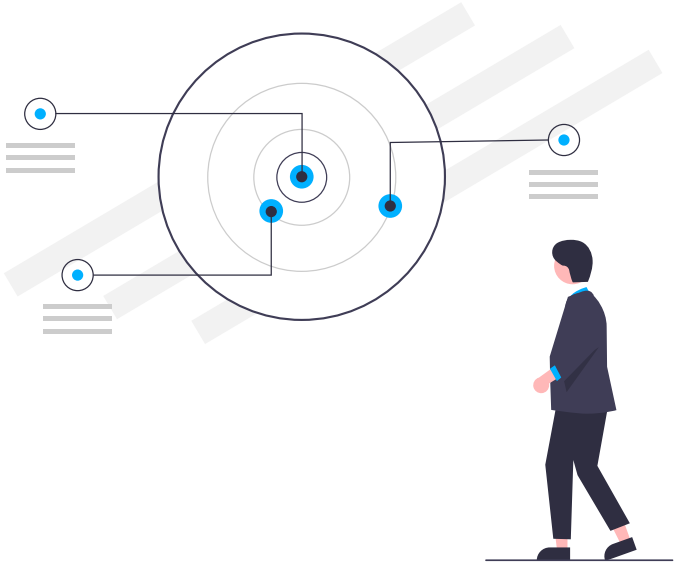
- **Navigation Challenges:** Users often spend time navigating aisles to locate products, leading to frustration.
- **Product Availability:** Some users had difficulty finding specific items, resulting in abandoned carts or switching to alternatives.
- **Checkout Process:** Long queues during peak hours; some users left without purchasing due to the wait time.
- **Decision-Making:** Users frequently compare prices, read labels, and check expiration dates, which can slow down the shopping process.
- **Physical Effort:** Carrying groceries from the store to vehicles or homes can be cumbersome, especially for large purchases.

Call Orders

- **Lack of Structure:** Orders are placed without a clear flow, leading to miscommunication or incomplete orders.
- **Response Time:** Delays in response from the store can cause frustration and uncertainty for the customer.
- **Order Accuracy:** Frequent errors in order fulfillment due to vague or incomplete messages from customers.
- **Payment Process:** Payment is often handled separately, creating an additional step for the customer.
- **Order Confirmation:** Lack of formal confirmation process; customers often follow up to ensure their order was received.

Whatsapp Ordering (Random Texts)

- **Communication Barriers:** Miscommunication due to background noise, unclear speech, or language barriers.
- **Order Accuracy:** High potential for errors in capturing the correct items, quantities, or preferences.
- **Time-Consuming:** Placing an order via phone can be time-intensive, especially during peak hours when lines are busy.
- **Payment:** Similar to WhatsApp ordering, payment is not integrated into the ordering process, requiring a separate transaction.
- **Lack of Visual Confirmation:** Customers cannot see what they are ordering, leading to potential dissatisfaction with the received products.



Research Insights

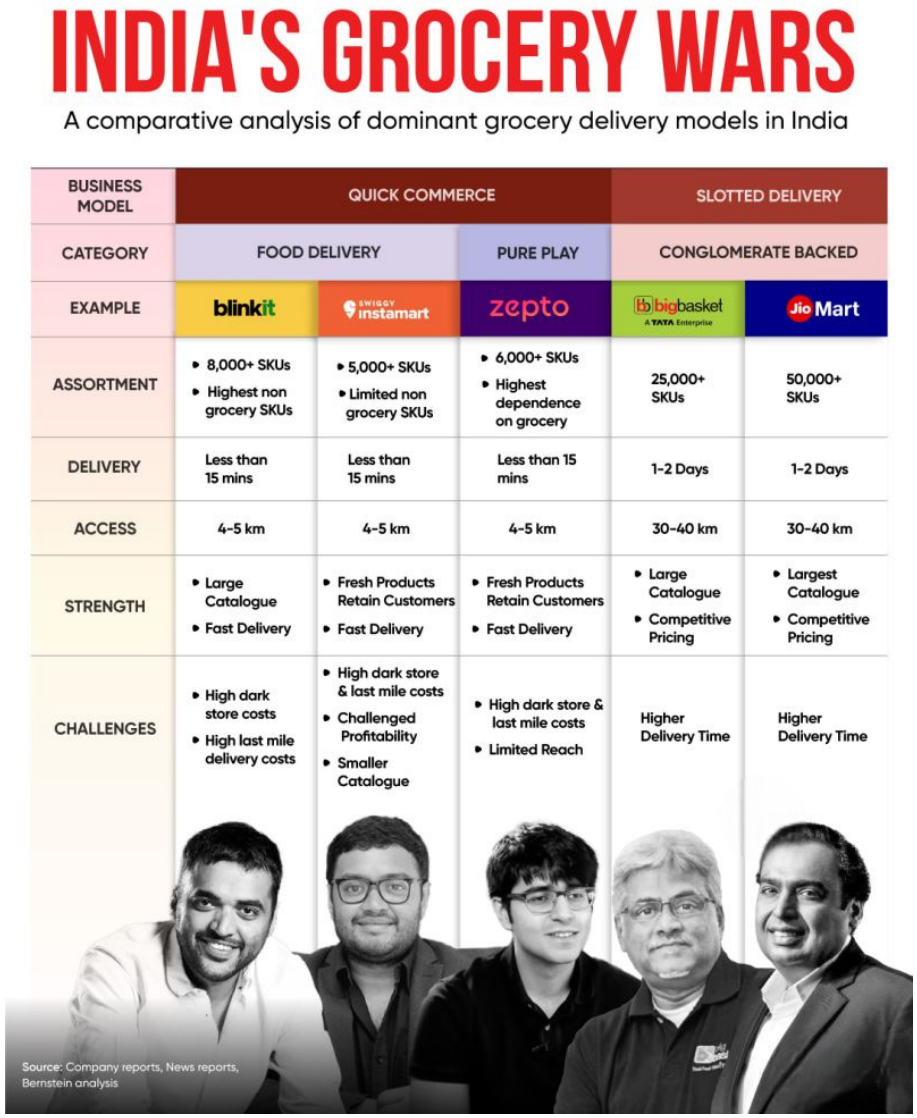
03

- Competition Analysis
- User Research

Competition Analysis

Why do we need a Competition Study?

- **Identify Competitor Strategies:** Understand the strategies and tactics employed by competitors to attract customers, differentiate their offerings, and gain a competitive advantage.
- **Identify Market Trends:** Monitor competitor activities & market trends to identify emerging opportunities, threats, and shifts in consumer preferences or behavior.
- **Assess Product and Service Offerings:** Evaluate the features, pricing, quality, and value proposition of competitors' products and services to benchmark against one's own offerings and identify areas for improvement.
- **Enhance Competitive Positioning:** Identify opportunities to differentiate one's own brand and offerings from competitors by emphasizing unique selling points, strengths, and value propositions that resonate with target customers.



How we conducted the study?

We examined multiple different players in this sector (established players and upcoming companies). Then we evaluated them with multiple lenses to narrow them down further to conduct an even more in-depth study of them.

Based on the evaluation, we then narrowed our search down to 4 top applications that we recognized as good examples of our competition.

Bigbasket



Blinkit



Otipy



AapKaBazar



Why we chose this brands?

1. **BigBasket** is a well-established player with a significant market share and diverse offerings, providing insights into industry leaders' strategies and best practices.
2. **Blinkit** is known for its hyperlocal delivery model, offering insights into localized strategies and customer engagement.
3. **Otipy** and **AapKaBazar** focus on community-based distribution, offering insights into niche market segments and innovative approaches. They represent a smaller, local competitor, offering insights into regional preferences, customer needs, and challenges faced by smaller players in the market.

Analysis of Grocery Delivery Apps

Key Features of Grocery Delivery Apps

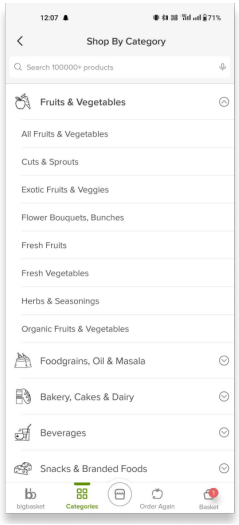
- **Product Variety:** They offer a wide range of groceries, including fruits, vegetables, dairy, pantry staples, and household items.
- **Convenience:** Users can order groceries from the comfort of their homes and have them delivered to their doorstep, saving time and effort.
- **Delivery Options:** They provide flexible delivery options, including same-day or scheduled delivery slots to accommodate users' preferences.
- **Mobile Accessibility:** All apps are accessible via mobile devices, allowing users to place orders anytime, anywhere.
- **Payment Options:** They support various payment methods, such as credit/debit cards, net banking, digital wallets, and cash on delivery, providing convenience to users.
- **Promotions and Discounts:** They offer promotional deals, discounts, and loyalty programs to attract and retain customers.
- **User Experience:** They focus on providing a user-friendly interface, easy navigation, and smooth checkout process to enhance the overall shopping experience.
- **Customer Support:** They offer customer support services to address queries, resolve issues, and ensure customer satisfaction.
- **Customer Retention Strategies:** These include memberships, Wallets, Rewards and Points

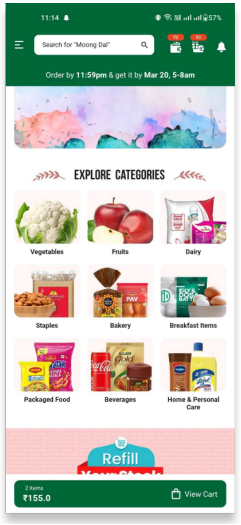
These apps share similarities in their core functionalities and services, but they also have unique features, partnerships, or targeted audiences that differentiate them from each other

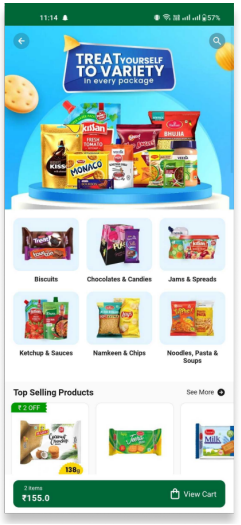
SR. NO.	COMPETITORS	USP	DIFFERENCES (SERVICE)	DIFFERENCES (INTERFACE)
01	**Bigbasket** bigbasket India's largest online supermarket	India' largest online food and grocery store	**Business Model** BigBasket operates as an online marketplace offering a wide range of groceries and household items from various brands and sellers. **Product Sourcing** BigBasket sources products from multiple suppliers, including supermarkets, wholesalers, and local vendors. **Product Range and Specialization** BigBasket offers a wide range of groceries, including fruits, vegetables, dairy, frozen foods, personal care items, and household essentials **Delivery Network** BigBasket operates its own delivery network, with a combination of in-house delivery personnel and third-party logistics partners. **Delivery Timing** BigBasket typically offers both scheduled delivery slots and express delivery options, allowing customers to choose a time that suits them best, including same-day or next-day delivery. **Geographic Availability** BigBasket operates in multiple cities across India, catering to a wide customer base.	**Navigation and Discoverability** BigBasket typically features a structured navigation menu and search bar for easy access to product categories and search functionality. **Product Presentation and Filtering** BigBasket may present products with detailed descriptions, images, and customer reviews, allowing users to make informed purchase decisions. Advanced filtering options may be available to refine search results. **Checkout Process and Order Management** BigBasket's checkout process may involve multiple steps, including cart review, delivery slot selection, and payment options. Users may have the flexibility to edit their orders or schedule recurring deliveries. **Personalization and Recommendations** BigBasket may offer personalized recommendations based on user preferences, past purchases, and browsing history. Users may receive targeted promotions or suggestions for complementary products.
02	**Otipy** Otipy Helping farmers deliver fresh	It works directly with farmers to provide safe and hygienic produce	**Business Model** Otipy follows a community group-buying model where users can buy fresh produce directly from local farmers and producers. **Product Sourcing** Otipy directly connects users with local farmers and producers, offering fresh produce sourced directly from farms. **Product Range and Specialization** Otipy specializes in fresh produce such as fruits, vegetables, and dairy products, focusing on connecting consumers with local farmers. Also provides 1000+ daily essentials. **Delivery Network** Otipy typically relies on community-based delivery systems, where designated community leaders coordinate delivery logistics. **Delivery Timing** Otipy typically works as order by midnight and get next day delivery by 8AM **Geographic Availability** Otipy may be available in select cities or regions (Delhi NCR, Mumbai, Bhiwadi & Meerut) where it has established partnerships with local farmers and communities.	**Navigation and Discoverability** Otipy's interface may emphasize visuals of fresh produce and highlight the offers and deals with sections dedicated to fresh goods and subscription based availability of some products. **Product Presentation and Filtering** Otipy's interface may focus on highlighting the freshness and quality of produce, with imagery and lesser categories as compared to other apps analyzed. **Checkout Process and Order Management** Otipy's checkout process involves attractive offers on using their wallet, which is prominently shown at top and other payment methods available as well. **Personalization and Recommendations** Otipy's interface may incorporate personalized recommendations for seasonal produce.

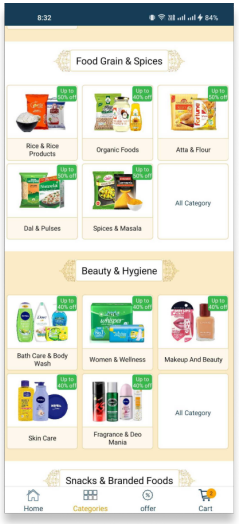
SR. NO.	COMPETITORS	USP	DIFFERENCES (SERVICE)	DIFFERENCES (INTERFACE)
03	**AapkaBazaar** AAP KA BAZAR®	Best online grocery store and supermarket for all your daily needs in Delhi	**Business Model** AapkaBazaar may operate as a traditional online grocery store or may have a physical presence in certain locations, offering a mix of online and offline shopping experiences. **Product Sourcing** AapkaBazaar may have its own inventory, sourced from wholesalers or distributors, and may also partner with local suppliers. **Product Range and Specialization** AapkaBazaar offers a diverse range of groceries, household items, and other products depending on its business model and partnerships. **Delivery Network** AapkaBazaar may have its own delivery fleet or partner with third-party delivery services for order fulfillment. **Delivery Timing** AapkaBazaar may offer flexible delivery timing options, including same-day or next-day delivery slots, depending on the user's location and order placement time. **Geographic Availability** AapkaBazaar is currently only focused on delivering in New Delhi and Delhi NCR	**Navigation and Discoverability** AapkaBazaar's interface may offer a balance between structured navigation and promotional banners, guiding users to browse products while also showcasing deals and offers. **Product Presentation and Filtering** AapkaBazaar's interface may prioritize product promotions and deals, with visually appealing banners and featured products to capture user attention. **Checkout Process and Order Management** AapkaBazaar's checkout process may prioritize convenience, with straightforward steps for order confirmation, payment processing, and delivery scheduling. Users may receive order notifications and tracking updates. **Personalization and Recommendations** AapkaBazaar's interface may feature personalized offers and discounts based on user behavior and demographics. Users may receive tailored recommendations for products or promotions relevant to their interests.
04	**Blinkit** blinkit India's Last Minute App	Delivering goods wit hin blink of eye (quick delivery)	**Business Model** Blinkit (formerly Grofers) functions as an online grocery delivery platform that sources products from local stores and delivers them to customers. **Product Sourcing** Blinkit partners with local stores and supermarkets to fulfill orders, sourcing products from nearby locations for quick delivery. **Product Range and Specialization** Blinkit focuses on providing a convenient assortment of groceries and everyday essentials, including groceries, household items, personal care products, and more. **Delivery Network** Blinkit utilizes a hyperlocal delivery model, leveraging local stores and delivery partners to fulfill orders quickly within specific geographic areas. **Delivery Timing** Blinkit focuses on providing quick delivery within a few minutes. **Geographic Availability** Blinkit operates in various cities across India, focusing on hyperlocal delivery services in urban areas.	**Navigation and Discoverability** Blinkit's interface may prioritize quick access to essential categories and products, with prominent call-to-action buttons for placing orders and scheduling deliveries. **Product Presentation and Filtering** Blinkit's interface may streamline product presentation, focusing on essential information such as price, quantity, and availability, with minimal distractions to facilitate quick browsing and ordering. **Checkout Process and Order Management** Blinkit's checkout process may prioritize speed and efficiency, with streamlined steps for order confirmation and delivery scheduling. Users may have options for express delivery or last-minute additions to their orders. **Personalization and Recommendations** Blinkit's interface may provide personalized recommendations for popular or trending items, optimizing user experience and encouraging repeat purchases.

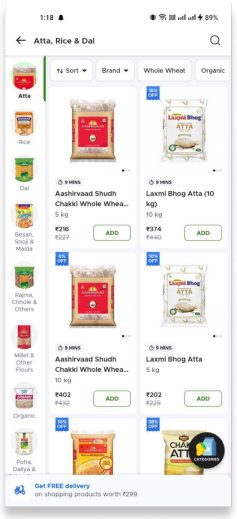
Categories Page of All the Apps

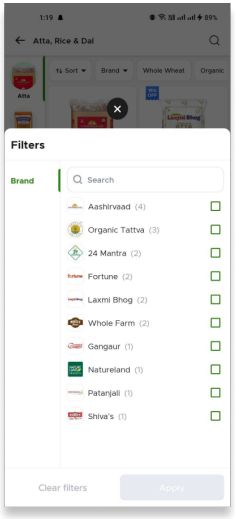


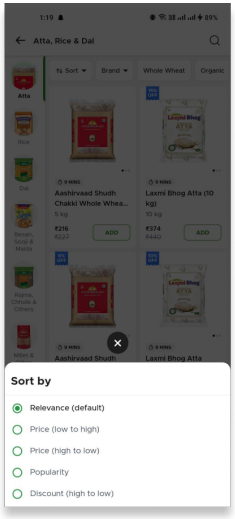


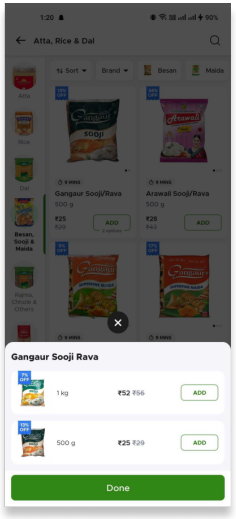




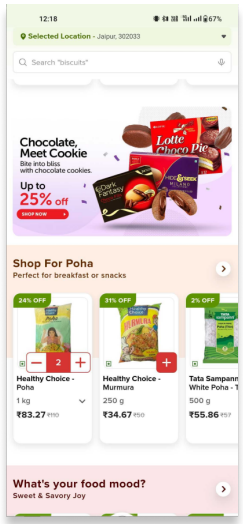


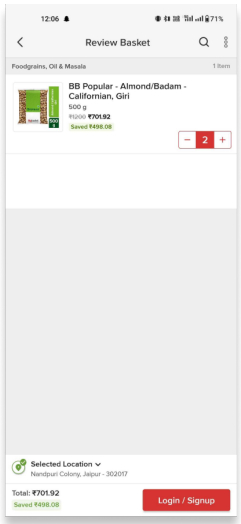


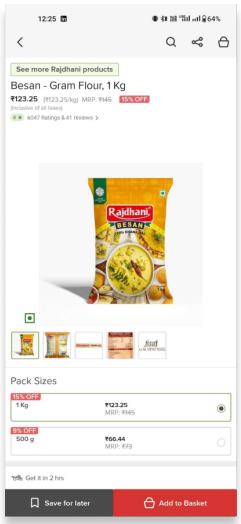


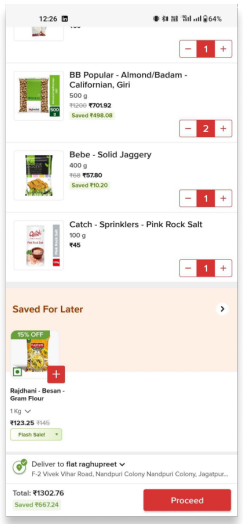


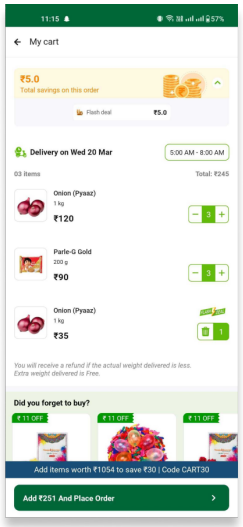
Add to Cart Page of All the Apps

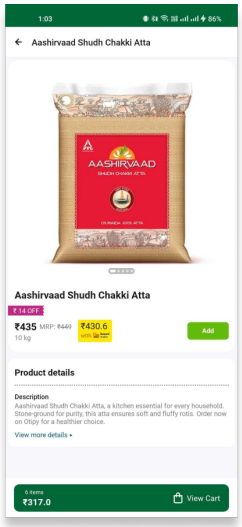


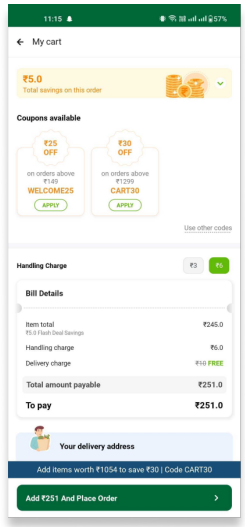


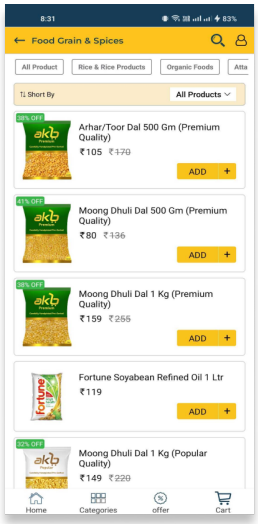


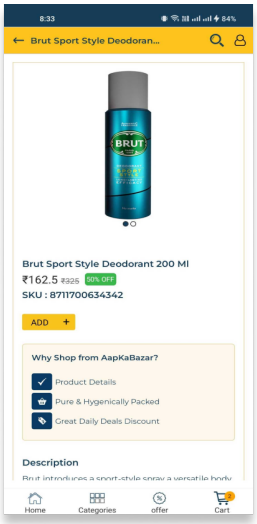


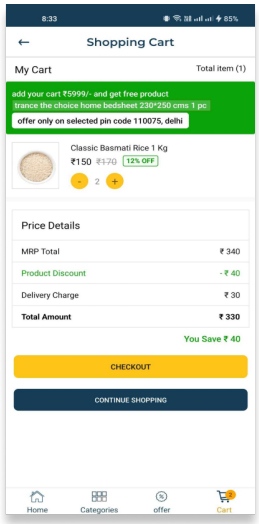


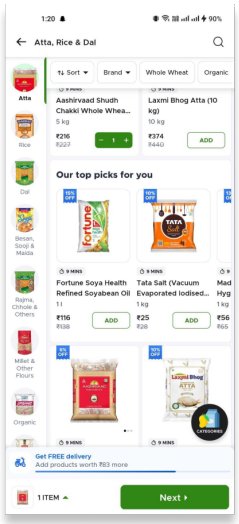


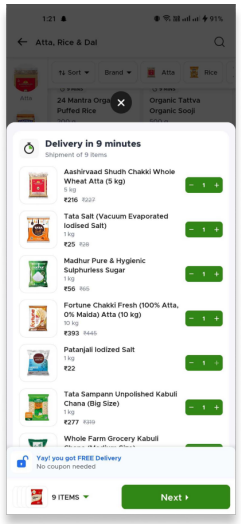


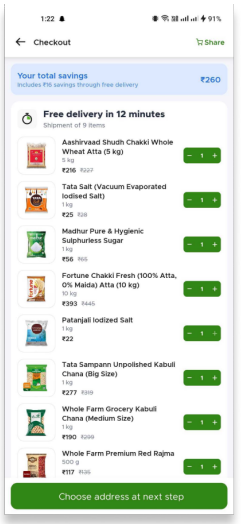




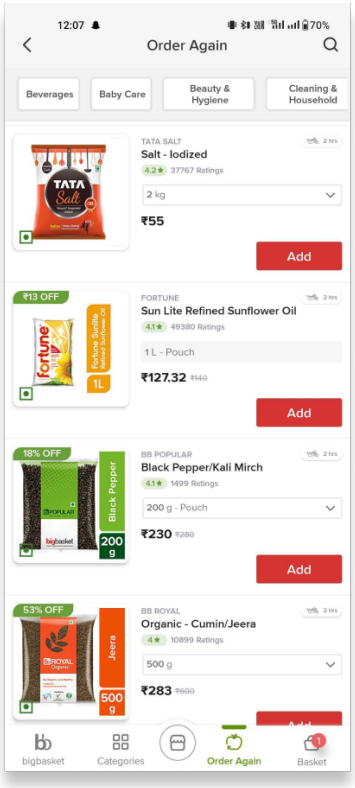


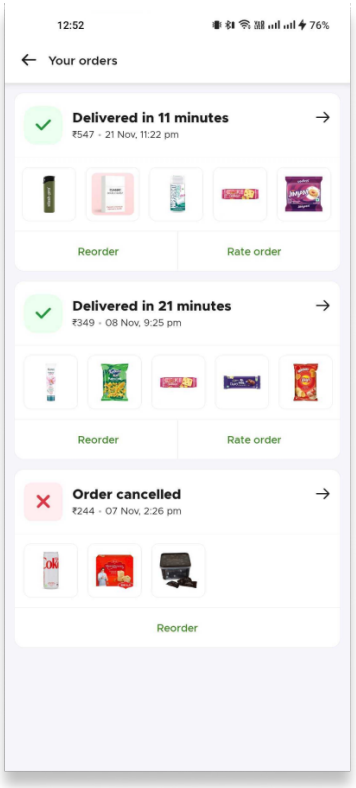




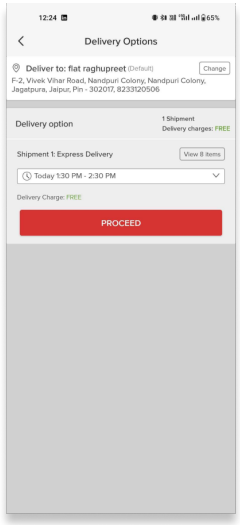


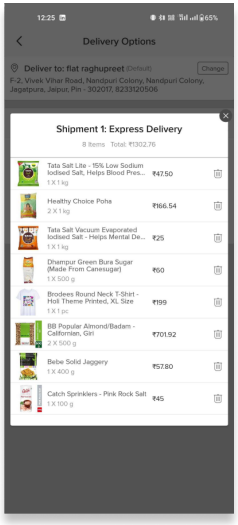
Re-order Page of the Apps

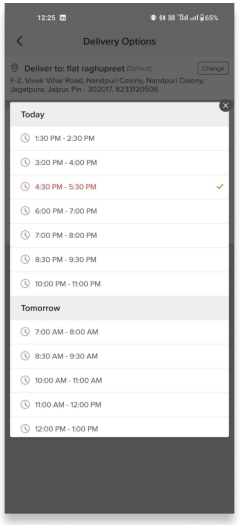


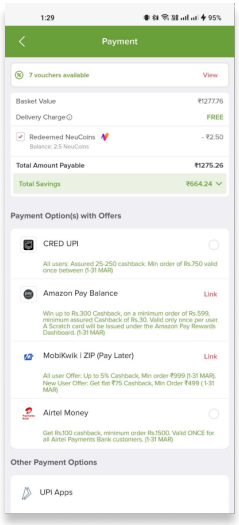


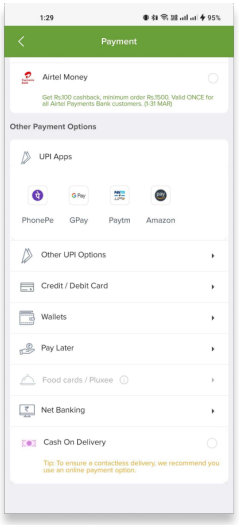
Checkout Page of All the Apps

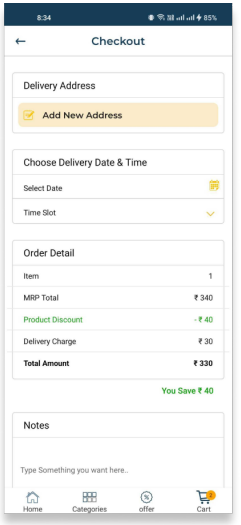


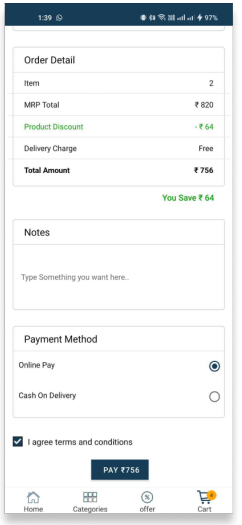


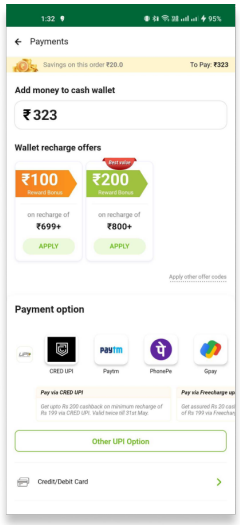


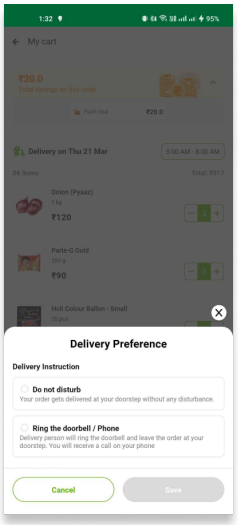


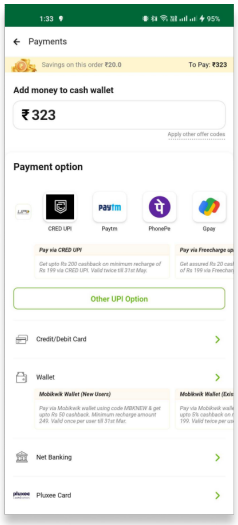


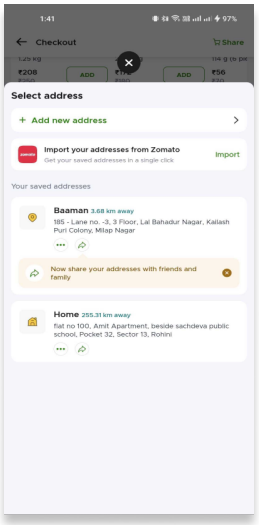


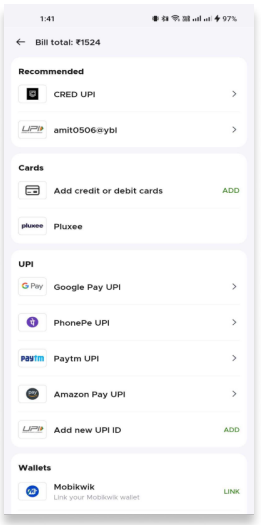


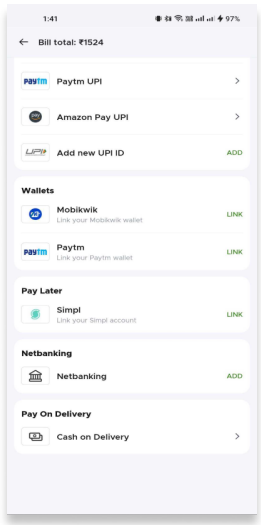




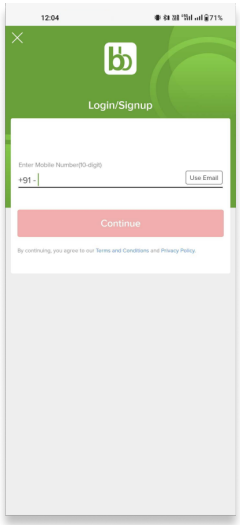


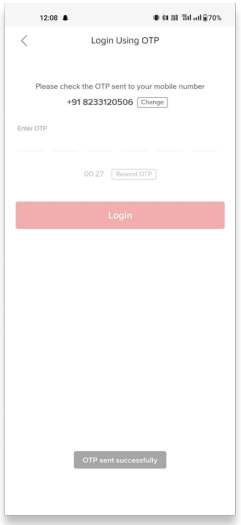


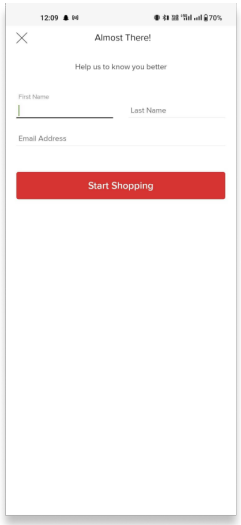


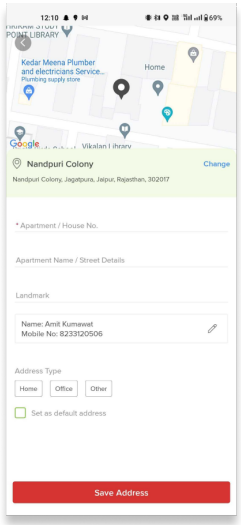


Login/SignUp Page of the Apps



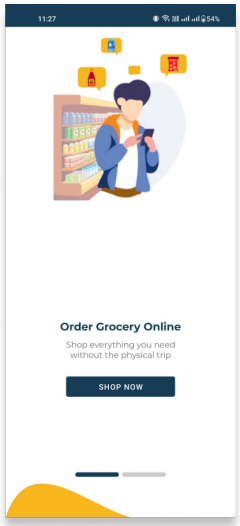


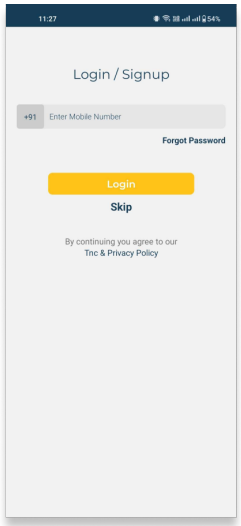


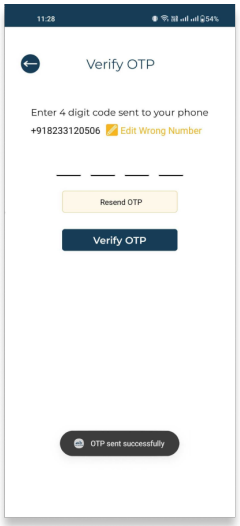


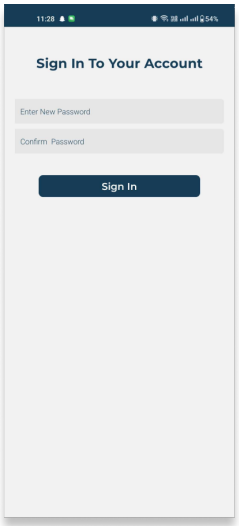


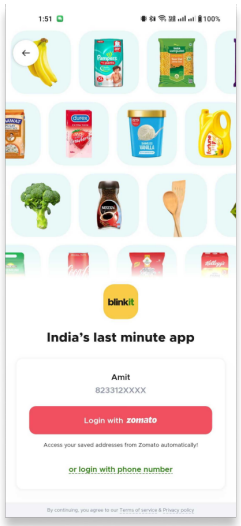


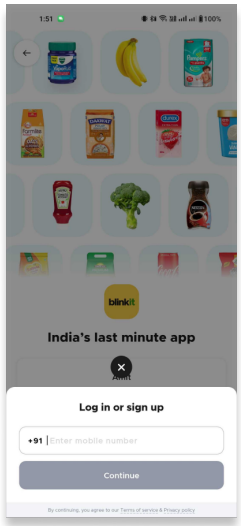


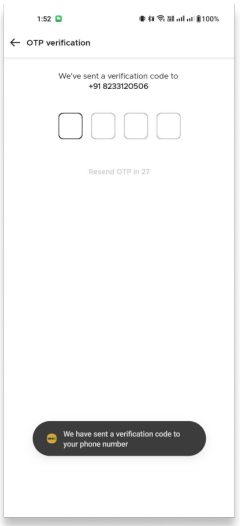




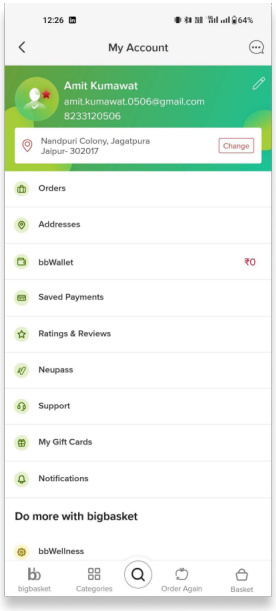


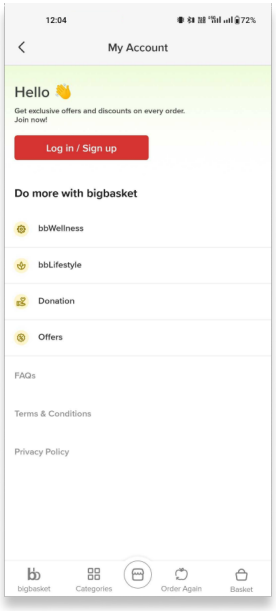


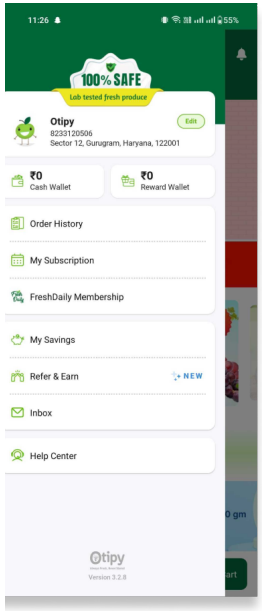


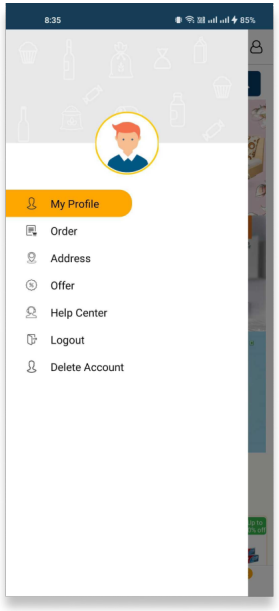


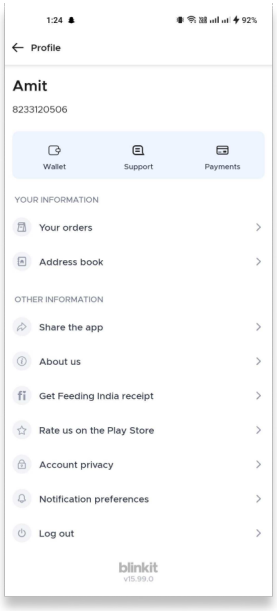
Profile Page of All the Apps











Key Insights

Analyzing these competitors provides a holistic understanding of the grocery delivery landscape, enabling businesses to identify competitive strengths, weaknesses, and opportunities to refine their own strategies and offerings.

1. **Specialization vs. Generalization:** Some platforms specialize in specific product categories like fresh produce, while others offer a wider range of groceries and household items to cater to diverse consumer needs.
2. **Flexible Delivery Timing:** Offering flexible delivery timing options, including scheduled slots, express delivery, and quick hyperlocal delivery, enhances customer convenience and satisfaction.
3. **Customer Preferences and Behavior:** Understanding customer preferences, such as product choices, delivery preferences, and shopping habits, is crucial for tailoring services and optimizing user experience. Features such as order again, and suggesting items based on their previous orders and items in cart helps the user save time.
4. **Community Engagement:** Platforms like Otipy emphasize community engagement and support for local farmers, fostering a sense of community and promoting sustainable agriculture practices.



5. Blinkit:

- No Dedicated Cart Section: Blinkit prioritizes quick delivery, hence it doesn't have a dedicated cart section.
- Mobile-First Experience: Its mobile app is optimized for quick and hassle-free transactions.
- Instant Order Confirmation: Users receive instant order confirmation upon adding items to the order.

6. BigBasket and AapkaBazaar:

- Dedicated Cart Section: They have a dedicated cart section to facilitate monthly shopping or bulk orders.
- User Behavior: These apps cater to users who prefer planning their purchases in advance.

7. Offer Presentations and Category Optimization:

- Banner Ads: Offers are showcased in banners to direct users to products or categories.
- Optimized Category List: Categories are optimized based on user needs and behavior, with most used and ordered categories displayed first.
- Color Differentiation: Different colors and ads are used to distinguish between sections on the homepage.
- Catchy Titles and Subcategories: Catchy titles and subcategories are used to attract user attention and navigate them to relevant products.
- Bestseller Sections: Smaller subcategories like "Bestsellers" are displayed prominently to showcase popular products.

User Research

The project was primarily focused on creating an MVP based on client requirements and a competition study. However, as a designer, I believed that user research was crucial. By conducting user research and identifying user needs, as well as understanding the demographic and target audience, we could gain a deeper understanding of user needs. This approach allowed us to create a **balanced version that harmonizes client requirements with user needs**, ultimately delivering better results.



Interview Participants

User 1



34 years Old (Female)

Housewife

Daykart Customer

User 2



28 years old (Male)

Software Engineer

Daykart Customer

User 3



21 years old (Female)

Student

Non-Customer

User 4



45 year old (Male)

Watchman

Non-Customer

Key User Statements

User 1: 34 year old Female (Housewife)



1. “I love having the DayKart store right here in the complex. It’s so convenient to just pop in after meeting my friends and grab whatever I need for the day.”

2. “It’s nice to be able to walk to the store, but sometimes they don’t have everything I need, and I end up having to go somewhere else or wait for them to restock.”

3. “The store is really handy, especially when I have a busy day and can’t make time for a bigger shopping trip, but it can be frustrating when it’s crowded and I have to wait in line.”

4. “I enjoy the personal touch of shopping at a familiar place where the staff knows me, but sometimes I wish they had better offers or prices like some of the bigger stores.”

5. “Even though the store is convenient, I sometimes wish they had an option of doorstep delivery, especially on days when I don’t feel like stepping out, but I still need groceries.”

User 2: 28 year old Male (Software Engineer)



1. “I usually stop by Daykart on my way back from the office, but there are days when I’m just too tired and forget to pick up what I need.”
2. “It’s convenient having the store so close by, but sometimes I wish I could just order online when I’m too drained to go downstairs.”
3. “I like the fact that I can grab groceries quickly after work, but if I could get the same deals online with delivery, I’d definitely consider that.”
4. “The store has everything I need, but there are times when I’m working late, and I end up ordering from other platforms instead.”
5. “It’s great to have Daykart nearby, but it would be even better if I could schedule my orders for delivery when I know I’ll be too busy to shop.”

User 3: 21 year old Female (Student)



1. “Even though Daykart is just around the corner, I’ve never actually shopped there. It’s just easier for me to order everything online.”

2. “The thought of having to change and dress appropriately just to go downstairs for groceries feels like too much effort, especially when I’m in the middle of studying or working.”

3. “I have to mentally prepare myself to go out, and that often breaks my flow if I’m focused on something. It’s easier to just order online and have things delivered.”

4. “Shopping online lets me avoid the hassle of going to the store, and I can do it from the comfort of my room without any interruptions.”

5. “I like the idea of supporting local stores like Daykart, but I get anxious about going out, so I usually stick to ordering from my phone.”

6. “Getting doorstep delivery for my quick needs is much more convenient. I can stay in my comfortable space and still get everything I need.”

User 4: 45 year old Male (Watchman)



1. “I don’t shop at Daykart because I think the offers at bigger wholesale markets are better. Even though I haven’t compared, I just stick to what I know.”
2. “I usually shop in bulk, so I head straight to the wholesale markets. I doubt Daykart can compete with the prices I get at Dmart.”
3. “I’m used to shopping where I can get everything at a lower price in one go. Even though Daykart is close, I haven’t tried it because I’m convinced the deals are better at the bigger stores.”
4. “I’ve heard about Daykart from the people who live here, but I haven’t had a chance to check it out myself.”
5. “Even though Daykart is close by, I haven’t found the time to visit it. I often shop at other stores when I’m off duty.”
6. “It would be nice if Daykart had some promotions or deals that caught my eye, maybe that would make me stop by more often.”

Key Insights Derived

Proximity & Accessibility

Valued for easy, convenient location.

Convenience

Fits seamlessly into daily routines.

Perceived Value & Deals

Competitive pricing and attractive deals are important.

Pricing Perception

Clear communication of competitive pricing is crucial.

Personality-Driven Shopping Habits

Traits like laziness or shyness influence shopping behavior.

Alternative Shopping Preferences

Some prefer wholesale markets for perceived better deals.

Need for Online Shopping Options

Online shopping & delivery attract reluctant in-store shoppers.

Customer Satisfaction Factors

Convenience, accessibility, and good deals drive satisfaction.

User Persona



Name: Aisha
Age: 27
Profession: Product Manager
City: Noida
Shopping Frequency: Weekly

Aisha is a young professional working in Noida. She relies on the store in her complex and quick e-commerce apps for most of her shopping needs. She likes the convenience of the store so close and frequently buys from there on her way back from work but sometimes when she is in hurry or feels lazy she orders using the quick e-commerce apps.

Quote

"I love the convenience of the store in my complex, but on busy days or when I'm feeling lazy, I need quick and reliable e-commerce options to get what I need effortlessly."

Painpoints

- Time consumption of going to the store and getting stuff and coming back.
- Physical conditions and mental state for going out and interacting with people.
- Inconvenience of crowded stores during peak hours.

Goals

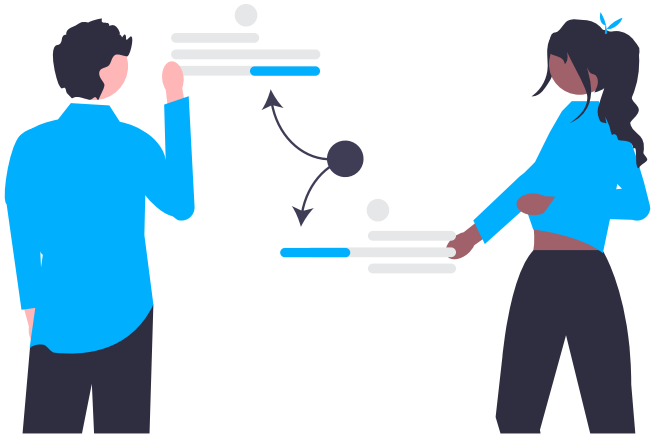
- To save time and effort by having a seamless shopping experience.
- To have easy access to daily necessities without hassle.
- To find reliable and quick delivery options when needed.
- To enjoy the convenience of both physical and online shopping.

Defining Problem Statement

After completing the research phase, the insights gathered were instrumental in defining a clear and concise problem statement. This problem statement closely aligned with the client's initial brief, reaffirming that the needs of the users and the client's objectives were well-matched, setting a strong foundation for the design kickoff.

Through this project Daykart aims to address **three key challenges**:

1. **Enhancing convenience for existing customers who occasionally use other platforms due to physical store limitations.**
2. **Offering competitive pricing and attractive offers to compete effectively in the market.**
3. **Expanding its user base through targeted marketing to convert potential customers who perceive better deals elsewhere.**



Action Plan

My contributions going further in the project:

- Defining Use Case Scenarios for the App
- Mapping Journey Steps for Each Scenario
- Feature Listing into 3 Levels: Basic, Level 2, and Advanced
- Designing Wireframes
- UI Design System Setup
- UI Design
- Development Implementation Review
- Testing
- Designing Marketing Creatives
- Conceptualizing an MIS Dashboard

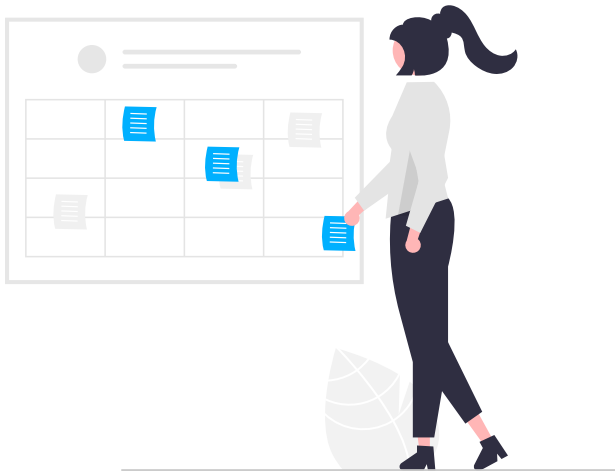
Foundational Analysis

04

- Mapping Out Scenarios
- Feature Listing
- Information Architecture

User Scenarios

1. **Routine Grocery Shopping:** A user wants to order routine groceries like fruits, vegetables, dairy products, and pantry staples from the app because they prefer the convenience of having them delivered rather than going to the store.
2. **Special Occasion Preparation:** Someone is hosting a party or a gathering and needs to order a large quantity of groceries, including snacks, beverages, and party supplies, through the app to save time and effort.
3. **Last-Minute Needs:** A user realizes they're out of essential items like milk, bread, or eggs and needs to quickly place an order through the app for same-day delivery to avoid running to the store.
4. **Elderly or Disabled Individuals:** Elderly or disabled individuals who find it challenging to visit physical stores can easily order groceries through the app and have them delivered to their doorstep without relying on others for assistance.
5. **Bulk Purchases:** A user wants to stock up on non-perishable items like rice, lentils, and canned goods, so they order in bulk through the app to take advantage of discounts and avoid the hassle of carrying heavy bags from the store.
6. **Re-ordering:** Reordering for convenience, as it allows quick access to past orders and ensures consistency in purchasing trusted products without the need for extensive browsing. It also promotes efficiency by minimizing the time spent on creating new shopping lists.



Specefic Case Scenarios

After identifying why users would turn to our service, we delved deeper into potential scenarios during their usage. We categorized these scenarios into general and feature-specific situations, such as interactions with the search function, navigation through the homepage, and actions within the cart. This comprehensive analysis helped us anticipate user needs and challenges at each step, allowing for a more tailored and seamless user experience and also helped build the feature list for the app.

General Scenarios

1. Benefits of more spending
2. Benefits on per cart checkout
3. Wrong delivery, feedback, support, return, refund, reordering.
4. Language Selection: User switches the app's language from English to Hindi for better understanding.
5. New User Registration: User downloads the grocery delivery app for the first time and completes the registration process by providing personal details and creating an account.
6. Trouble creating an account or logging in (forgotten password, username issues)
7. Managing Account Settings: User updates personal information, payment methods, delivery addresses, and notification preferences within their account settings.
8. How can we push the user to order in one go and not do small numbers. (This saves delivery time and cost).

Search

1. Finding Specific Items: User searches for “hide n seek biscuit” to find hide n seek biscuit. (Suggestive search- As user starts typing suggestions will be shown accordingly to reduce errors and save effort)
2. Product Discovery: User searches for “pasta” to explore different types and brands of pasta.
3. Browsing Products: User explores the app’s inventory, browsing categories, and products to discover items of interest.
4. Out of Stock: User searches for “milk” but finds it’s out of stock or unavailable.
5. Not Found: User searches for a niche item like “dragon fruit” but it’s not available in the app’s inventory.
6. Spelling Mistakes: User accidentally misspells “banana” as “bananna” and receives no search results.
7. Audio Search: User utilizes the app’s audio search feature to verbally search for “bread” but the app fails to recognize and shows something else or shows no results.

Types of Ordering

1. App Ordering: User places an order directly through the grocery delivery app, browsing products, adding them to the cart, and proceeding to checkout.
2. Call Ordering: User prefers to place an order by calling the customer service number provided by the grocery store, providing a list of items verbally to the representative.
3. WhatsApp Ordering: User sends a message via WhatsApp to a dedicated business number provided by the grocery store, specifying the items they wish to order.
4. Subscription Ordering: User sets up a recurring order or subscription service through the app, specifying the frequency and items to be delivered regularly.
5. In-Store Ordering: User visits a physical store location and places an order with the assistance of store staff, either for immediate pickup or scheduled delivery.

Product Details

1. Pricing- MRP, offer price
2. Sizing(weight and quantity), flavours, colours, combos
3. Stock availability
4. Nutritional Information: User clicks on a product to view its nutritional information.
5. Ingredients List: User checks the ingredients list of a product for allergens.
6. Reviews and Ratings: User reads reviews and ratings for a product before making a purchase.
7. Alternative Suggestions: User explores alternative suggestions if the desired item is not available or out of stock.
8. Return or exchange product requirements

Cart

1. Adding Items: User adds “eggs,” “bread,” and “tomatoes” to the cart.
2. Quantity Adjustments: User increases the quantity of “apples” from 2 to 4 in the cart.
3. Removing Items: User removes “orange juice” from the cart after reconsidering.
4. Out of Stock Notification: User attempts to add “mangoes” to the cart but receives a notification that they’re out of stock.
5. No. of items in cart
6. Abandon cart
7. User leaves after adding things to the cart, reminder notifications to bring the user back.
8. Creating a Shopping List: User creates a shopping list within the app, adding desired items for purchase during the current or future shopping sessions.

Payment

1. Payment Method Selection: User chooses to pay via credit/debit card, net banking, UPI, digital wallet.
2. In-app wallet- Load wallet
3. Transaction Failure: User's payment transaction fails due to network issues or insufficient funds.
4. Payment Confirmation: User receives a confirmation message after successful payment processing.
5. Cash on Delivery Option: User opts for cash on delivery for payment convenience.
6. Amount to be paid
7. Checking Order Status: User checks the status of their current or past orders, including order processing, delivery tracking, and order history.
8. Post payment receipt and order details
9. Can I modify the order after payment?

Reordering

1. Routine Groceries: User regularly orders the same set of groceries such as milk, bread, and eggs every week and reorders them without browsing.
2. Favourite Products: User discovers a new favorite product through their previous order and decides to reorder it for their next purchase.
3. Bulk Purchases: User frequently orders items in bulk quantities, such as rice, flour, or canned goods, and reorders them when running low on supplies.
4. Trusted Brands: User trusts certain brands for specific products and reorders them without exploring alternative options.
5. Past Orders Reference: User refers to past orders for specific ingredients or products when planning meals or recipes, making it easier to reorder them.

Checkout

1. Delivery Slot Selection: User selects a convenient delivery slot for receiving the groceries.
2. Instant Delivery: User needs the items quickly so chooses instant delivery to get them within an hour.
3. Next Day morning delivery
4. In store pickup
5. Address Confirmation: User verifies and confirms the delivery address.
6. Edit Address: User entered the wrong address and clicks on the details of the address to change it.
7. Adding Multiple addresses and making them easy to switch for delivery.
8. Promo Code Application: User applies a promo code to avail discounts on the total order value.
9. Wallet/points/cashback
10. Savings
11. Order Summary Review: User reviews the order summary, ensuring all items are correct before proceeding.

Return, Refund, Exchange

Why users might need it?

1. Incorrect Item Received: Users may need to return or exchange items if they receive an incorrect item in their order.
2. Damaged or Expired Products: Users may encounter damaged or expired products upon delivery and seek a refund or replacement.
3. Quality Concerns: Users may face quality issues with a product and wish to return it for a refund or exchange.
4. Size or Quantity Mismatch: Users may receive a different size or quantity of an item than what was ordered and request an exchange or refund.
5. Product Dissatisfaction: Users may be dissatisfied with a purchased product and want to return it for a refund.

How it might get facilitated?

1. Return Process: Users initiate a return request through the app, providing details and reasons for the return.
2. Refund Processing: Upon approval, users receive a refund through the original payment method.
3. Exchange Procedure: Users opt for an exchange and select a replacement item from the app's inventory.
4. Customer Support Assistance: Users can contact customer support for assistance with returns, refunds, or exchanges, either through in-app chat, phone support, or email.
5. Pickup or Drop-off Options: Users choose between pickup of the returned item by the delivery personnel or dropping it off at a designated location.
6. In-store Return, Refund Process: Some apps may offer the option for in-store returns, where users can receive refunds or exchanges on the spot.

Different issues users might face

1. Delays in Processing: Users may experience delays in processing returns, refunds, or exchanges due to high volumes of requests or technical issues.
2. Return Shipping Costs: Users may be responsible for covering return shipping costs for items being returned.
3. Restocking Fees: Some retailers may charge restocking fees for returned items, reducing the amount of the refund users receive.
4. Return Eligibility: Users may encounter issues with return eligibility if items are not returned within the specified return window or do not meet the retailer's return criteria.
5. Communication Challenges: Users may face challenges communicating with customer support or understanding return policies due to language barriers or miscommunications.

Review and Feedback

1. Providing Feedback: User provides feedback and ratings on products, delivery experiences, and overall satisfaction with the app's services.
2. Product Quality Concerns:
    a. User receives a product that doesn't meet their expectations in terms of freshness, taste, or overall quality.
    b. User leaves a review detailing their experience with the product, providing feedback to the grocery delivery service and other users about the quality issue.
3. Delivery Experience Feedback:
    a. User experiences a delay in delivery or encounters issues with the delivery process, such as damaged packaging or missing items.
    b. User submits feedback about their delivery experience, highlighting any issues they faced and suggesting improvements for future orders.
4. Customer Service Interaction:
    a. User interacts with customer service to resolve an issue with their order, such as a missing item or billing error.
    b. User leaves a review based on their interaction with customer service, praising helpful and responsive representatives or expressing dissatisfaction with the level of support received.
5. Product Recommendations:
    a. User discovers a new favorite product or finds a hidden gem among the items they ordered.
    b. User shares their experience with the product in a review, recommending it to other users and providing valuable feedback to the grocery delivery service.
6. Order Accuracy:
    a. User receives an order with incorrect items or quantities that don't match what was requested.
    b. User provides feedback on the order accuracy in their review, helping the grocery delivery service identify areas for improvement in their fulfillment process.

7. Overall Experience Evaluation:
    a. User evaluates their overall experience with the grocery delivery app, taking into account factors such as product variety, user interface, and customer service.
    b. User leaves a review summarizing their experience, highlighting strengths and areas for improvement to assist other users in making informed decisions.
8. Suggestions for Improvement:
    a. User identifies areas where they believe the grocery delivery service could improve, such as expanding product selection, enhancing website navigation, or offering more flexible delivery options.
    b. User provides constructive feedback and suggestions in their review, contributing to the continuous improvement of the grocery delivery app.

Promotions and Offers

1. Exploring Promotions: User explores promotional deals, discounts, and loyalty programs offered by the app, availing themselves of cost-saving opportunities.
2. Participating in Referral Programs: User participates in referral programs offered by the app, referring friends or family members to the platform in exchange for rewards or discounts.
3. Refer-a-Friend Program:
    a. Scenario: User refers a friend to the grocery delivery app and receives a referral bonus or discount on their next order.
    b. Benefit: Encourages word-of-mouth marketing and user referrals by rewarding existing users for bringing in new customers, fostering community growth and engagement.
    c. Rewards for participating in the referral program may include cashback, discounts on future orders, referral bonuses, free products, or other incentives.
    d. The referral program serves as a mutually beneficial incentive for both existing users and new users, fostering community growth and engagement while incentivizing word-of-mouth marketing and user referrals.
4. Discounts on Bulk Purchases: Users receive discounts on bulk purchases, such as “Buy 2, Get 1 Free” offers on household essentials.
5. Promotional Codes for New Users: New users receive a promotional code for a discount on their first order through the app.
6. Cashback Offers on Specific Products: Users earn cashback rewards for purchasing specific products or brands featured in the app’s promotions section.
7. Seasonal Promotions: Grocery delivery app offers seasonal promotions, such as special discounts or deals during festive seasons like Diwali or Christmas.
8. Flash Sales and Limited-Time Offers: App announces flash sales or limited-time offers on select products, such as “Hourly Deals” or “Daily Specials.”
9. Loyalty Programs: Grocery delivery app offers a loyalty program where users earn points or rewards for every purchase, which can be redeemed for discounts or free products.

Customer Support

Why users might need it?

1. Order Issues: Users may need to contact customer support to report order issues such as missing items, incorrect items, or damaged products received.
2. Delivery Concerns: Users may have concerns related to the delivery process, such as delays in delivery, issues with delivery personnel, or difficulty locating their address.
3. Payment Problems: Users may encounter payment problems such as failed transactions, unauthorized charges, or issues with payment methods.
4. Technical Assistance: Users may require technical assistance with the app or website, such as login problems, navigation issues, or errors encountered during checkout.
5. Feedback and Suggestions: Users may wish to provide feedback or suggestions for improving the app or service, reporting bugs, or requesting new features.
6. Account Management: Users may need assistance with account-related tasks such as updating personal information, changing passwords, or canceling subscriptions.

How it might get facilitated?

1. Whatsapp Chat: Customer support can be accessed directly through the app via an in-app transfer to whatsapp chat feature, allowing users to communicate with support representatives in real-time.
2. Phone Support: Users can also contact customer support via phone by calling the provided support hotline, where they can speak with a representative for assistance.
3. FAQs and Knowledge Base: Apps often provide FAQs and knowledge base articles to address common questions and issues, allowing users to find answers to their queries without contacting support.

Issues which might occur

1. Support Busy: During peak hours or high-demand periods, customer support may be busy, resulting in longer wait times for responses or difficulty reaching a support representative.
2. Late Response: Users may experience delays in receiving responses from customer support due to high ticket volumes, technical issues, or staffing constraints.
3. Unable to Solve Queries: In some cases, customer support may be unable to resolve users' queries or issues satisfactorily, leading to user dissatisfaction and frustration.
4. Escalation of Issues: Users may need to escalate their issues to higher levels of support or management if their concerns are not adequately addressed by frontline support agents.
5. Language Barriers: Users who speak languages other than the primary language of the app may encounter difficulties communicating with customer support if language support is limited.
6. Technical Glitches: Users may experience technical glitches or errors while interacting with customer support channels, hindering their ability to report issues or seek assistance effectively.
7. Miscommunication: Miscommunication between users and customer support agents may occur due to misunderstandings, unclear explanations, or language barriers, leading to confusion and frustration.

Subscription

1. Subscription Selection: Users choose a subscription plan based on their preferences, such as weekly or monthly deliveries, specific product categories, or curated bundles.
2. Customization: Users may have the option to customize their subscription by selecting specific products, quantities, delivery frequency, or delivery days.
3. Payment: Users provide payment information and authorize recurring payments for the subscription plan.
4. Confirmation: Users receive a confirmation email or notification confirming their subscription details, payment authorization, and next delivery date.
5. Automatic Ordering: The app automatically generates orders based on the user's subscription preferences and schedule. Orders are processed and delivered according to the specified frequency and delivery days.
6. Order Updates: Users receive notifications or emails with order details, including the items included in each delivery and the delivery date.
7. Delivery: Orders are prepared and delivered to the user's designated address on the scheduled delivery date.
8. Feedback and Adjustments: Users have the option to provide feedback on delivered items, update subscription preferences, or make adjustments to future orders as needed.

Issues which might occur

1. Customization Challenges: Users may encounter limitations in customizing their subscription plans, such as restrictions on product availability or delivery options.
2. Payment Failures: Issues with recurring payments, such as expired credit cards or insufficient funds, may result in subscription cancellations or delays.
3. Delivery Issues: Delays or errors in order processing and delivery may occur, impacting the user experience and satisfaction.

Home Page Components

After thoroughly analyzing all potential scenarios of using the app, we were able to identify and list the essential components for the homepage. This is crucial as it serves as the main entry point for both new and returning users.

New User

- **Logo and Profile Icon:** Brand logo and user profile icon displayed at the top of the home screen for brand recognition and easy access to user account settings.
- **Delivery Time and Address Dropdown:** Delivery time and option to change delivery address via a dropdown menu, allowing users to adjust delivery preferences accordingly.
- **Welcome Message:** Introducing users to the app and prompting them about benefits of using premium or wallet.
- **Promo Banner:** Showcasing our offerings like instant delivery, premium membership,in store experience, easy returns, etc.
- **Wallet icon (if applicable):** In-app wallet to get more benefits, cashbacks, discounts for regular shopping.
- **Search Bar with Audio Search:** Visible search bar with audio search functionality for users to easily find products by typing or speaking.
- **Order by call button:** To provide an alternate if the user is not tech savvy or has any other issues while ordering through the app.
- **Order using whatsapp button:** To provide an alternative if the user is not tech savvy or already has a list on whatsapp and wants to reduce the effort of adding each item on the app.
- **Buy at Store button:** To visit their store whichever is closest to their location and buy groceries from there.
- **Festival or Event Category:** Special category section highlighting products related to upcoming festivals or events for easy access to relevant items.
- **Shop by Category:** Categories grouped into sections for easy navigation, allowing users to browse products by category.

- **Flash Deals/Today's Offers:** Creating a sense of urgency using flash deals on the home page or showing best deals of the day to make users buy the products.
- **Carousel of Ads and Offers:** Additional carousel sections throughout the home screen displaying more ads and offers to attract users and promote engagement.
- **Product Cards:** Visual representation of products with images, names, quantities, prices, and offer tags, providing users with essential product information at a glance.
- **Add to Cart Button:** Plus icon displayed on product cards to allow users to easily add items to their shopping carts with a single tap.
- **Featured Categories:** Popular categories such as party snacks or cookies prominently displayed on the home screen, facilitating quick access to frequently purchased items.
- **Subcategories of Categories:** Categories further broken down into subcategories, enhancing user experience by providing more specific product groupings.
- **Bottom Navigation Bar:** Navigation bar at the bottom of the screen providing access to essential features like categories, cart, offers, and order again, ensuring convenient navigation throughout the app.

Repeat User (Added or Customized Components)

- **Order Again Section:** Past orders displayed for users to reorder items with ease, promoting convenience and repeat purchases.
- **Personalized Recommendations:** The home page may display personalized product recommendations based on the user's past purchase history or browsing behavior.
- **Order History:** Access to the user's order history or recently purchased items for quick reordering or reference.
- **Saved Lists:** Option to view and manage saved shopping lists or favorite items for easy access during future shopping sessions.
- **Rewards Program:** Integration of a rewards program dashboard where repeat users can track their loyalty points, rewards, or cashback earnings.

Understanding Personalized Recommendations

Product Affinity Mapping

- Category Affinity: Products are tagged with categories based on their type (e.g., fruits, vegetables, dairy, snacks).
- Brand Affinity: Products are tagged with brands based on the user's preference for specific brands.
- Dietary Affinity: Products are tagged with dietary labels such as organic, gluten-free, vegan, etc., based on the user's dietary preferences.
- Seasonal Affinity: Products are tagged with seasonal labels to suggest relevant items based on the time of year (e.g., holiday-themed products).
- Purchase Frequency: Products are tagged based on how frequently the user purchases them, allowing the app to prioritise recommendations for regularly bought items.

Triggers for Recommendations

- Repeated Purchase Patterns: The app identifies patterns in the user's purchase history and suggests items they commonly buy.
- Complementary Products: Based on the user's current cart contents or past purchases, the app suggests complementary products that pair well together (e.g., bread and jam, pasta and sauce).
- Seasonal or Event-Based Recommendations: Recommendations may be triggered by upcoming events or seasons, suggesting relevant items (e.g., barbecue essentials for summer, baking supplies for holidays).
- New Arrivals or Special Offers: The app recommends new products or items on sale that align with the user's preferences and purchase history.
- Similar Products: The app suggests products similar to those the user has previously purchased or shown interest in, expanding their options within familiar categories.

Feature Priority List

Creating the feature list and categorizing it into basic, second-level, and advanced features was a critical step. This structured approach made it easier to prioritize and plan the development process, ensuring that essential functionalities were implemented first. It also provided a clear roadmap for future enhancements, allowing us to gradually introduce more complex features while maintaining a smooth user experience. This categorization streamlined the workflow and facilitated effective collaboration across the team.

General

Basic	2nd Level	Advanced
• Sign Up Form • Login form • Integration with social media app to create account • Push notifications for abandon cart: reminders, offers, etc. • Overall experience rating • Data Tracking in Firebase • Deep linking via Branch.io or similar • Delivery Feedback	• Full screen ad/promotion/ announcement area with CTA. • Out of stock- Restocking time/ show similar products to buy instead • Data Tracking in MixPanel • Attribution to Whatsapp or other ad campaigns	• Personalized notifications • Personalised whatsapp campaigns

Homepage

Basic	2nd Level	Advanced
• Auto Location Detection • Profile • Search • Category and subcategory List • Banners: Offers, products. • Best Sellers • Product List • Bottom Navigation Bar • In-app Wallet • Order Using WhatsApp Button	• BOGO Deals • Today's Offers • Order by Call Button • Order Again Section	• Product Affinity Mapping • Personalized Recommendations

Search

Basic	2nd Level	Advanced
• Text Based suggestive search • Item not found- Show closest thing to the searched text	• Audio Search • Item not found: option to provide feedback to seller to stock the item	• Image based search

Product Card

Basic	2nd Level	Advanced
• Product Details: Name, images, and basic information. • Add to Cart • Increasing no. of item • Decreasing no. of item • Original price vs Offer price • Quantity • Discount tag • Membership offer price	• Save for later • Compare Products • Veg/Non veg symbol	

Product Details

Basic	2nd Level	Advanced
• Full Product Information: Detailed description, specifications, etc. • Add to Cart • Related Products • Return or exchange manual	• Stock Availability • Membership offer benefits • Start Subscription	

Category Page

Basic	2nd Level	Advanced
• Subcategory List: Display subcategories on the left. • Subcategory Banner • Product Listing • Sorting Options • Cart Footer • Search Bar • Filter Options (e.g., by price, brand, dietary preferences) • Pagination or Infinite Scroll	• Popular Products within Each Category • Recently Viewed or Searched Items	

Cart Page

Basic	2nd Level	Advanced
• Cart Product List • Remove item • Coupons • Bill Details • Delivery Instructions • Address Selection • Payment Options • Place Orde	• Save for Later Option • Total Savings or Discounts Applied • Recommended Add-Ons or Complementary Products	

Profile

Basic	2nd Level	Advanced
• Account Details • Wallet • Customer Support • Order History • Address Book: Saved addresses • App Version • Share App Link • About Us • PlayStore Rating • Privacy Policy • Notification Preferences • FAQs • Logout	• Subscription Management (if applicable) • Wishlist • Rewards Points Balance (cashback) • Language Settings	

Checkout

Basic	2nd Level	Advanced
• Cart Summary • Delivery Address • Delivery Time • Payment Method • Order Total • Savings	• Order Notes • Type of delivery- instant, next day, slot selection • Delivery Slot Availability • Promo Code/Gift Card	

Payment Page

Basic	2nd Level	Advanced
• Payment Method Selection (Credit/Debit Card, Net Banking, Digital Wallet, Cash on Delivery) • Payment Amount Display (Total Order Amount) • Card Details Entry Fields (Card Number, Expiry Date, CVV) • Billing Address Entry Fields • Payment Failure: Try Again, alternate payment method selection CTA • Place Order Button	• Save Card Details Option for Future Purchases • Subscription Management (for recurring payments) • In-App Wallet - Load wallet • Modify Order? • Cancel order	

Order Again

Basic	2nd Level	Advanced
• Order History • One-Click Reorder Button: complete previous order/ product from previous orders	• Favorite Products Section • Bulk Purchases Reminder • Item level ordering or order level ordering	• Scheduled Reorders

Offers

Basic	2nd Level	Advanced
• Offer List • Promo codes • In-app wallet benefits and cashback • Featured Offers • Discounts and Promotions • Bulk Purchase Discounts • Terms and Conditions • Filtering Options • Sorting Options	• Flash sales • Deal of the Day • New Arrivals	• Payment based offers

Wallet

Basic	2nd Level	Advanced
• Wallet Balance • Cashback on bulk purchase • Top-Up or Recharge • Wallet Offers	• Transaction history • Wallet Statement	• Transfer wallet money to another users wallet • Auto-Reload

Subscription

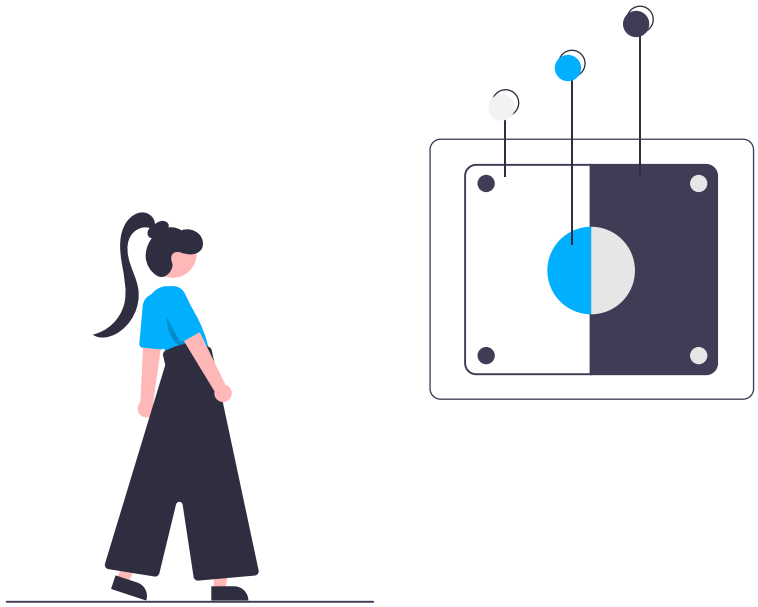
Basic	2nd Level	Advanced
• Subscription management • Add subscription • Stop subscription • Change amount of item • Change frequency of item delivery	• Wallet integration • Wallet recharge notification- low balance	• Auto-Reload

Refer and Earn

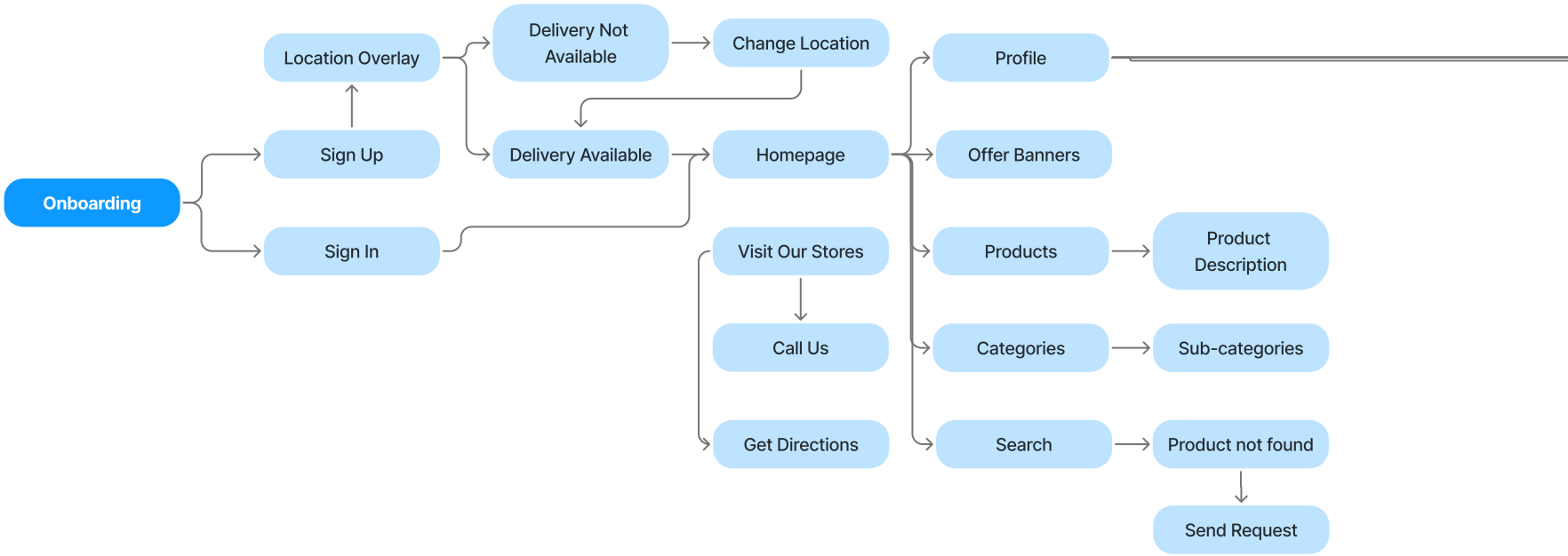
Basic	2nd Level	Advanced
	• Referral Link • Referral Code • Reward for Referrer • Reward for Referee • Social Media Integration	• Tracking Referrals • Referral Leaderboard

Design Kickoff

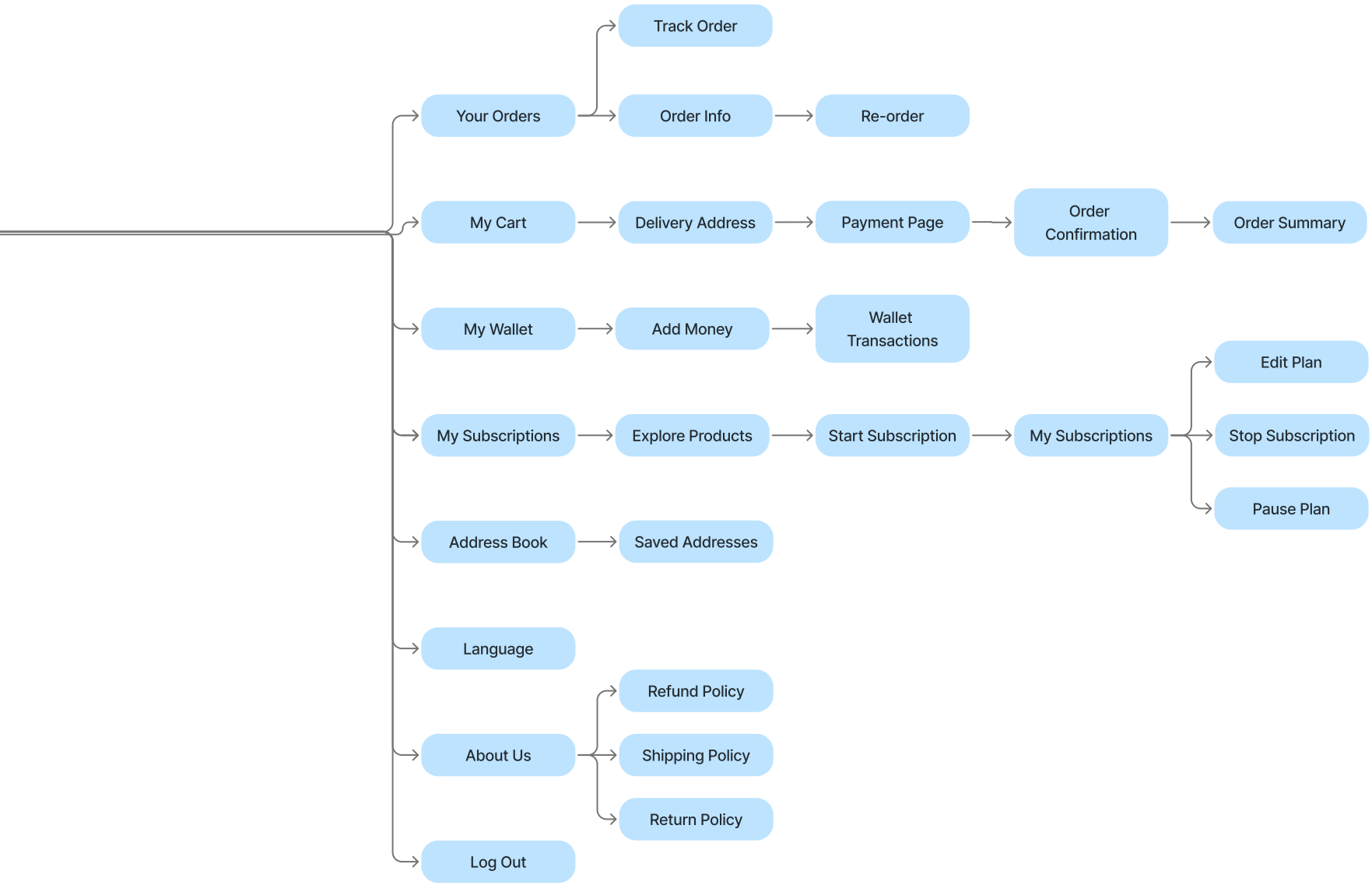
Once the feature list and components were **clearly defined and categorized**, it significantly streamlined the design process. This comprehensive roadmap allowed for a **more focused approach to creating the screens**, ensuring that each element was purposefully crafted to meet the identified user needs. With a clear understanding of the functionality and user experience requirements, transitioning from conceptualization to execution became seamless. This clarity and direction resulted in a cohesive, user-friendly interface, making the design phase smoother and more efficient. As a conclusion to this chapter, the well-defined objectives guided the creation of intuitive, visually appealing screens, setting a strong foundation for the next steps in the project.



Information Architecture



Information architecture (IA) is the structured design of how information is organized, labeled, and navigated within a system or platform. It involves creating a clear, intuitive framework that helps users easily find and access the content they need. A well-planned information architecture is critical for guiding users through complex systems, enabling them to accomplish their goals with minimal effort.


Track Order
Your Orders
Order Info
Re-order
My Cart
Delivery Address
Payment Page
Order Confirmation
Order Summary
My Wallet
Add Money
Wallet Transactions
Edit Plan
My Subscriptions
Explore Products
Start Subscription
My Subscriptions
Stop Subscription
Pause Plan
Address Book
Saved Addresses
Language
Refund Policy
About Us
Shipping Policy
Return Policy
Log Out

Designing the Experience

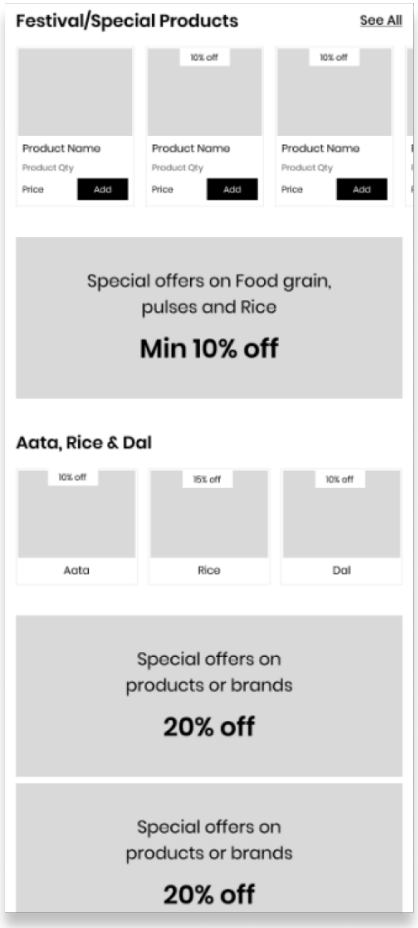
05

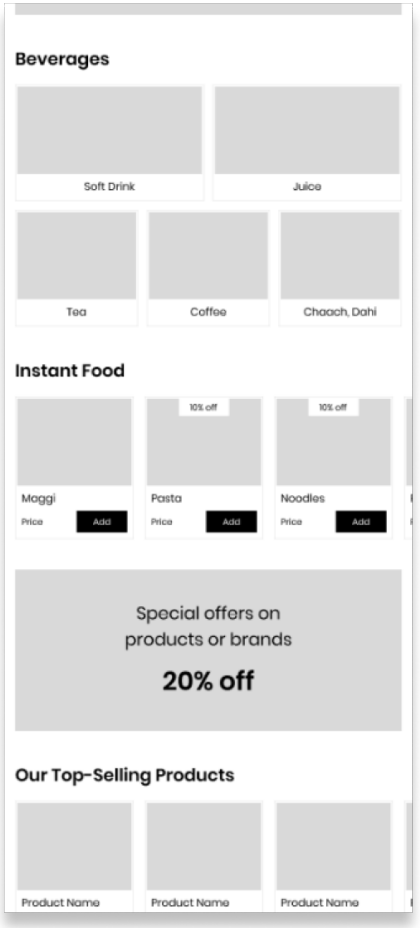
- Building Wireframes
- Setting up the Design System
- UI Design and Iterations

Building Wireframes

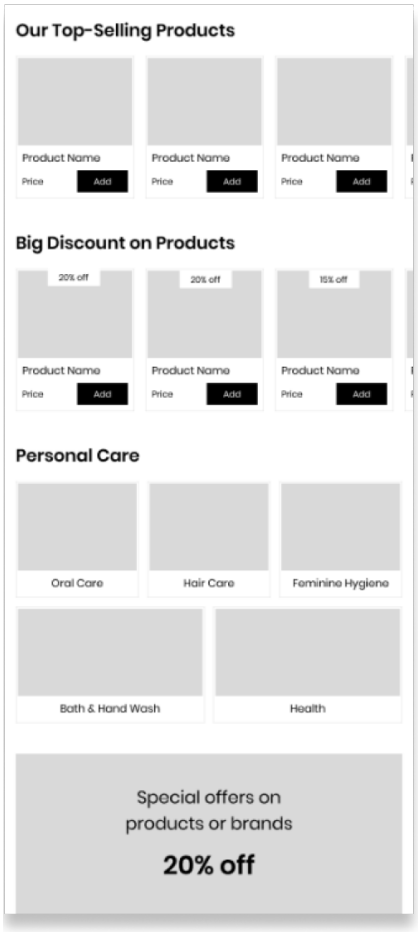
Mock Homepage

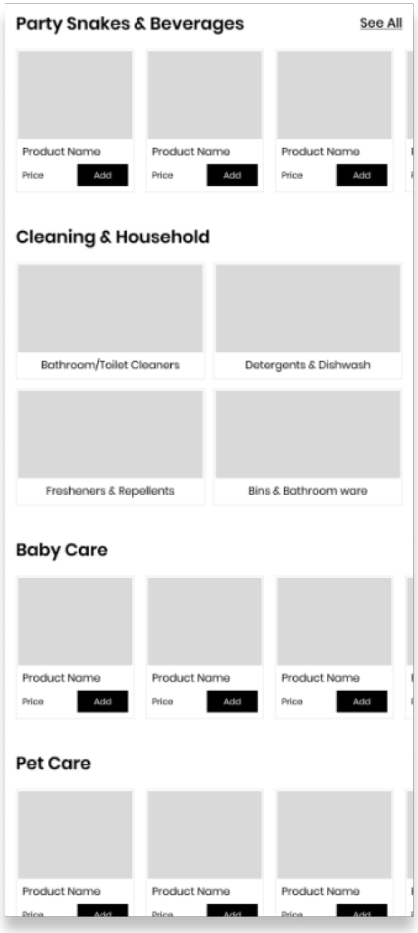


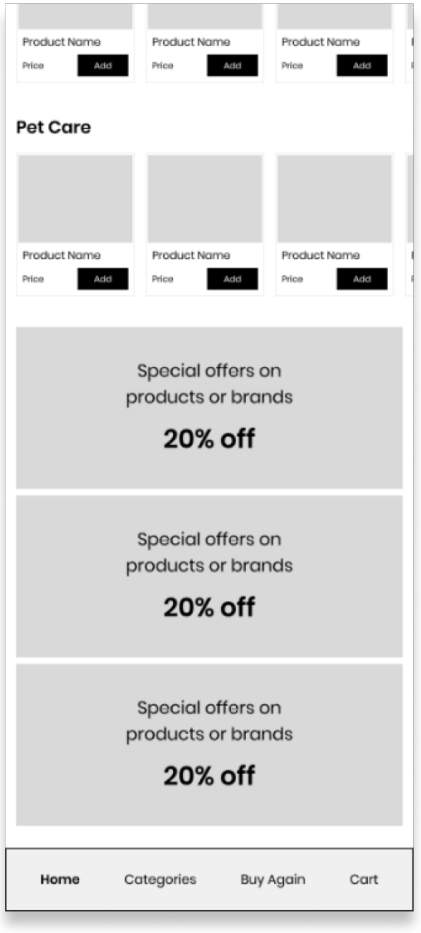




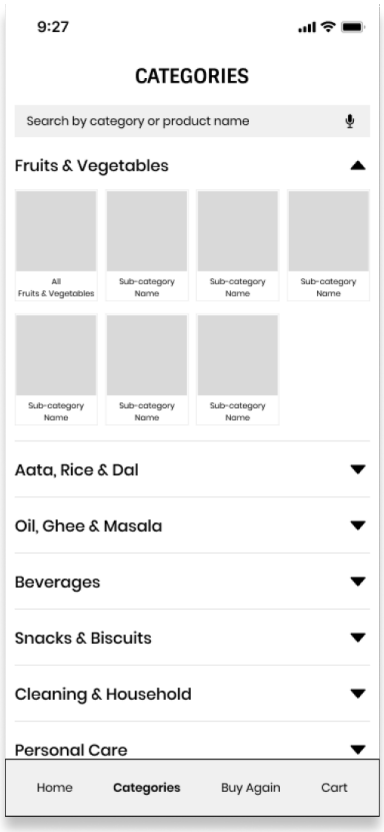
Mock Homepage



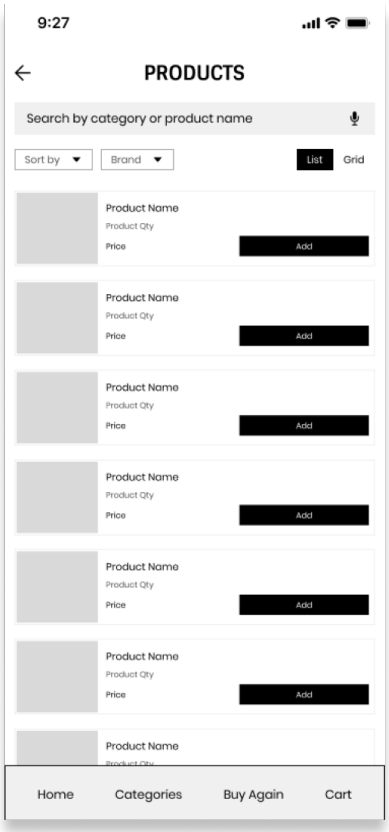




Mock Ups for Other Pages

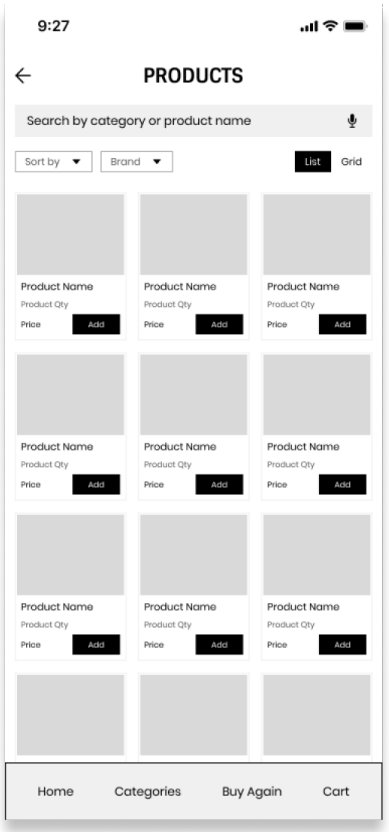


Categories Page



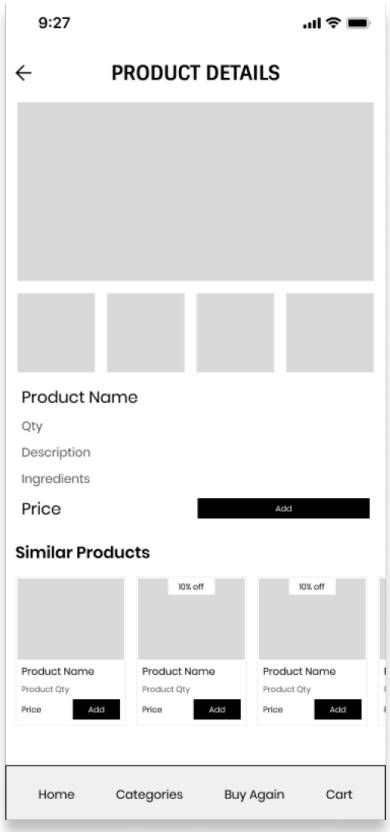
List of Products

(List View)



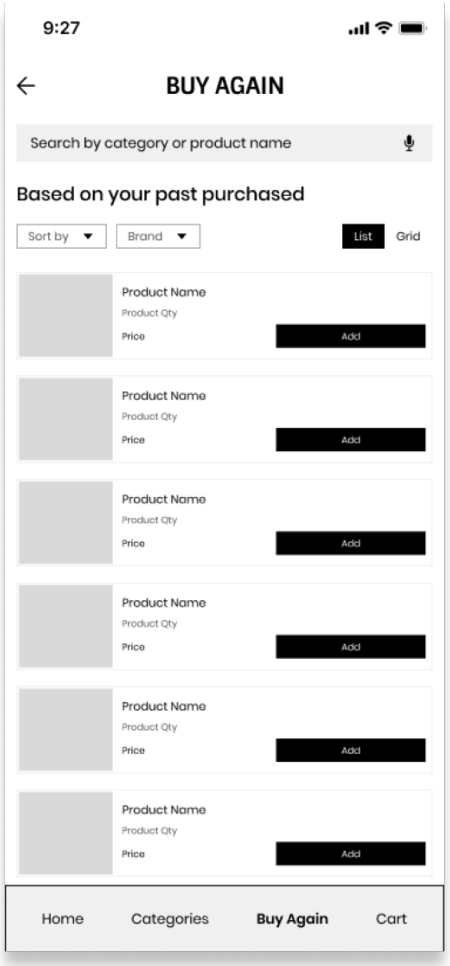
List of Products

(Grid View)

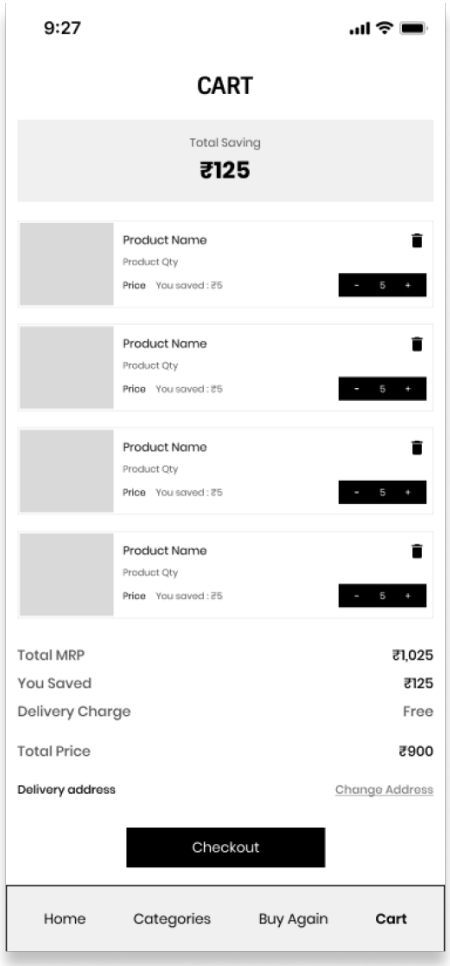


Product Details Page

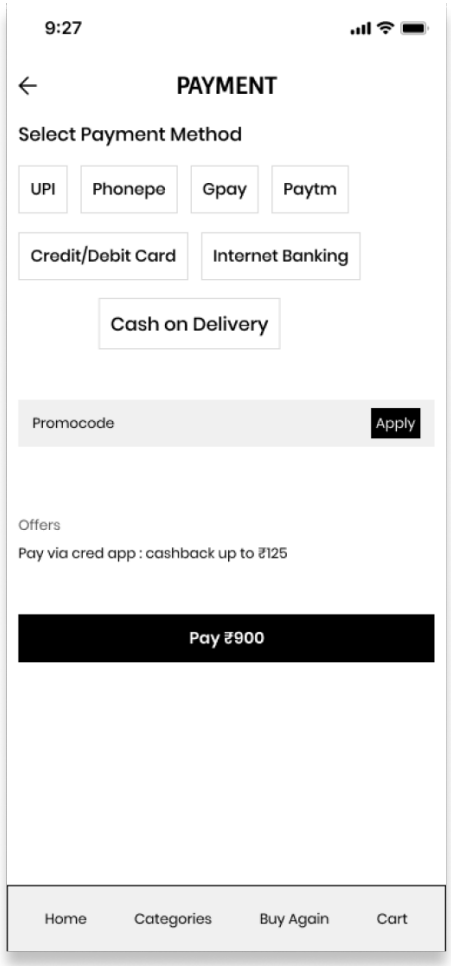
Mock Ups for Other Pages



Reorder Page



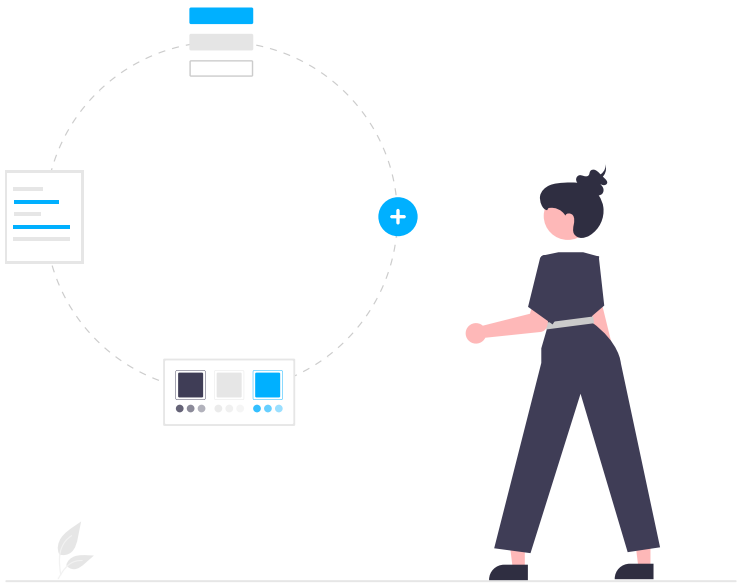
Cart Page



Payment Page

Setting up the Design System

Setting up a design system is crucial for maintaining consistency, efficiency, and scalability in the design process. A well-defined design system serves as a single source of truth, ensuring that every element of the **user interface (UI) aligns with the overall brand identity and user experience goals**. As part of this project, I meticulously crafted the design system, starting with the **color palette, typography, and iconography**, which formed the foundation of the visual language. Additionally, I developed a comprehensive set of **UI components**, including **buttons, forms, and navigation elements**, to ensure consistency across the platform. This cohesive framework not only streamlined the design process but also made it easier to maintain and update the UI as the project evolved. By establishing a robust design system early on, I was able to proceed with confidence, knowing that every screen and interaction would contribute to a unified and user-friendly experience.



Color Palette

Daykart
DELIVERY DELIGHT

Primary Colors

Primary 70	Primary 60	Primary 50	Primary 40	Primary 30	Primary 20
#019298	#01B4BB	#01F4FE	#34F6FE	#67F8FE	#9AFBFE

Primary 10	Primary 5
#CCFDFF	#E6FEFF

Auxiliary Colors

Auxiliary 70	Auxiliary 60	Auxiliary 30	Auxiliary 20	Auxiliary 10	Auxiliary 5
#019298	#01C3CB	#FB6A6C	#FC9C9D	#FECDCE	#FEE6E7

Warning Colors



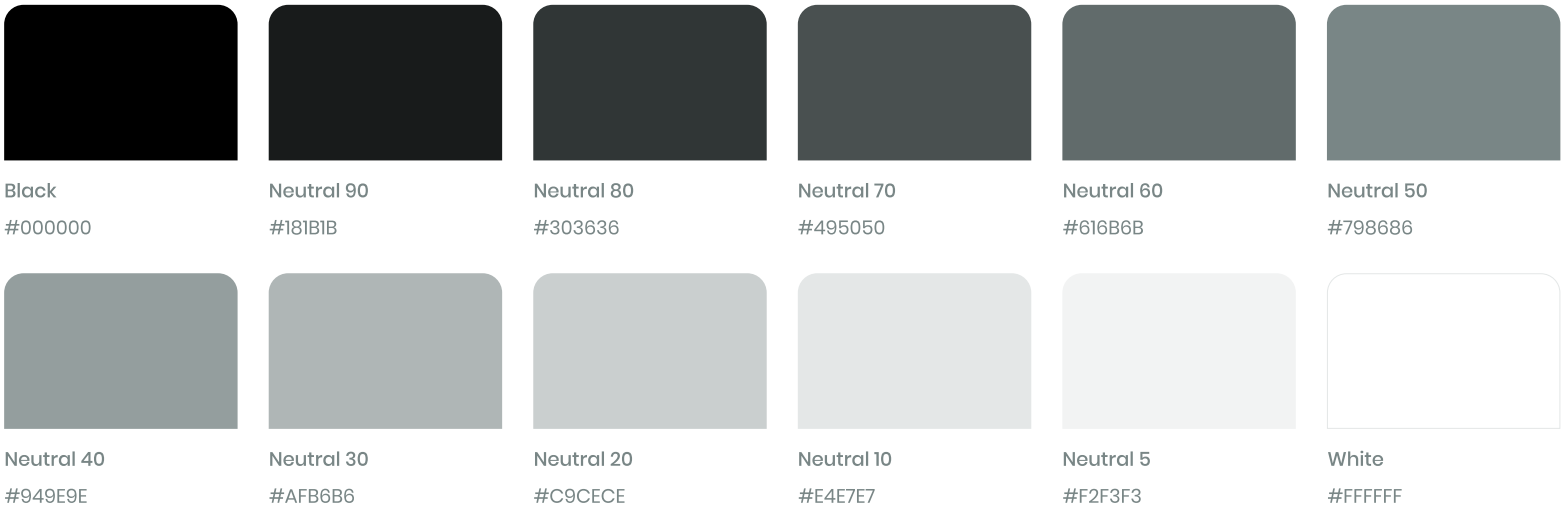
Warning 50	Warning 40	Warning 30	Warning 20	Warning 10	Warning 5
#FFA900	#FFBA33	#FFCB66	#FFDC99	#FFEECC	#FFF6E5

Success Colors



Success 50	Success 40	Success 30	Success 20	Success 10	Success 5
#47B881	#6CC69A	#91D4B3	#B6E2CC	#DAF0E5	#EDF8F2

Neutral Colors



Why this color palette?

I selected the color palette for the project based on the **brand colors** extracted from DayKart's logo, ensuring that the design remained **true to the company's established identity**. By incorporating these brand colors, I aimed to create a cohesive and recognizable visual experience across all touchpoints. Additionally, I chose the **success, warning, and neutral colors using insights from color psychology** to enhance user interaction. For example, green was selected for success to evoke feelings of safety and positivity, while yellow was chosen for warnings to draw attention without causing alarm. Neutral colors were picked to balance the overall design, ensuring clarity and focus. This thoughtful approach to color selection not only reinforced brand consistency but also optimized user experience by leveraging the emotional impact of colors.

Typography

Aa

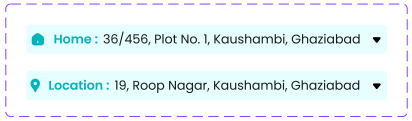
Poppins

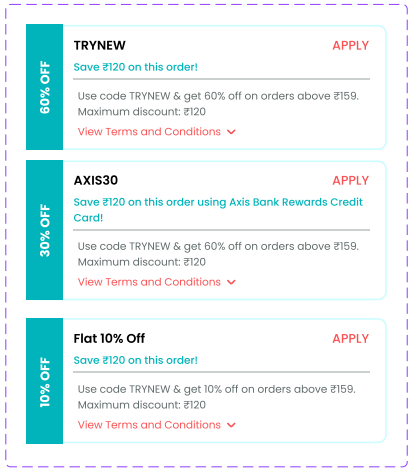
Regular	Medium		SemiBold	Bold
20px	16px	14px	12px	10px

Why this font?

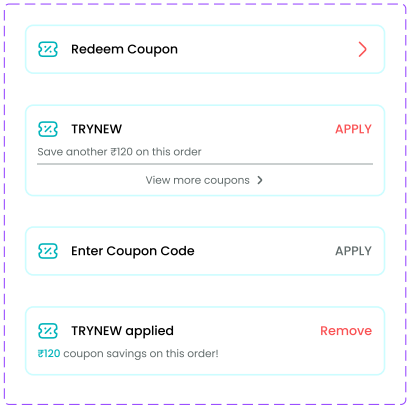
Poppins was chosen for the app because of its clean, modern aesthetic and excellent readability. Its geometric sans-serif style aligns perfectly with DayKart's brand identity, ensuring a cohesive and professional look. Additionally, Poppins offers versatile weights, which help establish clear hierarchy and consistency throughout the user interface, enhancing the overall user experience.

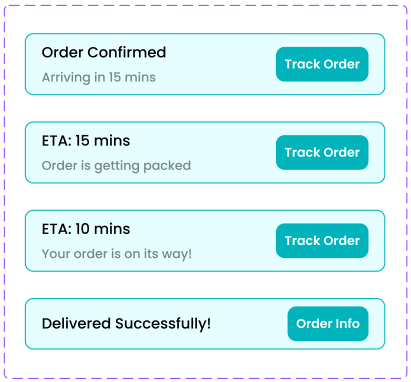
Components

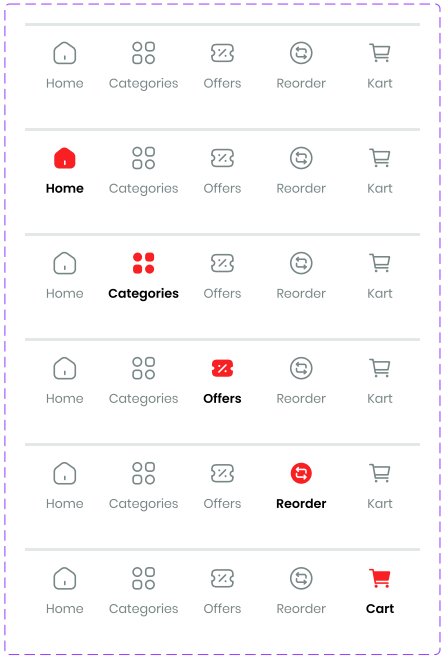

Home : 36/456, Plot No. 1, Kaushambi, Ghaziabad
Location : 19, Roop Nagar, Kaushambi, Ghaziabad

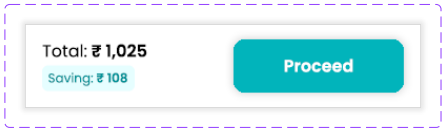

60% OFF
TRYNEW
APPLY
Save ₹120 on this order!
Use code TRYNEW & get 60% off on orders above ₹159.
Maximum discount: ₹120
View Terms and Conditions
30% OFF
AXIS30
APPLY
Save ₹120 on this order using Axis Bank Rewards Credit Card!
Use code TRYNEW & get 60% off on orders above ₹159.
Maximum discount: ₹120
View Terms and Conditions
10% OFF
Flat 10% Off
APPLY
Save ₹120 on this order!
Use code TRYNEW & get 10% off on orders above ₹159.
Maximum discount: ₹120
View Terms and Conditions

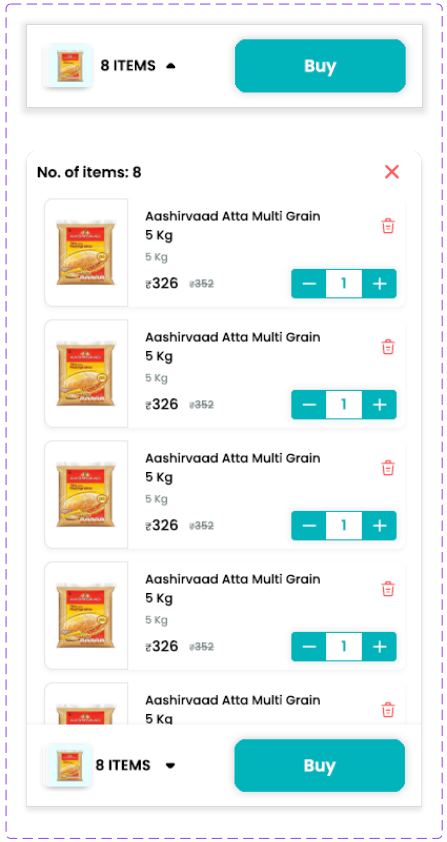

Food grains, Oils &...
Food grains, Oils &...

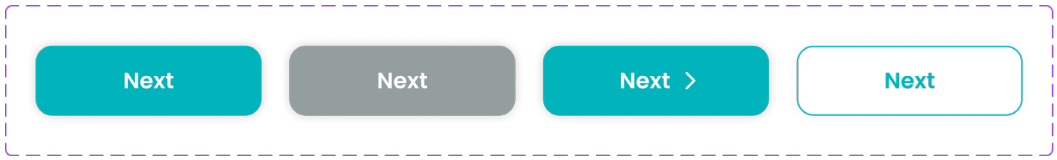

Redeem Coupon
TRYNEW
APPLY
Save another ₹120 on this order
View more coupons
Enter Coupon Code
APPLY
TRYNEW applied
Remove
₹120 coupon savings on this order!


Order Confirmed
Arriving in 15 mins
Track Order
ETA: 15 mins
Order is getting packed
Track Order
ETA: 10 mins
Your order is on its way!
Track Order
Delivered Successfully!
Order Info


Home
Categories
Offers
Reorder
Kart
Home
Categories
Offers
Reorder
Kart
Home
Categories
Offers
Reorder
Kart
Home
Categories
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Categories
Offers
Reorder
Cart

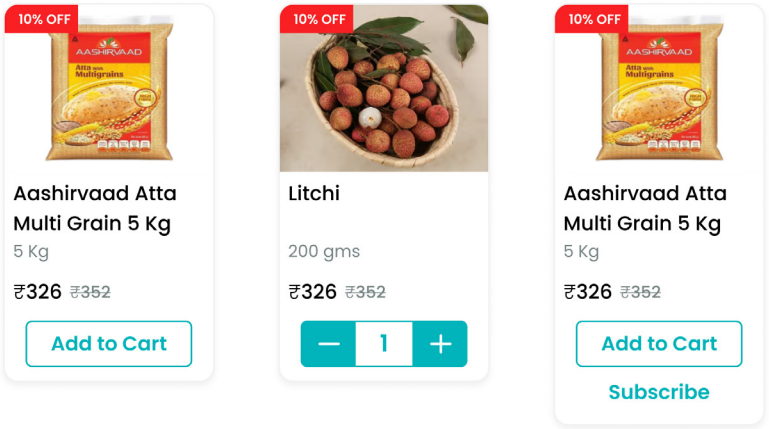

Total: ₹ 1,025
Saving: ₹ 108
Proceed


8 ITEMS
Buy
No. of items: 8
Aashirvaad Atta Multi Grain
5 Kg
5 Kg
₹326
₹352
1
Aashirvaad Atta Multi Grain
5 Kg
5 Kg
₹326
₹352
1
Aashirvaad Atta Multi Grain
5 Kg
5 Kg
₹326
₹352
1
Aashirvaad Atta Multi Grain
5 Kg
5 Kg
₹326
₹352
1
Aashirvaad Atta Multi Grain
5 Kg
8 ITEMS
Buy


Next
Next
Next
Next

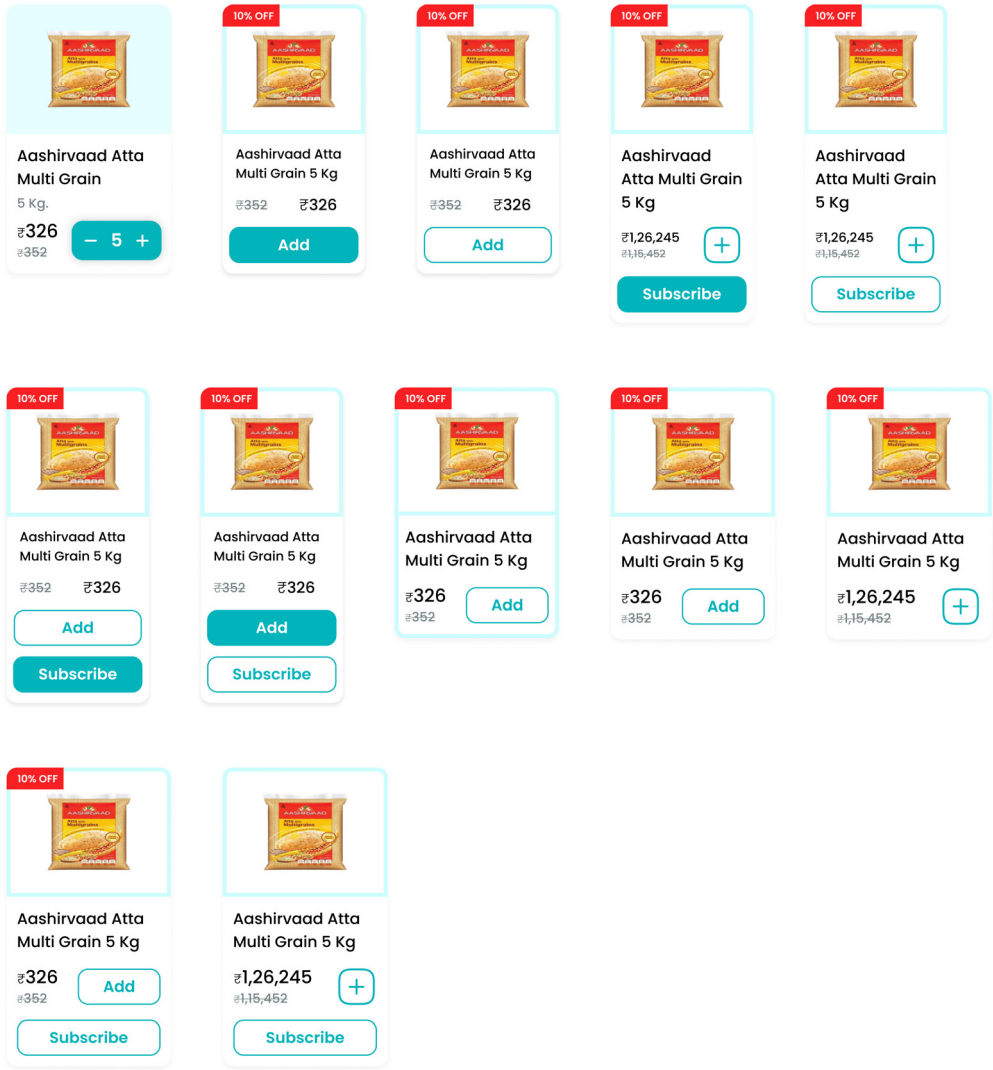


Product Card

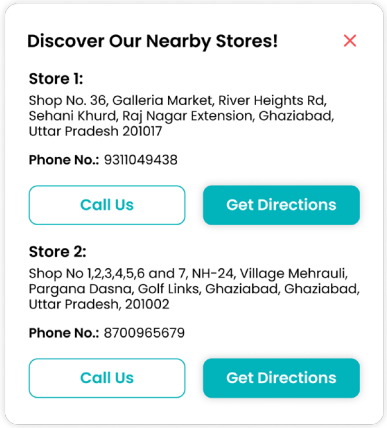


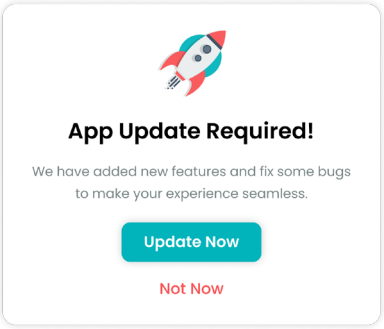
Finalizing the product card design was a key challenge due to several **logistical and technical constraints**. The quantity data was not initially configured in the backend because of **disorganized data sheets**, and many prices were in decimals, making it difficult to fit the button and amount in the same row. Eventually, the quantity data was configured correctly, allowing us to adjust the product card. Additionally, integrating images into the card with a background proved difficult, so we explored using borders before ultimately deciding to remove them and focus on optimizing spacing for a cleaner look.

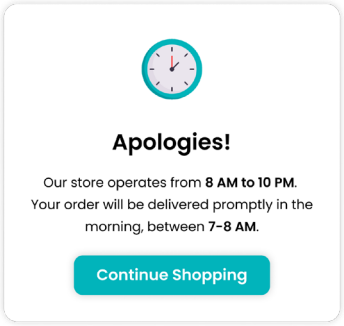
Iterations

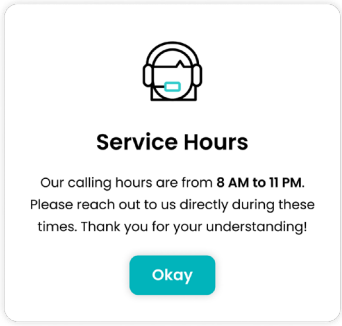


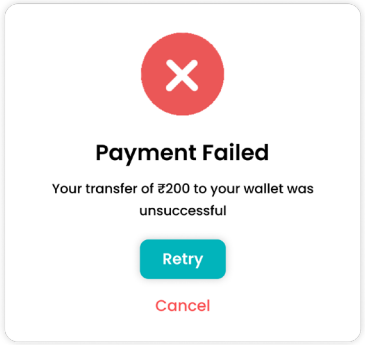
On-Screen Messages

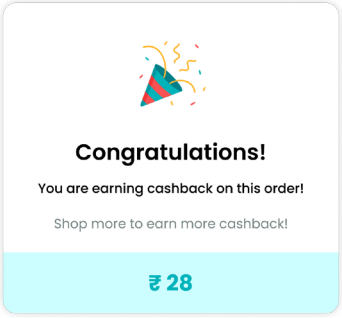


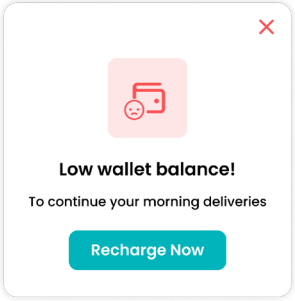


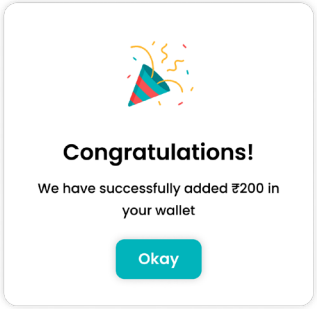


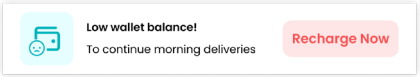


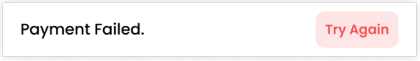


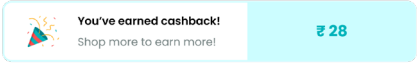


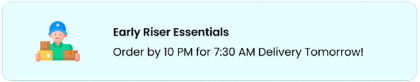


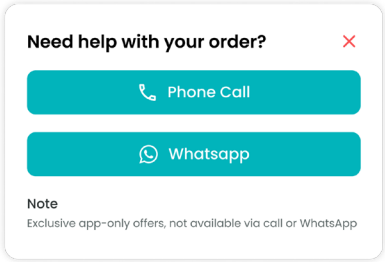


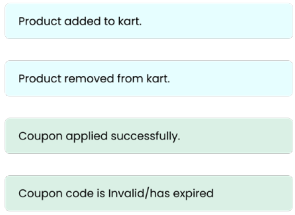






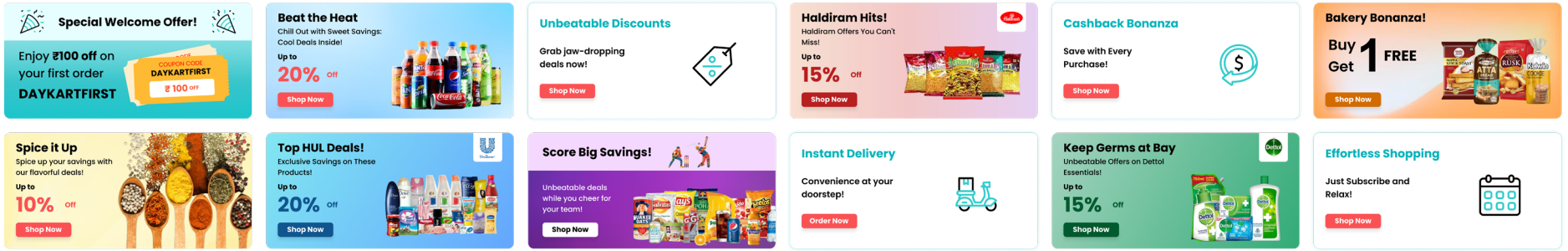






In-App Banners

Initially, the in-app banners were created without incorporating the app's theme or branding. These banners were designed to showcase various types of offers, including percentage discounts, buy one get one deals, category-specific promotions, event-based offers, product-based discounts, and app promotion banners. The focus was on illustrating the **range of promotional content that would run within the app**.



Final Banners

