

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. 2 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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Student Name in Full: **Anushmita Maitra**

Signature: _____

Date: **28 June, 2024**

Place **Jaipur**

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Student Name in Full: **Anushmita Maitra**

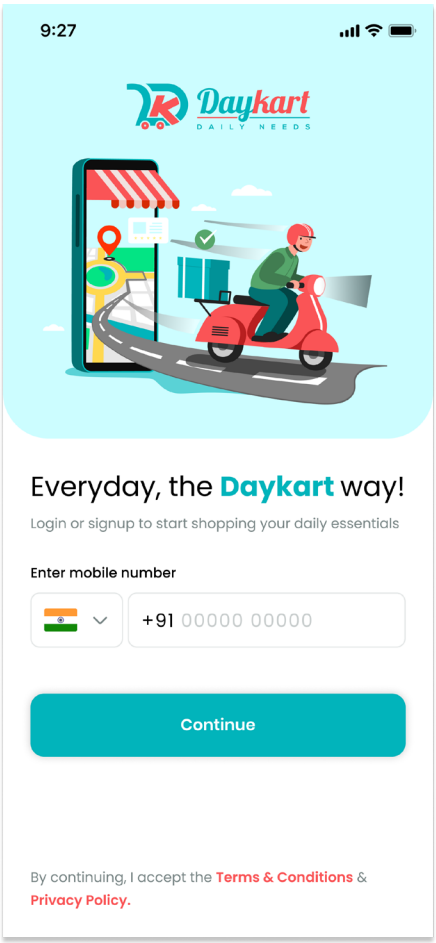
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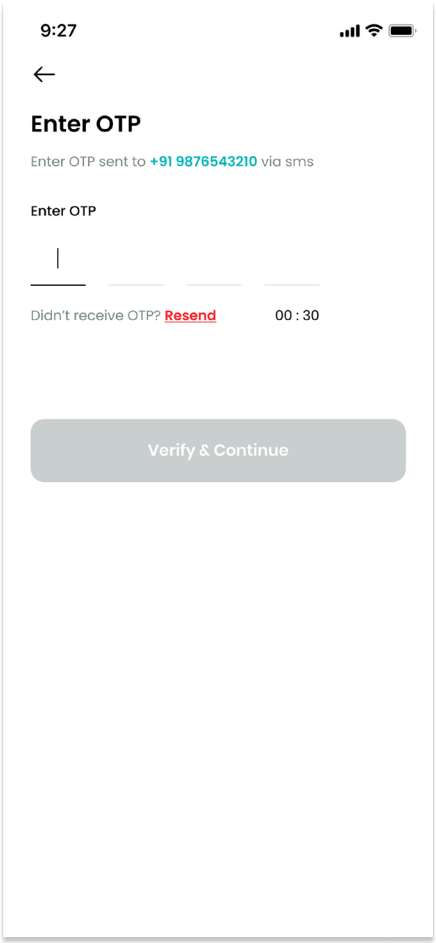
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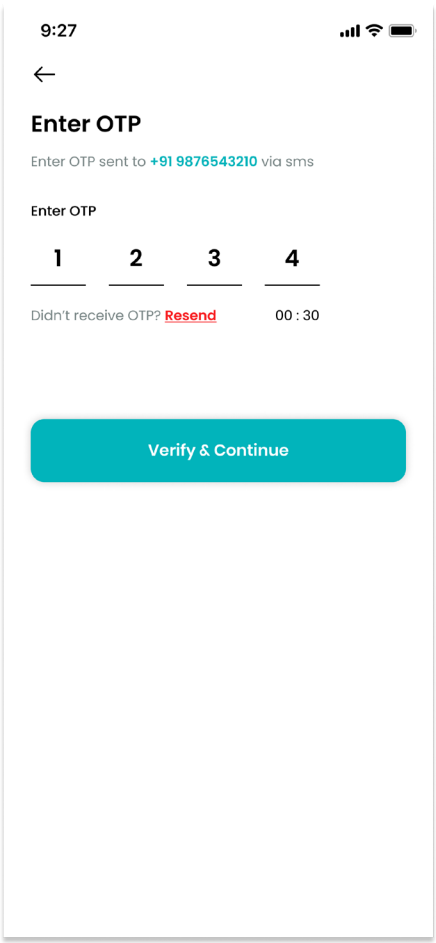
Final UI Screens

Log In/Sign Up

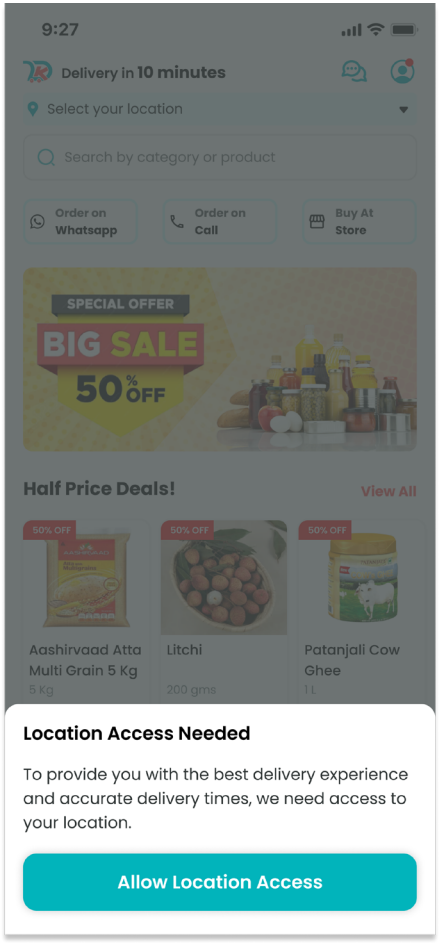


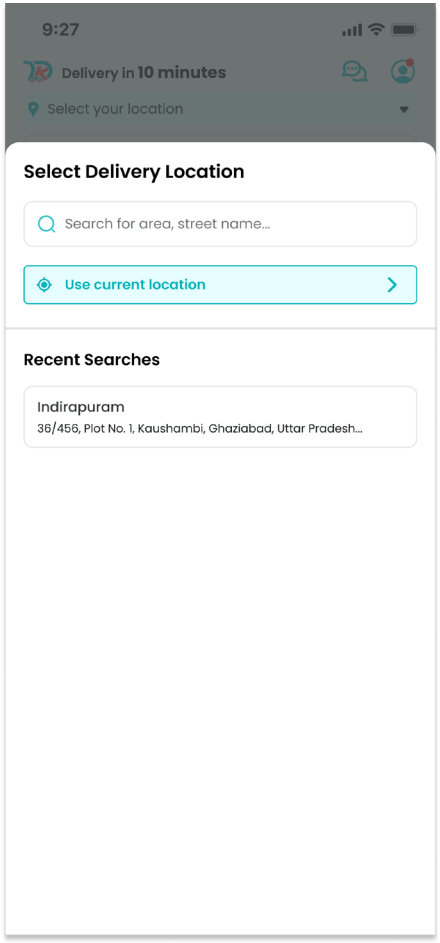


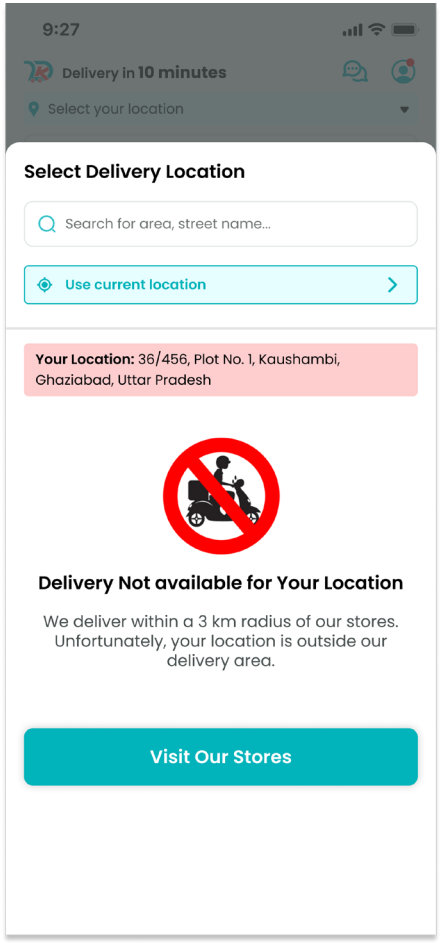


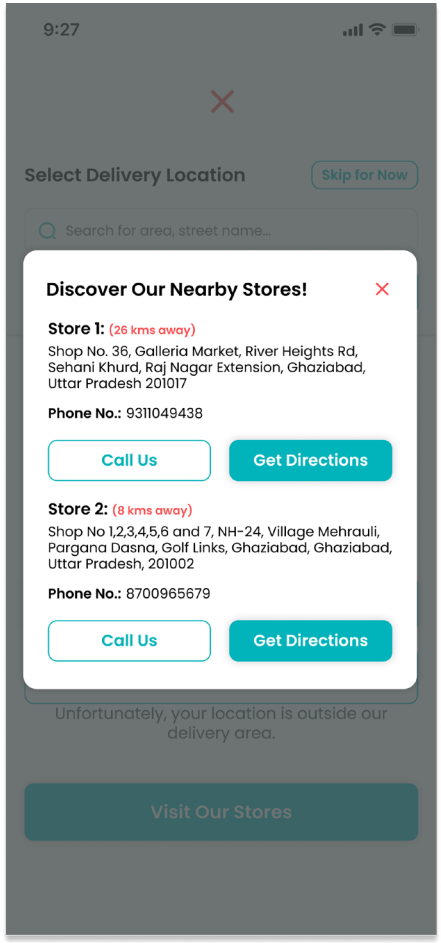


Selecting Location

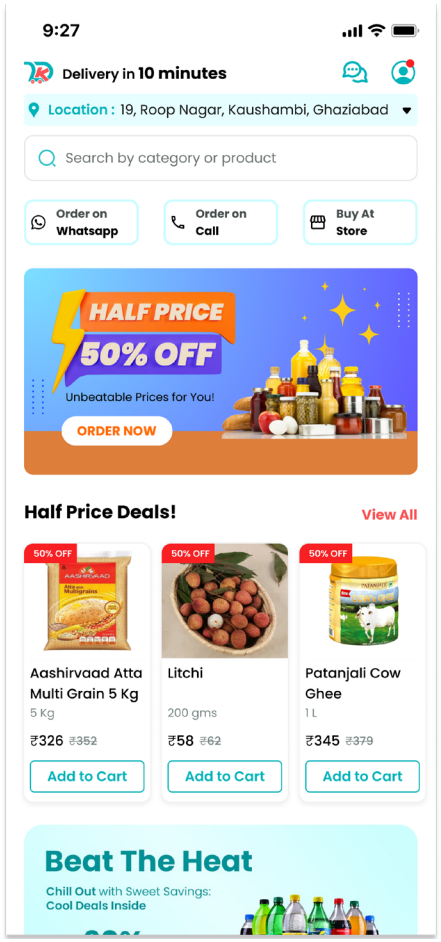


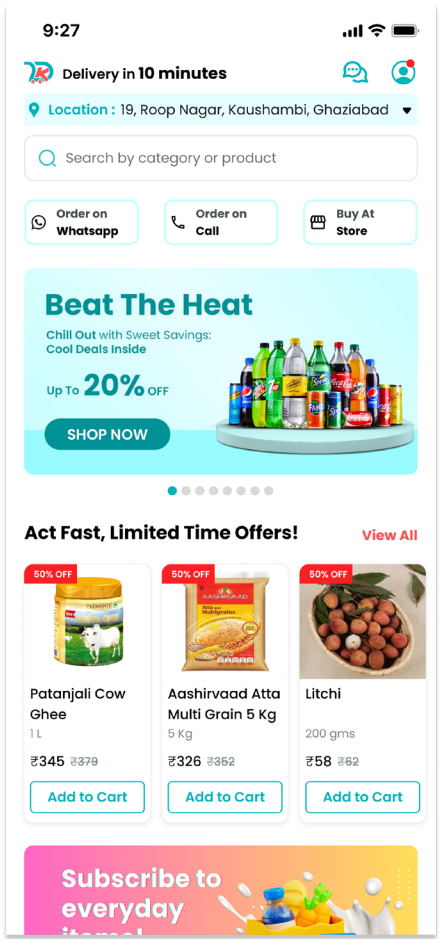


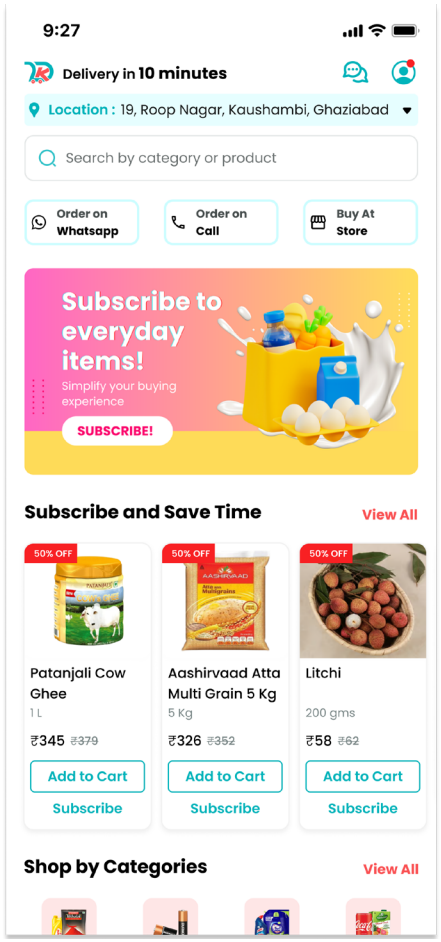


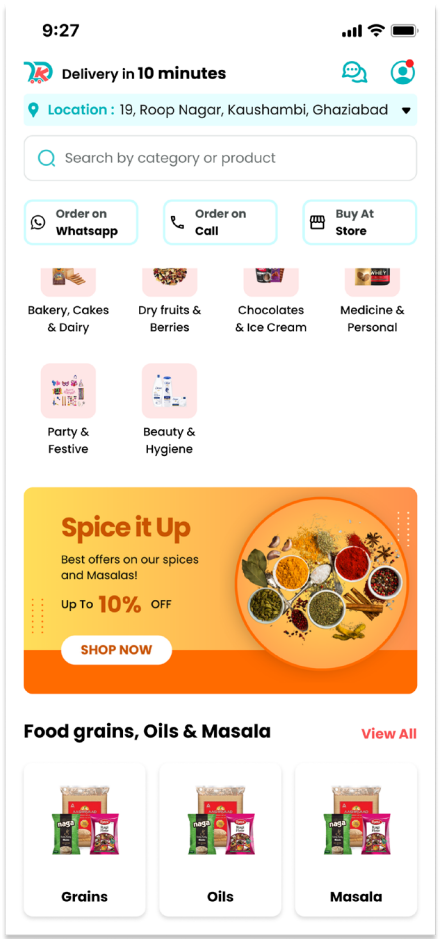


Homepage

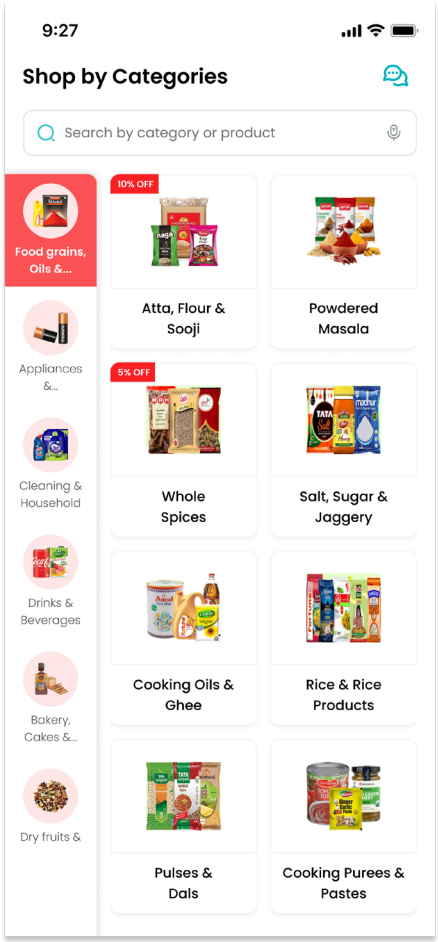

9:27
Delivery in 10 minutes
Location : 19, Roop Nagar, Kaushambi, Ghaziabad
Search by category or product
Order on Whatsapp
Order on Call
Buy At Store
HALF PRICE
50% OFF
Unbeatable Prices for You!
ORDER NOW
Half Price Deals!
View All
50% OFF
Aashirvaad Atta Multi Grain 5 Kg
5 Kg
₹326 ₹352
Add to Cart
Litchi
200 gms
₹58 ₹62
Add to Cart
Patanjali Cow Ghee
1 L
₹345 ₹379
Add to Cart
Beat The Heat
Chill Out with Sweet Savings:
Cool Deals Inside

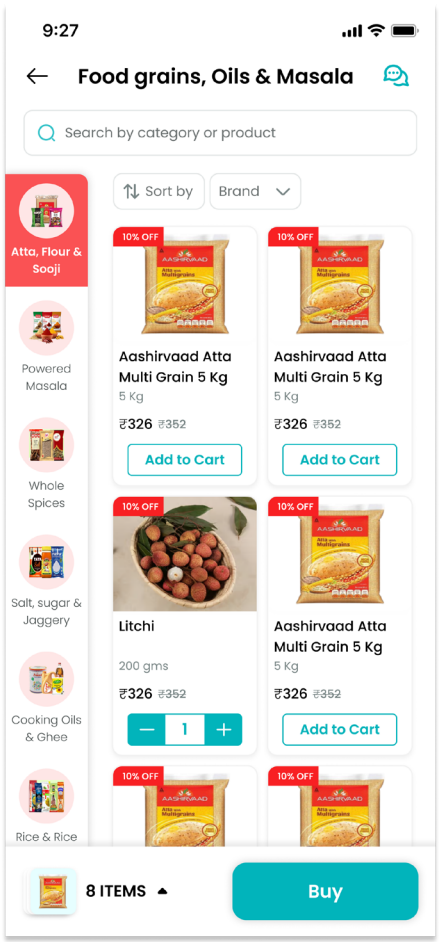

9:27
Delivery in 10 minutes
Location : 19, Roop Nagar, Kaushambi, Ghaziabad
Search by category or product
Order on Whatsapp
Order on Call
Buy At Store
Beat The Heat
Chill Out with Sweet Savings:
Cool Deals Inside
Up To 20% OFF
SHOP NOW
Act Fast, Limited Time Offers!
View All
50% OFF
Patanjali Cow Ghee
1 L
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Add to Cart
Aashirvaad Atta Multi Grain 5 Kg
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Add to Cart
Litchi
200 gms
₹58 ₹62
Add to Cart
Subscribe to everyday

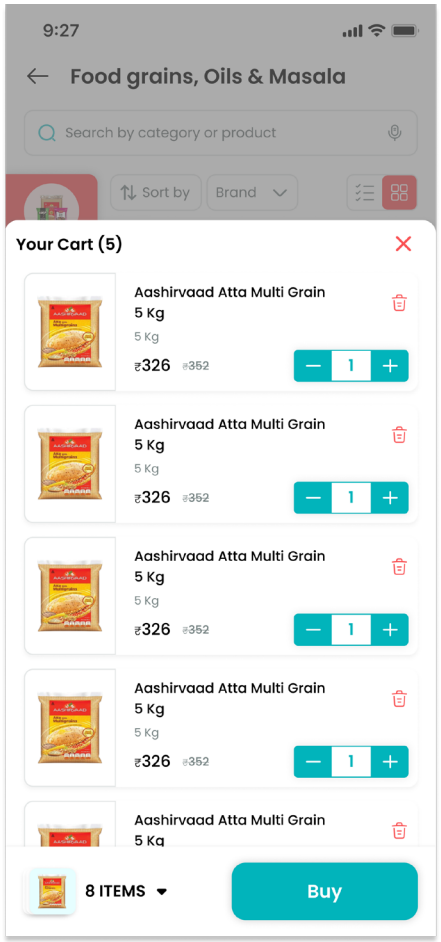

9:27
Delivery in 10 minutes
Location : 19, Roop Nagar, Kaushambi, Ghaziabad
Search by category or product
Order on Whatsapp
Order on Call
Buy At Store
Subscribe to everyday items!
Simplify your buying experience
SUBSCRIBE!
Subscribe and Save Time
View All
50% OFF
Patanjali Cow Ghee
1 L
₹345 ₹379
Add to Cart
Subscribe
Aashirvaad Atta Multi Grain 5 Kg
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Add to Cart
Subscribe
Shop by Categories
View All

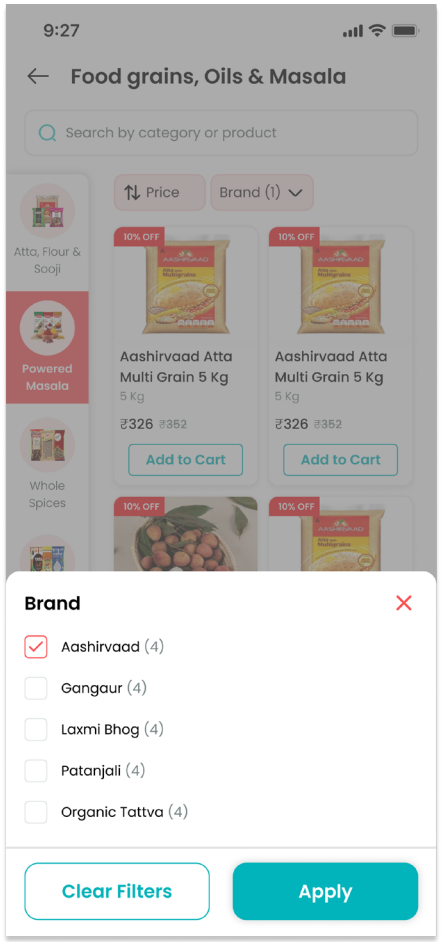

9:27
Delivery in 10 minutes
Location : 19, Roop Nagar, Kaushambi, Ghaziabad
Search by category or product
Order on Whatsapp
Order on Call
Buy At Store
Bakery, Cakes & Dairy
Dry fruits & Berries
Chocolates & Ice Cream
Medicine & Personal
Party & Festive
Beauty & Hygiene
Spice it Up
Best offers on our spices and Masalas!
Up To 10% OFF
SHOP NOW
Food grains, Oils & Masala
View All
Grains
Oils
Masala

Categories & Sub-categories

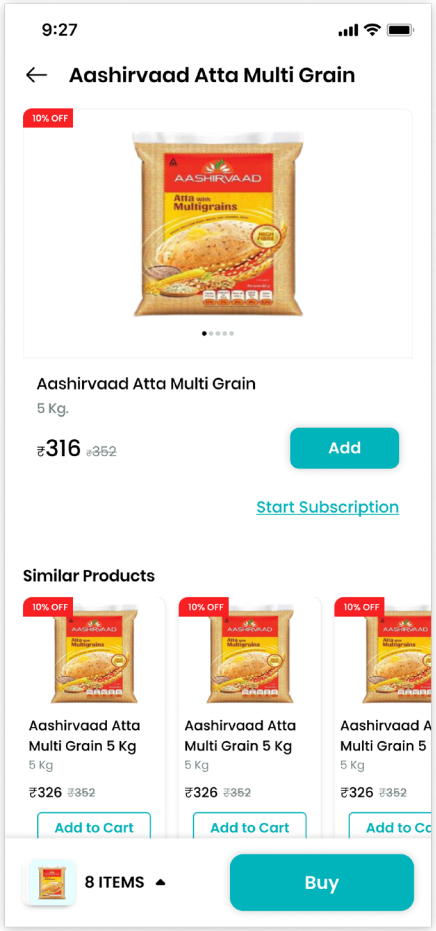


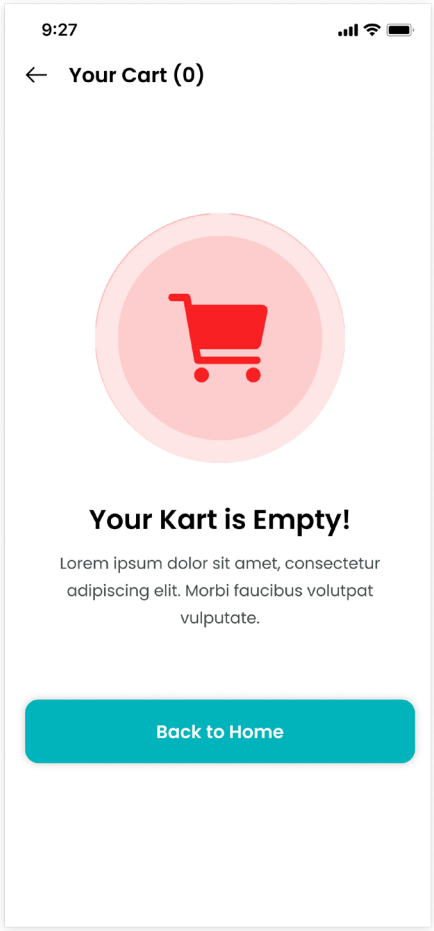


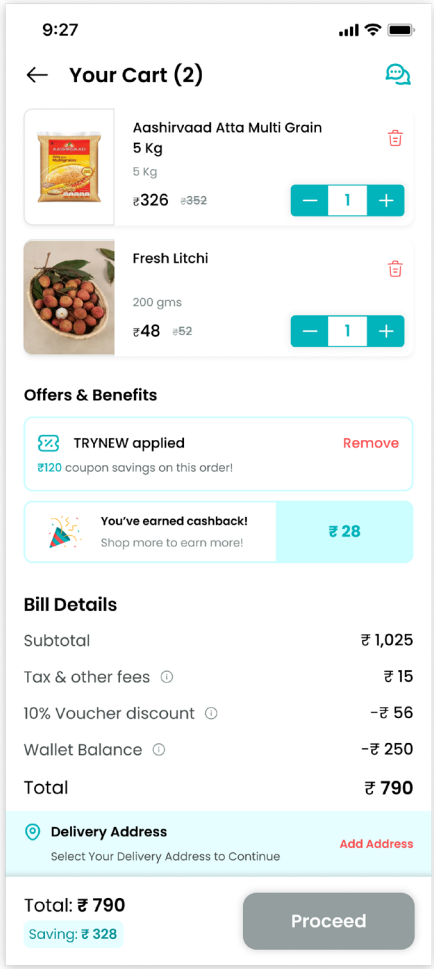


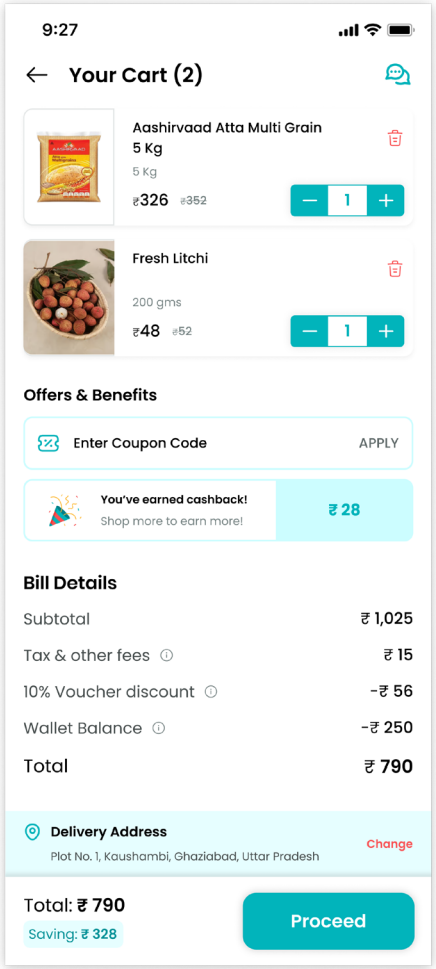


Product Details & Cart

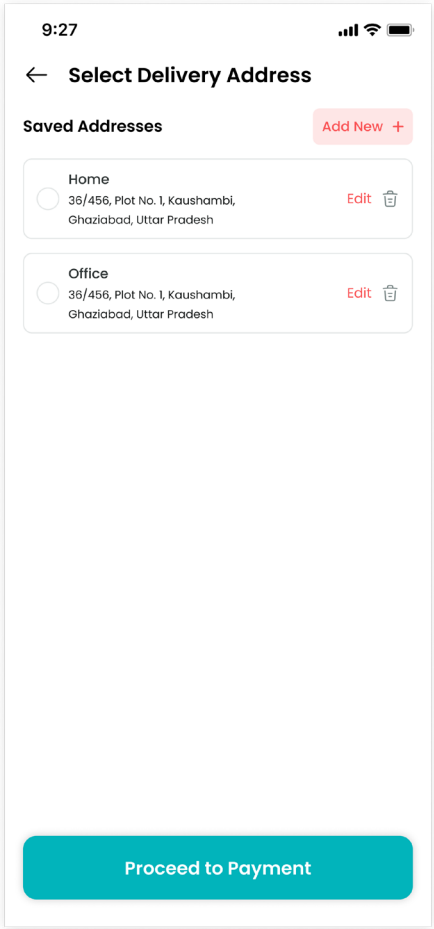


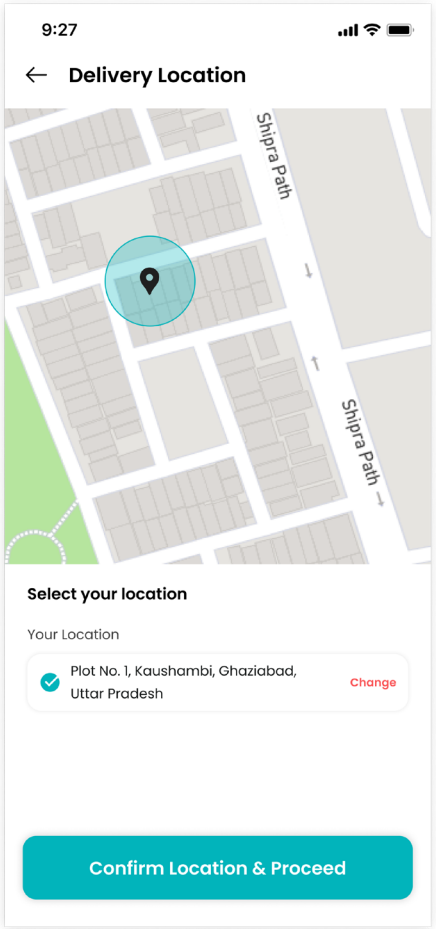


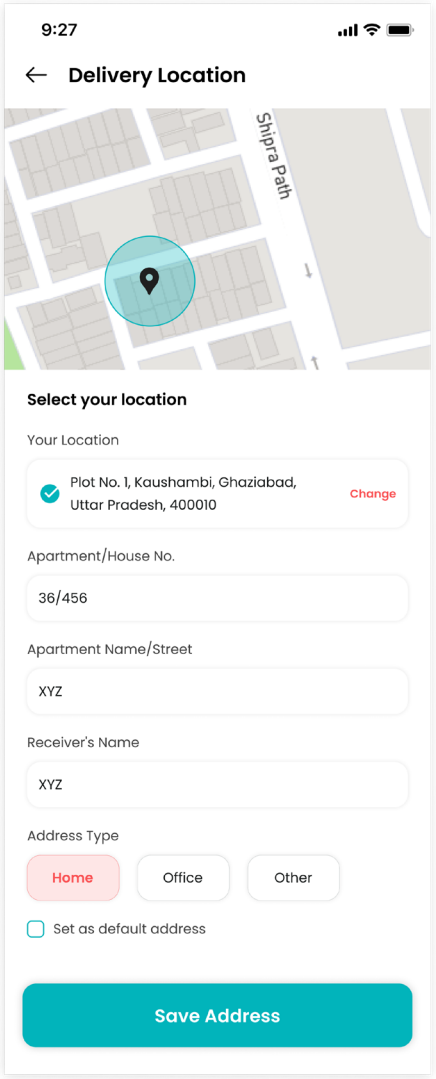


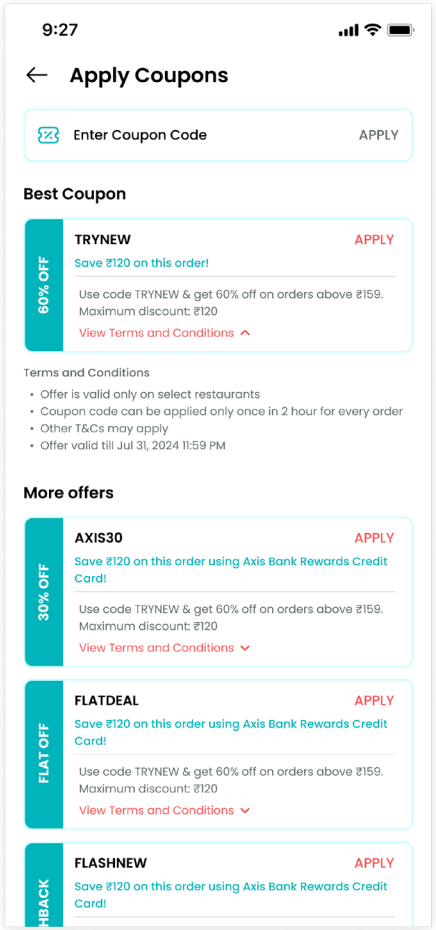


Address & Coupons

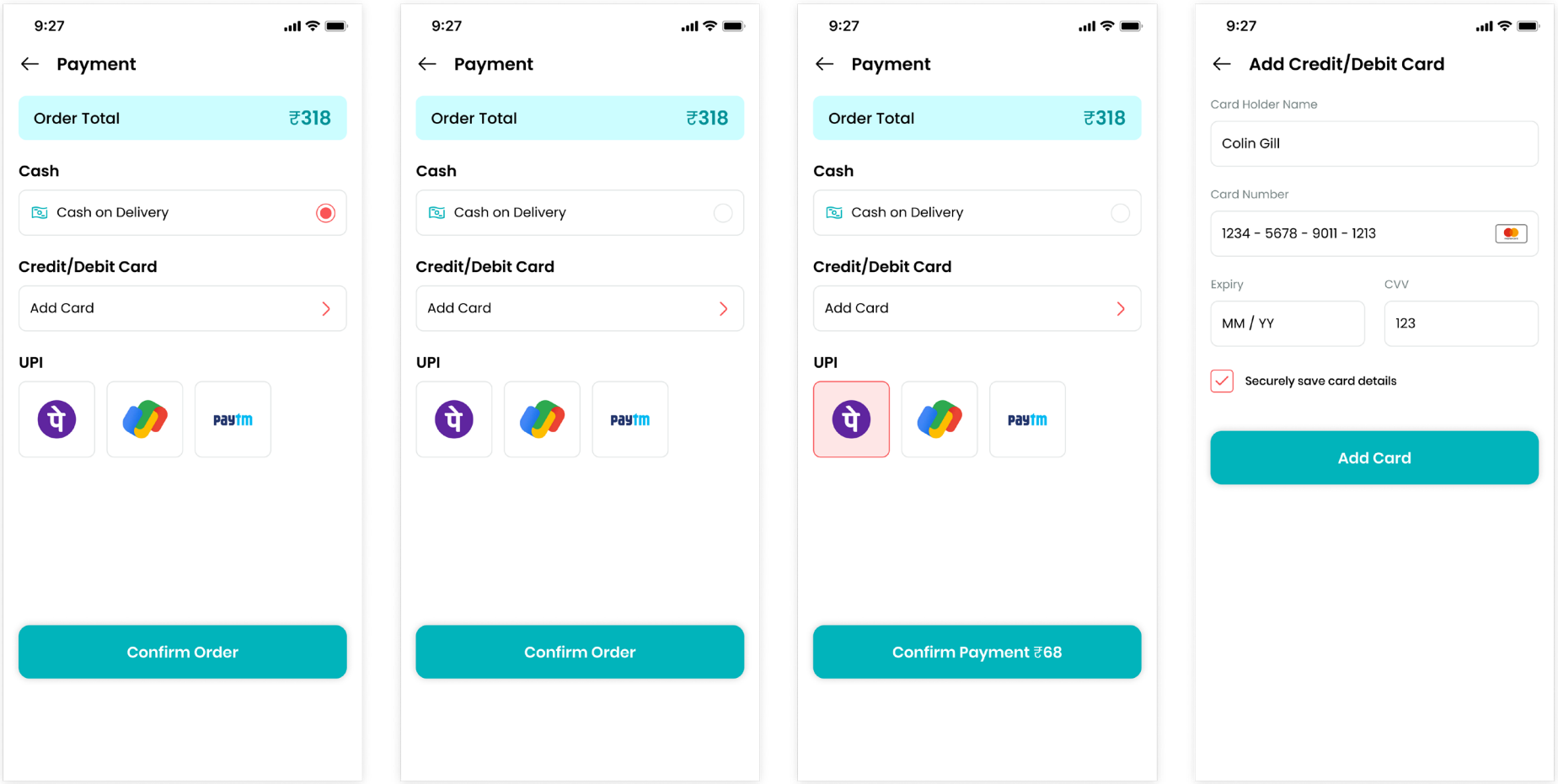




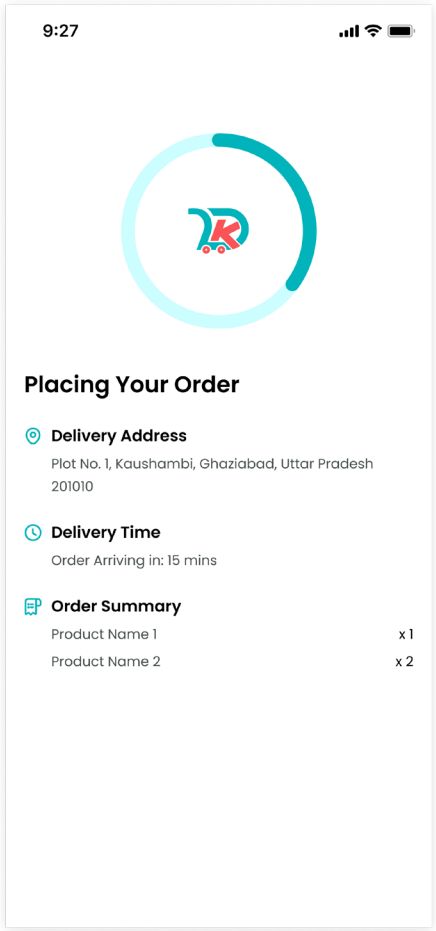


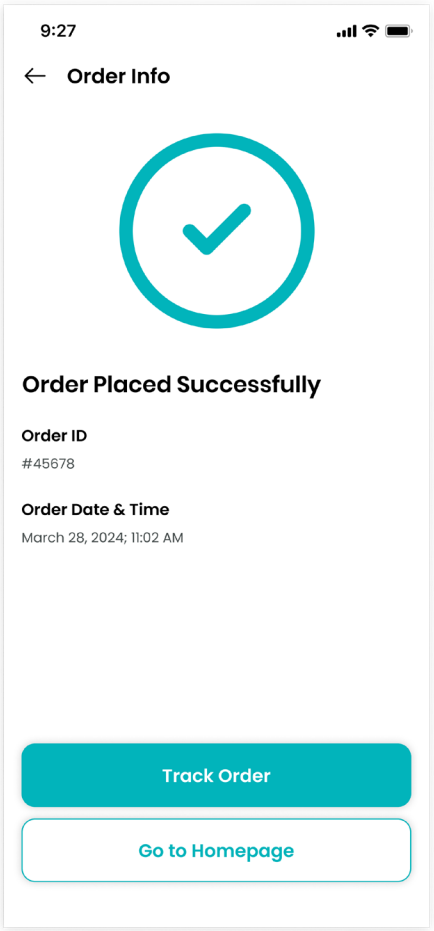


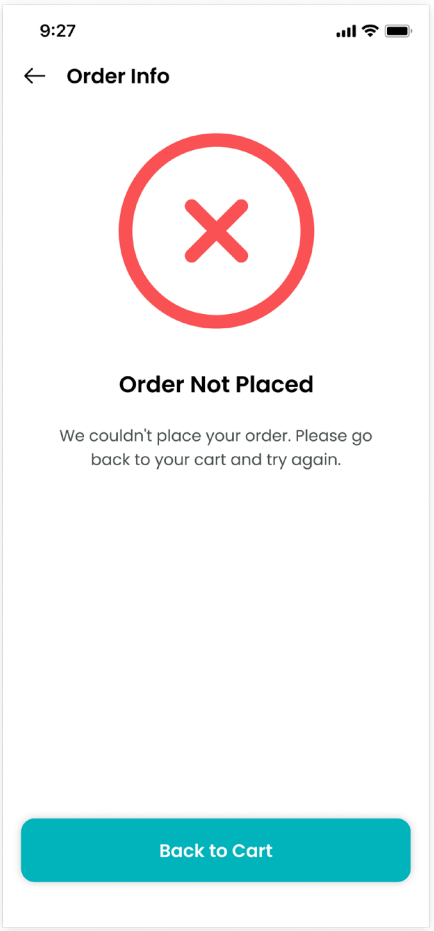
Payment

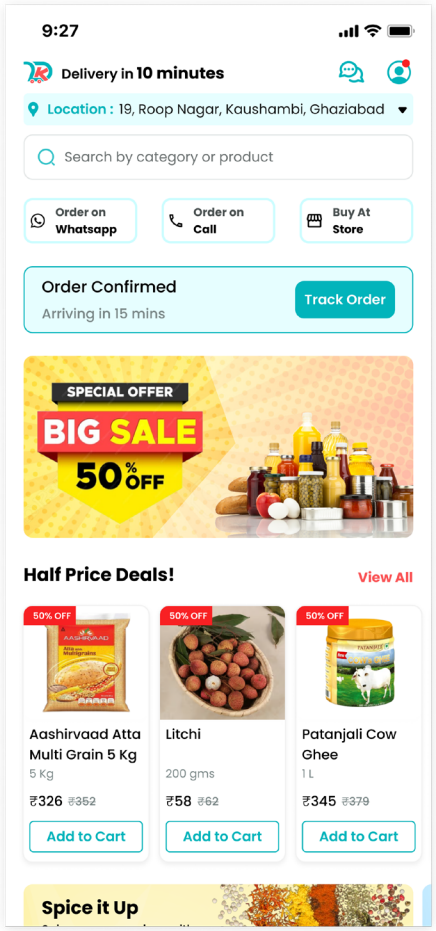

9:27
Payment
Order Total ₹318
Cash
Cash on Delivery
Credit/Debit Card
Add Card
UPI
Confirm Order
9:27
Payment
Order Total ₹318
Cash
Cash on Delivery
Credit/Debit Card
Add Card
UPI
Confirm Order
9:27
Payment
Order Total ₹318
Cash
Cash on Delivery
Credit/Debit Card
Add Card
UPI
Confirm Payment ₹68
9:27
Add Credit/Debit Card
Card Holder Name
Colin Gill
Card Number
1234 - 5678 - 9011 - 1213
Expiry
MM / YY
CVV
123
Securely save card details
Add Card

Order Confirmation & Tracking

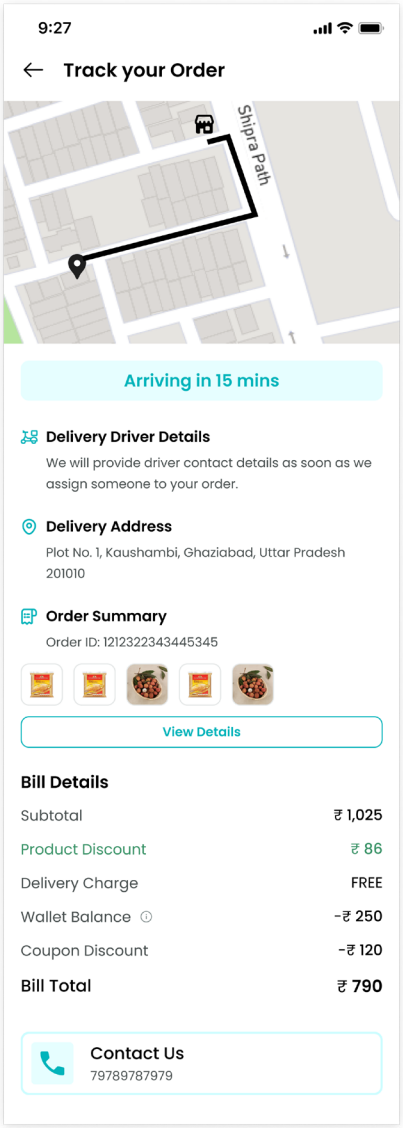


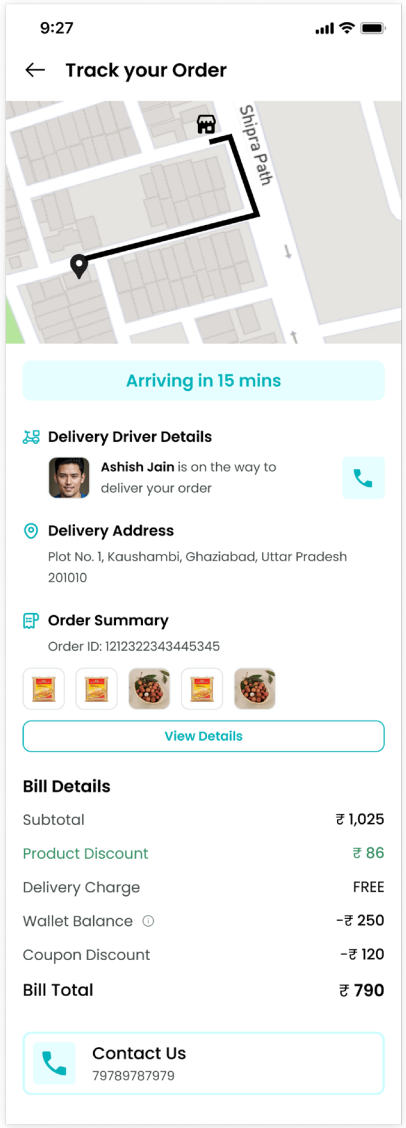


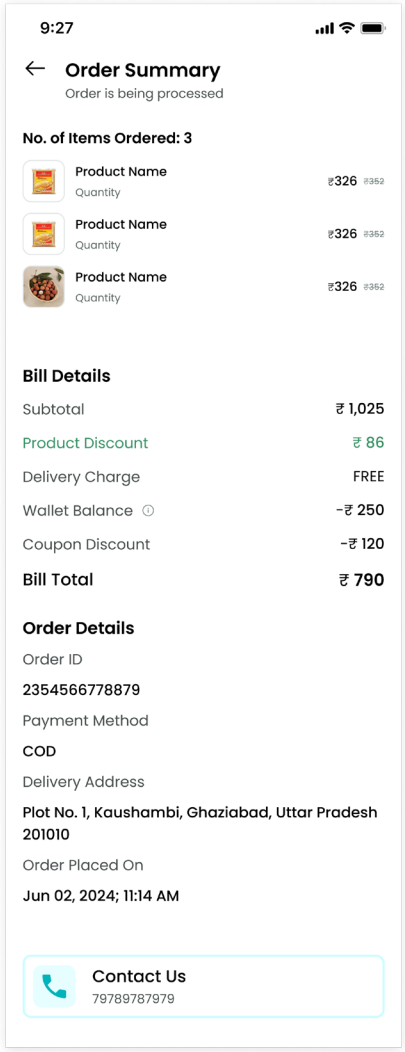


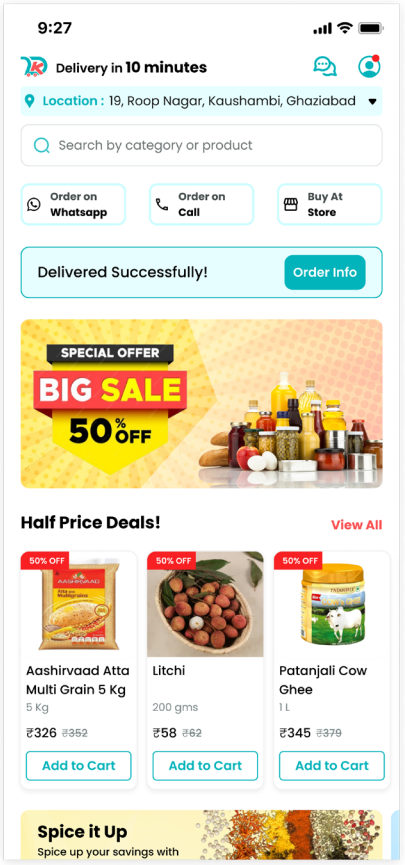


Order Confirmation & Tracking

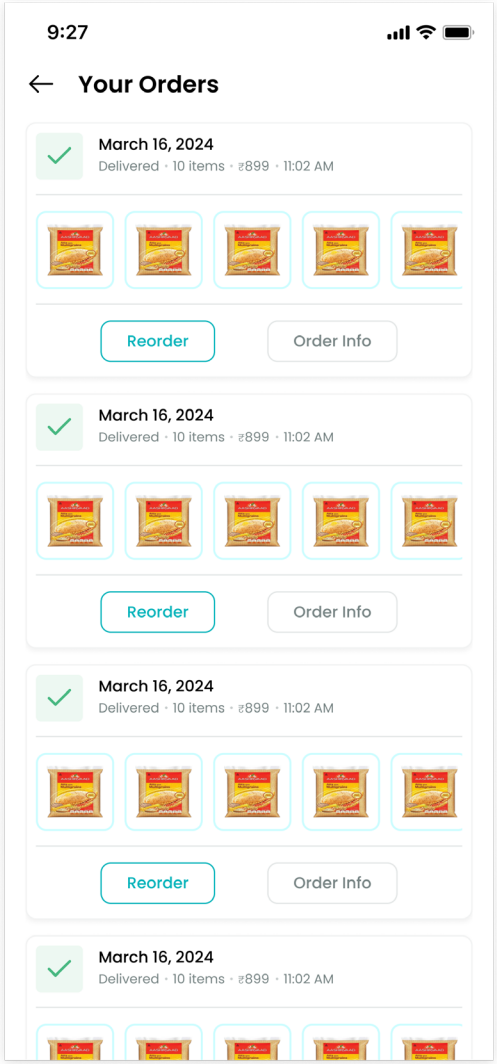


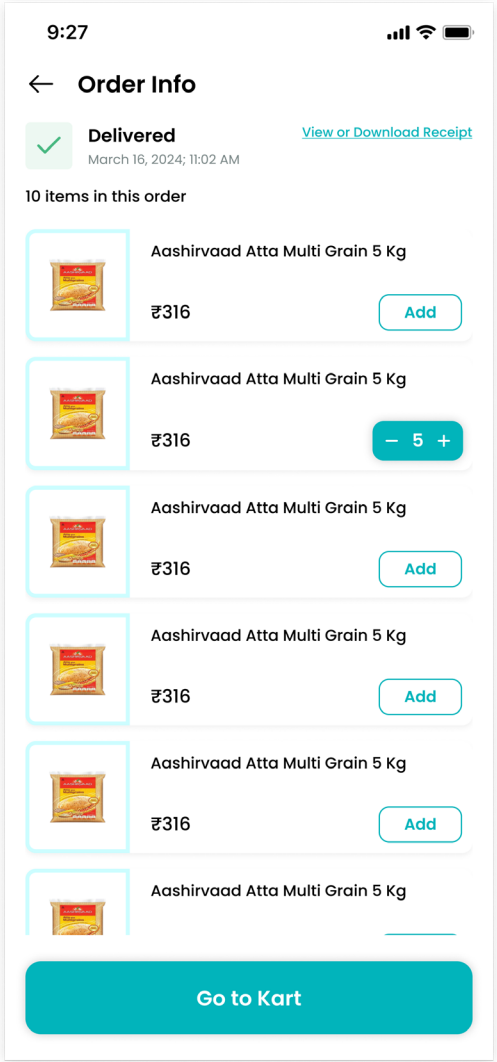


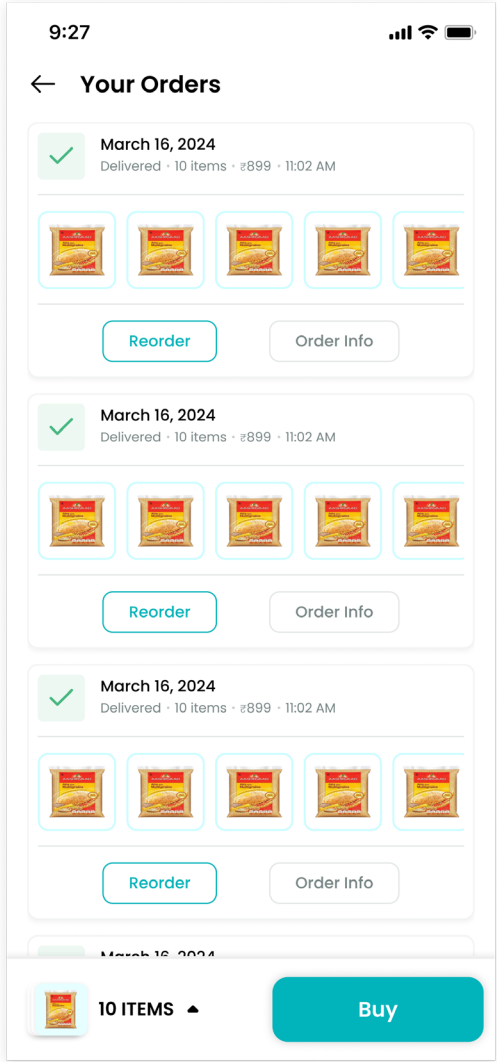




Order History & Re-order

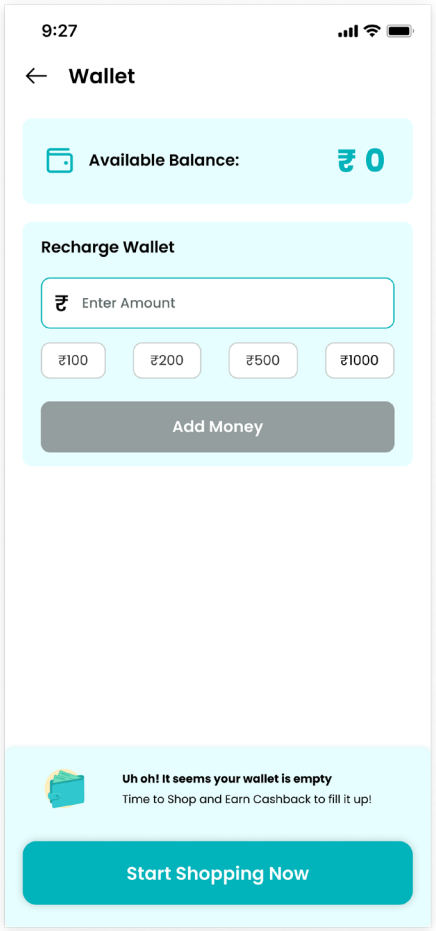


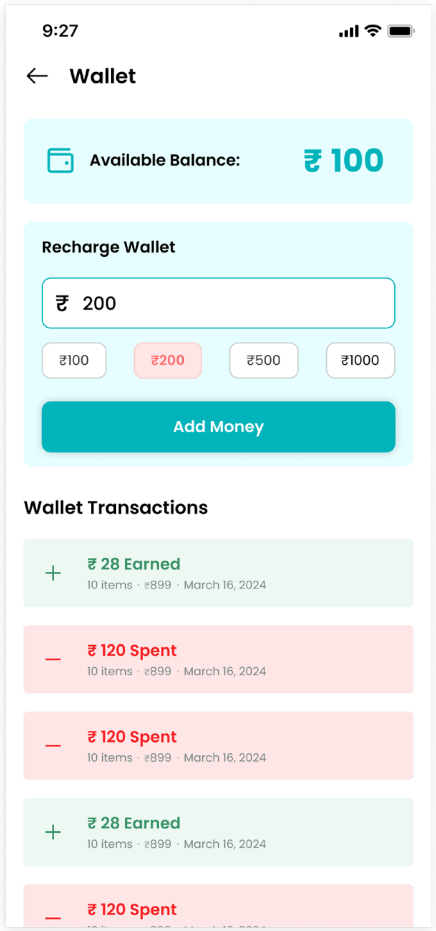


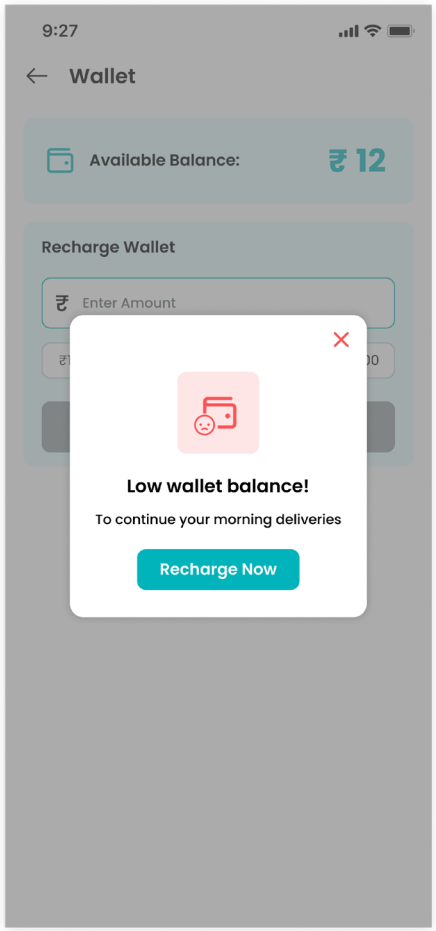


Wallet

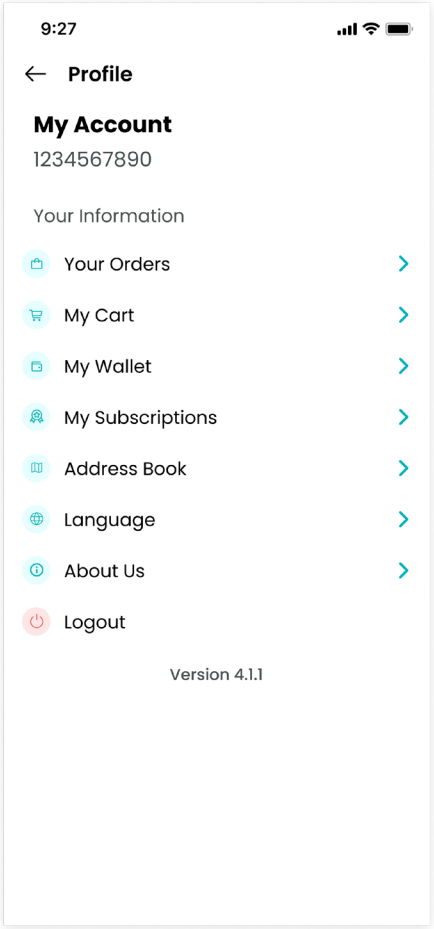

9:27
Wallet
Available Balance: ₹ 100
Wallet Transactions
₹ 28 Earned
10 items · ₹899 · March 16, 2024
₹ 120 Spent
10 items · ₹899 · March 16, 2024
₹ 120 Spent
10 items · ₹899 · March 16, 2024
₹ 28 Earned
10 items · ₹899 · March 16, 2024
₹ 120 Spent
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₹ 120 Spent
10 items · ₹899 · March 16, 2024

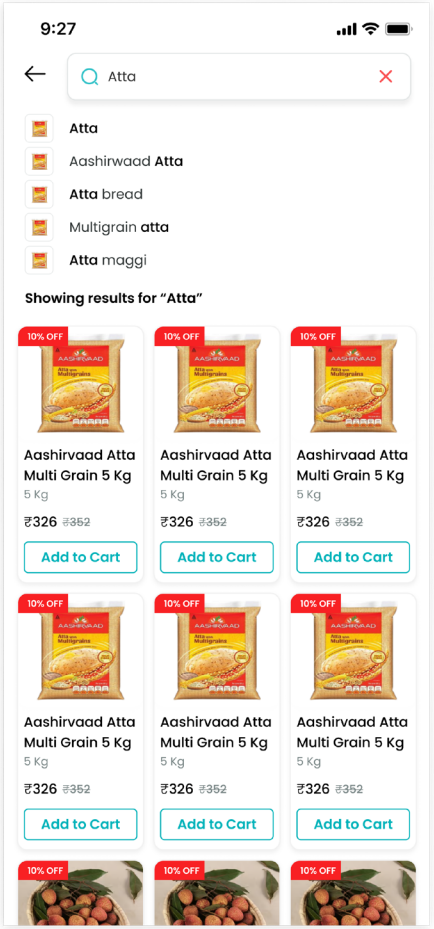

9:27
Wallet
Available Balance: ₹ 0
Recharge Wallet
₹ Enter Amount
₹100
₹200
₹500
₹1000
Add Money
Uh oh! It seems your wallet is empty
Time to Shop and Earn Cashback to fill it up!
Start Shopping Now

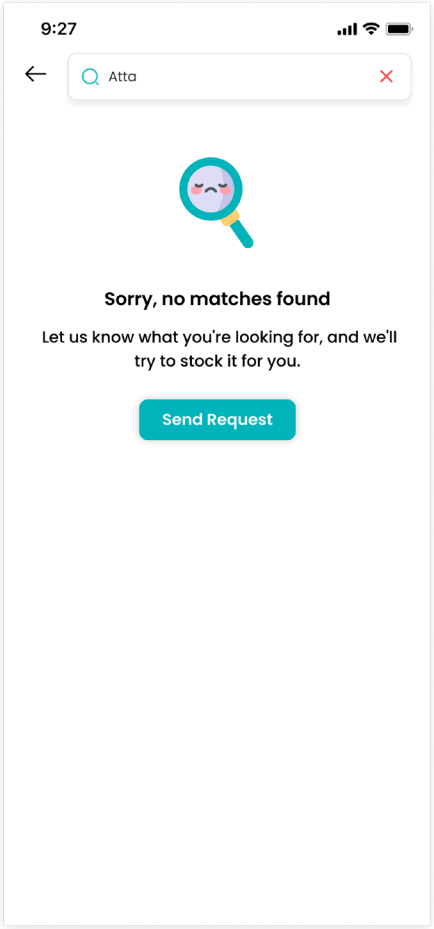

9:27
Wallet
Available Balance: ₹ 100
Recharge Wallet
₹ 200
₹100
₹200
₹500
₹1000
Add Money
Wallet Transactions
₹ 28 Earned
10 items · ₹899 · March 16, 2024
₹ 120 Spent
10 items · ₹899 · March 16, 2024
₹ 120 Spent
10 items · ₹899 · March 16, 2024
₹ 28 Earned
10 items · ₹899 · March 16, 2024
₹ 120 Spent

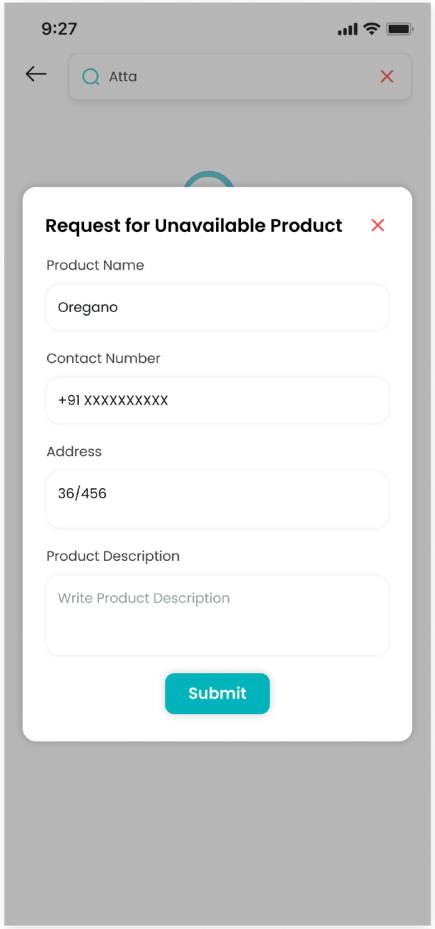

9:27
Wallet
Available Balance: ₹ 12
Recharge Wallet
₹ Enter Amount
Low wallet balance!
To continue your morning deliveries
Recharge Now

Profile & Search

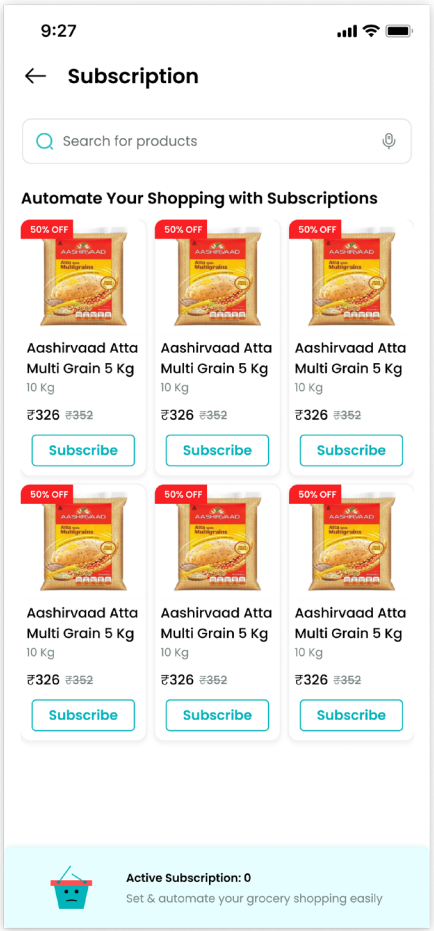


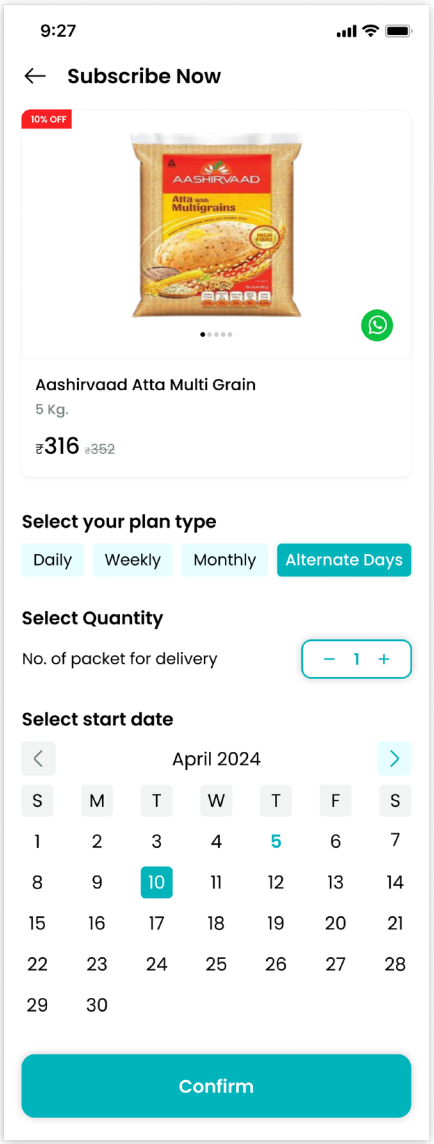


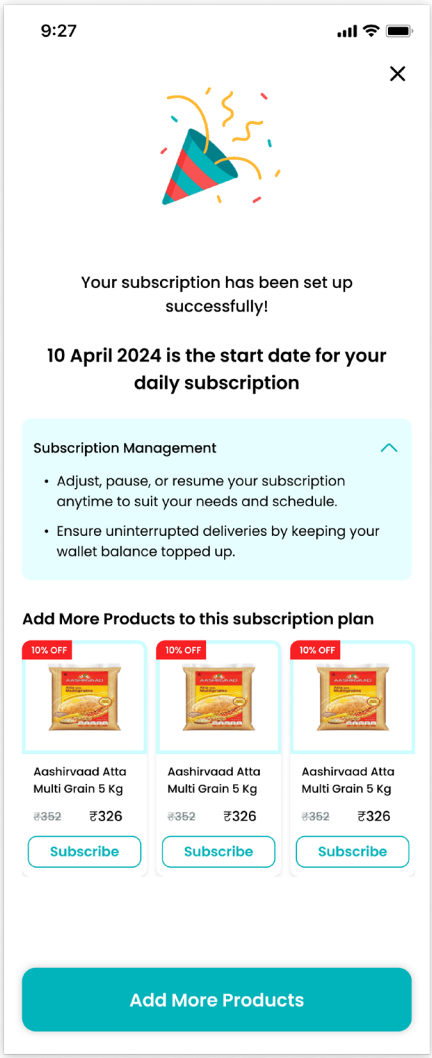


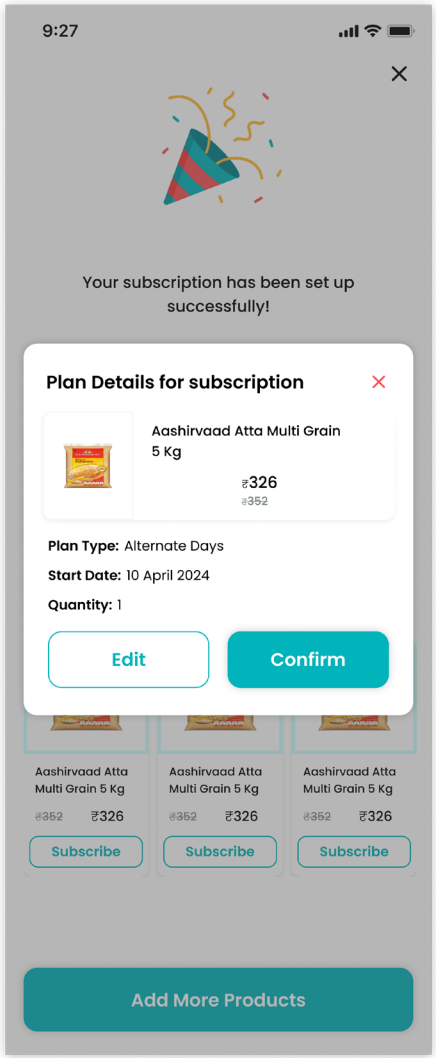


Subscription

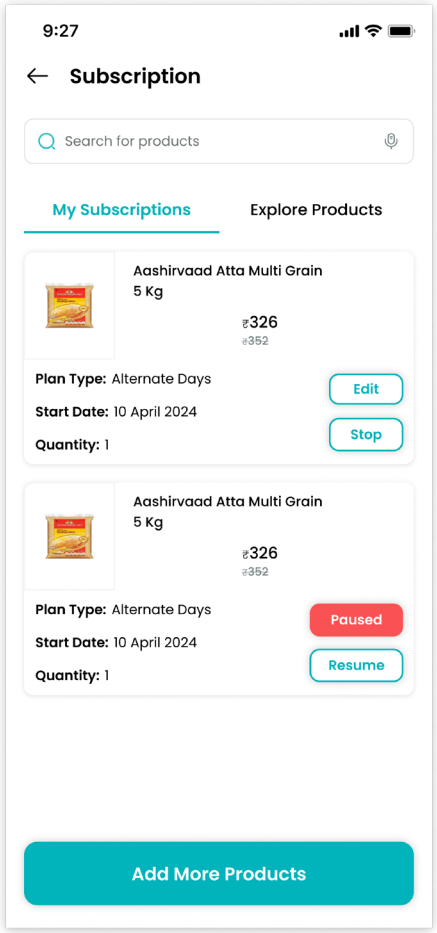


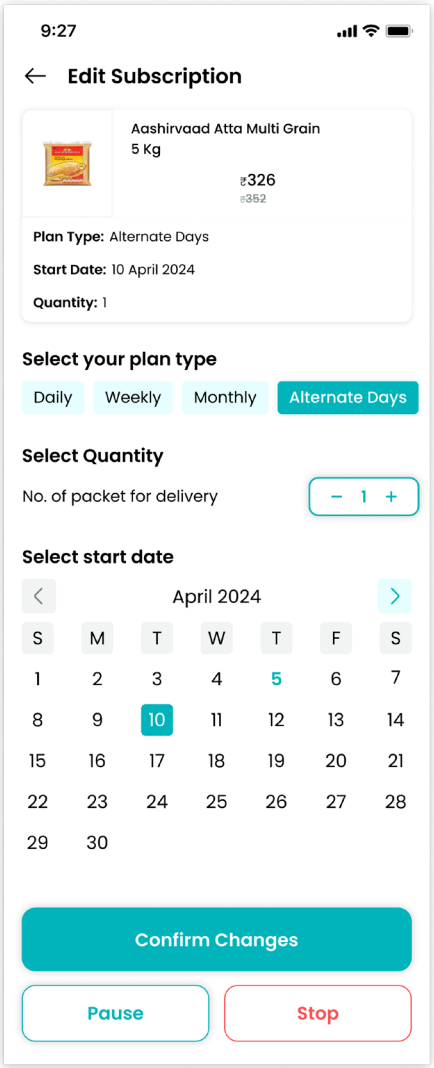


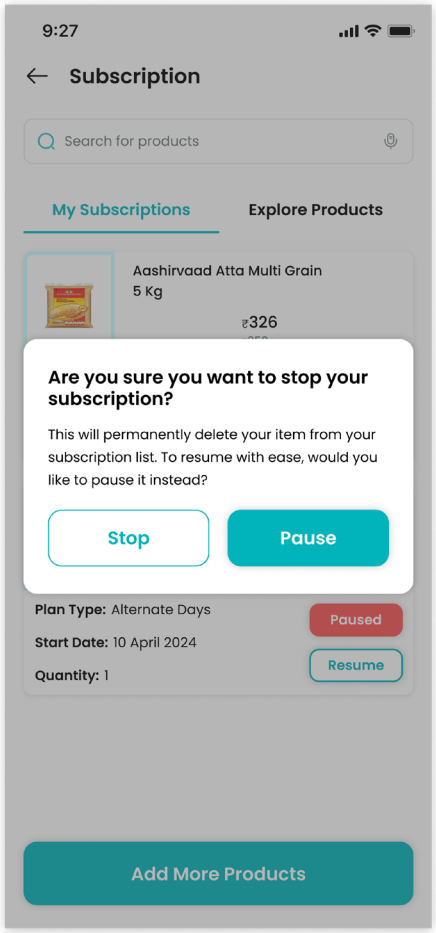


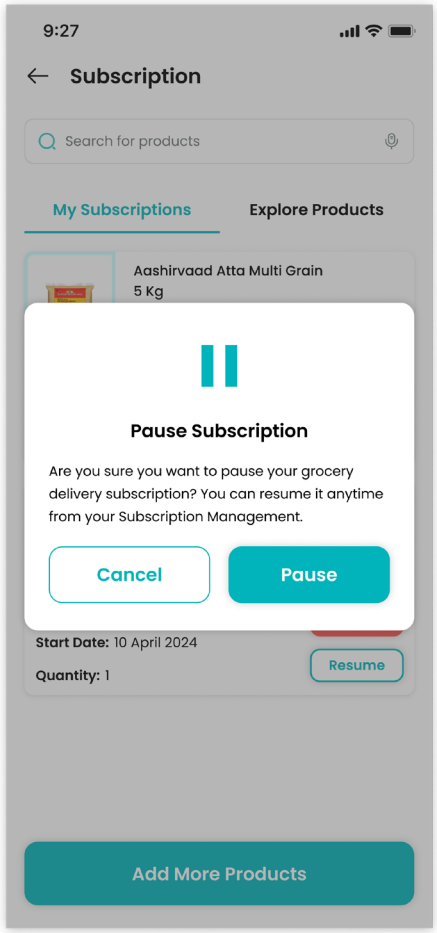


Subscription



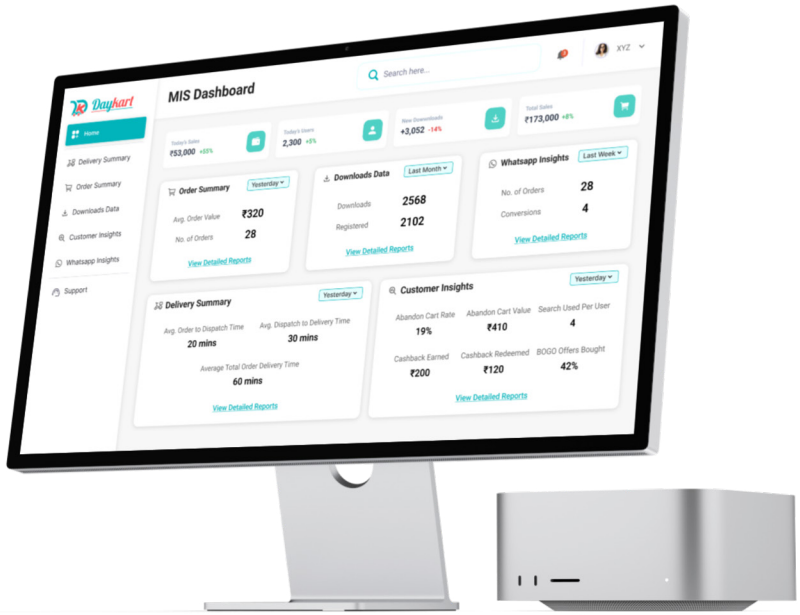






MIS Dashboard

After the successful basic launch of Daykart, I was assigned the task of ideating and developing a Management Information System (MIS) dashboard. This dashboard aims to optimize Daykart's operations by providing detailed reports and actionable insights. By leveraging live data from users, the dashboard will not only help identify gap areas and enhance overall efficiency but also assist in managing critical aspects of the platform. It will enable the effective management of app inventory, ensuring that stock levels are maintained and updated in real-time. Additionally, the dashboard will oversee the configuration of homepage sections, allowing for dynamic updates to highlight key products or promotions. It will also facilitate the management of banners, ensuring that marketing messages are timely and relevant. Furthermore, the MIS dashboard will streamline the control of notifications, allowing Daykart to deliver targeted messages to users, enhancing engagement and improving the overall user experience. This comprehensive system will be instrumental in driving Daykart's digital success by enabling data-driven decisions and maintaining a seamless operation across the platform.



Data Categorization

After receiving the requirements for the MIS dashboard, it was crucial to determine what data would be included and how it would be organized across various sections. The primary focus was on structuring the homepage and other key pages, such as Homepage Control, Sections, Products, Store Management, etc., ensuring that each piece of information was displayed intuitively and accessibly. This involved deciding which metrics and reports would be featured on the homepage for quick insights and other pages which would be housed on separate pages for a more comprehensive control of their system. By categorizing the data effectively, we gained clarity on the next steps, allowing us to proceed with the design and development process with a clear roadmap.

Delivery Summary

- Track Delivery Time per order
- Order to Dispatch Time Per order
- Time stamp + time between stages of delivery
- Total time per order
- Average order delivery time

Order Summary

- AOV per week/month
- Orders per day/week/ month
- Order Source - App/Whatsapp/ POS/Call
- Payment Methods Used

WhatsApp Insights

- Whatsapp orders from starting from app
- Whatsapp Campaign conversion data

Downloads Data

- Downloads per day/week/month
- Registered users per day/week/ month

Customer Insights

- Abandon cart Rate per week
- Abandon cart value
- cashback earned
- Cashback redeemed
- BOGO offers bought
- Homepage section to conversion
- Search Used Per User

Categories Data

- Top Categories
- Lowest Categories
- Top Sub categories
- Lowest Sub categories
- Top Selling Products - 250

Homepage Control

- Banner Management
- Featured Products Section
- Category Display Configuration
- Promotional Offers Display
- Personalized Recommendations
- Seasonal/Event-Based Sections
- Homepage Layout Customization

Admin Essentials

- Product Management
- Inventory Management
- Store Management
- Order Management
- User Management
- Notification Management

Stakeholders

Understanding the stakeholders' needs was a crucial step in designing the MIS dashboard. We identified three key user roles: Admin, Store Manager, and Billing Person, each with distinct access requirements. The Admin and Owner Panel needed full access to all store data, allowing them to oversee and manage every aspect of the business. The Store Manager Panel required edit access, enabling them to update and manage data specific to their store. Finally, the Billing Person Panel was designed with view-only access, allowing them to monitor store data without making changes. By understanding these different use cases, we ensured that the dashboard catered to the specific needs of each stakeholder, providing the appropriate level of access and functionality for efficient operations.

Admin & Owner Panel



Full Access to all stores data: View and Edit

Store Manager Panel



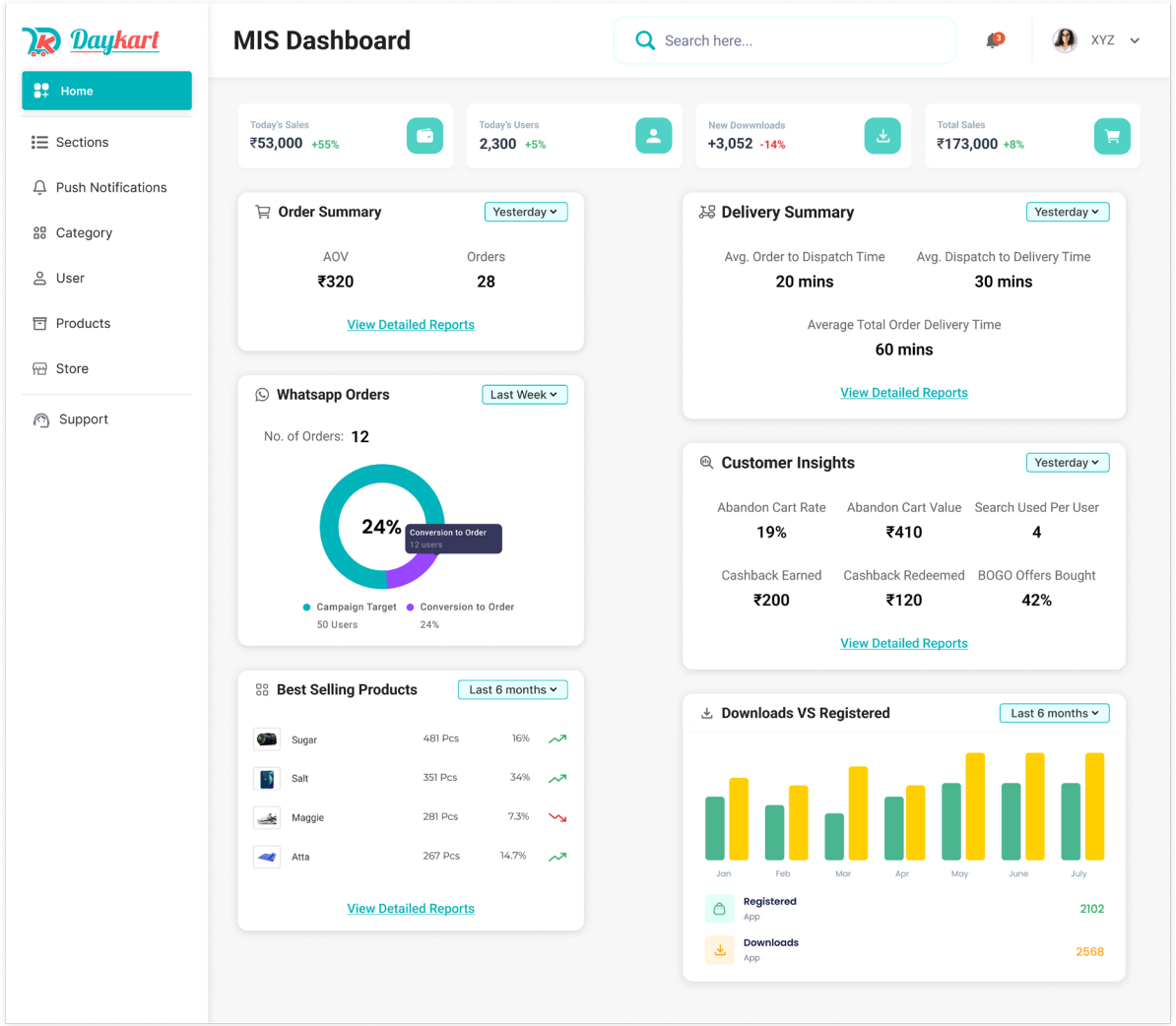
Access to their store data: View and Edit

Billing Person Panel



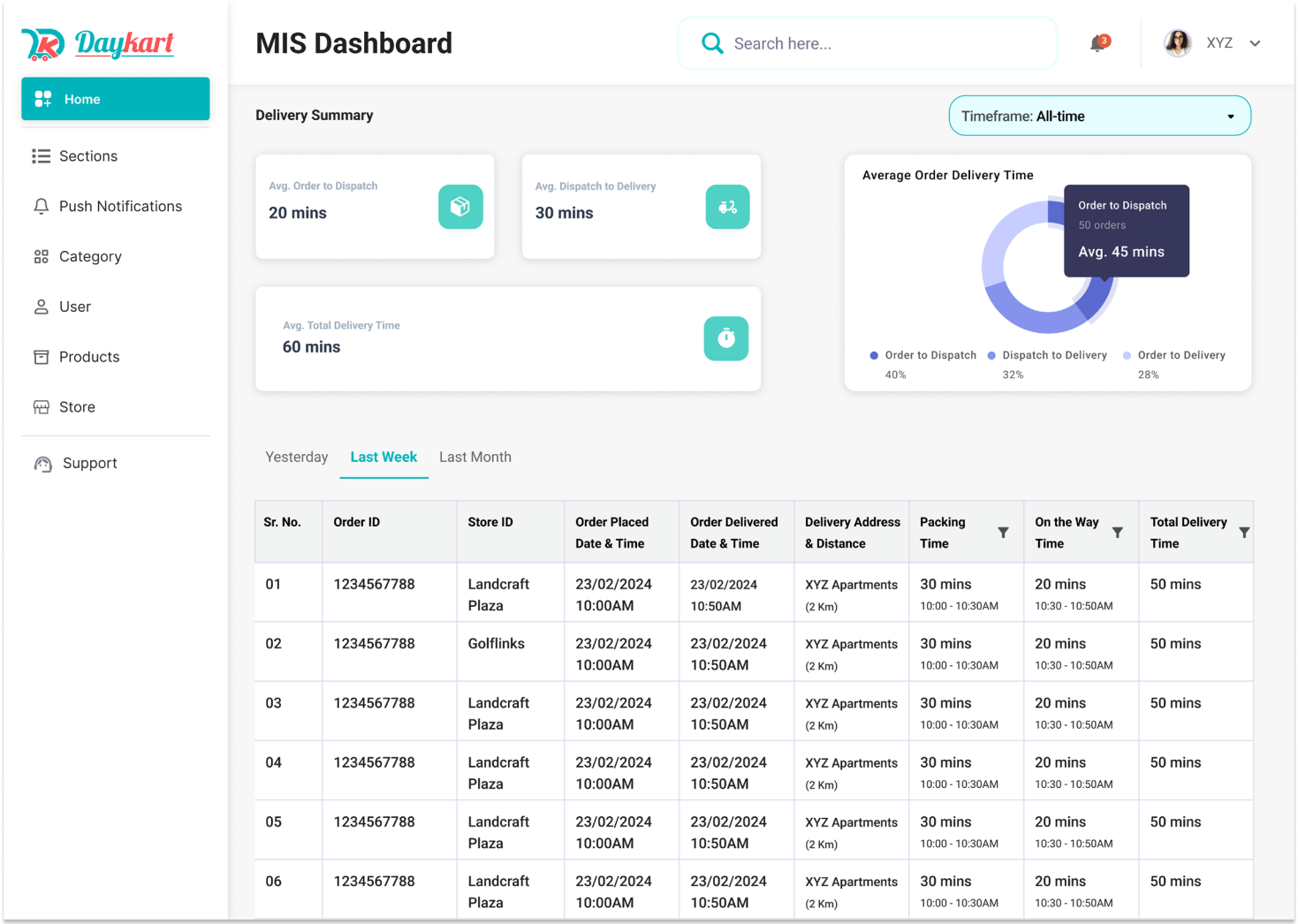
Access to their store data: View only

Mock Homepage (Still work in progress)



- **Key Statistics Display:** Shows all important stats at a glance on the homepage.
- **Intuitive Filters:** Allows users to easily select time periods for data analysis.
- **Effortless Report Downloads:** Enables users to download detailed reports for each dataset.

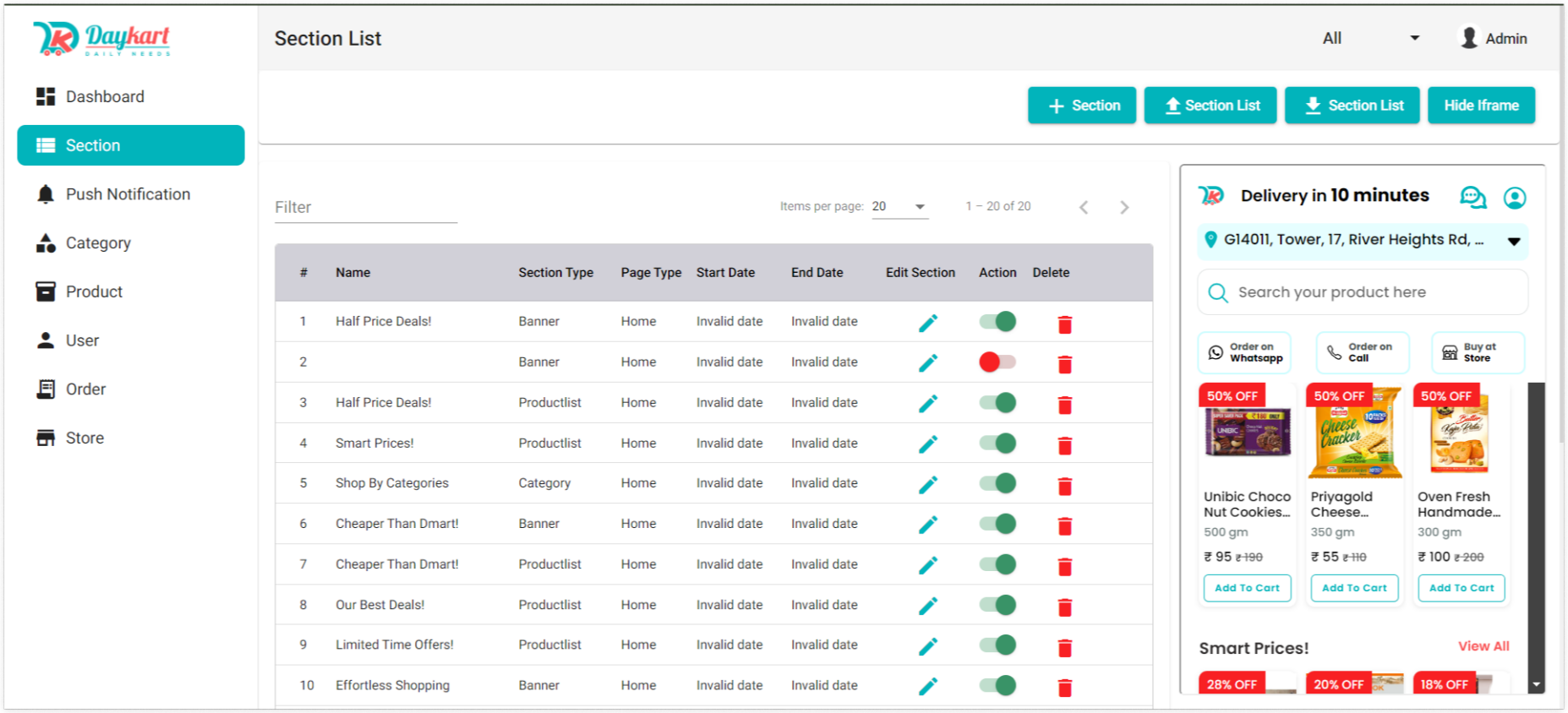
Mock Detail Page (Still work in progress)



Sr. No.	Order ID	Store ID	Order Placed Date & Time	Order Delivered Date & Time	Delivery Address & Distance	Packing Time	On the Way Time	Total Delivery Time
01	1234567788	Landcraft Plaza	23/02/2024 10:00AM	23/02/2024 10:50AM	XYZ Apartments (2 Km)	30 mins 10:00 - 10:30AM	20 mins 10:30 - 10:50AM	50 mins
02	1234567788	Golflinks	23/02/2024 10:00AM	23/02/2024 10:50AM	XYZ Apartments (2 Km)	30 mins 10:00 - 10:30AM	20 mins 10:30 - 10:50AM	50 mins
03	1234567788	Landcraft Plaza	23/02/2024 10:00AM	23/02/2024 10:50AM	XYZ Apartments (2 Km)	30 mins 10:00 - 10:30AM	20 mins 10:30 - 10:50AM	50 mins
04	1234567788	Landcraft Plaza	23/02/2024 10:00AM	23/02/2024 10:50AM	XYZ Apartments (2 Km)	30 mins 10:00 - 10:30AM	20 mins 10:30 - 10:50AM	50 mins
05	1234567788	Landcraft Plaza	23/02/2024 10:00AM	23/02/2024 10:50AM	XYZ Apartments (2 Km)	30 mins 10:00 - 10:30AM	20 mins 10:30 - 10:50AM	50 mins
06	1234567788	Landcraft Plaza	23/02/2024 10:00AM	23/02/2024 10:50AM	XYZ Apartments (2 Km)	30 mins 10:00 - 10:30AM	20 mins 10:30 - 10:50AM	50 mins

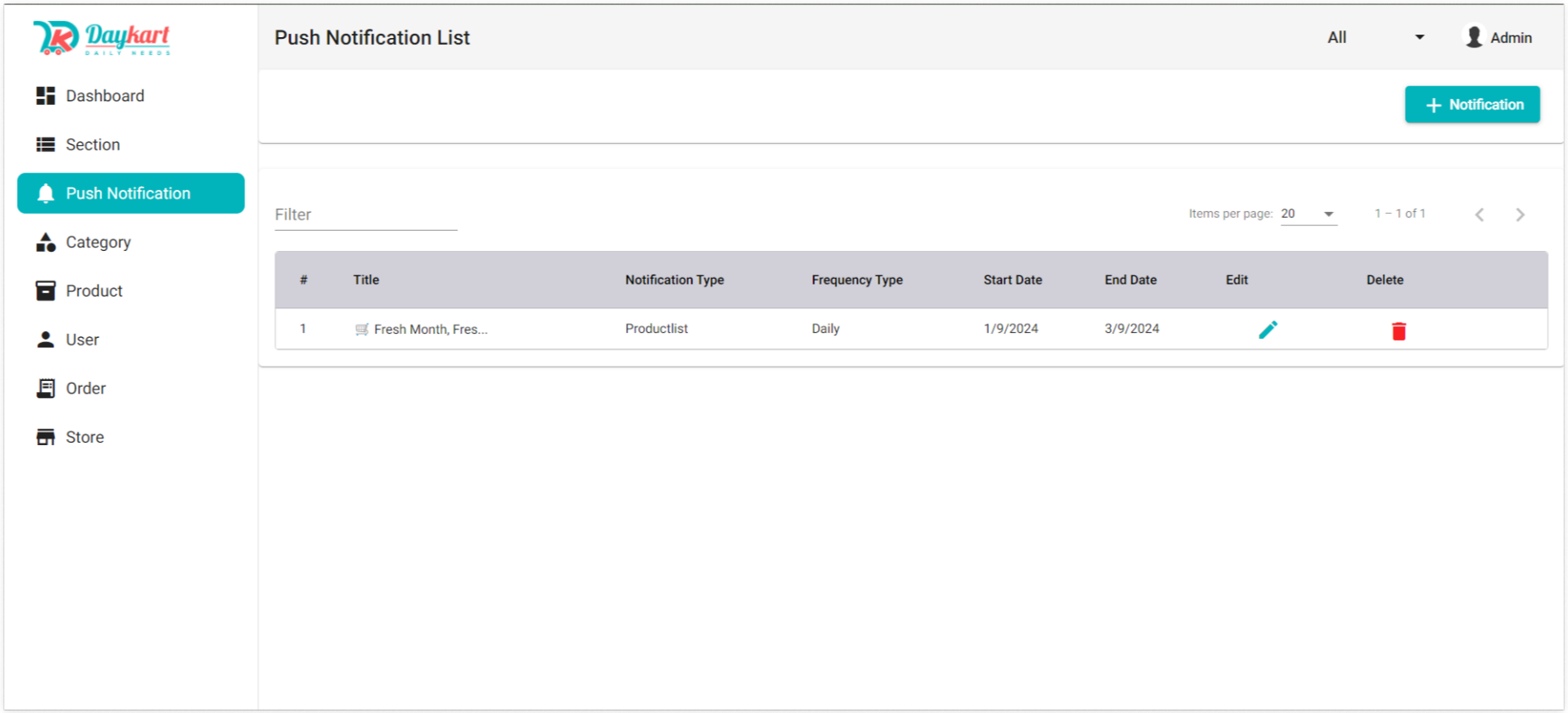
- **Detailed Report Page:** Presents data clearly for in-depth analysis.

Homepage Sections Control



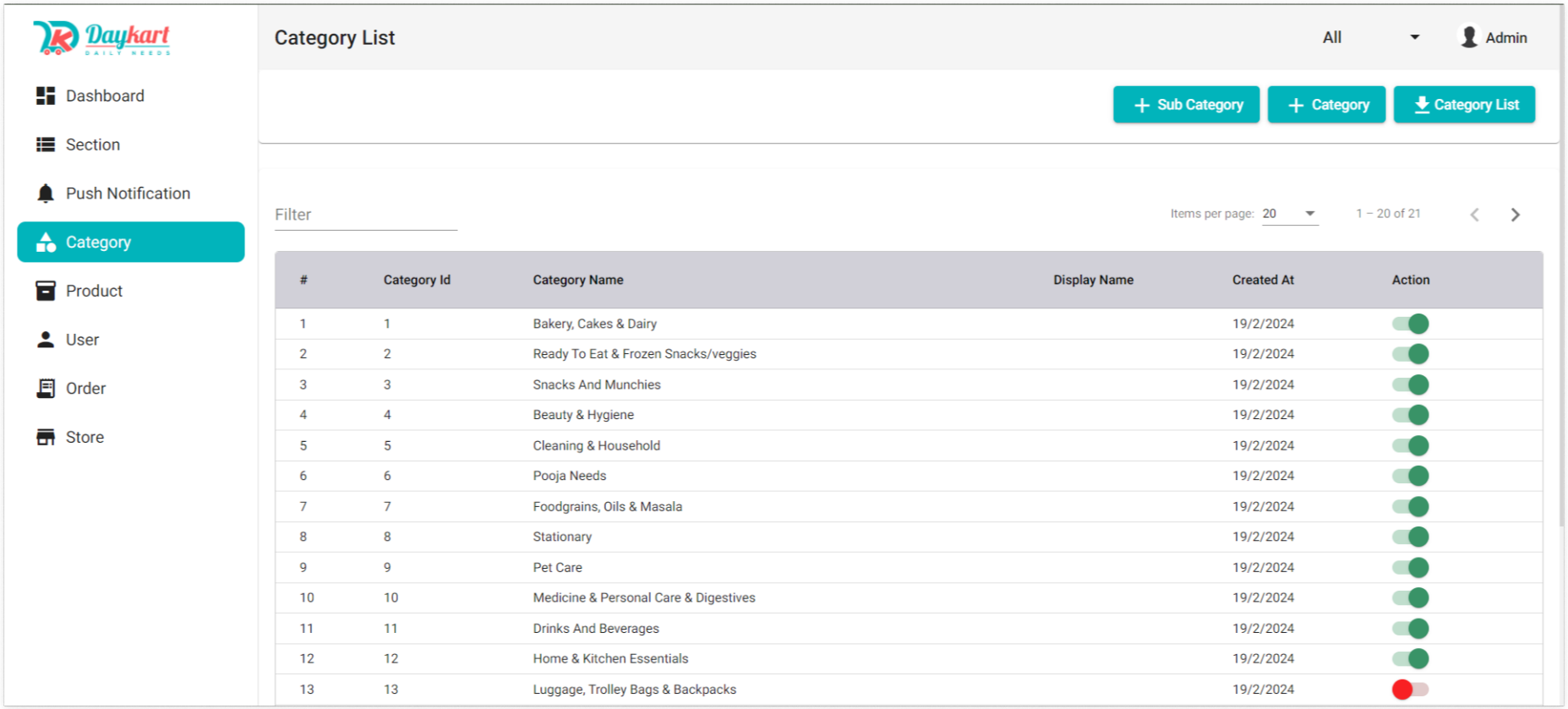
- **Live Section Management:** View and manage all current homepage sections in real-time.
- **Customization Options:** Adjust the positioning, add new banners, or modify sections.
- **Activation/Deactivation Controls:** Temporarily activate or deactivate sections as needed.
- **Edit and Delete Functionality:** Edit or remove sections to update the homepage.
- **Real-Time Preview:** See immediate changes on the app screen while editing.

Push Notifications Page



- **Create New Notifications:** Design and draft new push notifications.
- **Manage Existing Notifications:** View, edit, or delete current notifications.
- **Schedule Delivery:** Set specific dates and times for notifications to be sent.

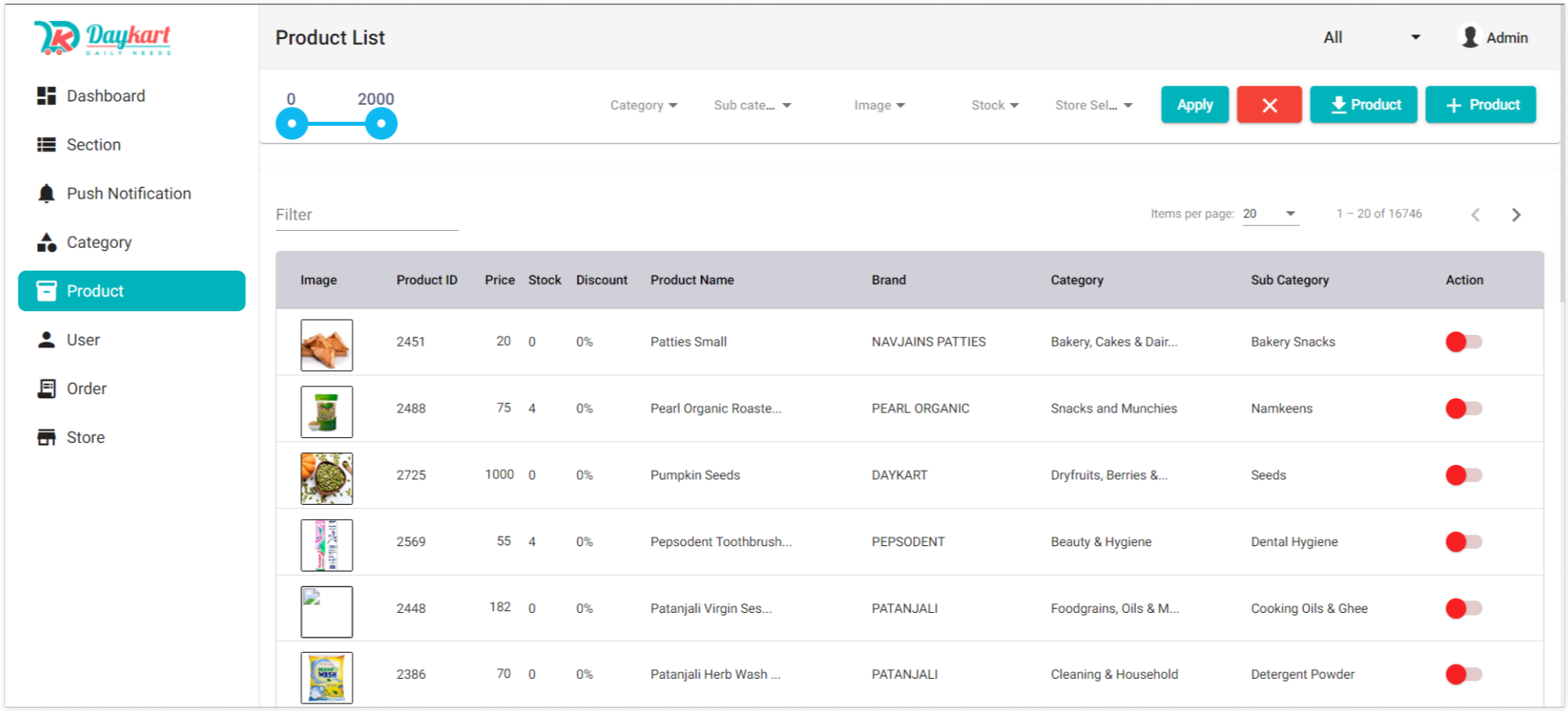
Categories Page



#	Category Id	Category Name	Display Name	Created At	Action
1	1	Bakery, Cakes & Dairy		19/2/2024	
2	2	Ready To Eat & Frozen Snacks/veggies		19/2/2024	
3	3	Snacks And Munchies		19/2/2024	
4	4	Beauty & Hygiene		19/2/2024	
5	5	Cleaning & Household		19/2/2024	
6	6	Pooja Needs		19/2/2024	
7	7	Foodgrains, Oils & Masala		19/2/2024	
8	8	Stationary		19/2/2024	
9	9	Pet Care		19/2/2024	
10	10	Medicine & Personal Care & Digestives		19/2/2024	
11	11	Drinks And Beverages		19/2/2024	
12	12	Home & Kitchen Essentials		19/2/2024	
13	13	Luggage, Trolley Bags & Backpacks		19/2/2024	

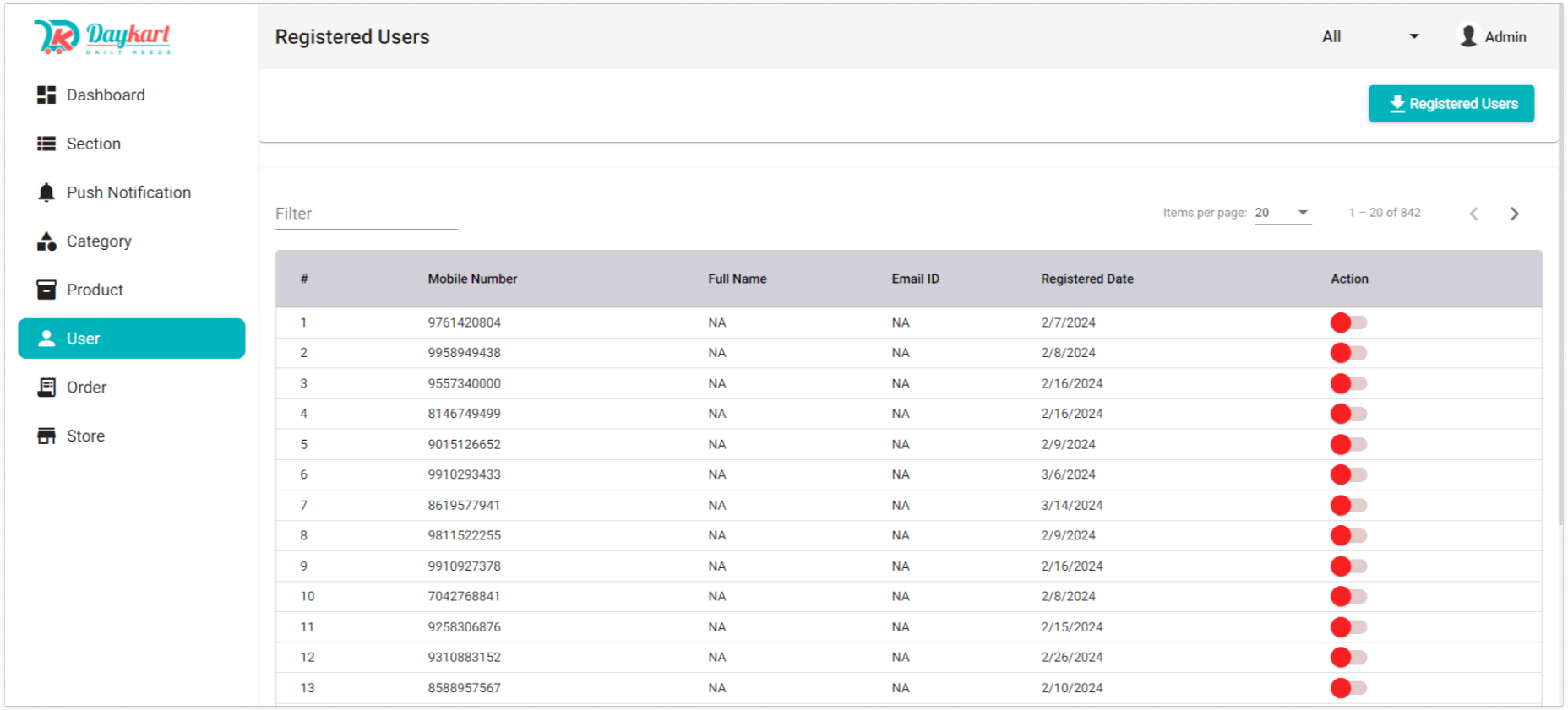
- **Create Categories:** Add new categories and sub-categories.
- **Manage Existing Categories:** View, edit, activate, or deactivate current categories.
- **Download Categories List:** Export the list of categories for offline use.

Products Page



- **Product Listing:** View all products with details and images.
- **Advanced Filtering:** Filter products by store, category, or sub-category.
- **Activate/Deactivate Products:** Easily toggle product availability from the table.
- **Add New Products:** Insert new products into the system.
- **Download Product List:** Export the list of products for offline use.

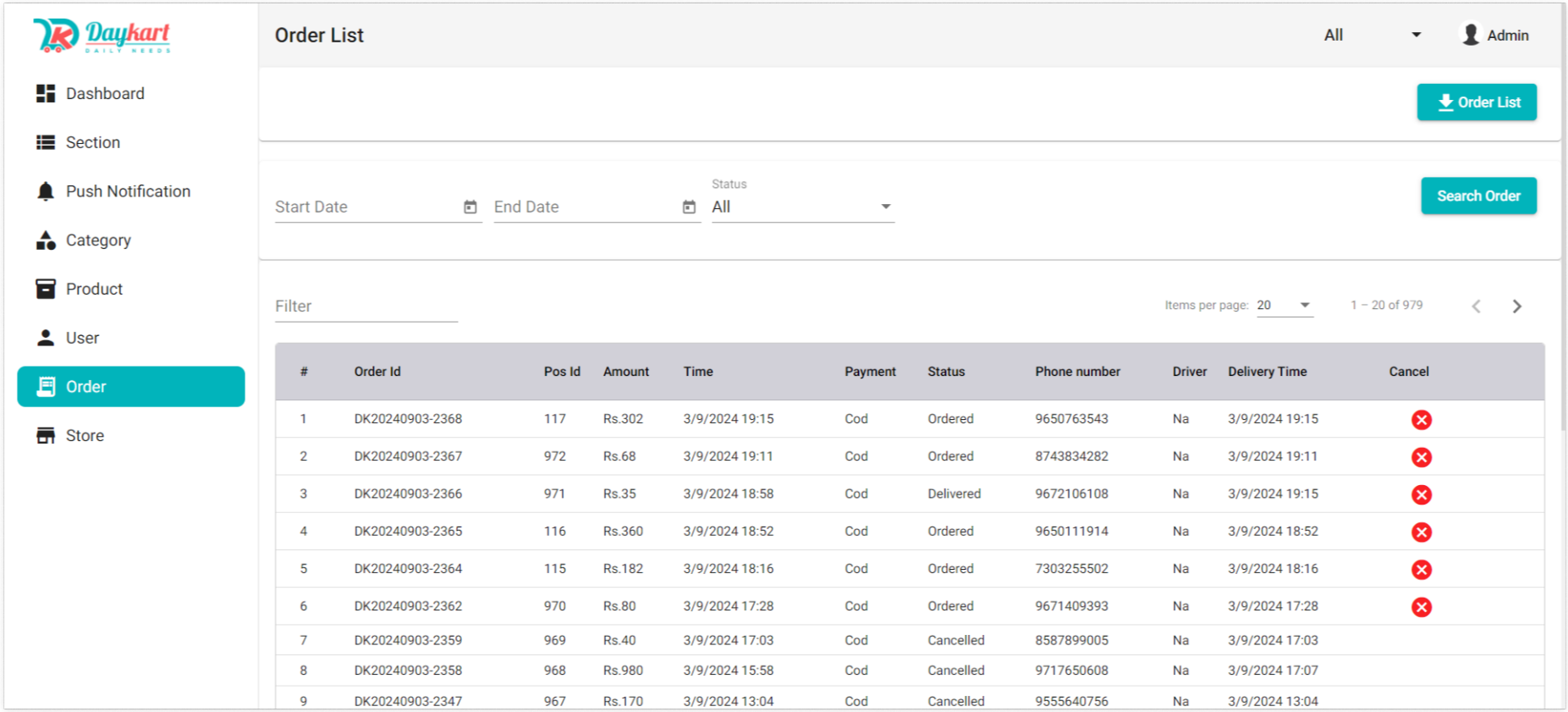
Users Page



#	Mobile Number	Full Name	Email ID	Registered Date	Action
1	9761420804	NA	NA	2/7/2024	
2	9958949438	NA	NA	2/8/2024	
3	9557340000	NA	NA	2/16/2024	
4	8146749499	NA	NA	2/16/2024	
5	9015126652	NA	NA	2/9/2024	
6	9910293433	NA	NA	3/6/2024	
7	8619577941	NA	NA	3/14/2024	
8	9811522255	NA	NA	2/9/2024	
9	9910927378	NA	NA	2/16/2024	
10	7042768841	NA	NA	2/8/2024	
11	9258306876	NA	NA	2/15/2024	
12	9310883152	NA	NA	2/26/2024	
13	8588957567	NA	NA	2/10/2024	

- **User Overview:** Display all registered users with their details.
- **Data Filtering:** Filter users by various criteria for targeted viewing.
- **Download User List:** Export the list of registered users for offline access.

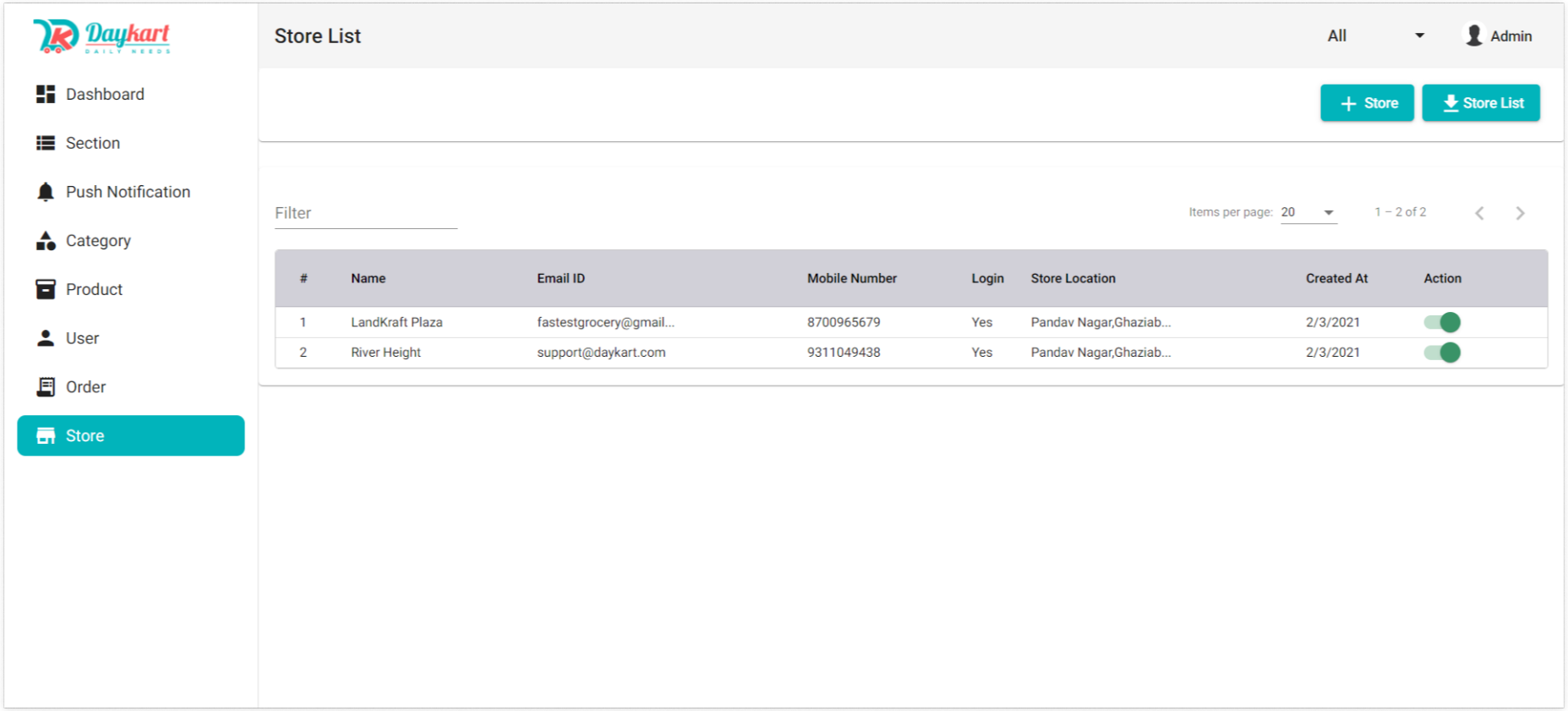
Orders Page



#	Order Id	Pos Id	Amount	Time	Payment	Status	Phone number	Driver	Delivery Time	Cancel
1	DK20240903-2368	117	Rs.302	3/9/2024 19:15	Cod	Ordered	9650763543	Na	3/9/2024 19:15	
2	DK20240903-2367	972	Rs.68	3/9/2024 19:11	Cod	Ordered	8743834282	Na	3/9/2024 19:11	
3	DK20240903-2366	971	Rs.35	3/9/2024 18:58	Cod	Delivered	9672106108	Na	3/9/2024 19:15	
4	DK20240903-2365	116	Rs.360	3/9/2024 18:52	Cod	Ordered	9650111914	Na	3/9/2024 18:52	
5	DK20240903-2364	115	Rs.182	3/9/2024 18:16	Cod	Ordered	7303255502	Na	3/9/2024 18:16	
6	DK20240903-2362	970	Rs.80	3/9/2024 17:28	Cod	Ordered	9671409393	Na	3/9/2024 17:28	
7	DK20240903-2359	969	Rs.40	3/9/2024 17:03	Cod	Cancelled	8587899005	Na	3/9/2024 17:03	
8	DK20240903-2358	968	Rs.980	3/9/2024 15:58	Cod	Cancelled	9717650608	Na	3/9/2024 17:07	
9	DK20240903-2347	967	Rs.170	3/9/2024 13:04	Cod	Cancelled	9555640756	Na	3/9/2024 13:04	

- **Order Overview:** Display all orders with detailed information.
- **Filtering and Search:** Filter and search orders by various criteria.
- **Download Order List:** Export the list of orders for offline analysis.
- **Order Cancellation:** Easily cancel orders as needed.

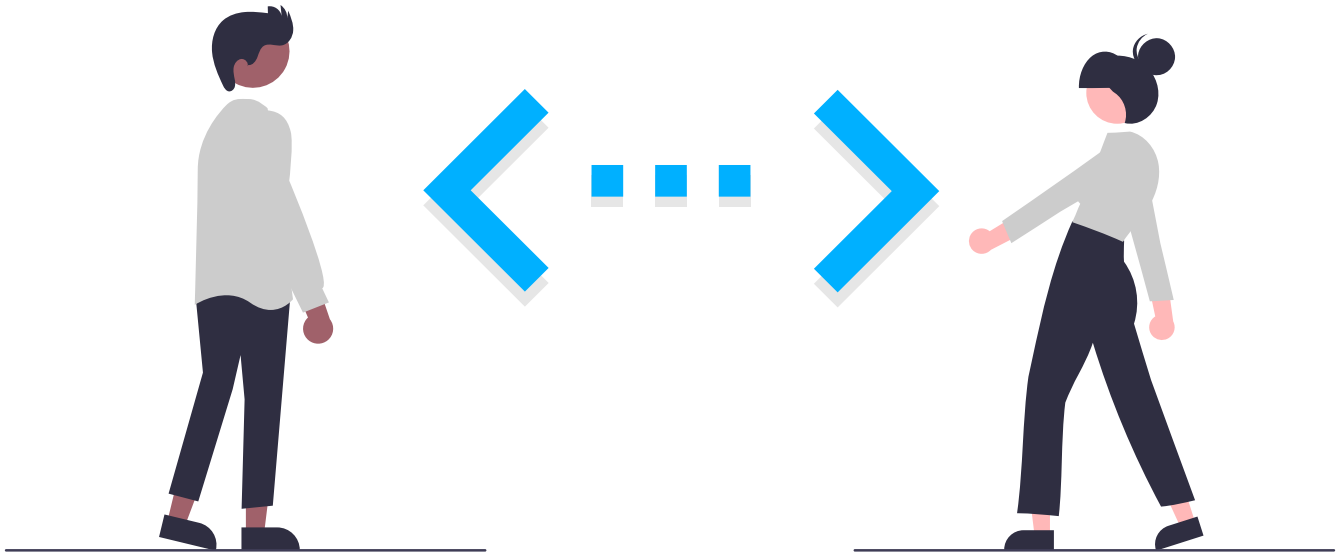
Stores Page



- **Store Listing:** View all stores with their detailed information.
- **Activation/Deactivation:** Activate or deactivate stores as needed.
- **Add New Stores:** Easily add new stores to the list.
- **Download Store List:** Export the list of stores for offline access.

Development Integration

During the development phase, I worked closely with the development team to ensure that the designs were implemented seamlessly into the live platform. This collaboration involved spending countless hours together, meticulously reviewing each element of the design, from spacing and font sizing to the alignment and functionality of various components. My goal was to bridge the gap between design and development, ensuring that the final product maintained the visual integrity and user experience envisioned in the design phase. This hands-on approach allowed us to address any discrepancies quickly and make necessary adjustments, ensuring a smooth transition from design to deployment.



Striving for Advancement

After the initial design and development phase, the pursuit of improvement remained a continuous effort. We focused on refining the existing designs and enhancing the overall user experience based on insights gained from user testing and analytics. This iterative process allowed us to identify and address gaps, reducing drop-offs and ensuring a more seamless interaction between the user and the platform. Alongside these refinements, we also began work on the next level of features, such as implementing a loyalty program and optimizing the user journey, all aimed at aligning the platform more closely with both user expectations and business goals.

Challenges Faced

- **Technical Constraints:** Certain design elements had to be modified or simplified due to limitations in the technology stack, leading to updates in the original design.
- **Tight Deadlines:** With deadlines looming, extensive design solutions were often scaled back in favor of simpler, quicker-to-implement alternatives to meet project timelines.
- **Data Constraints:** Issues with backend data, such as incomplete or improperly formatted datasets, created challenges in accurately displaying information, necessitating design adjustments.
- **Communication Gaps:** Misunderstandings between design intentions and development execution occasionally led to discrepancies that had to be resolved through additional collaboration.
- **Adaptation of New Features:** As new features were integrated, existing designs had to be updated to maintain coherence and functionality across the platform.
- **Resource Limitations:** Limited development resources sometimes meant prioritizing certain features over others, requiring real-time decision-making to keep the project on track.

Launch and Beyond

06

- QA Testing and Improvements
- Marketing Plans and Designs
- Progressing to the Next Phase
- Conclusion and Learnings

QA Testing and Improvements

QA testing was a critical phase in the development process, focusing on identifying and resolving a range of errors and issues before the launch. A dedicated team meticulously tested every aspect of the application, from functionality to user experience, ensuring that all features performed as intended. The testing involved a thorough examination of various scenarios to **uncover bugs, performance issues, and usability concerns**. Each identified issue was documented in a comprehensive bug report, which was then subjected to rigorous double testing to verify fixes and ensure no new issues were introduced. This iterative process of testing, reporting, and refining allowed for **continuous improvements**, significantly enhancing the application's quality and reliability before its final release. The collaborative effort and attention to detail during QA testing were essential in **delivering a polished and functional product to users**.



Bug Report

The bug report was meticulously crafted in an Excel spreadsheet, featuring multiple sheets to capture every level of testing. Each bug was clearly categorized with **detailed descriptions, including severity levels, affected modules, and assignment details for responsible team members**. The report included links to **visual evidence**, such as videos or images, to provide a clear understanding of the issue. **Status updates and comments** were meticulously documented to **track progress** and **communicate effectively** among team members and with the client. This comprehensive approach ensured a smooth and efficient process, maintaining clarity and organization throughout the bug-fixing phase.

Sno.	Platform	Severity	Bug type	Module	Bug details	Assigned To	Screenshot / screen recording	Status	Comments
SR_04	Android	High	Functionality	Add Address	Check that the No store available popup is still being shown even though the user is trying to add address in the address field.	Abhishek	https://imgur.com/UvVXJtI	Not an issue	Not able to regenerate this issue
SR_05	Android	High	Functionality	General	Check that randomly the scroll down stops working throughout in the app. Happened randomly 3 to 4 times throughout the testing phase.		https://imgur.com/n9f9lQY	Need discussion	Screenshot not match with the issue. Pleas describe.
SR_06	Android	Medium	User Experience	Product Search	Check that the layout of the products shows messed up when the keyboard is opened.	Ankit	https://imgur.com/GRpHXq3	Done	
SR_07	Android	Low	User Experience	Toast messages	Short forms are being used in the important user actions which might not make sense to all users.	Rajat	https://imgur.com/8aXl10d	Done	
SR_08	Android	High	User Experience	Cart	Check that the last product added to the cart should be added to the top of cart product list, instead adding them to the bottom.	Rajat	https://imgur.com/umdjmDG	Done	
SR_09	Android	High	User Experience	Cart	There is no quick way to remove the product from the cart. The only option is to remove every quantity from the cart.		https://imgur.com/K1OGdGa	Need discussion	Not add a delete button so that customer c not remove the prodct eaisily. Even blinkit a not having a option to delete product quick So we have not add the delete option in ca Please discuss to resolve it.
SR_10	Android	High	Functionality	Product Search	Clicking on the mic button opens the search bar instead of searching by voice.	Abhishek	https://imgur.com/dZteu9L	Done	Remove the mic icon from search text box
SR_11	Android	High	User Experience	Cart	Check that the product quantity when in double digit shows up completely disturbed.	Ankit	https://imgur.com/sM7HJ7j	Done	
SR_12	Android	Low	User Experience	Your Orders	Your Orders page shows up empty till time user has not made any orders yet.	Abhishek	https://imgur.com/qc5JHgF	Done	

Sheet1 | Copy of ConsumerApp | Copy of Sheet1 | Copy of ConsumerApp 1 | Copy of Sheet1 1 | Copy of Sheet1 2 | Copy of Sheet1 3

Launch & User Testing

After all bugs were resolved and the app was given the green light, the **beta version** of the Daykart app was **successfully launched**. The beta phase was crucial for gathering real-world feedback before the full rollout. User testing was conducted with a small group of Daykart customers who volunteered to participate. These users downloaded the app and provided valuable insights on their experience, helping to identify areas for further improvement.

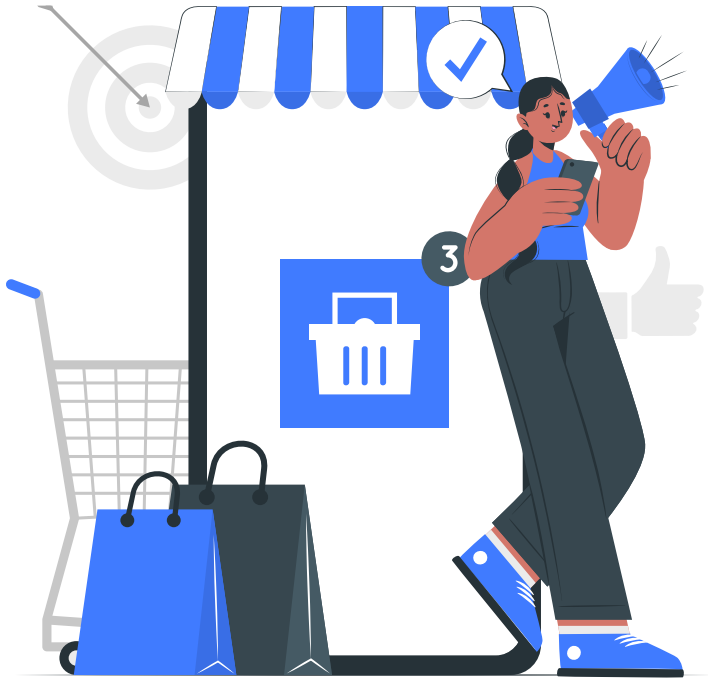
Key Insights

- **Image and Product Sync Issue:** Some users encountered delays in image loading and product syncing, leading to discrepancies between the product list and what was displayed.
- **Search Functionality:** A few users reported that the search feature occasionally failed to return relevant results, especially for specific keywords or product names, highlighting the need for better search optimization.
- **Ease of Navigation:** Overall, users found the app easy to navigate, with most being able to locate products quickly.
- **Checkout Process:** Some users mentioned that the checkout process could be streamlined, with fewer steps to improve the experience.
- **Homepage Customization:** The personalized offers and deals displayed on the homepage were well-received.
- **Notification Relevance:** Push notifications were generally helpful, though some users requested more personalized content.

All these insights were given top priority, with the feedback from **continuous user testing driving constant improvements**. The data collected was carefully analyzed, ensuring that each issue was addressed to enhance the overall user experience. This **iterative process** allowed us to refine the app's functionality, making it more intuitive and reliable for users, ultimately aligning the product more closely with their needs and expectations.

Marketing Plans

During the marketing phase, I was actively involved, particularly in digital marketing efforts. I learned about creating targeted campaigns, including dedicated WhatsApp campaigns through Meta and using their CRM to deliver personalized messages to all users. I developed campaign schedules tailored to the client's needs and crafted the graphics and text for these campaigns to ensure they were engaging and aligned with the brand. Additionally, I contributed to physical marketing by working on poster ideas, which were later printed and used for on-site promotions. This experience allowed me to broaden my skill set, blending creative design with strategic marketing.



Whatsapp Campaigns

Here are examples of some of the campaigns created by me:

Freshness Delivered, Savings Guaranteed! 🎉

Switch to **DayKart** for the freshest fruits & veggies! 🌿🍎

Here's why you'll love it:

✅ **Always Fresh: Daily sourced, farm-fresh produce!** 🍉🥦

✅ **Free & Fast Delivery: Right to your door, no waiting!** 🚚✨

✅ **No Minimum Order: Buy as little or as much as you need!** 🛒

Healthy eating has never been easier or more affordable!

Shop now on DayKart! 🛍️🛵

Available on iOS App Store & Google Play Store

6:18 PM

Open DayKart App



🔥 **Price Match? We Beat It!** 🔥

Switching to DayKart is a breeze!

Here's why you should make the switch:

✅ **Cheaper than DMart:** Over 100+ products at unbeatable prices! 🤑

✅ **Free and Fast Delivery:** Get your groceries delivered to your doorstep in no time! 🚚

✅ **Cash Back:** Save more with our exclusive cash back offers! 💸

Shop smart, save big!

Use our App or visit us at our stores 🛒✨

App available on IOS app store and Android play store

6:14 PM

Open DayKart App

Poster Design Ideas

Some examples of poster designs created by me:



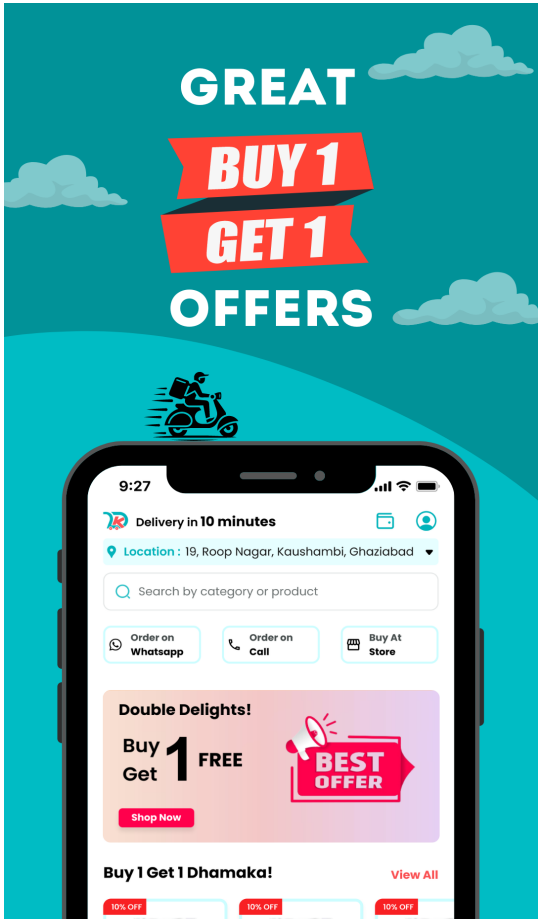


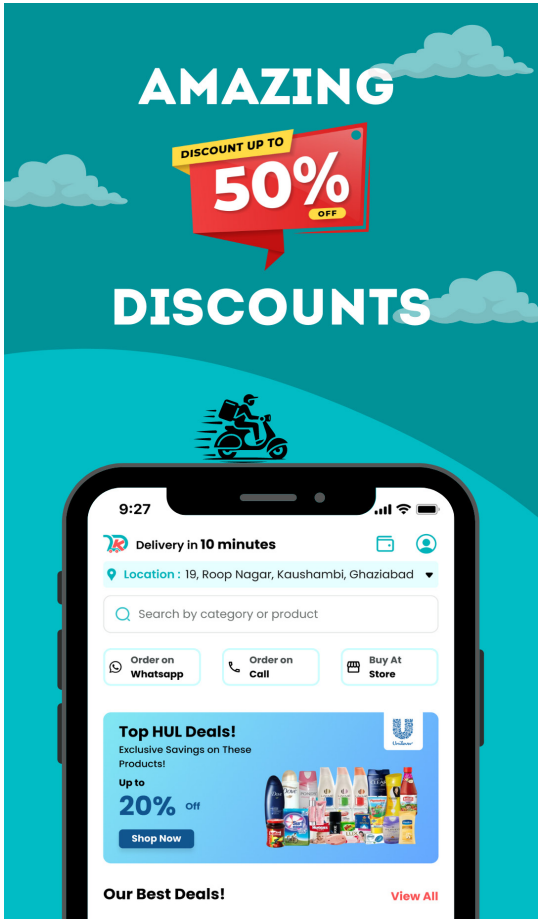


App Store Promotional Designs

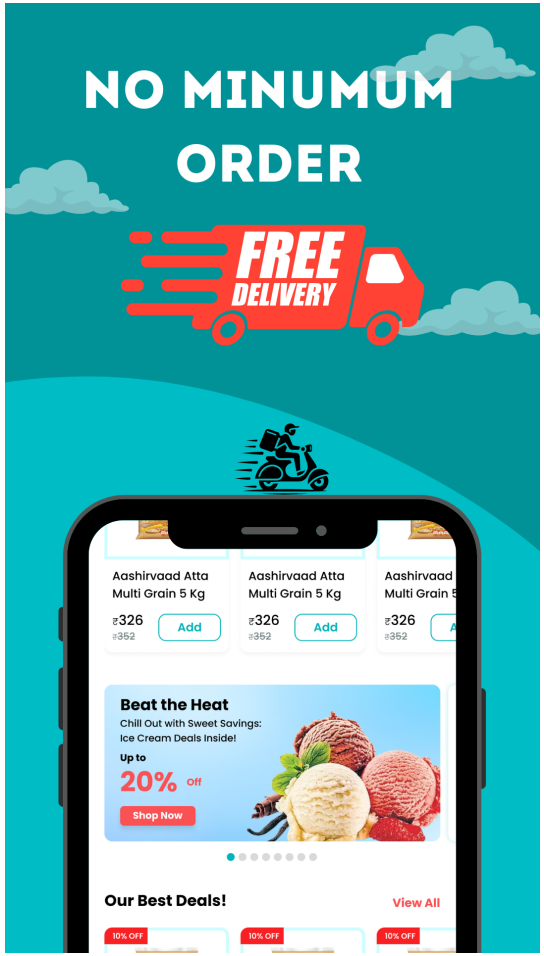
I designed promotional materials for the app store to enhance app visibility and user engagement. These designs were crafted to align with the brand's identity and highlight the app's key features, ensuring they attract and resonate with potential users browsing the app store.

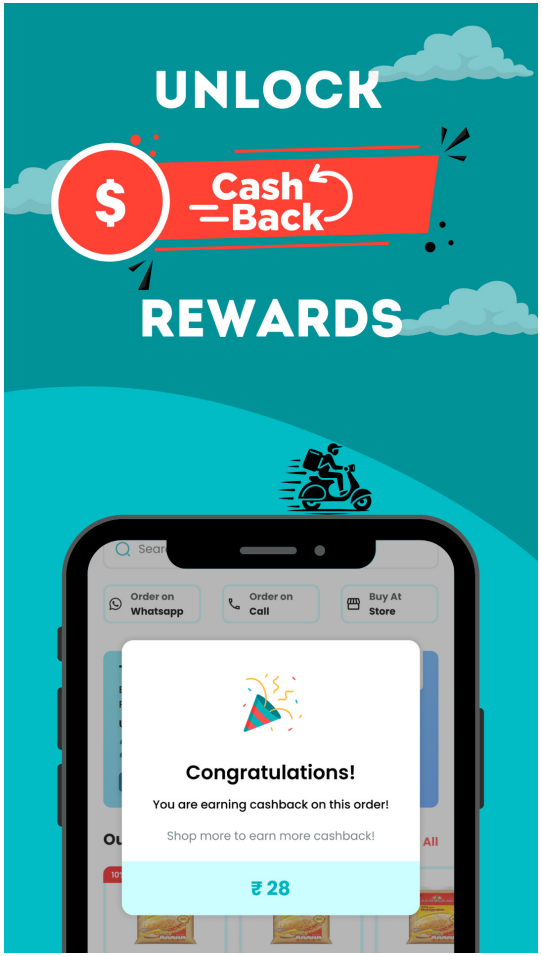


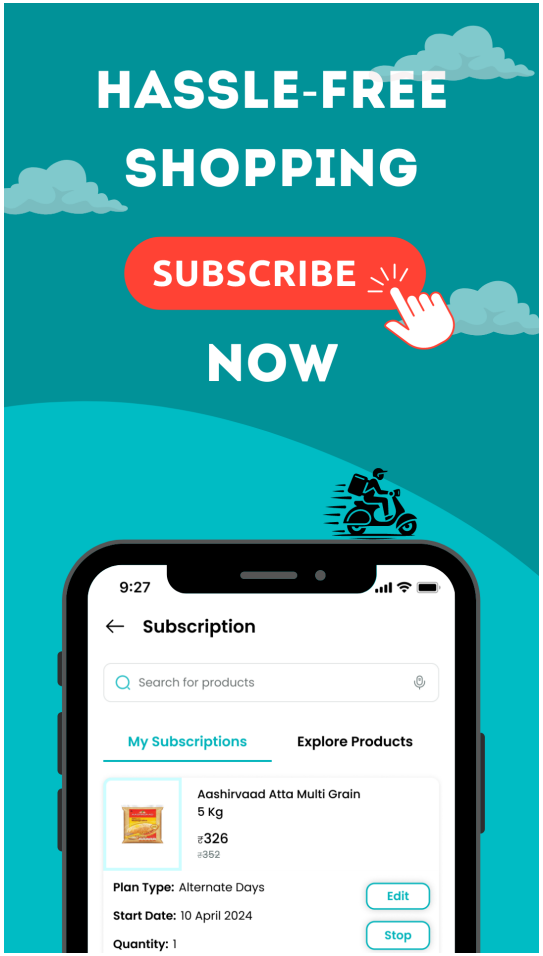




App Store Promotional Designs







Progressing to the Next Phase

After successfully completing the first phase, we quickly moved forward to the next, focusing on launching new features, ongoing improvements, and optimizations. The data gathered from the initial phase played a crucial role in enhancing the user experience. Specifically, integrating **UXCam** and **Mixpanel** provided invaluable insights. On **Mixpanel, setting up events allowed us to obtain detailed analytics, from user engagement to drop-off points and journey times**, giving us a clear quantitative view based on our KPIs. Meanwhile, **UXCam provided video recordings of users navigating the app, offering context to the quantitative data** and helping us understand the user experience more deeply. This continuous cycle of data-driven refinement ensured that we stayed aligned with our goal of delivering an optimized and engaging app experience.



Data Analytics

Key Metrics and KPIs decided to Analyze User Interaction and Enhance User Experience for this project were these:

1. **User Engagement Metrics**
    a. Daily Active Users (DAU) and Monthly Active Users (MAU)
    b. Session Duration
    c. Session Frequency
    d. Screens per Session
    e. User Retention Rate
2. **User Interaction Metrics**
    a. Click-Through Rate (CTR)
    b. Navigation Paths
    c. Heatmaps
    d. Conversion Rate
    e. Drop-off Rate
3. **User Feedback Metrics**
    a. Net Promoter Score (NPS)
    b. Customer Satisfaction (CSAT) Score
    c. User Reviews and Ratings
4. **Performance Metrics**
    d. App Load Time
    e. Screen Load Time
    f. Crash Rate
    g. Error Rate
5. **E-commerce Metrics**
    d. Cart Abandonment Rate
    e. Average Order Value (AOV)
    f. Sales Conversion Funnel
    g. Product Views
6. **User Demographics and Segmentation**
    d. User Demographics
    e. User Segmentation
7. **Behavioral Metrics**
    d. Feature Usage
    e. Referral Sources

Conclusion

In conclusion, this project has been a comprehensive journey, evolving from the initial concept of building a robust B2C platform for Daykart to delivering a fully functional solution that enhances both customer experience and operational efficiency. As the primary designer on this project, I had the opportunity to work on a real-life app that has successfully launched on both the Play Store and Apple App Store. This involved extensive user research, design iterations, and collaboration with the development team to ensure seamless integration. Each phase, from data management to user experience optimization, played a crucial role in shaping the app to meet both user expectations and Daykart's business goals.

Now in its next phase of growth, the app continues to improve based on user feedback and testing, with new features planned to enhance its functionality further. With Daykart's upcoming expansion, including the opening of more stores and an increase in products and delivery areas, both the company and the app are set to scale. The success of this project is attributed to the collaborative efforts of the design, development, and marketing teams, ensuring the app remains a dynamic platform that serves the evolving needs of its users and the business.



Learnings

- **Industry Exposure:** Gained valuable industry exposure by working on a live project with strict deadlines, which enhanced my ability to manage time and prioritize tasks effectively.
- **Sole Designer Role:** As the sole designer for this project, I significantly developed my design skills, learning to handle the entire design process from ideation to final implementation.
- **Understanding Real-Life Constraints:** Learned to navigate real-life project constraints, both technical and otherwise, and adapted my design approach accordingly.
- **Implementation Oversight:** Ensured proper implementation by collaborating closely with the development team, spending hours fixing mistakes and issues related to spacing, sizing, and other design elements.
- **Guidance and Management:** Benefited from the guidance of Sunali Ma'am, who was extremely supportive and helpful. Her strict yet inclusive approach showed me how a project is managed effectively, involving me in all parts of the project beyond just screen design.
- **Broadened Horizons:** Being involved in various aspects of the project broadened my horizons and taught me many new things I previously had no knowledge about.
- **Development Insights:** Gained significant insights into the development process, including the use of automation software, which helped me understand how the entire workflow operates.
- **Collaborative Skills:** Enhanced my collaborative skills by working closely with different teams, ensuring a cohesive and well-executed project outcome.

Credits

1. Free to use Illustrations used are sourced from: **https://storyset.com/** by Rafiki, Bro, Amico, Pana and Cuate & **https://undraw.co/**
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