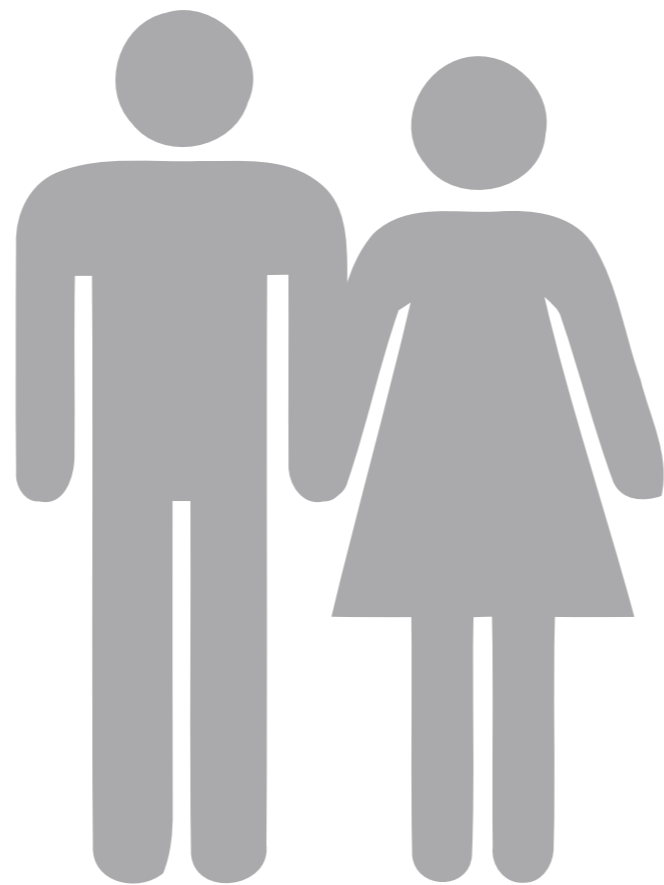


Mobile App for Grocery Management: Prototype

Discover Phase

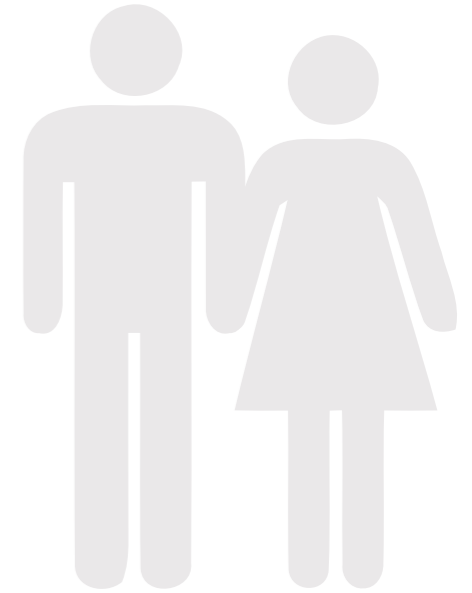
Synopsis

Rajneesh & Sukanya recently got married and moved to Delhi. Both of them are working professionals in a multinational bank. Needless to say, their lifestyle is very hectic; normally they would start around 8 AM and reach home by 9 PM. By that time most of the grocery shops are closed. On weekends it's the huge rush which deters them from visiting stores. Another problem is unplanned/ad-hoc spending which impacts their monthly budget. Moreover, the grocery store can be a rather unpleasant place if you're not prepared for it! The Same problem is faced by many other couples owing to our busy schedules.



Discover Phase

- Conduct Stakeholder Interviews
- Identifying Product Goals
- User Interviews
- Initial Design Research For Competitive Analysis (If Applicable)
- User Goal Analysis



Identifying the user's needs

Current user pain points and challenges:

Rajneesh and Sukanya, two working professionals with hectic schedules. Due to their profession and work schedules, most of the grocery stores are usually closed at the end of their work day.

- Grocery shopping on the weekends can be an inconvenience as well. The stores are busy with extremely long lines.
- The couple seem to have trouble establishing a monthly spending budget. Unplanned/ ad-hoc spending is an issue.
- This lifestyle and uncontrolled spending habit is common among similar Couples.
- An indicator that shows monthly balance in addition to how much was Saved as how much was spent.

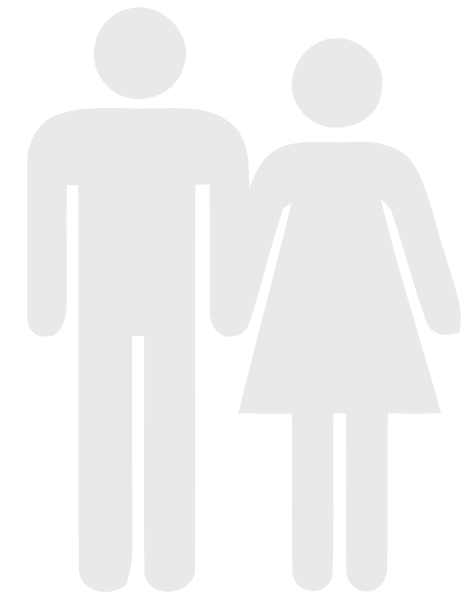
Application Goals

A mobile app solution comprised of the following capabilities:

- The ability to know the location and hours of operation for all grocery Stores from the user's given location.
- The ability to rate and see reviews of the grocery stores by other busy Professionals.
- The ability to view a tracking history of purchases and quantity of Purchased items.
- The ability to set, track and manage unplanned/ ad-hock spending as a coupe or as individuals.
- The ability to see alerts when and what purchases are about to exceed The monthly budget.
- An indicator that shows a monthly balance in addition to how much was Saved as how much was spent.

Define Phase

- Personas
- Scenarios
- Card Sorting
- Information Architecture
- Low/High Fidelity Wire frame and Mock ups



Persona #1

Name: Rajneesh

Age: 30

Occupation: Bank Clerk

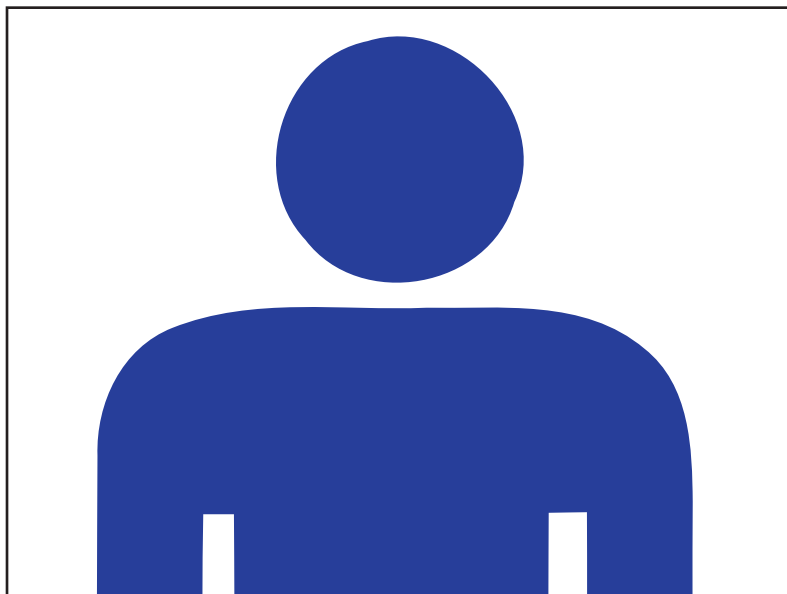
Status: Married

Location: Delhi

Tier: Prosumer/Pro

Archetype: Working Professional

Ambitious Dedicated Focused



MOTIVATIONS



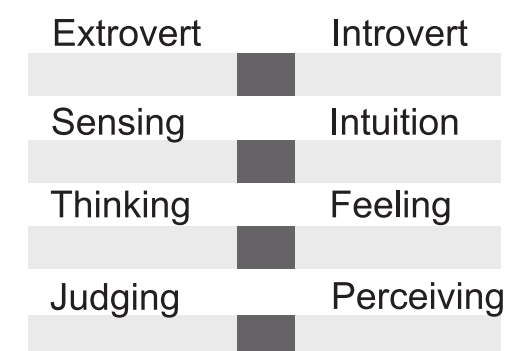
GOALS

- Build a successful career
- Plan for retirement
- Buy a home
- Have children

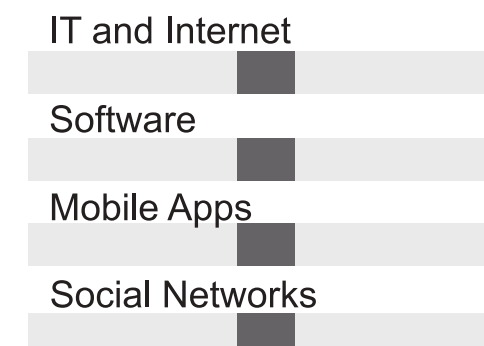
FRUSTRATIONS

- Late working hours impacts grocery shopping
- Unplanned/ ad-hoc spending
- Inability to maintain a monthly budget
- Long lines at the grocery store

PERSONALITY

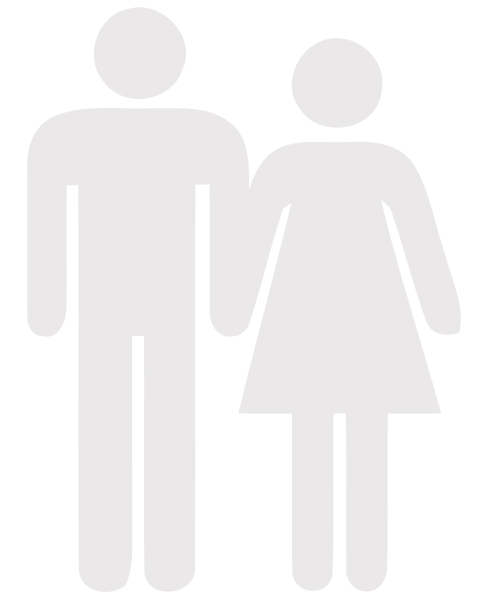


TECHNOLOGY



Define Phase

- Personas
- Scenarios
- Card Sorting
- Information Architecture
- Low/High Fidelity Wire frame and Mock ups



Persona #2

Name: Sukanya

Age: 28

Occupation: Bank Clerk

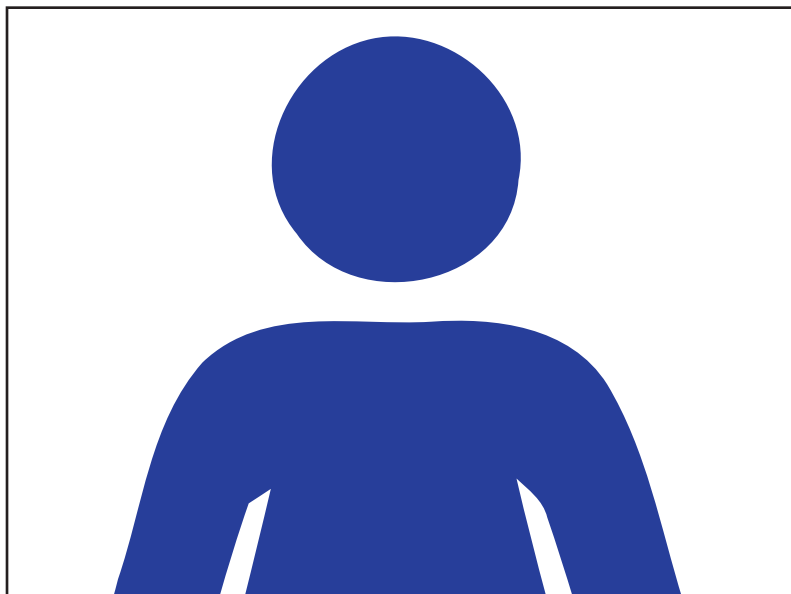
Status: Married

Location: Delhi

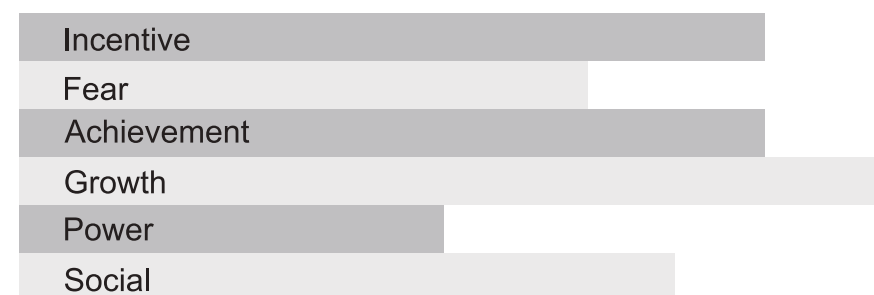
Tier: Prosumer/Pro

Archetype: Working Professional

Ambitious Dedicated Focused



MOTIVATIONS



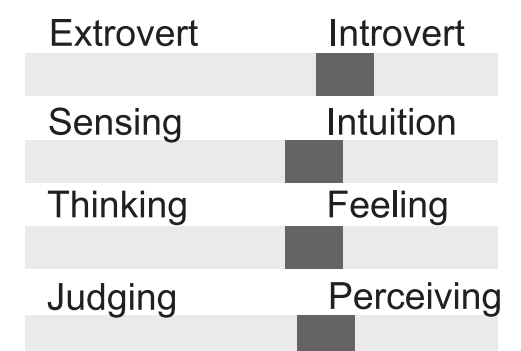
GOALS

- Build a successful career
- Plan for retirement
- Have children

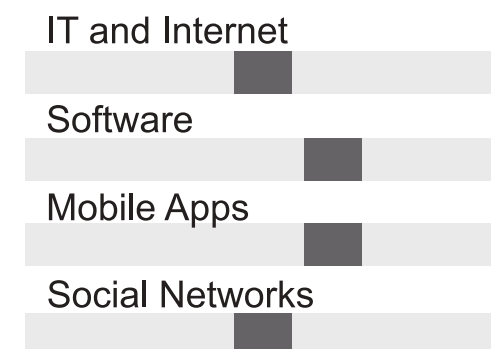
FRUSTRATIONS

- Late working hours impacts grocery shopping
- Unplanned/ ad-hoc spending
- Inability to maintain a monthly budget
- Long lines at the grocery store

PERSONALITY

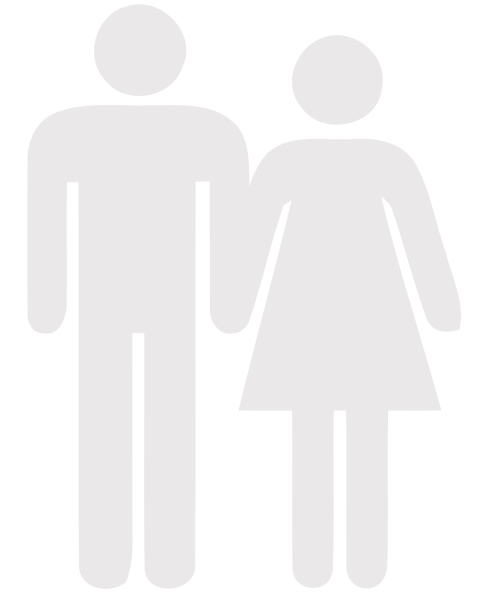


TECHNOLOGY

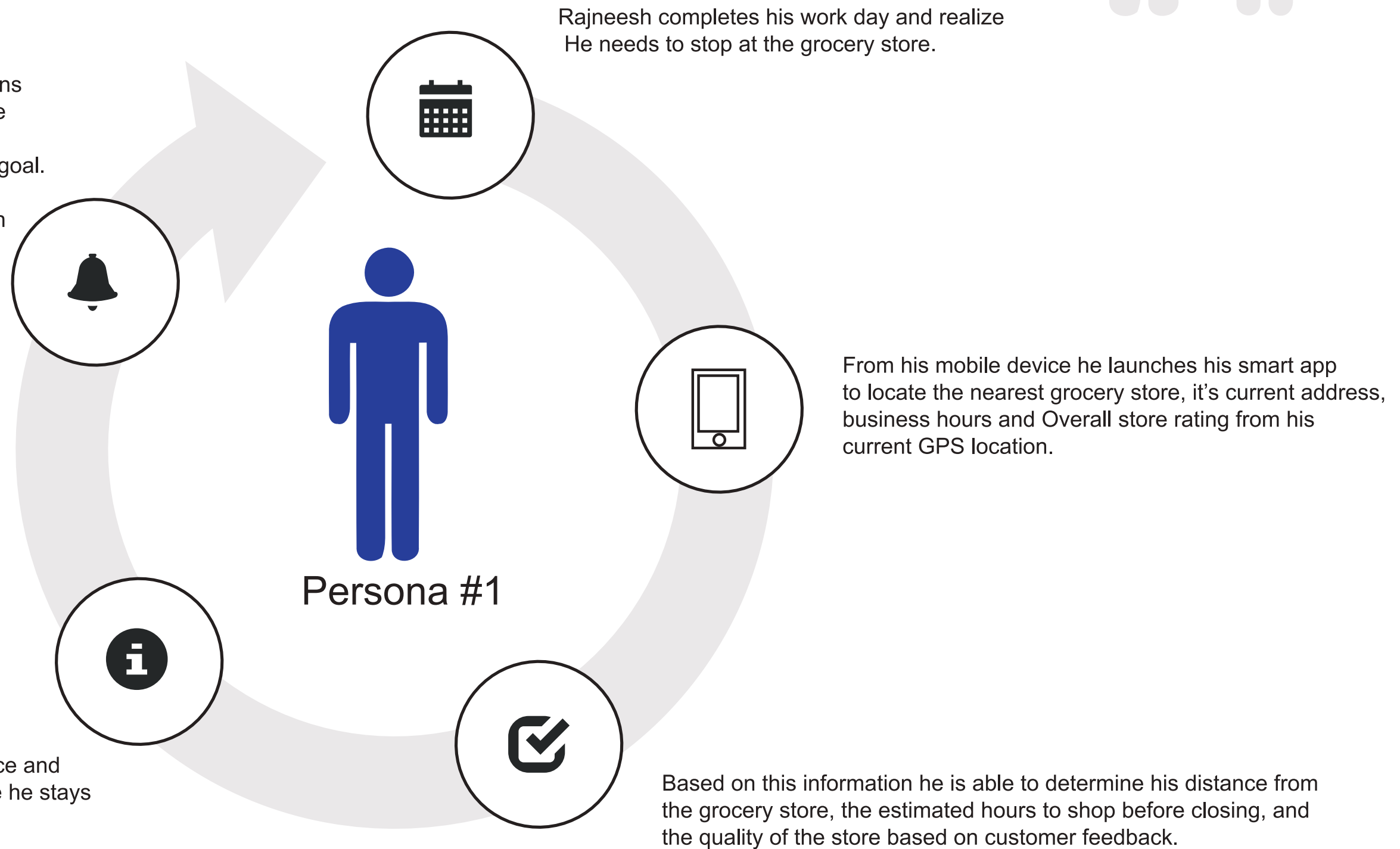


Define Phase

- Personas
- Scenarios
- Card Sorting
- Information Architecture
- Low/High Fidelity Wire frame and Mock ups

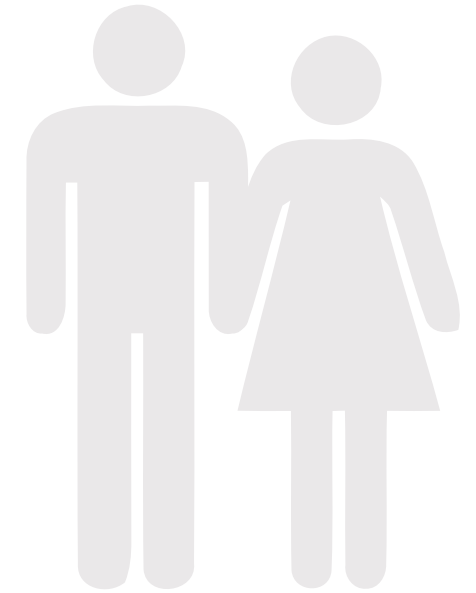


As Rajneesh enters the store and begins shopping. An alert on his mobile device reminds him of how much he can spend before exceeding his budgeted goal. If his monthly budget is exceeded Ragneesh can quickly determine which items are a necessity and those that are not.

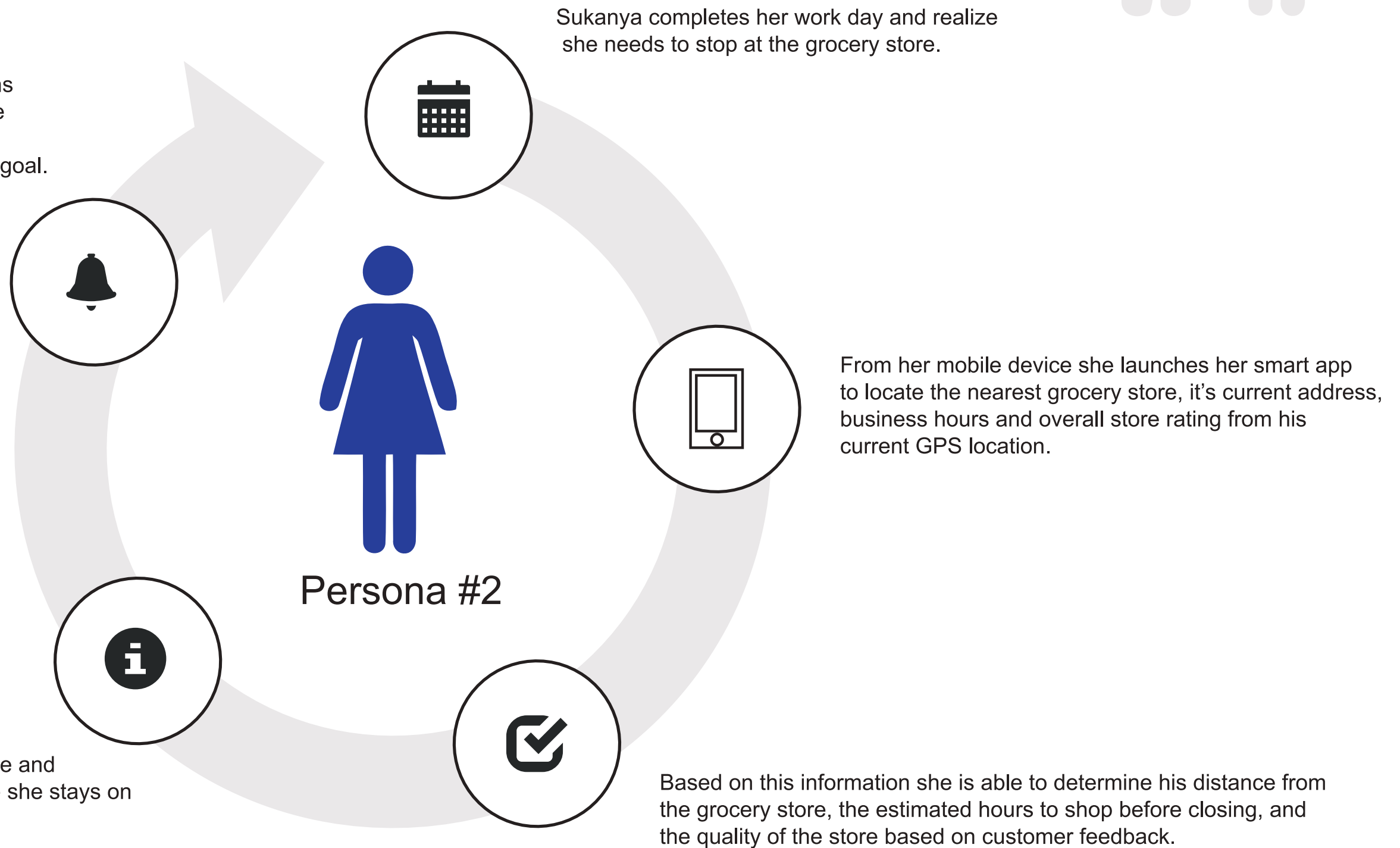


Define Phase

- Personas
- Scenarios
- Card Sorting
- Information Architecture
- Low/High Fidelity Wire frame and Mock ups

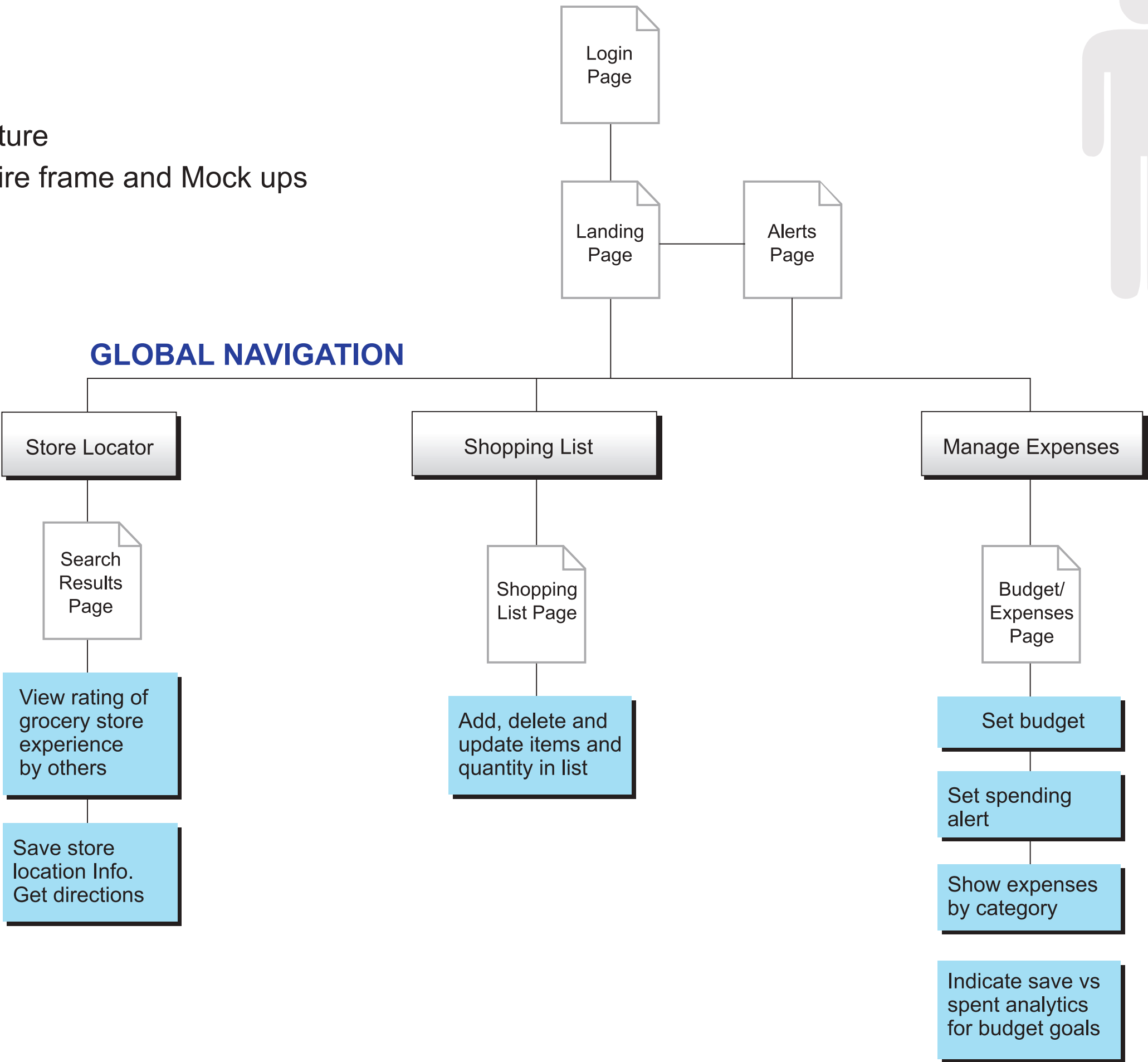
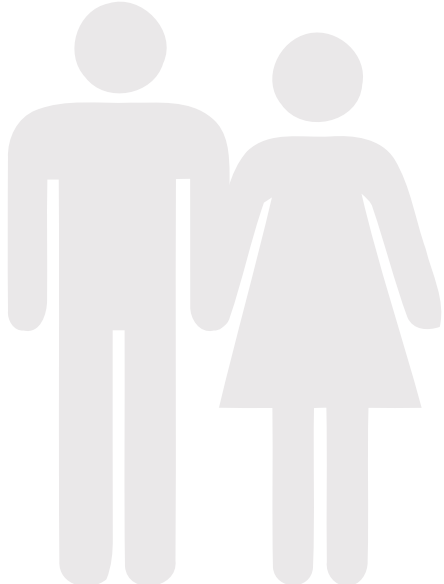


As Sukanya enters the store and begins shopping. An alert on his mobile device reminds her of how much she can spend before exceeding her budgeted goal. If her monthly budget is exceeded Sukanya can quickly determine which items are a necessity and those that are not.



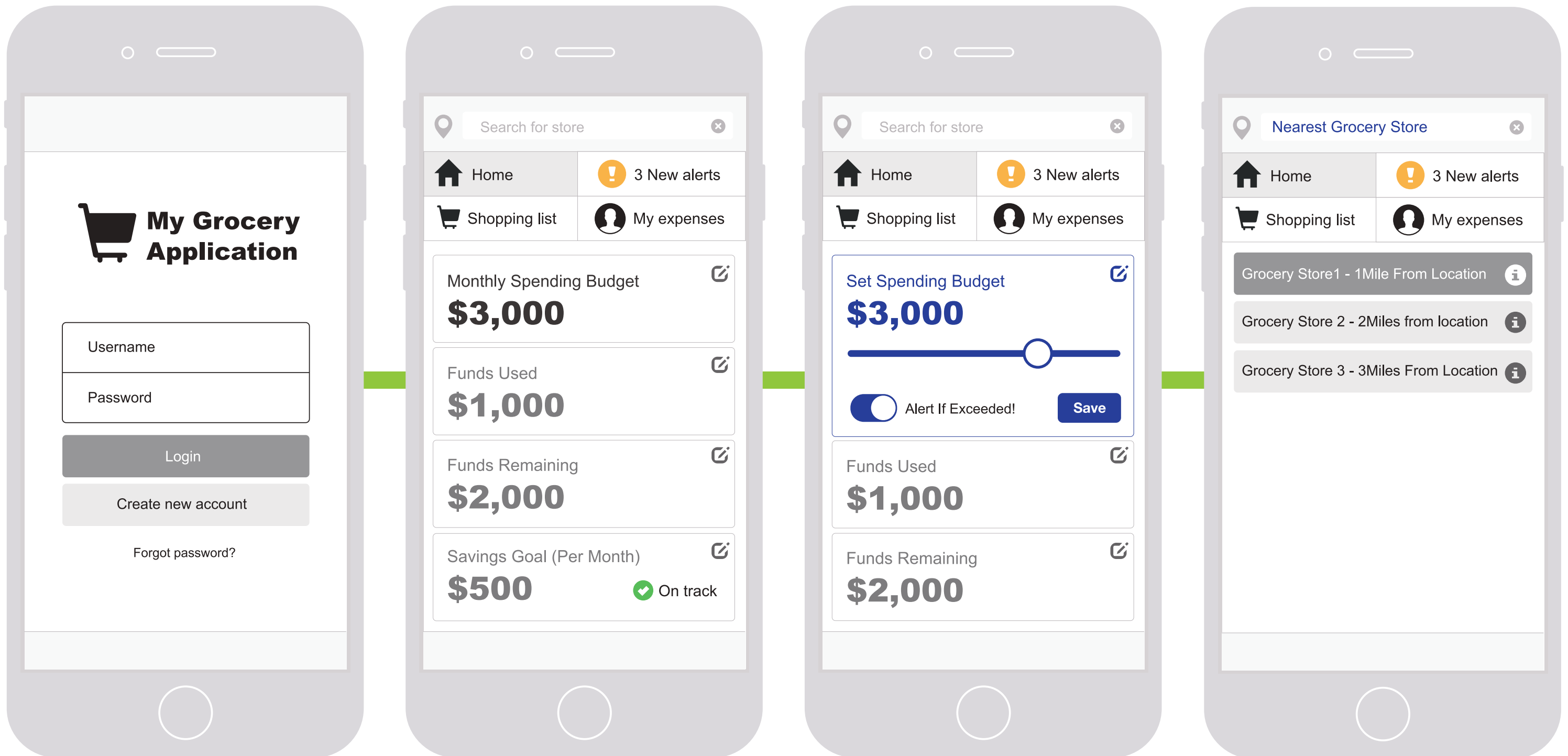
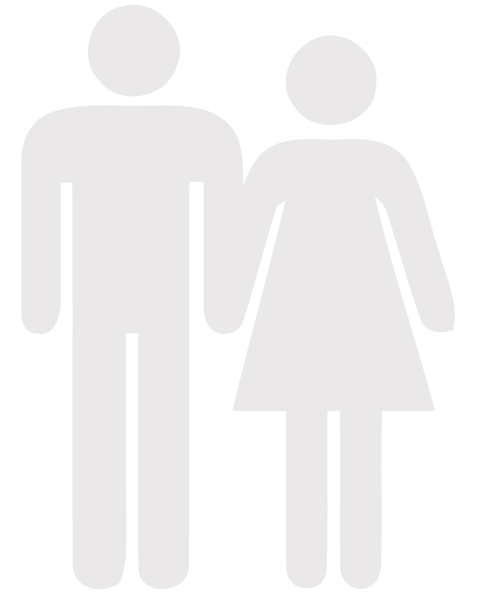
Define Phase

- Personas
- Scenarios
- Card Sorting
- Information Architecture
- Low/High Fidelity Wire frame and Mock ups



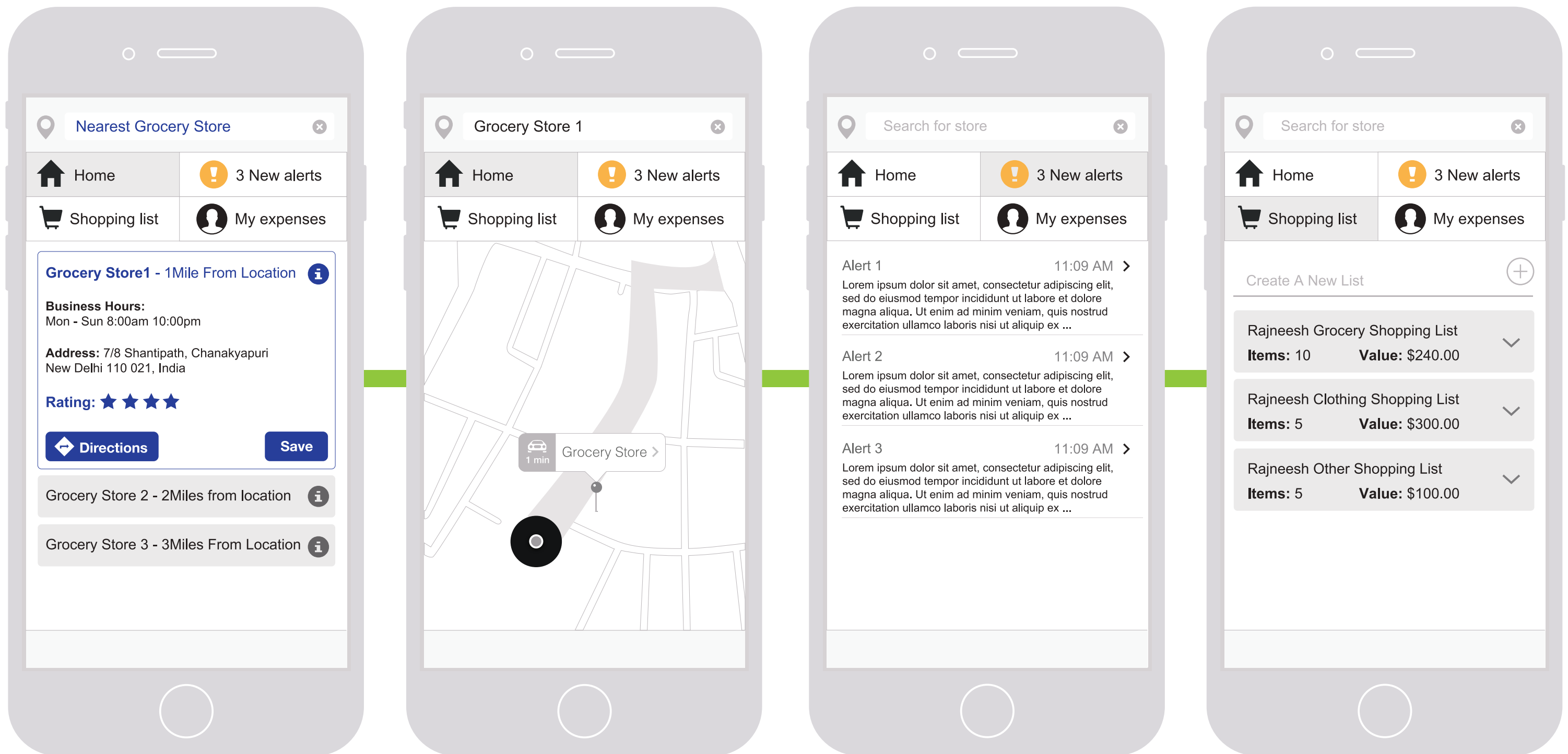
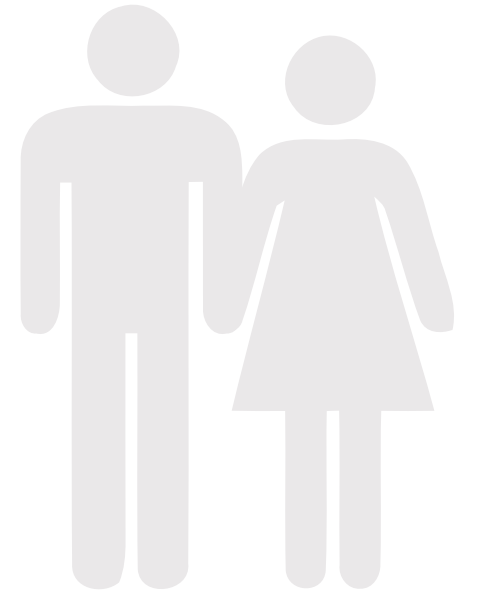
Design Phase: Persona #1

- Wire frame
- Visual Design
- Style guides
- Low/High Fidelity Wire frame and Mock ups



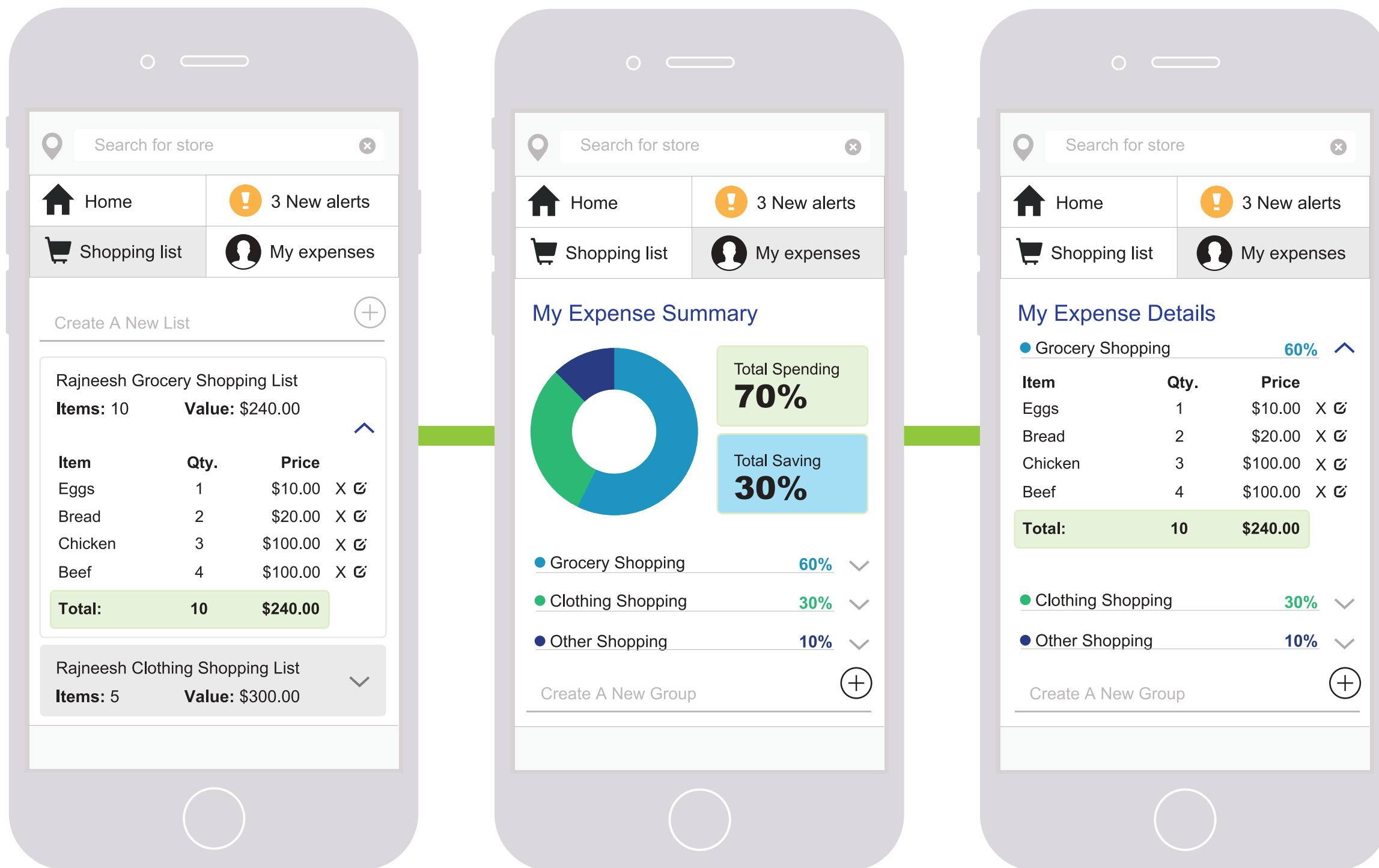
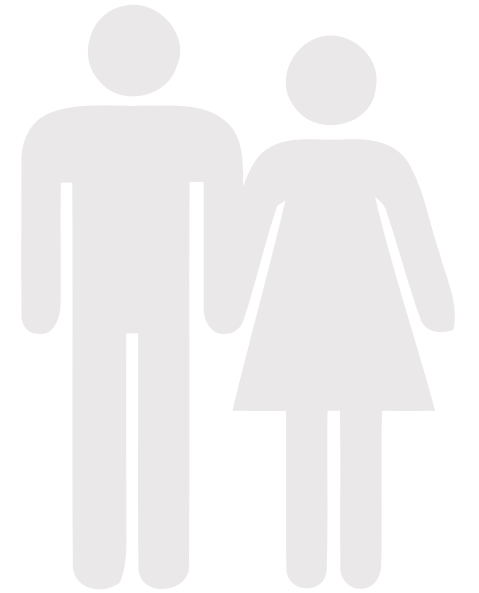
Design Phase: Persona #1

- Wire frame
- Visual Design
- Style guides
- Low/High Fidelity Wire frame and Mock ups



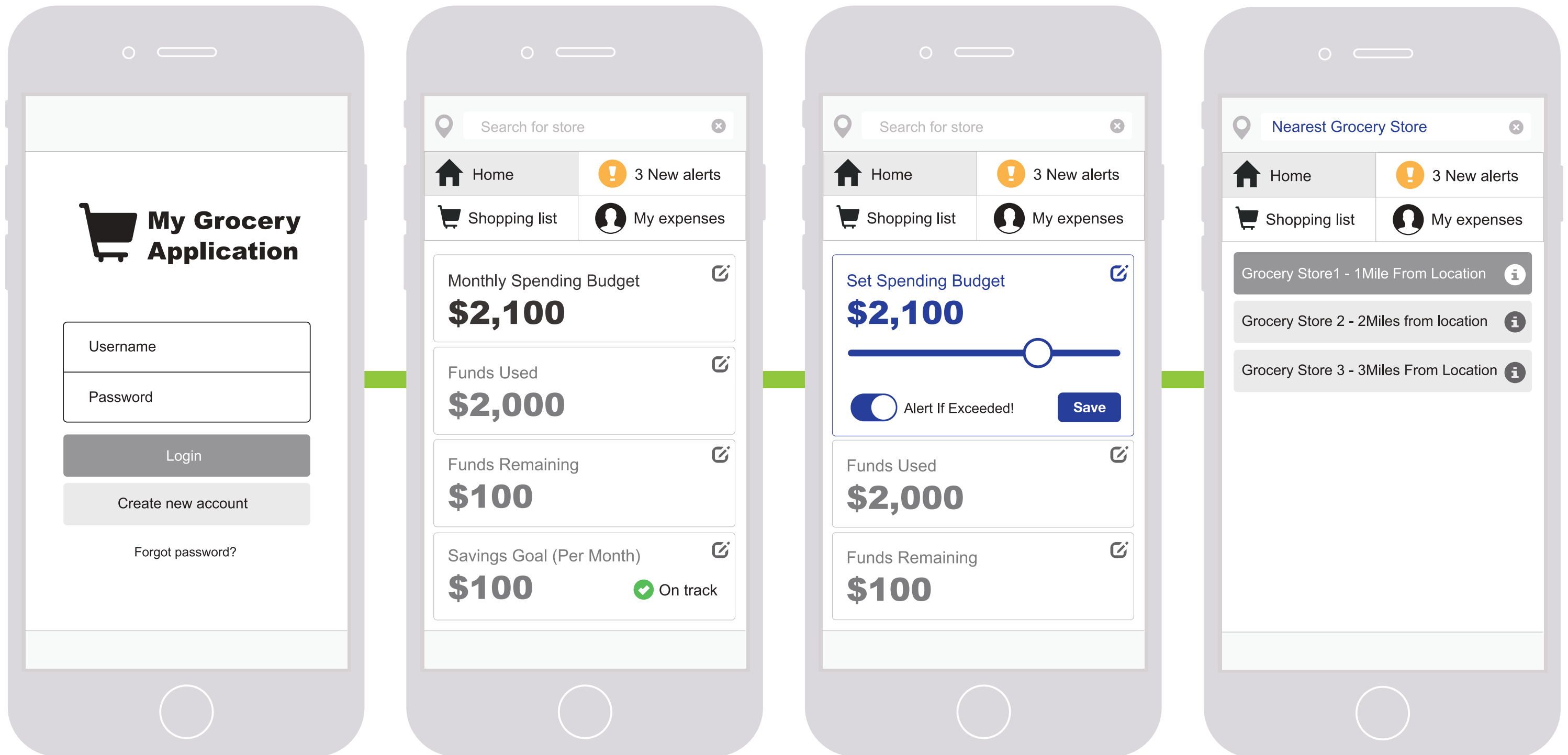
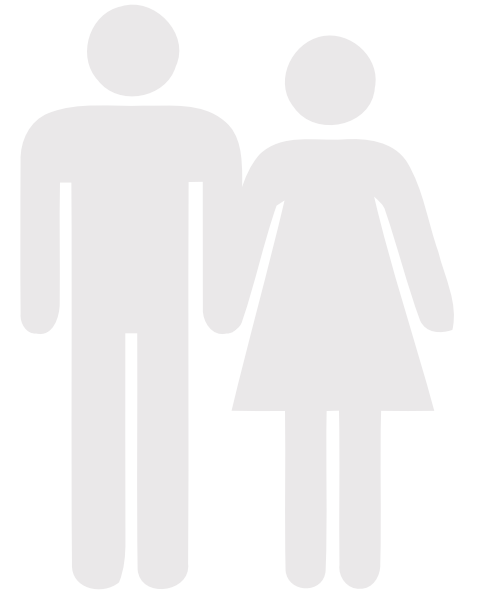
Design Phase: Persona #1

- Wire frame
- Visual Design
- Style guides
- Low/High Fidelity Wire frame and Mock ups



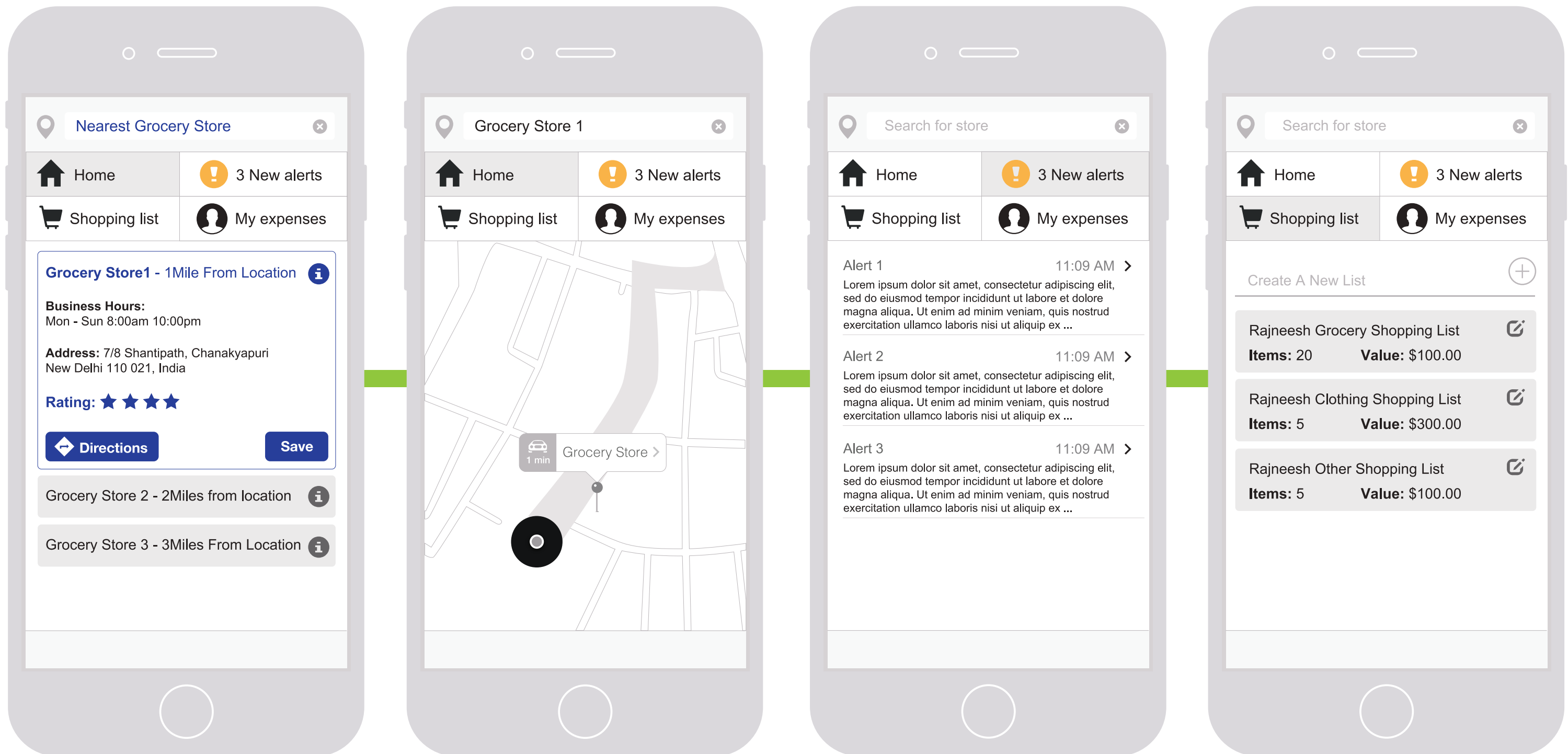
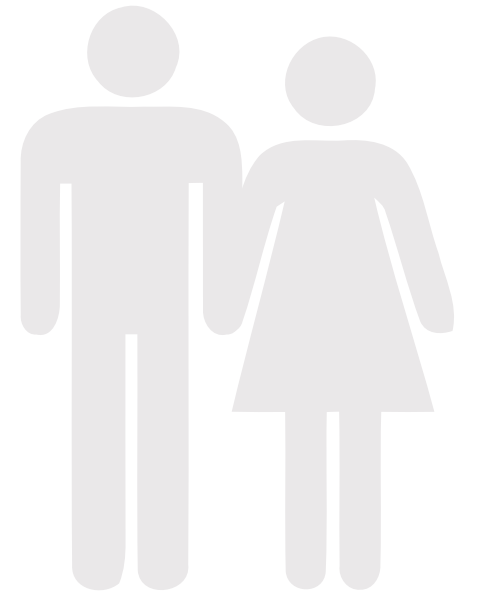
Design Phase: Persona #2

- Wire frame
- Visual Design
- Style guides
- Low/High Fidelity Wire frame and Mock ups



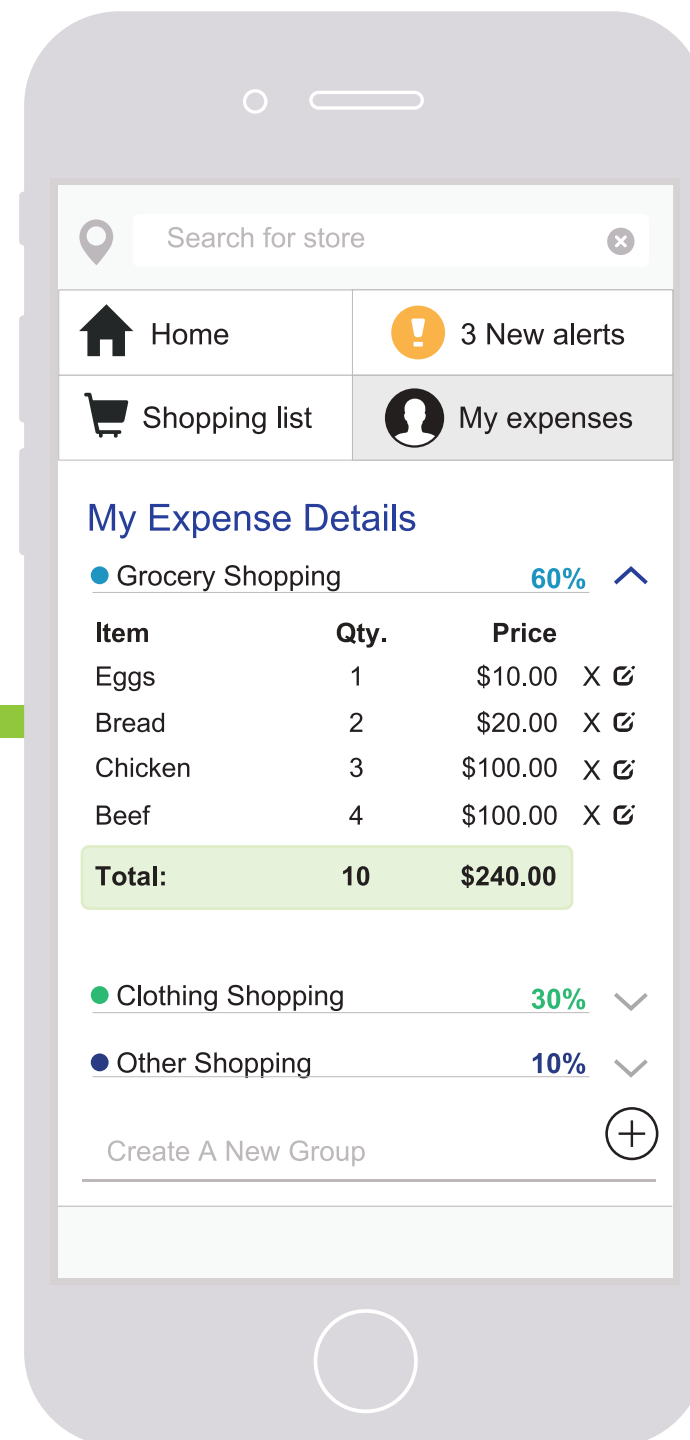
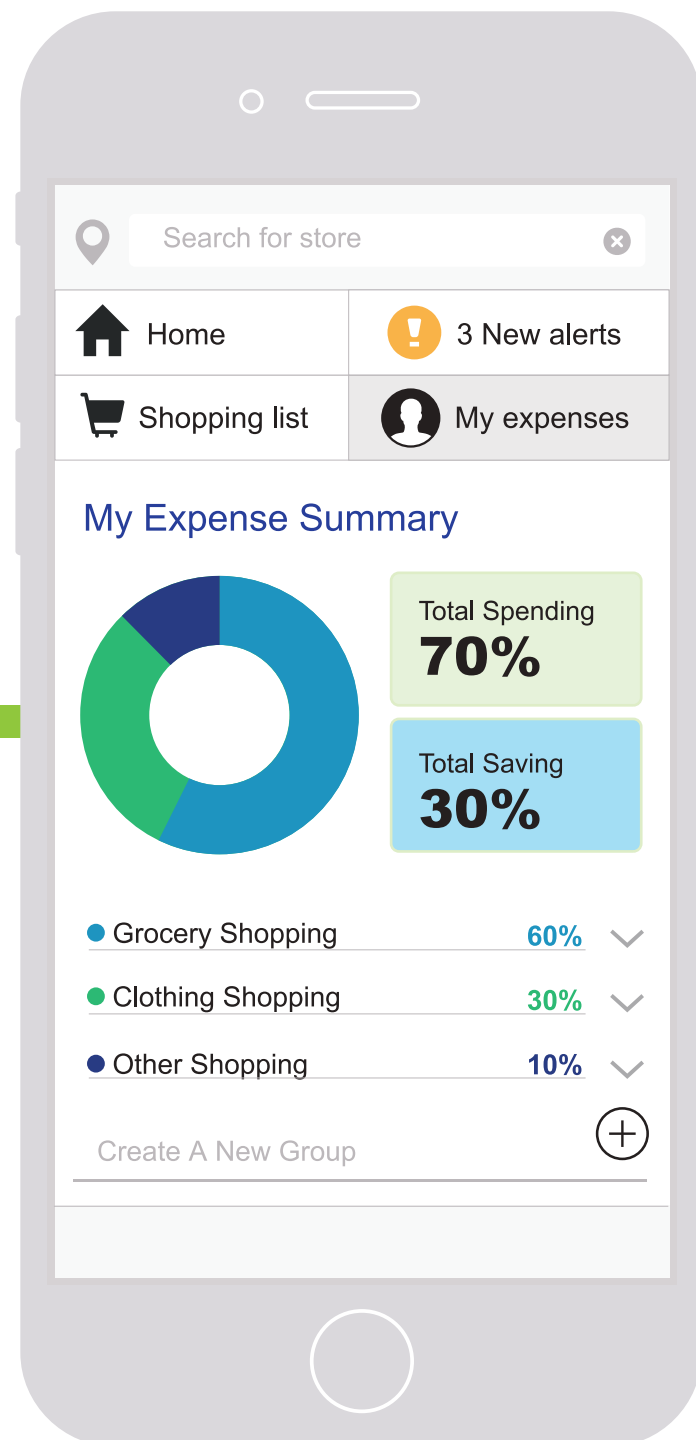
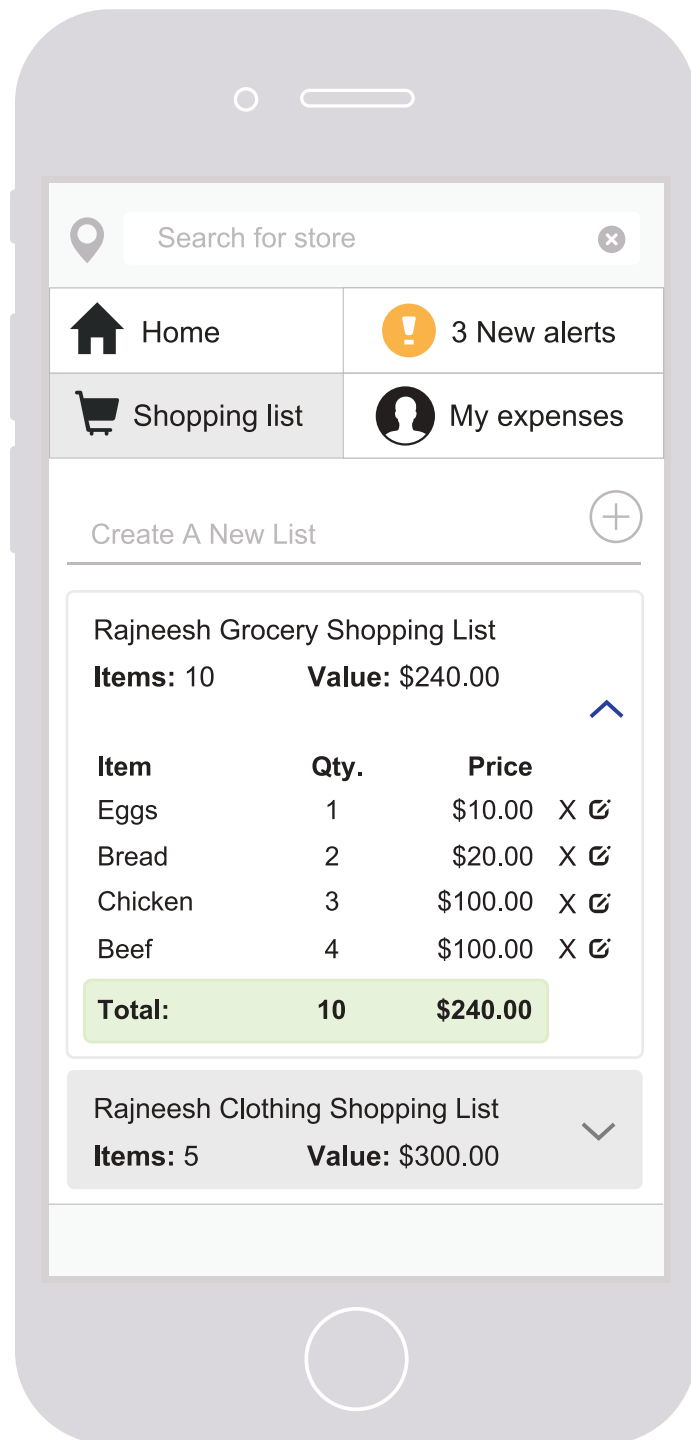
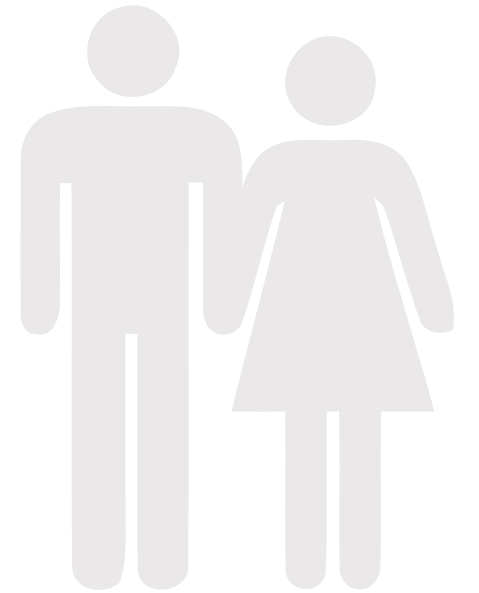
Design Phase: Persona #2

- Wire frame
- Visual Design
- Style guides
- Low/High Fidelity Wire frame and Mock ups



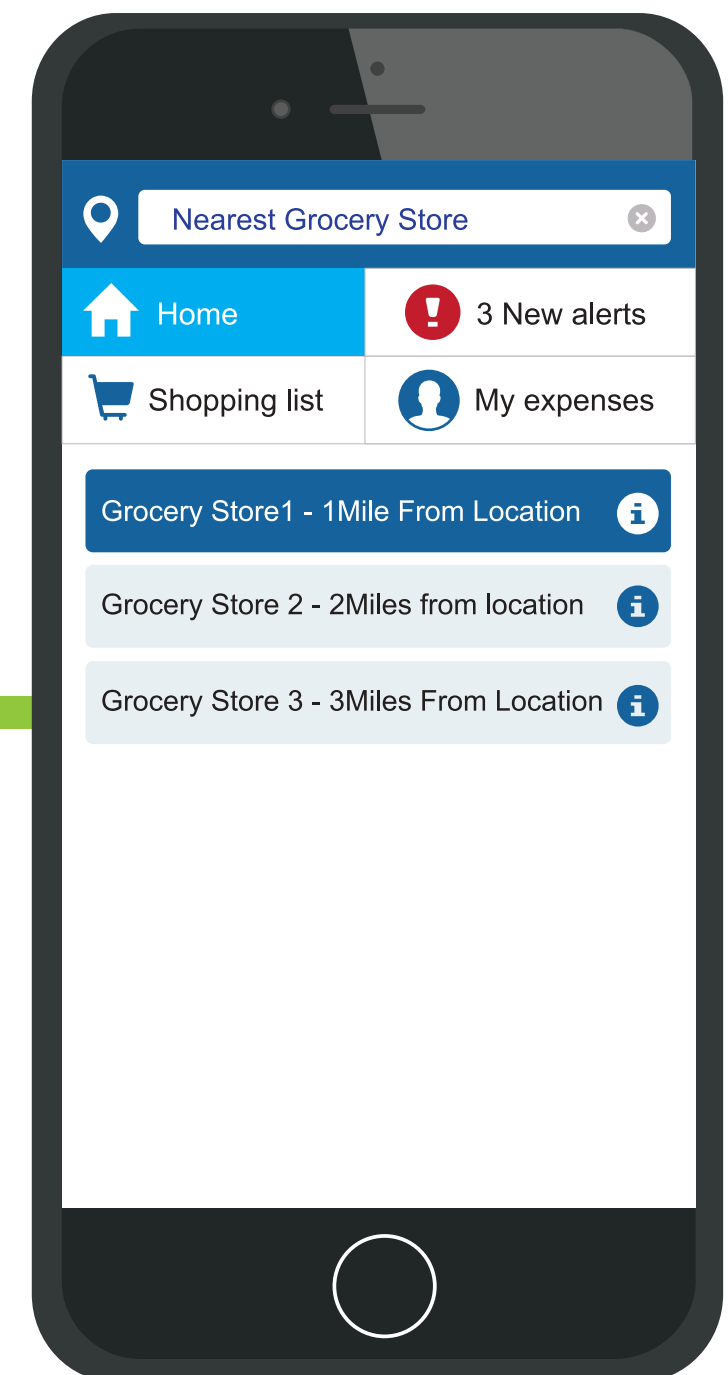
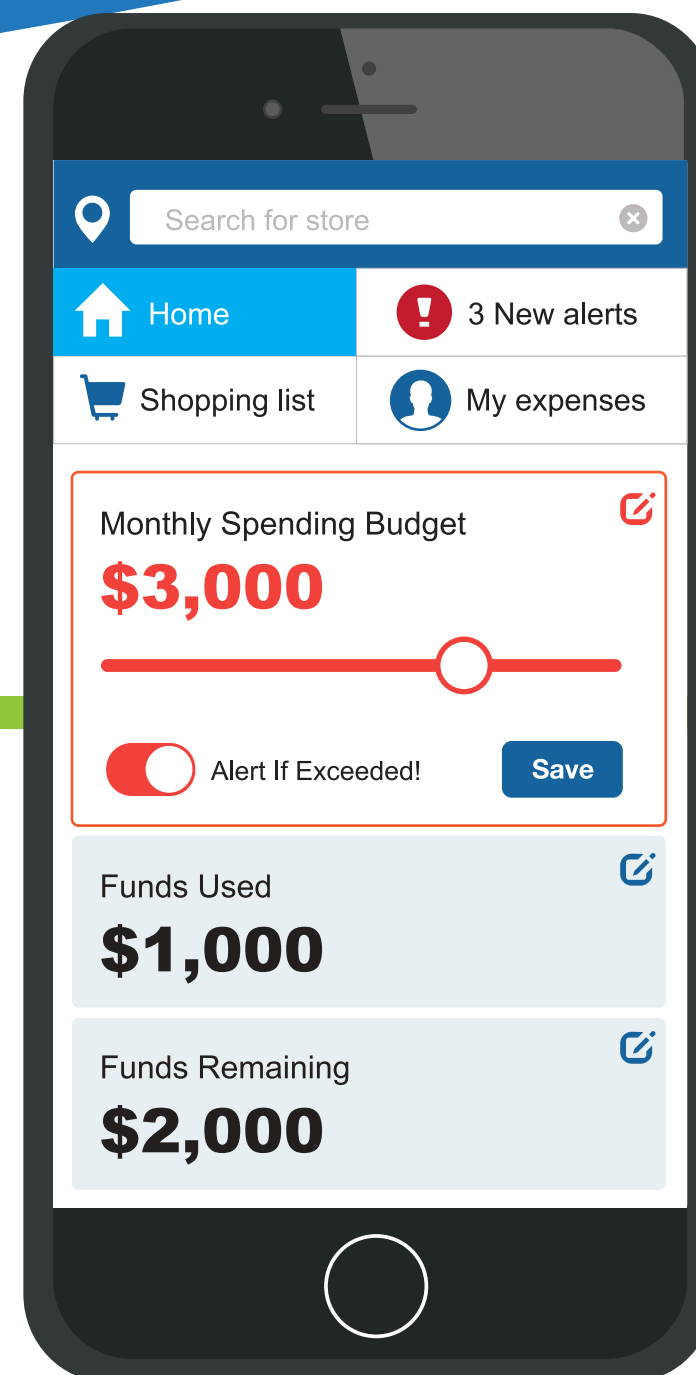
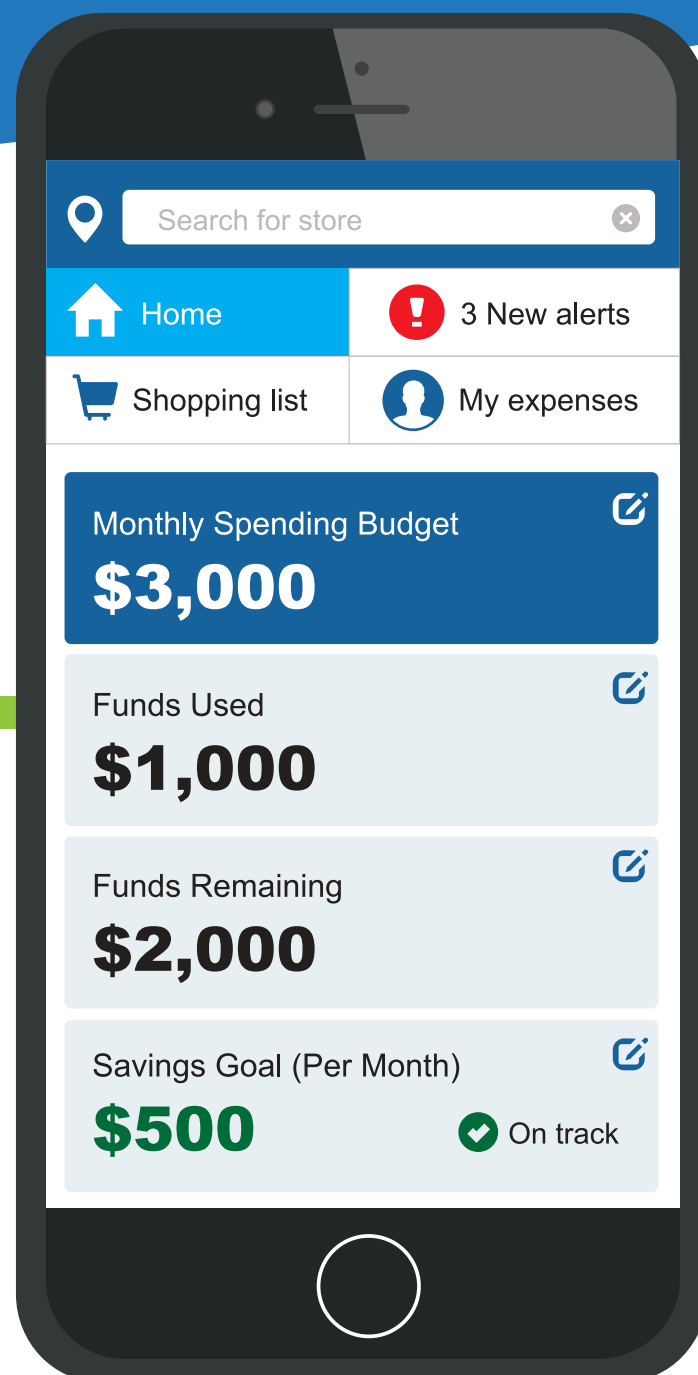
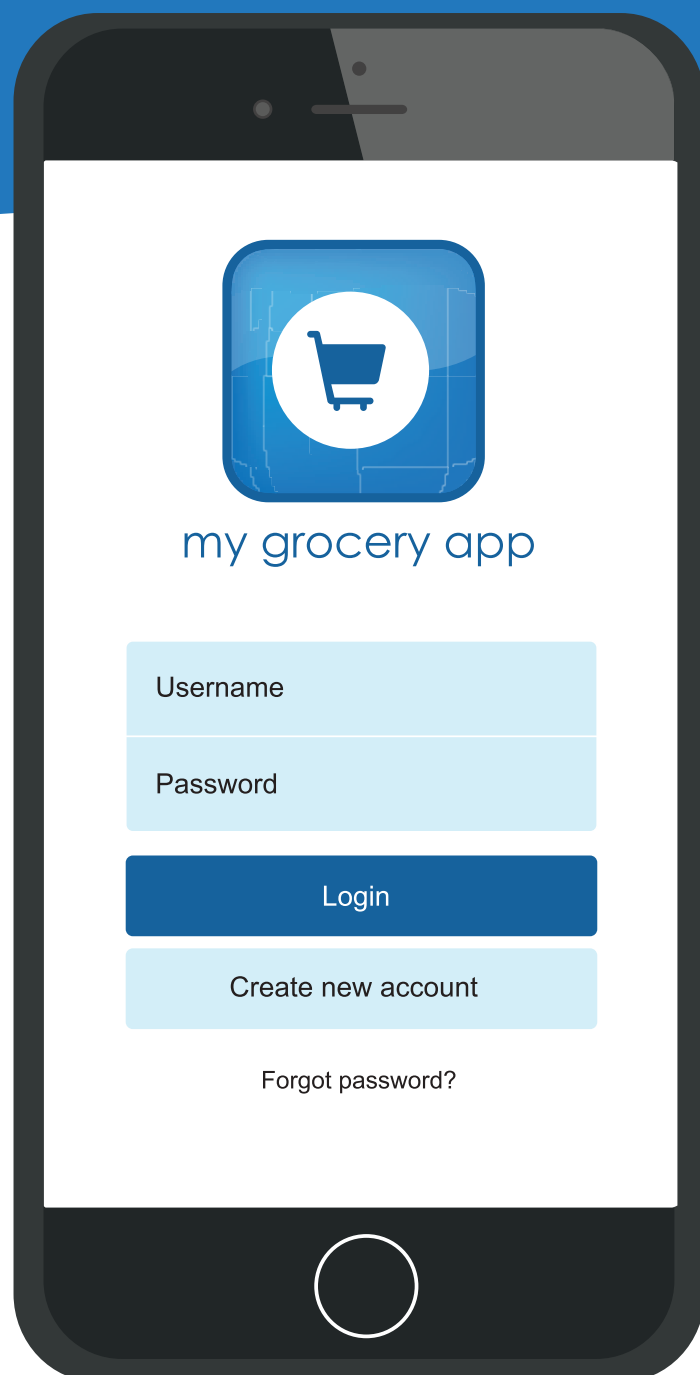
Design Phase: Persona #2

- Wire frame
- Visual Design
- Style guides
- Low/High Fidelity Wire frame and Mock ups



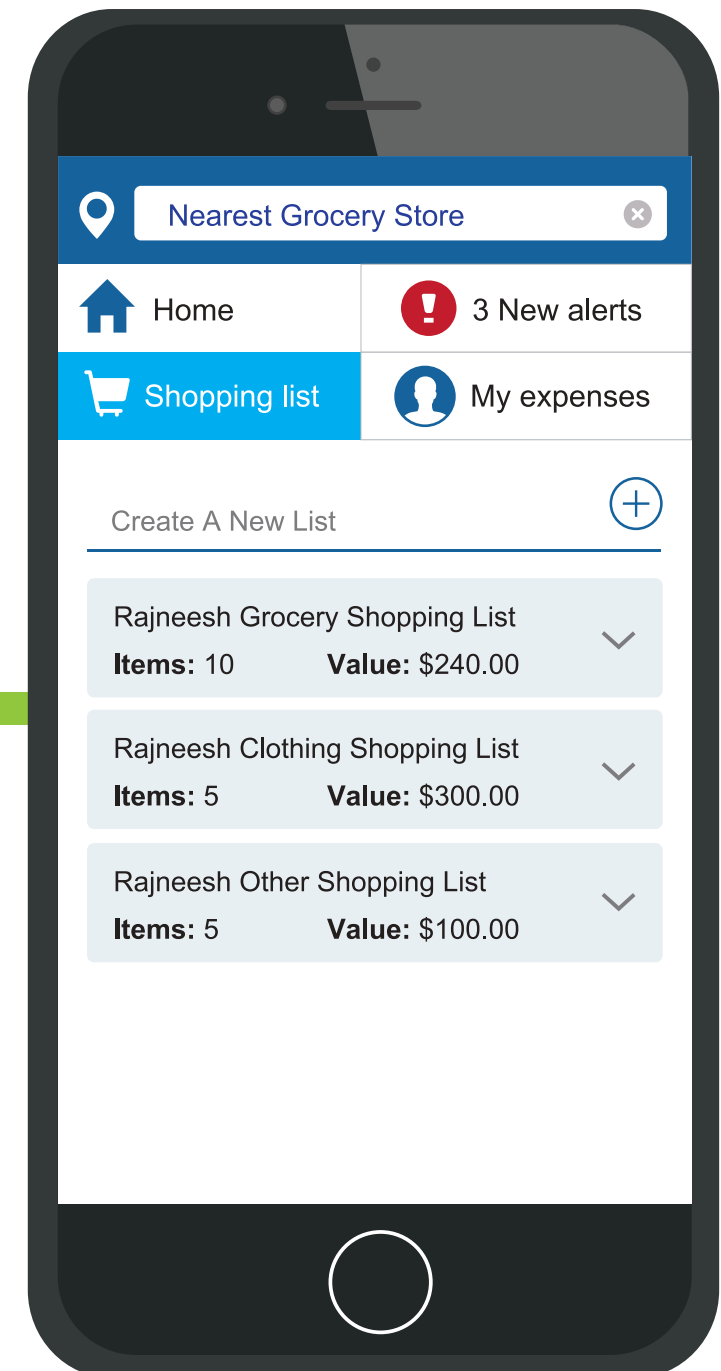
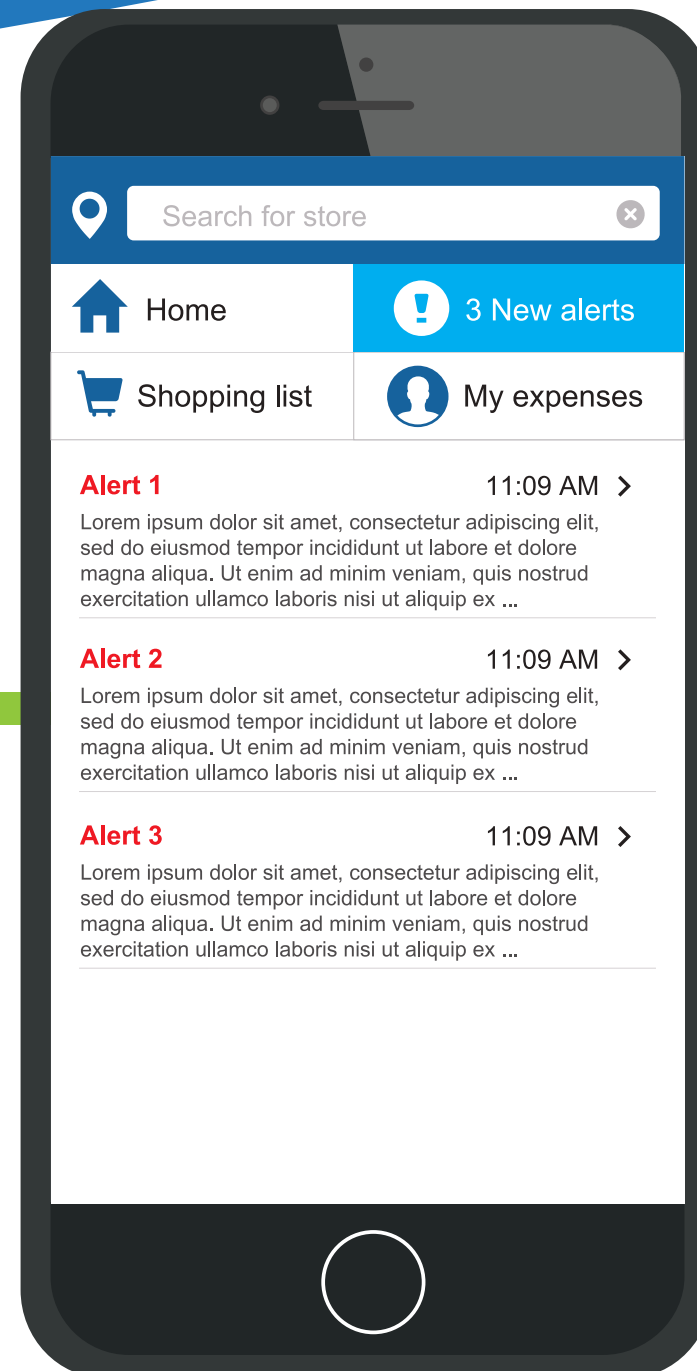
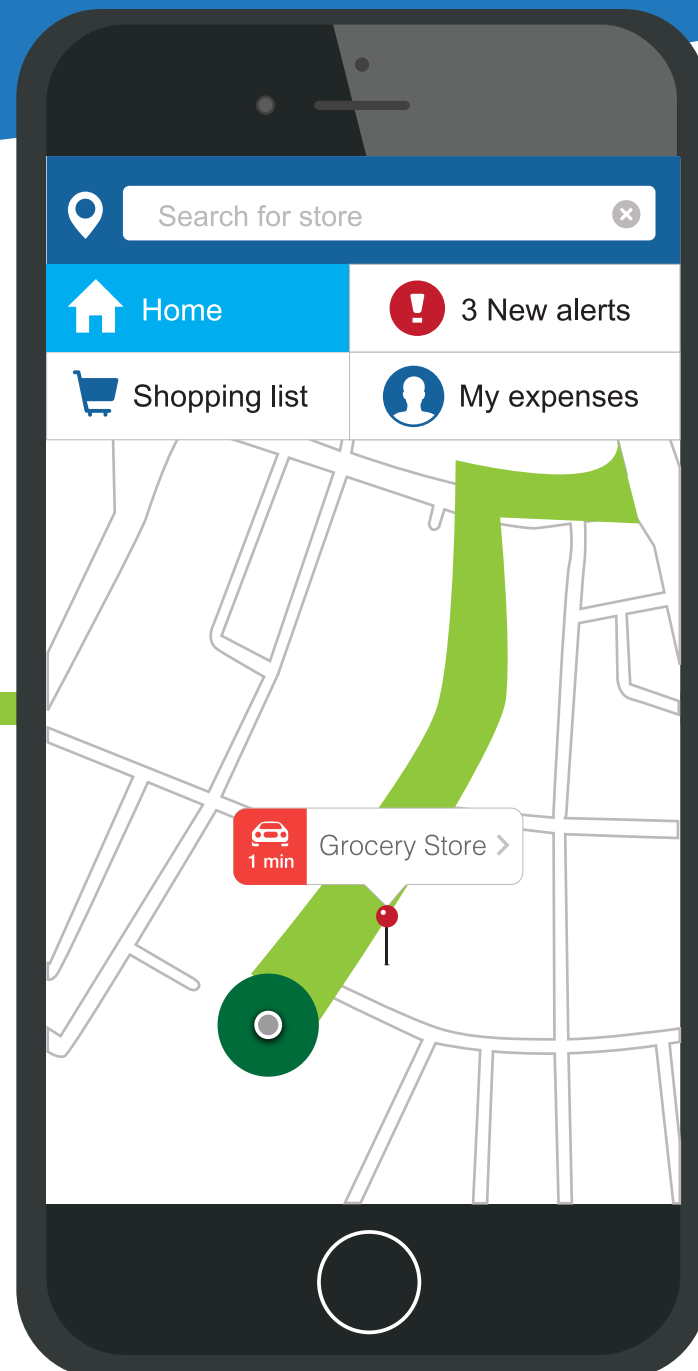
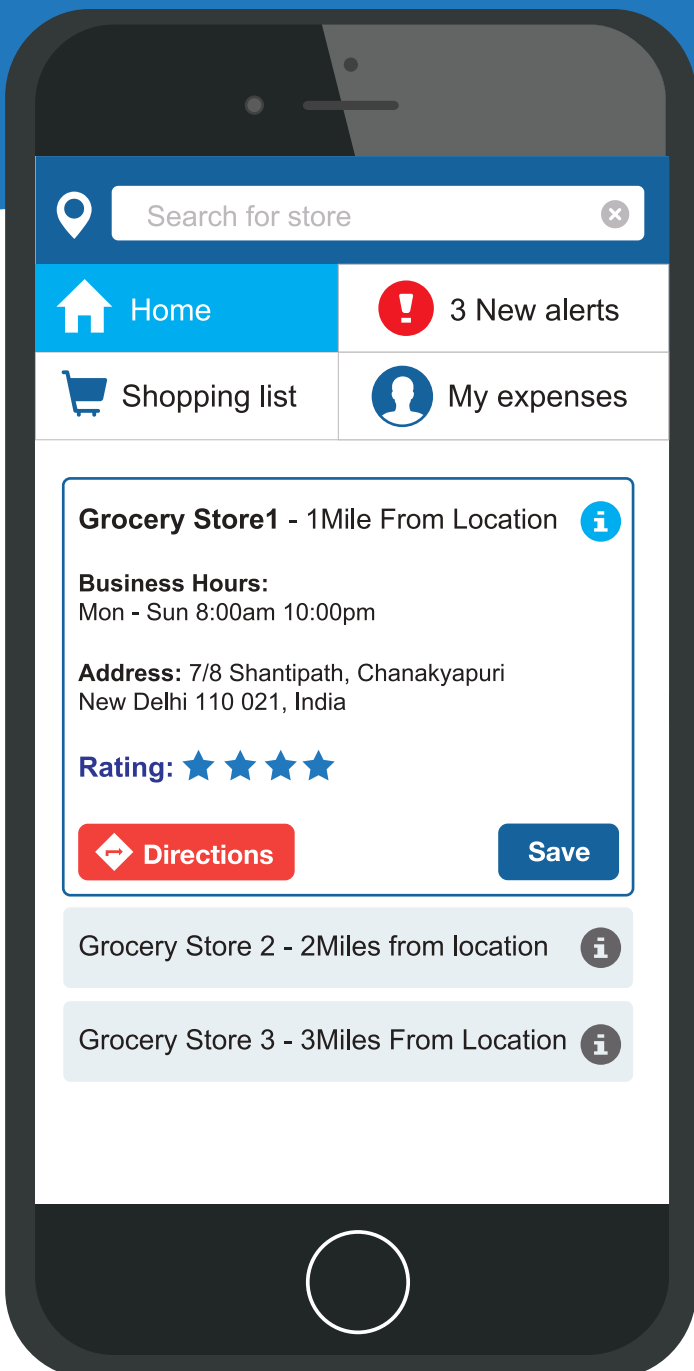


My grocery app





My grocery app





My grocery app



Nearest Grocery Store

Home 3 New alerts

Shopping list My expenses

Create A New List

Rajneesh Grocery Shopping List
Items: 10 Value: \$240.00

Item	Qty.	Price
Eggs	1	\$10.00
Bread	2	\$20.00
Chicken	3	\$100.00
Beef	4	\$100.00
Total:	10	\$240.00

Rajneesh Clothing Shopping List
Items: 5 Value: \$300.00

Search for store

Home 3 New alerts

Shopping list My expenses

My Expense Summary

Total Spending **70%**

Total Saving **30%**

- Grocery Shopping 60%
- Clothing Shopping 30%
- Other Shopping 10%

Create A New Group

Search for store

Home 3 New alerts

Shopping list My expenses

My Expense Details

Grocery Shopping 60%

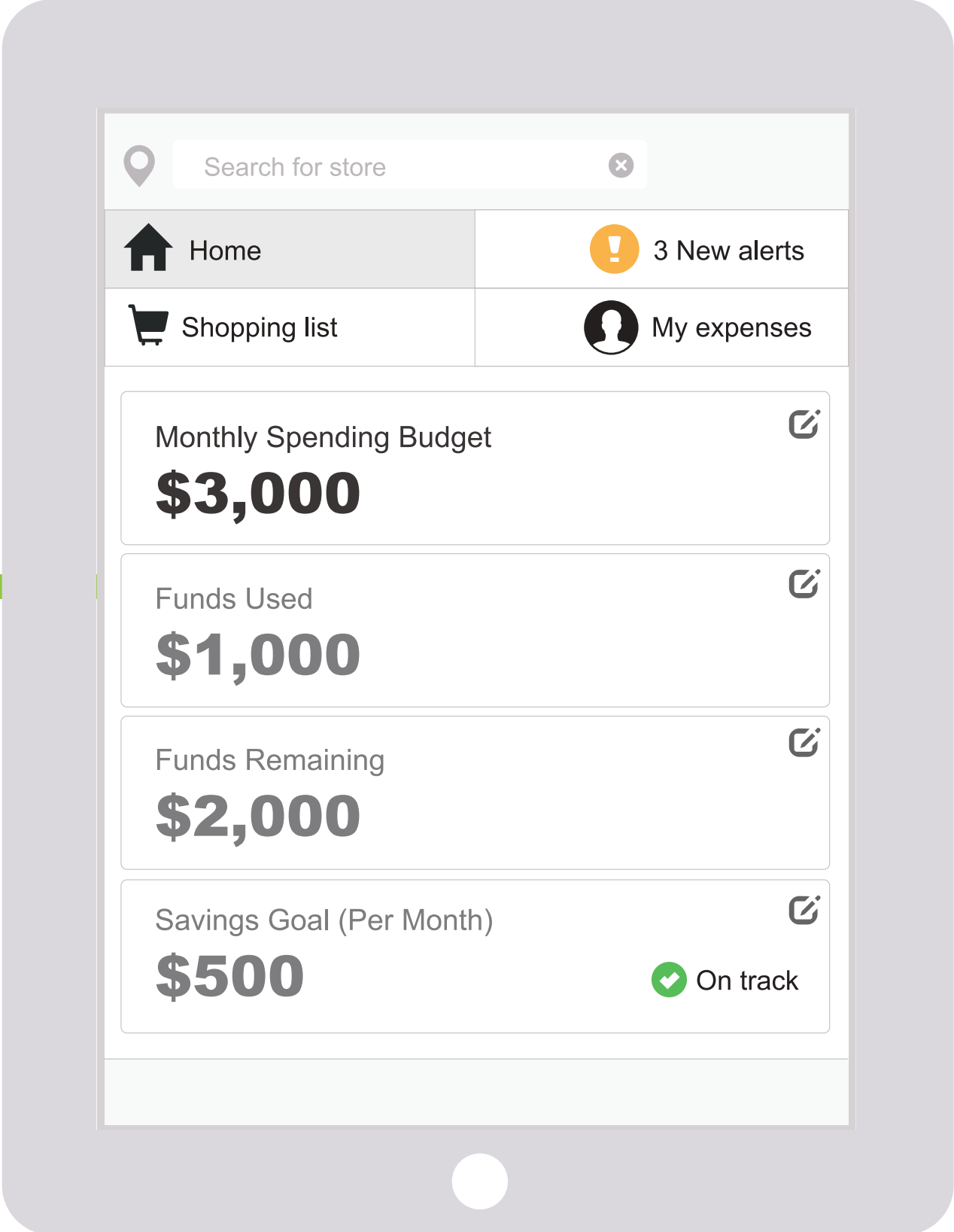
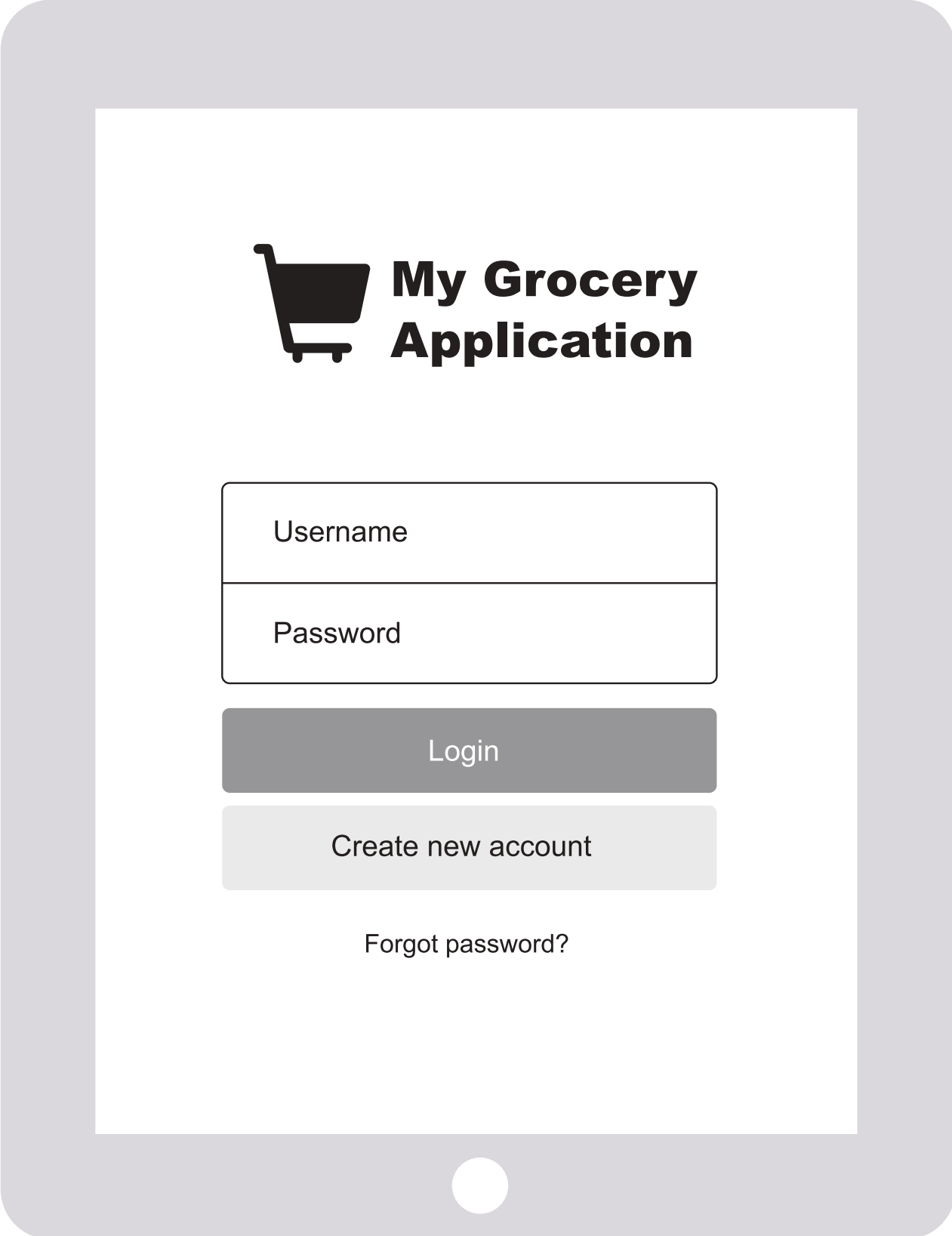
Item	Qty.	Price
Eggs	1	\$10.00
Bread	2	\$20.00
Chicken	3	\$100.00
Beef	4	\$100.00
Total:	10	\$240.00

Clothing Shopping 30%

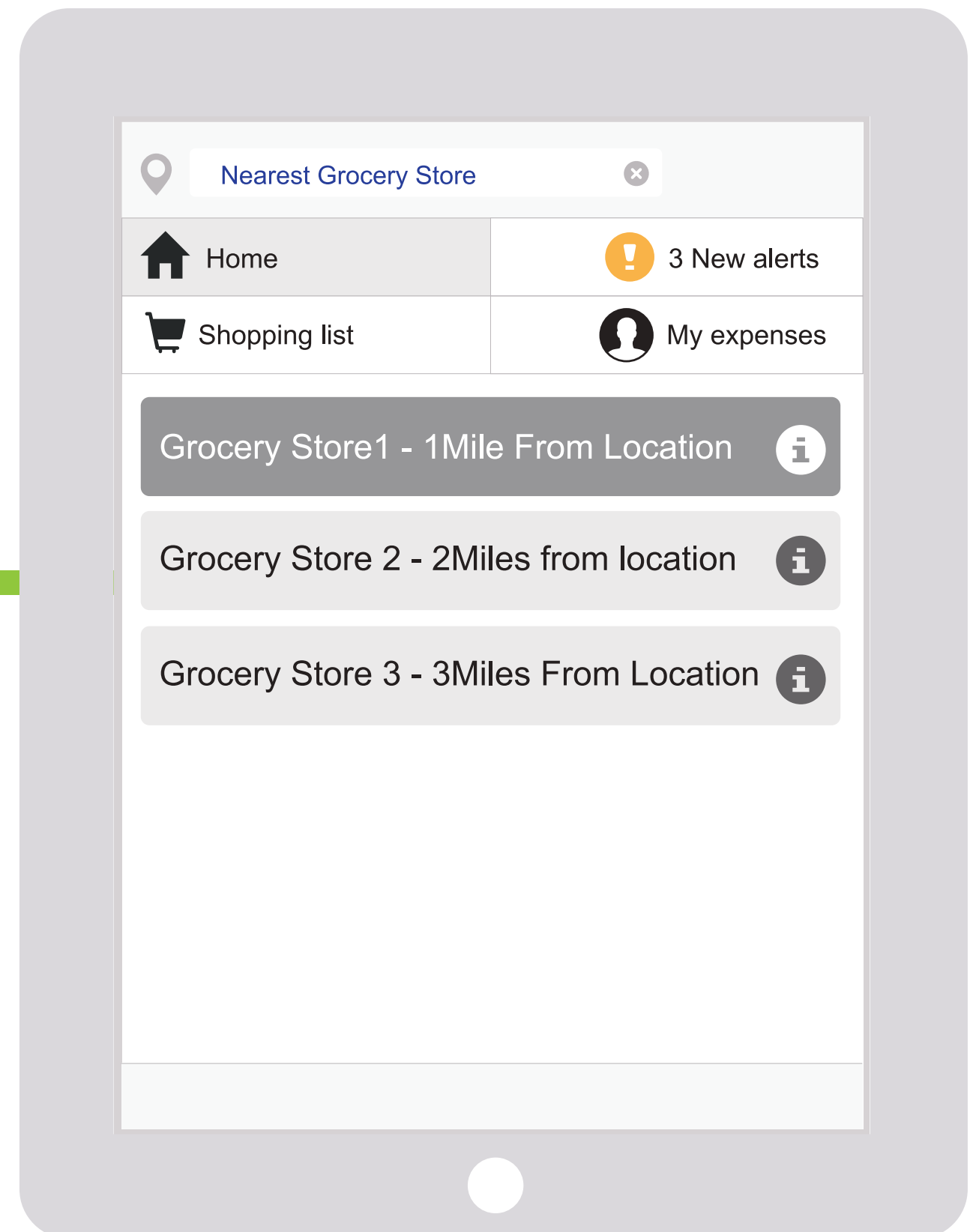
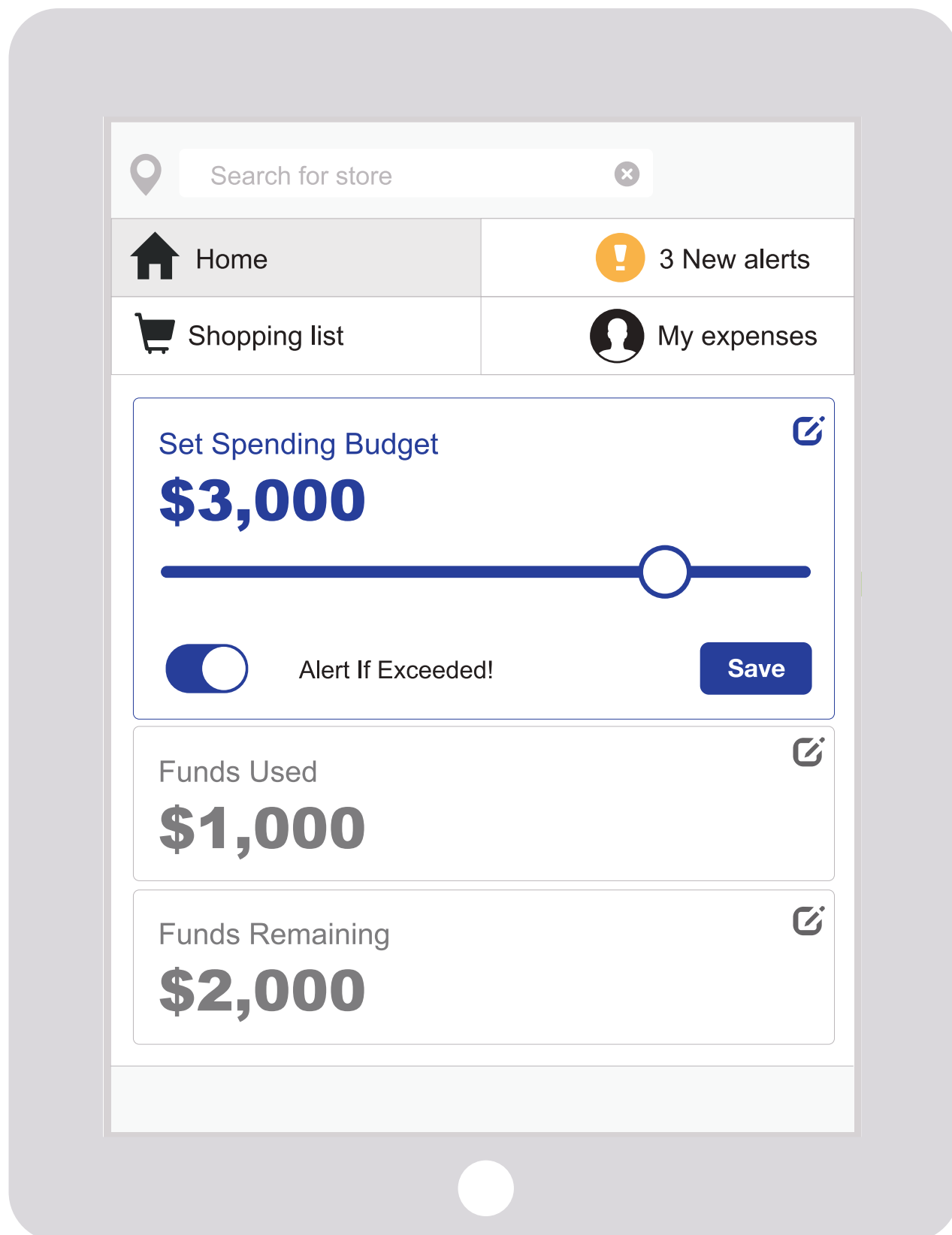
Other Shopping 10%

Create A New Group

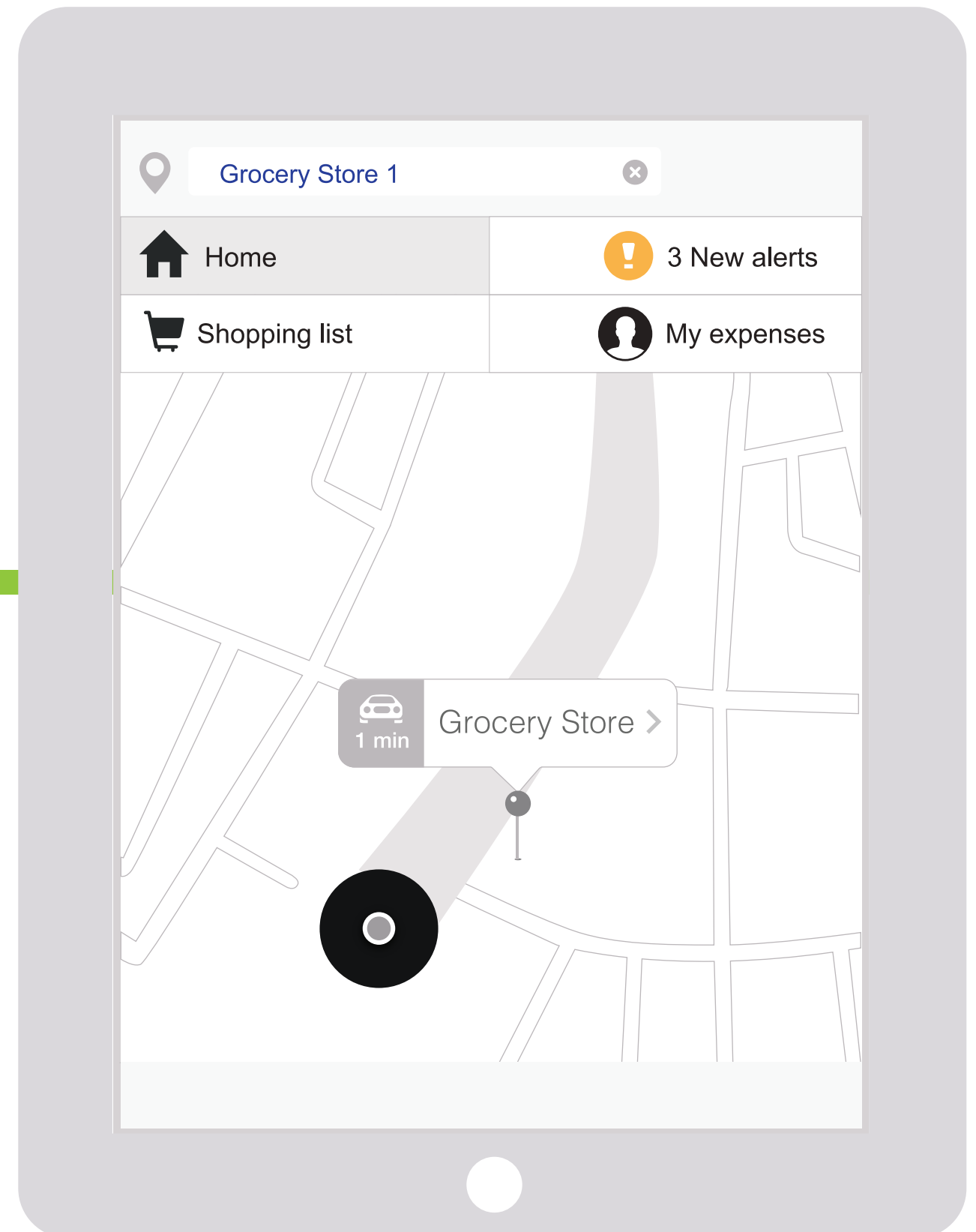
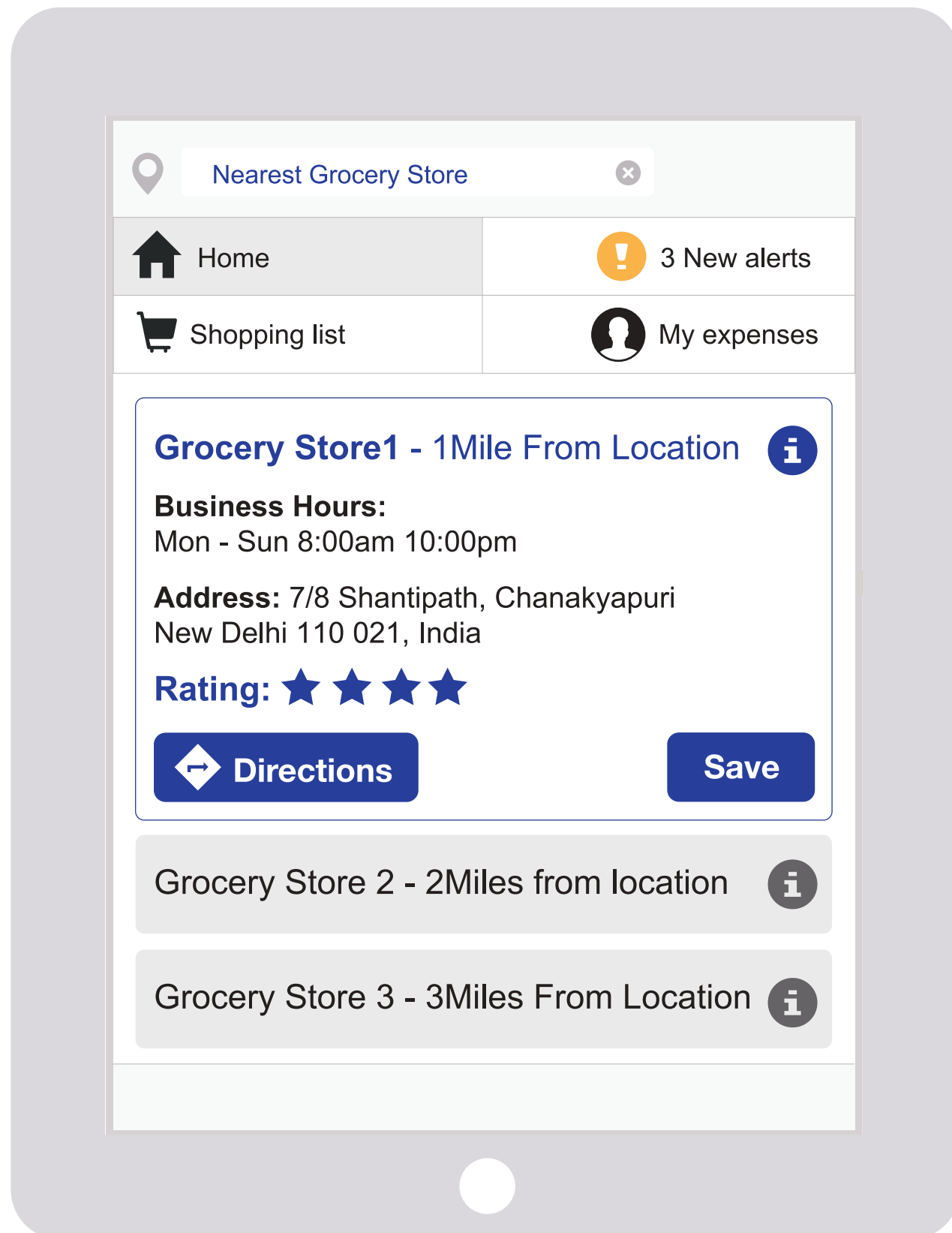
Design Phase:



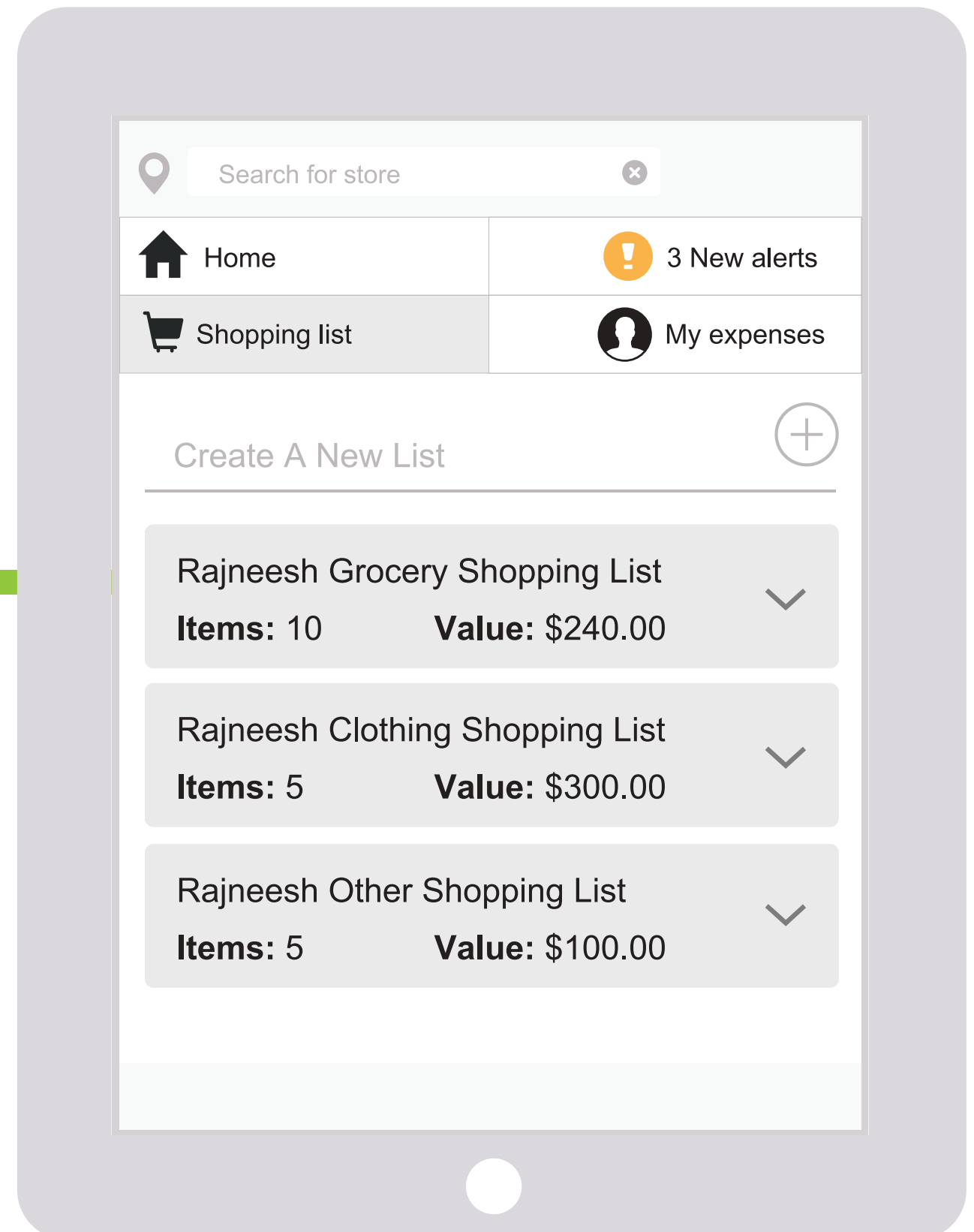
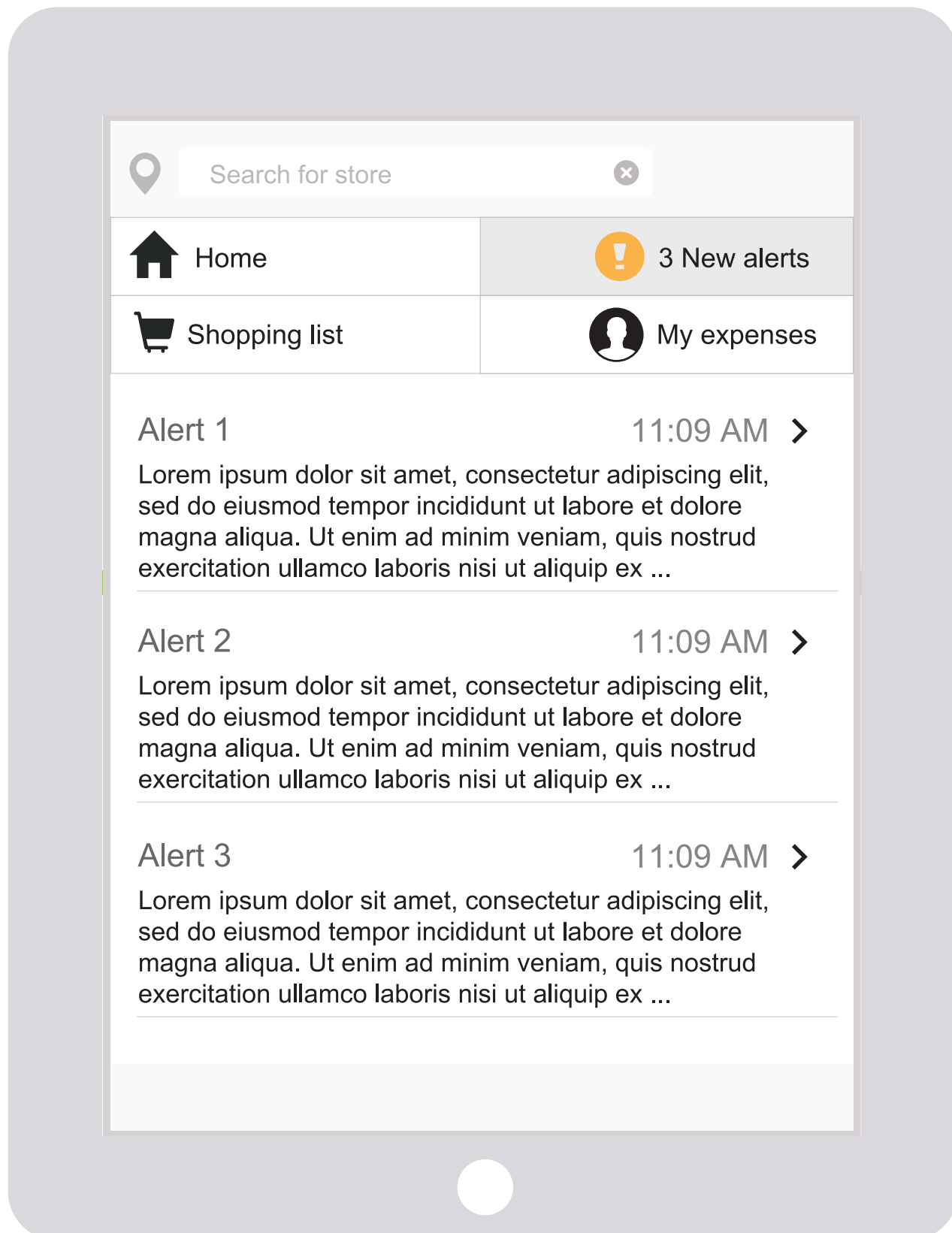
Design Phase:



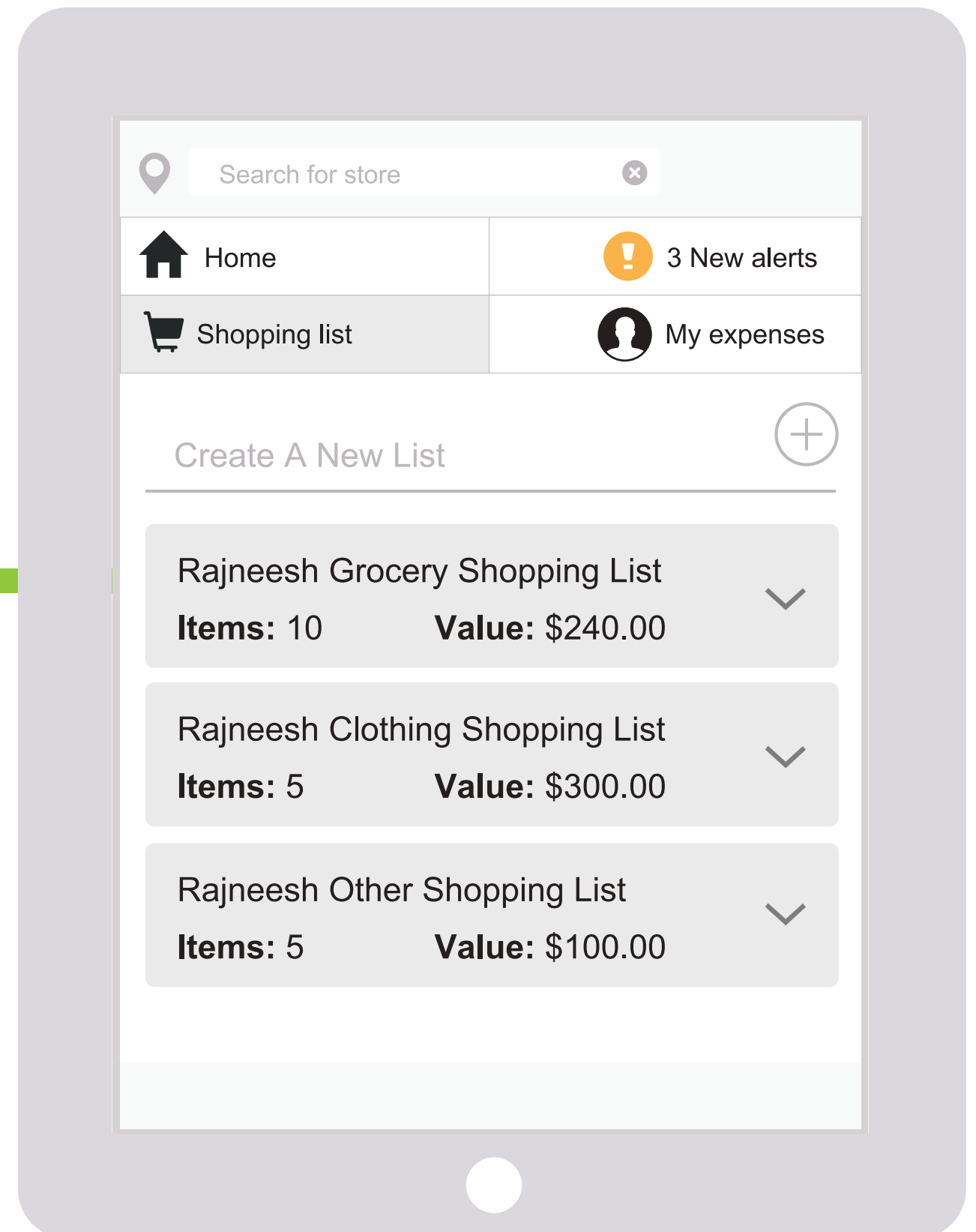
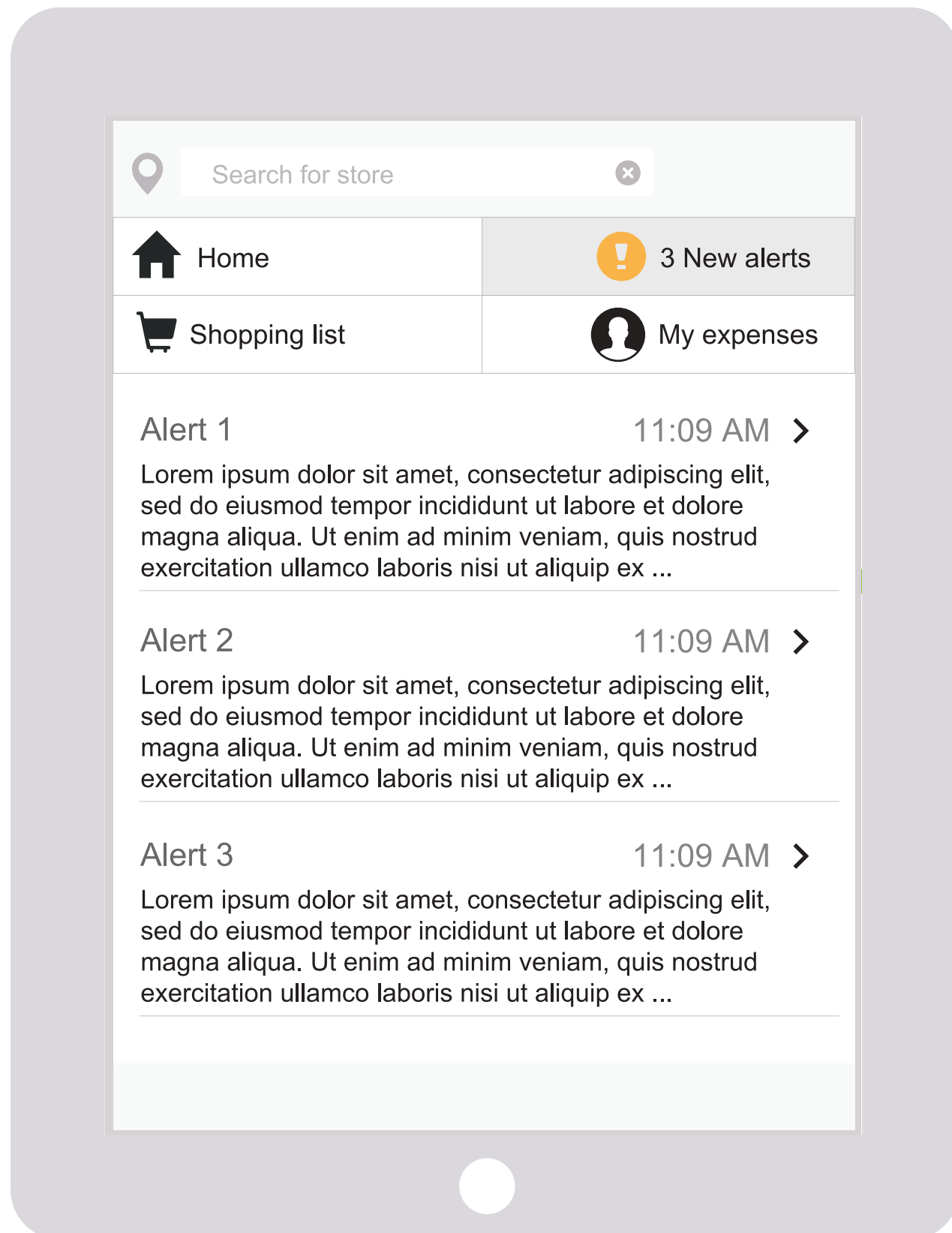
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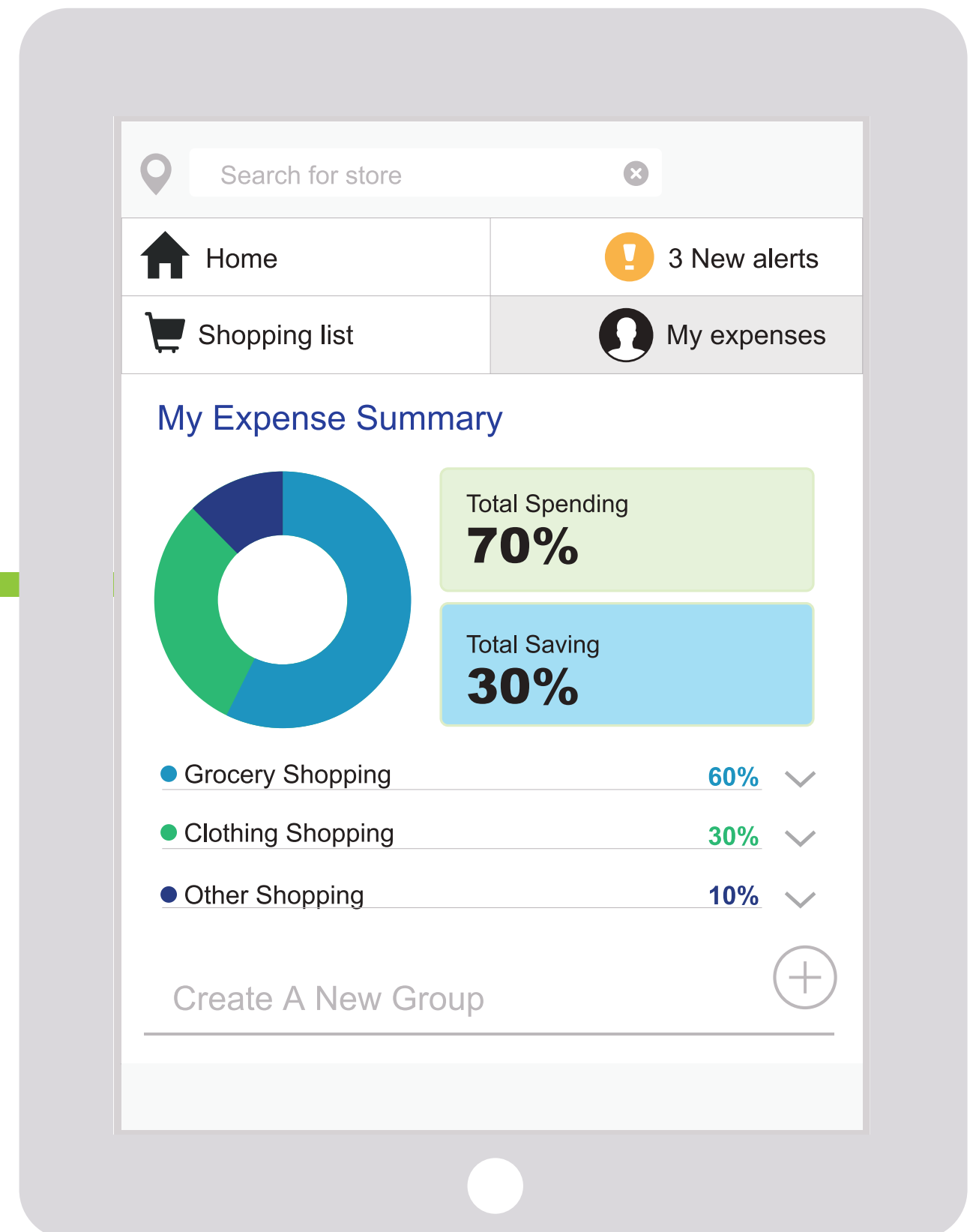
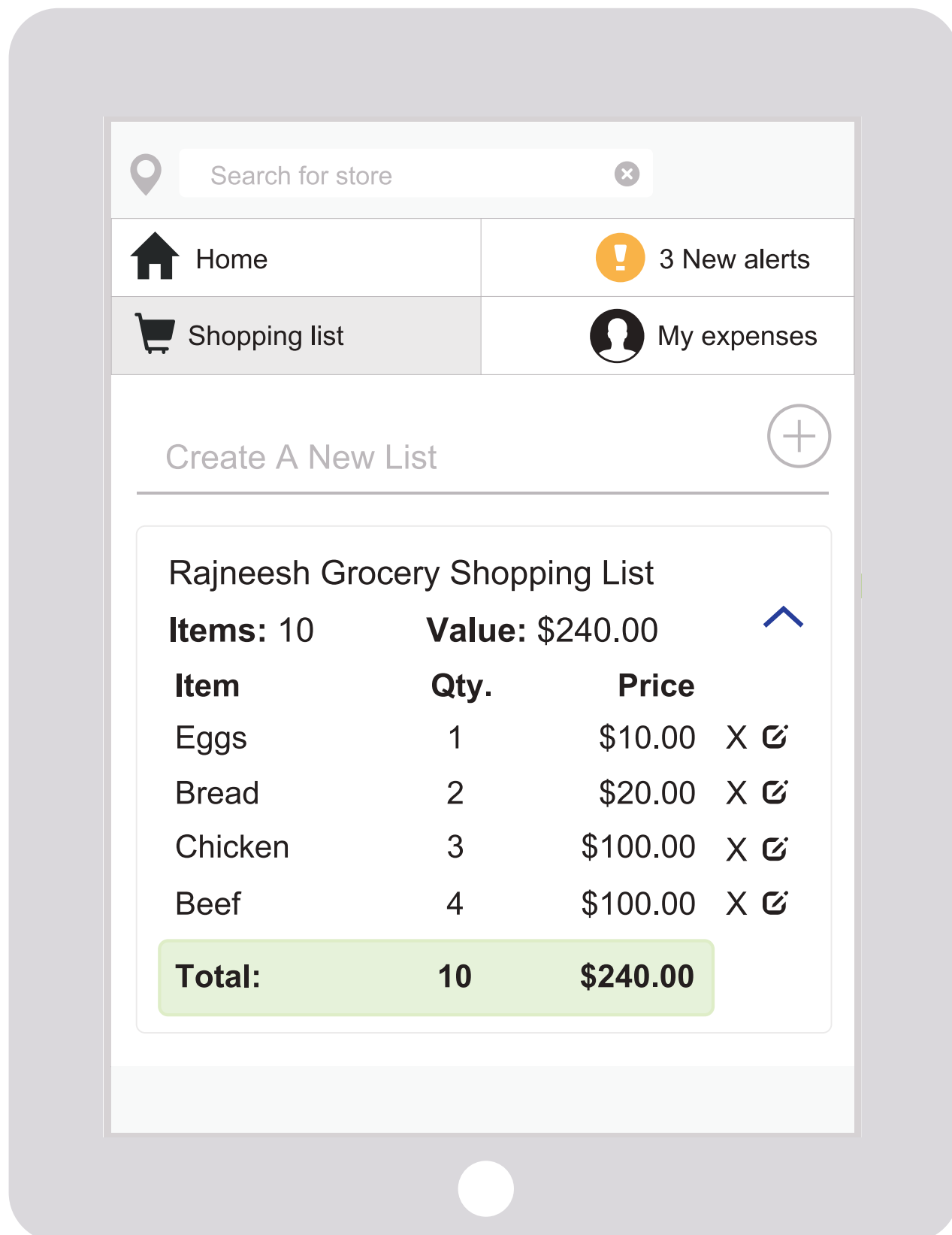
Design Phase:



Design Phase:



Design Phase:



Design Phase:

