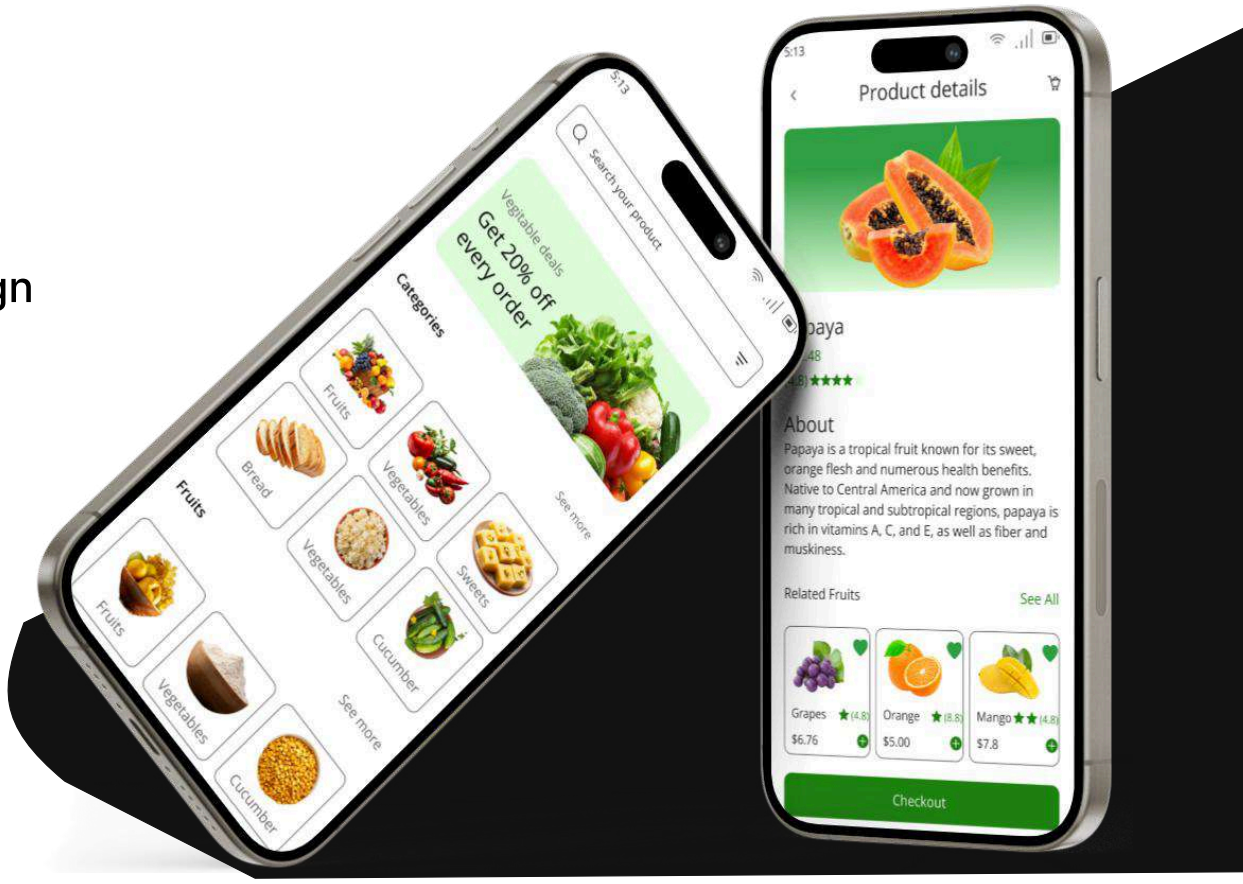
Zuppymart

Grocery app design

UX UI Case Study

Tools



Overview

Grocery refers to the everyday items required for daily living, including food, household supplies, and other essentials. Here's an overview of the grocery industry:A grocery app is designed to provide users with a seamless shopping experience by allowing them to browse, select, and order groceries online. It eliminates the need for physical store visits, making grocery shopping more convenient and efficient. With intuitive navigation and well-structured product categorization, users can quickly find the items they need. The app typically includes features like advanced search filters, order tracking, multiple payment options, and personalized recommendations to enhance user experience.

Problem

1.Going to the store and waiting in long queues consumes a lot of time. If an

essential item is unavailable, customers have to visit multiple stores, leading to wasted time and effort.
2.Shopkeepers not accepting digital payments – Some shopkeepers only accept cash forcing customers to carry physical money.
3.Crowded Stores & Inconvenience.
4.During weekends and festive seasons, stores become overcrowded, making shopping difficult. Additionally, parking issues near stores add to the inconvenience.
5.Product Availability Issues.
6.Essential items are sometimes out of stock.
7.Customers don't get prior stock information, leading to wasted time.
8.Lack of Price Transparency.
9.Discounts and offers are not always clearly communicated.
10.Some shopkeepers charge higher prices, as price comparison is difficult.

solution

1.Raising awareness among shopkeepers – The government and banks should run awareness campaigns to encourage small businesses to accept digital payments.
2.Online Shopping – Use online shopping platforms like Amazon, Flipkart, and BigBasket to order essential items from home, saving time.
3.Opt for Online Shopping – Avoid crowds by purchasing items online whenever possible.
4.Local stores should adopt digital stock management.
5.Clear Price Listings: Display transparent price lists in stores and online platforms.
6.Digital Price Comparison: Use mobile apps and websites to help consumers compare prices.
7.No health issue safe.
8.You will find best quality safe.

Design thinking process

The design thinking process is a human - centered approach to innovation and problem-solving that focuses on understanding the user's needs,challenging assumptions,and redefining problems in an attempt to identify alternative strategies and solutions.

1
Empathize
Competitive analysis
Interview

2
Define
User persona
Empathy map
User journey map

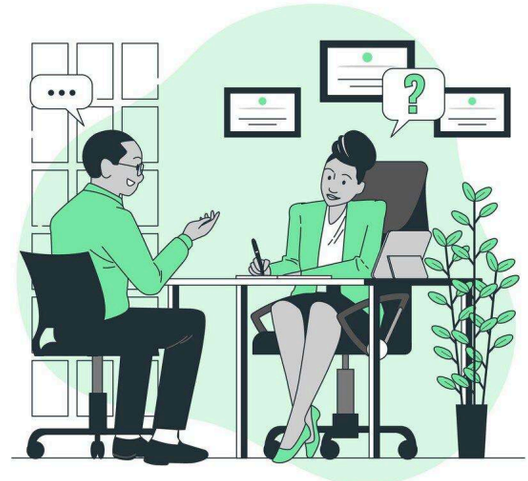
3
Ideate
Cart sorting
user flow
Information architecture

4
Prototype
Wireframe
Low,medium

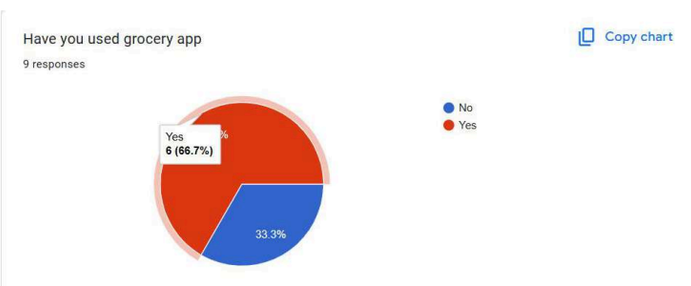
5
Testing
colore
Icon
Typography
Component

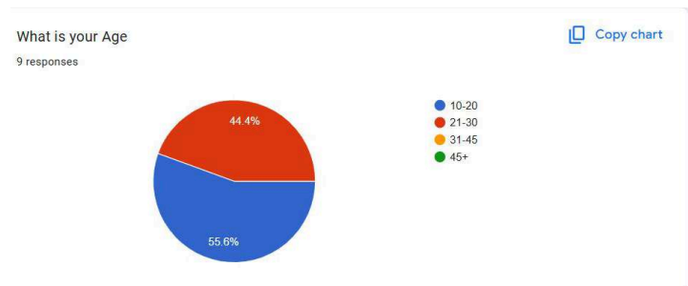
Qualitative Research

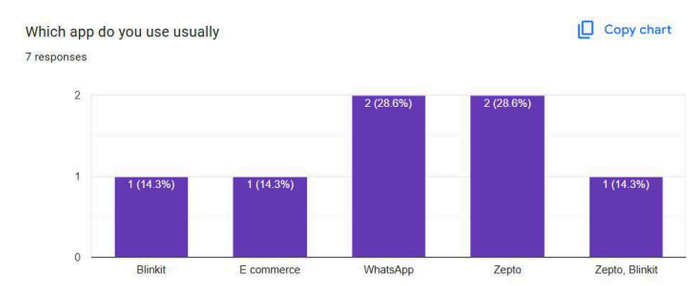
1. Current Shopping Habits
   - Where do you currently buy groceries—online or offline?
   - If online, which apps do you use and why?
   - What is the most important factor when buying groceries? (Quality, price, discounts, delivery time, etc.)
2. Pain Points & Challenges
   - What is the biggest challenge you face while shopping for groceries online?
   - Have you ever experienced delays in delivery?
   - Can you share a bad experience related to product quality?
3. Features & Preferences
   - If you were to use a new grocery app, what features would be most important for you?
   - Would you be interested in a monthly grocery subscription plan?
   - Would you like to use voice search to find and order groceries?
4. Payment & Discounts
   - Which payment method do you prefer? (UPI, card, cash on delivery)
   - Do discounts and offers influence your buying decisions?
   - Would you use a loyalty program or cashback option if available?

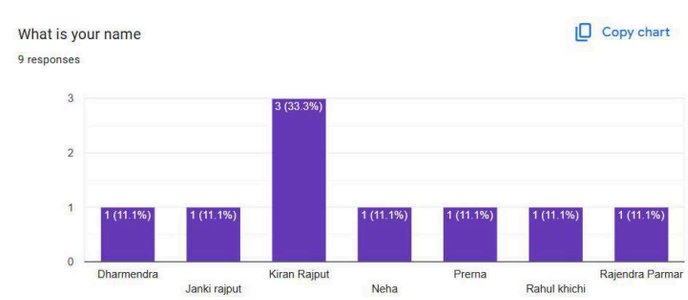


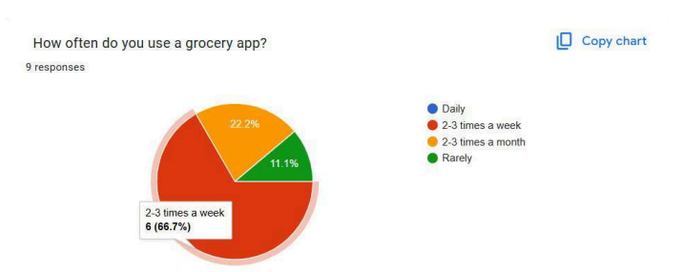
Quantitative Research

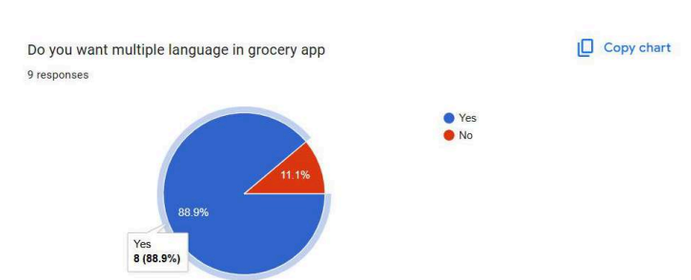


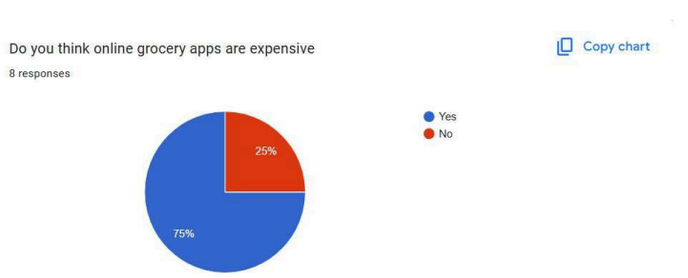








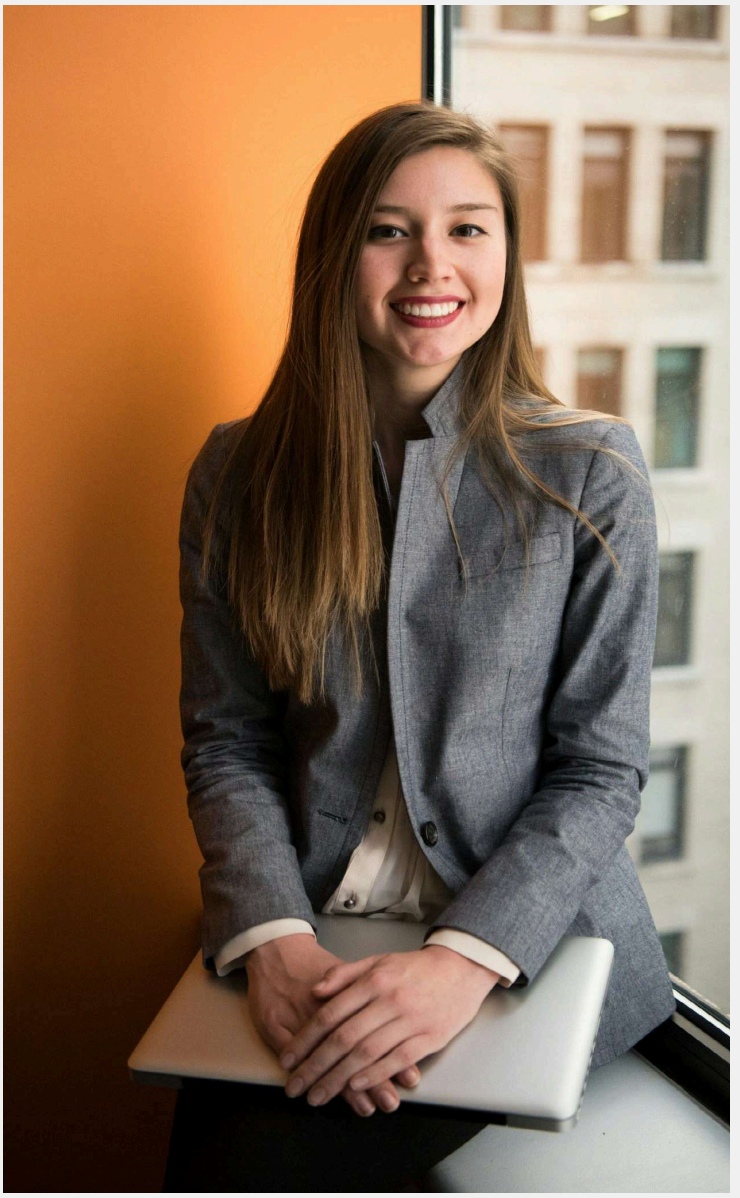




Competitive Analysis

Feature	Zuppymart	Blinkit	Flipkart	Jio mart
Easy order placement	✓	✗	✓	✗
Multiple payment	✓	✓	✗	✓
Delivery speed	✓	✓	✗	✓
Live order traking	✓	✓	✓	✓
Saved addressed	✓	✗	✓	✗
Customer assitance	✓	✓	✓	✓
Order history	✓	✗	✗	✗
Displays categories	✓	✗	✓	✗
Personalize recommendations	✓	✓	✗	✓
Filter options	✓	✗	✓	✗

User persona 1.



Demographics-

- Name: Sarah Johnson
- Age: 32
- Gender: Female
- Location: Urban area (e.g., New York, Los Angeles, London)
- Occupation: Marketing Manager
- Income Level: Middle to upper-middle class

Bio-

Sarah is a busy professional juggling her career and family life. She prefers shopping for groceries online to save time and ensure him family gets fresh, high-quality food. Convenience, affordability, and reliability are him top priorities.

Pain point-

1.Long Queues – Waiting in long lines at the billing counter.

2.Availability Issues – Essential items may not always be in stock.

3.Time Consumption – Visiting the store and selecting products takes a lot of time.

4.Heavy Bags to Carry – Carrying groceries home can be inconvenient.

Goals-

1.Faster and More Convenient Shopping – Completing grocery shopping quickly.

2.Affordable Pricing – Finding good quality products at reasonable prices.

3.One-Stop Shopping – Getting all essential items in a single place

4.Access to Discounts & Offers – Getting the best deals on groceries.

🍏 User persona 2.

Demographics-

Name: Rajesh Sharma
Age: 35
Gender: Male
Location: Urban (Mumbai, Delhi, Bangalore)
Occupation: IT Professional
Income Level: Upper-middle class

Bio-

Rakesh is a busy professional balancing work and family life.
he prefers ordering groceries online to save time and avoid the hassle of visiting crowded supermarkets. he looks for an app that offers fresh produce, quick delivery, and seamless payment options.

Pain point-

1.Lack of Discounts & Offers – Fewer deals and offers compared to online stores.

2.No Real-Time Stock Updates – Customers have to visit the store to check product availability.

3.Difficult Return & Refund process- Rerurning defective or incorrect items is often complicated and time-consuming.

Goals-

1.Home Delivery Option – Having the convenience of doorstep delivery.

2.Better Customer Service – Quick resolution of any issues or concerns.

3.Multi-Language Support in Stores – Availability of information an assistance in different languages.

Empathy map 1.

Say

My husband is too busy with work to help with daily shopping.

I wish there was a convenient way to get essentials without leaving home.

It's difficult for me to go out and buy groceries,especially with
a new baby at home.

Managing household needs along with the kids is overwhlming

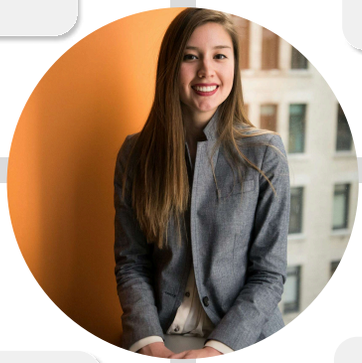
Think

I am worried about how to go get fresh groceries and essentials without burdening my husband.

Leaving the baby to run errands isn't an option.

I need a reliable and affordable solution that saves timeand effort.

What if there was a service that could bring groceriesto my doorstep.



Does

Manage household chores and takes care of child.

tries to plan ahead and ask her husband to shop for essentials when he has time.

Occasionally asks neighbors or relatives for help in emergencies.

Searches online for ways to simplify her daily life.

Feels

Stressed and overwhelmed with balancinghousehold responsibilities and childcare.

Frustrated by the lack of time and convenientoptions for shoping.

Anxious about running out of daily essentials.

Hops for a solution that could provide a sense of relief.

Empathy map 2.

Say

I need fresh produce.

Where are the discounts and deals?

I hope they have my favorite brand in stock.

This line is too long.

I need to stick to my budget.

Think

Should I try a new brand or stick to the one I trust?

Is this really worth the price?

Am I forgetting something?

I hope the store isn't too crowded today.

I should check the expiry date before buying.

Does

Checks product labels for price, ingredients, or expiry dates.

Compares brands before making a purchase.

Uses a shopping list or phone for reference.

Walks around looking for discounts and promotions.

Interacts with store employees for assistance.

Feels

Excited when finding discounts or favorite products.

Frustrated if items are out of stock or checkout lines are long.

Overwhelmed when the store is crowded or too many choices exist.

Satisfied when they find fresh and quality products.

Annoyed when prices are high or items are misplaced.

Journey map

Stages	Awarness	Explore	Compare	select	Delivery
Actions	Customer sees ads, social media posts, or word-of-mouth recommendations. Notices app promotio-ns on search engines or app stores.	Looking for promotion. Looking for imported products.	The clarity of product details within the compares to other apps. Compares promotions between competing apps .	I Choose product based solely on my needs. I add products and than decide according to my budget.	Contact customer service when there is a problem. Track the order on the map.
Goals	Smart search & filters (organic, gluten-free, budget-friendly) Detailed product descriptions & images	Price comparisons and promotions Looking for imported products.	No hidden charges or unexpected fees Apply discounts & loyalty points	Easy payment options (wallet, COD, UPI, credit card) Contactless delivery & flexible scheduling	Real-time order tracking Proper packaging to avoid damage
Feelings	🤓	🥰	🙂	😔	😡

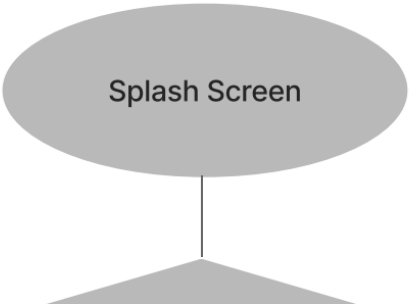
Pain poionts

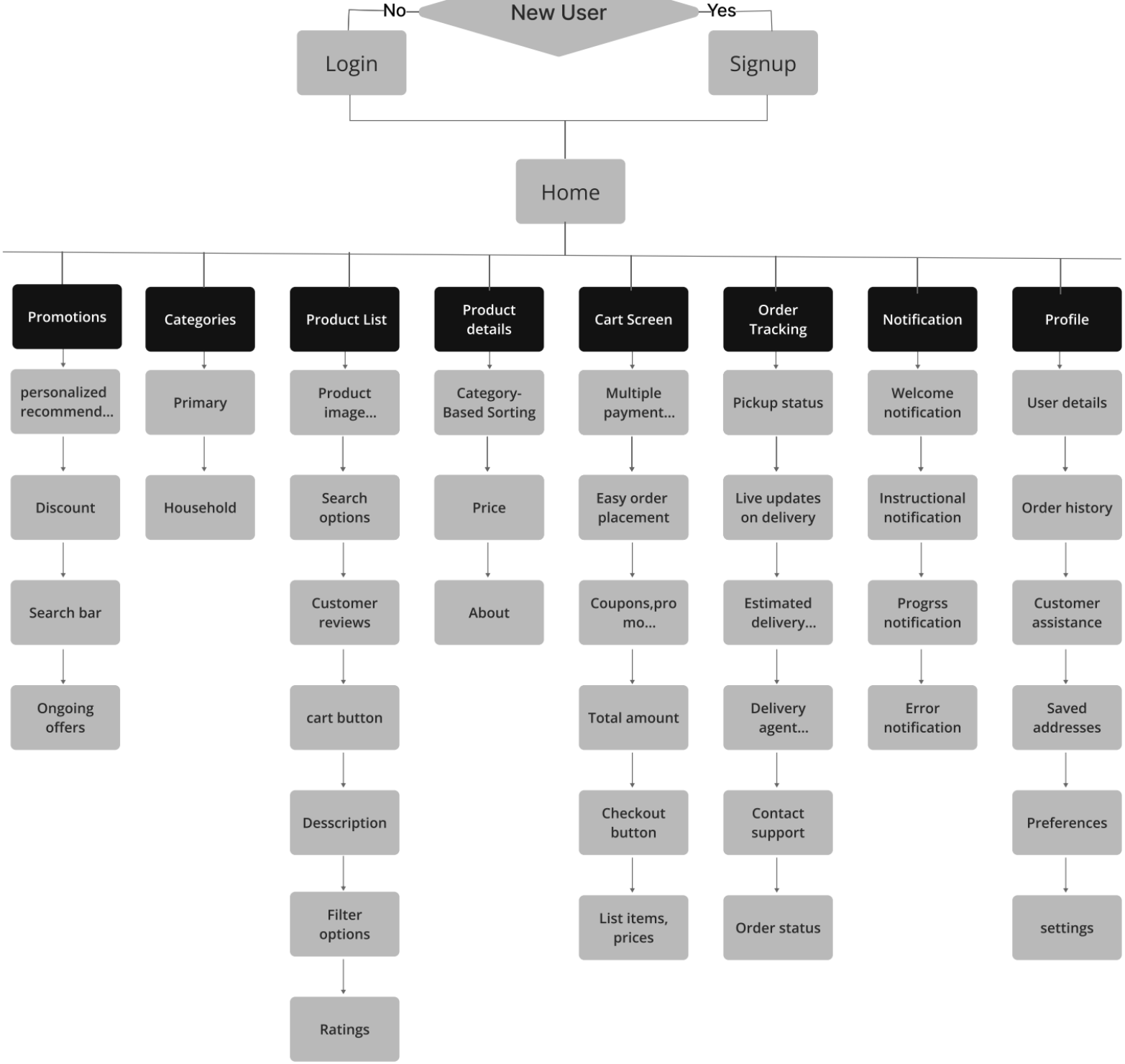
Khaled hears about the zawedni app from a friend or an ad	Lackofsufficientdetail sabpout the product. When searching on zuppymart result apperas the desired product. imported products.	Lackofstoreinformaion online (timings, stock availability). Poor store layout (hard to find items, lack of signage).	Limited stock or out-of-stock essential items.	No proper receipt or tracking of past purchases. Lack of customer support for queries.

Card sorting

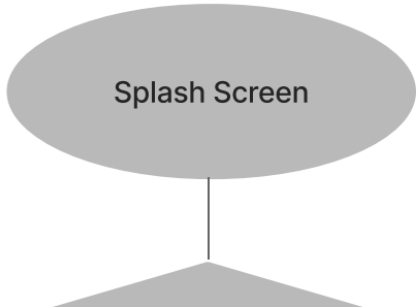
Home Screen	Categories	Product List	Product details	Cart Screen	Order Tracking	Notification	Profile
Categories	Primary Categories	Product image,price,	Category-Based Sorting	Multiple payment	Pickup status	Welcome Notification	User details
Promotions	Household & Personal Care	Search options	CategoPricery -Based Sorti...	Easy order placement	Live updates on delivery	Instructional Notification	Order history
Personalized recommend...		Customer reviews	About	Coupons,Pr omo codes	Estimated delivery time	Progress Notification	Customer assistance
Discount		CusCart buttontom...	cart button	Total amount	Delivery agent details	Error Notification	Saved addresses
Search bar		Description		Checkout button	Contact support		Preferences
Ongoing offers		Filter options		List items,	Order status		Settings
		Ratings		Prices			

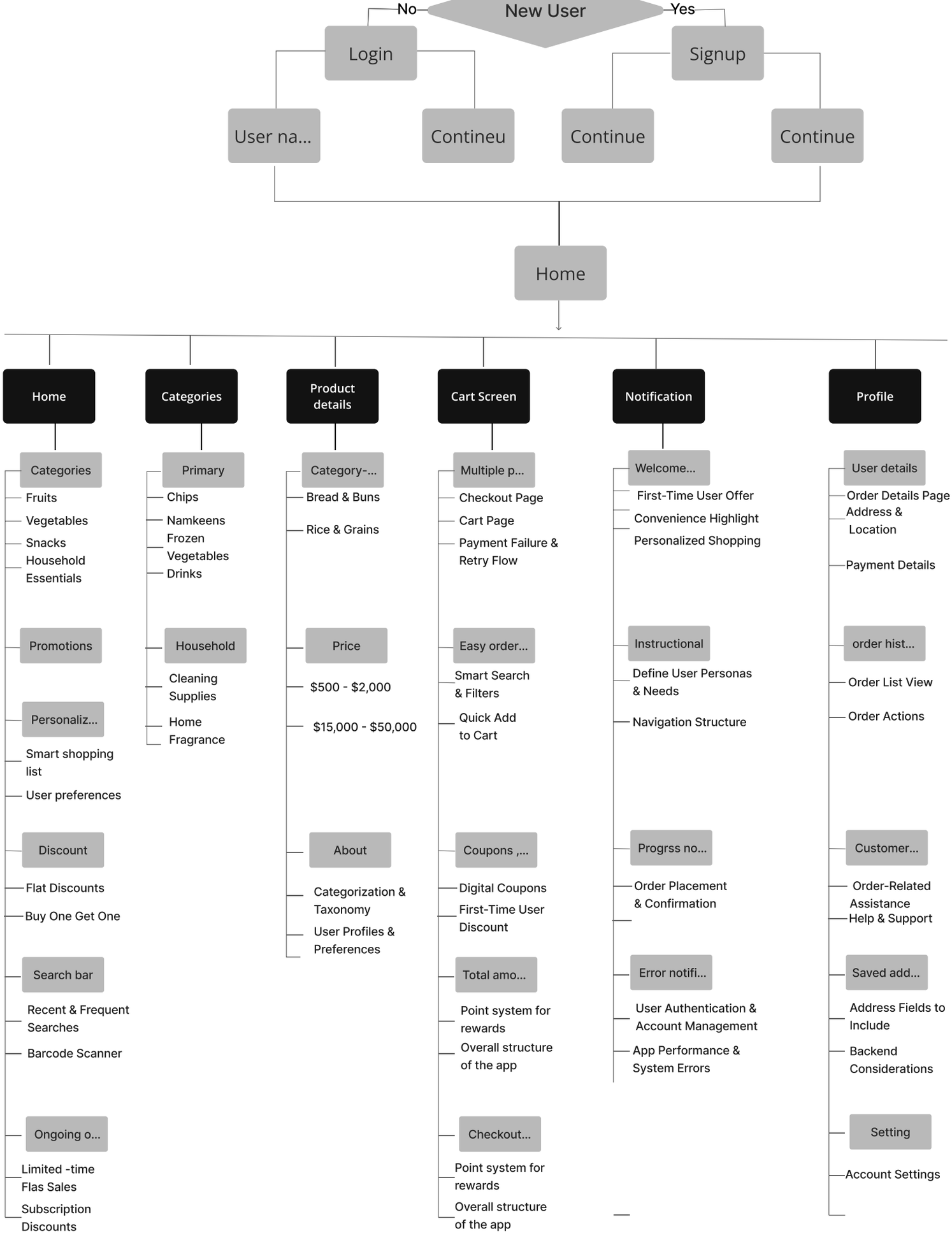
User flow





🍏 Information architecture



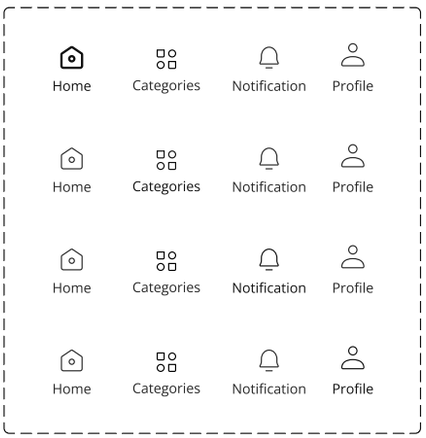


Color palette

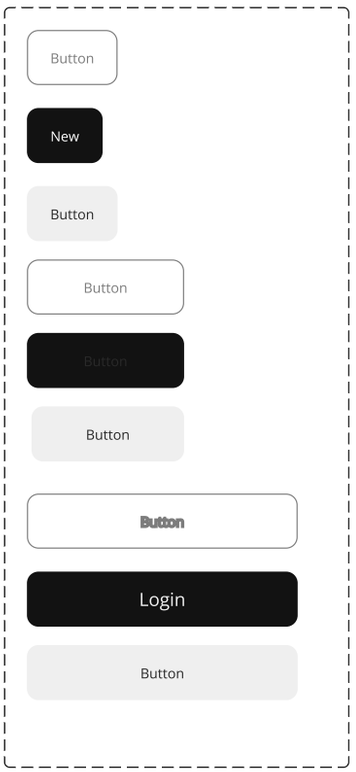
Primary color #1f8312	#f8f7f7	#dffddb	#2a2727	#686261

Design components

Navigation Bars



Button

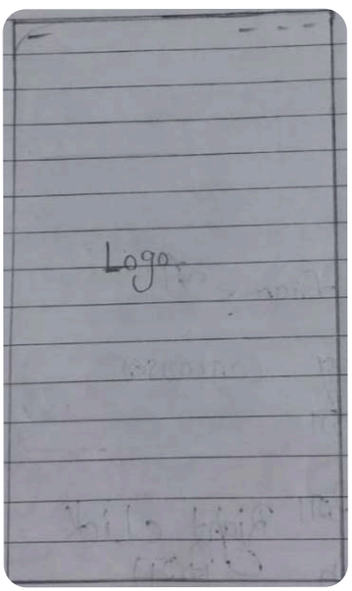


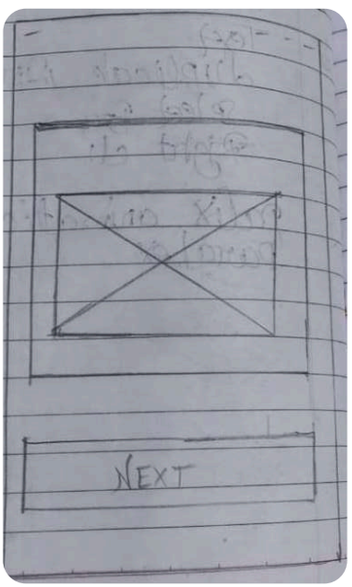
Typography
Open sans

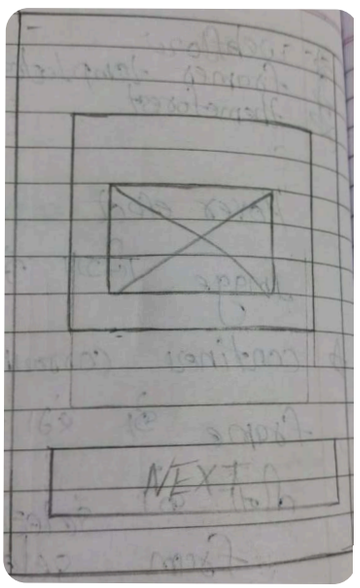
a b c d e f g h i j k l m n o p q r s
t u v w x y z
0 1 2 3 4 5 6 7 8 9

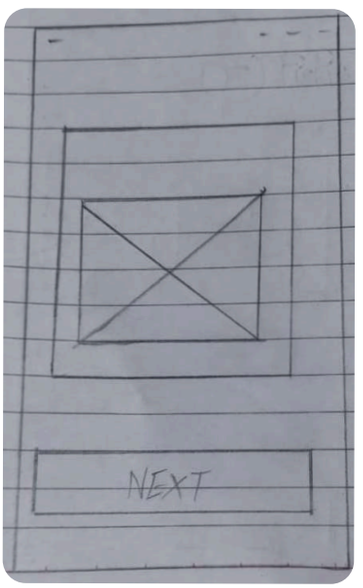
Icons

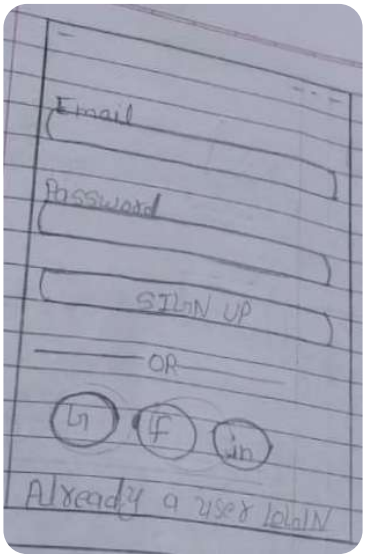
Low -fidelity wireframes

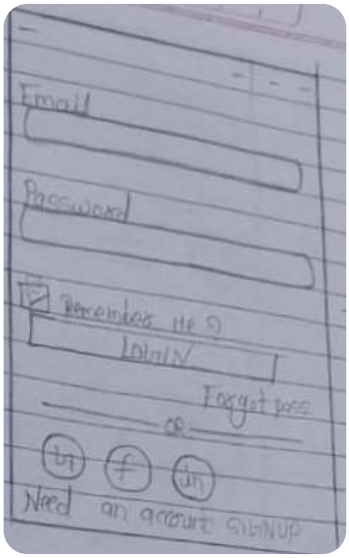


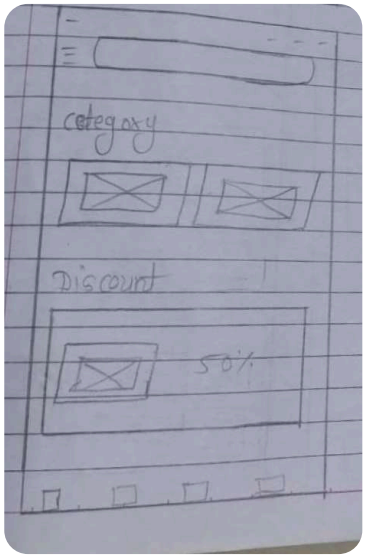


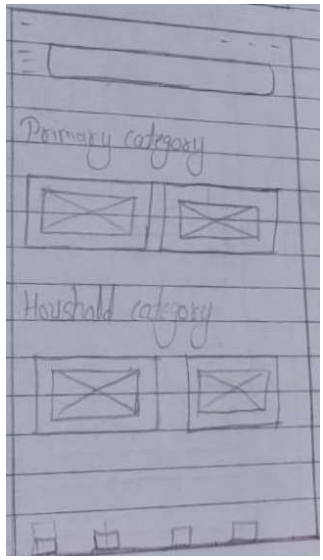


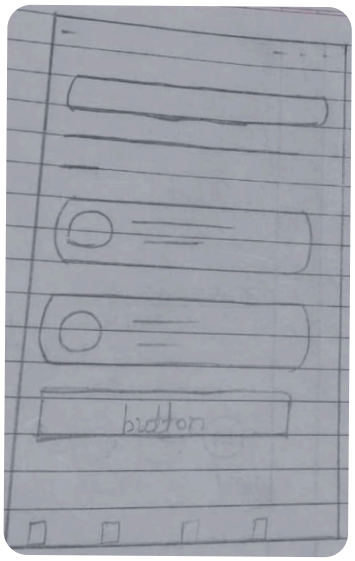


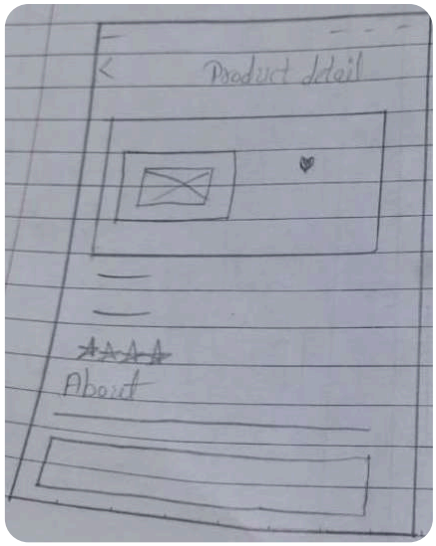


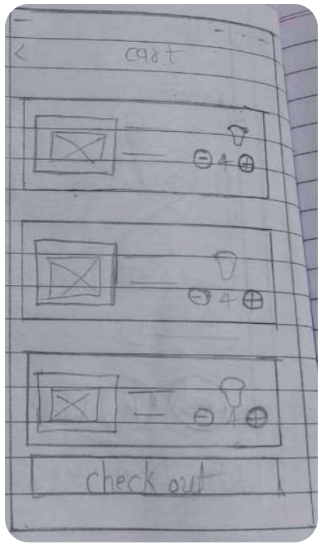


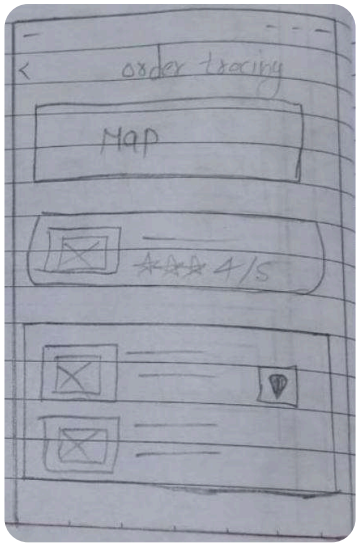


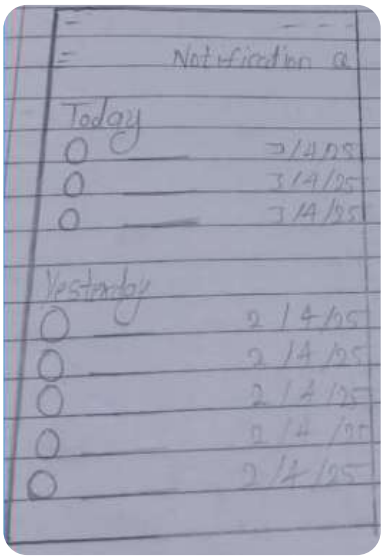


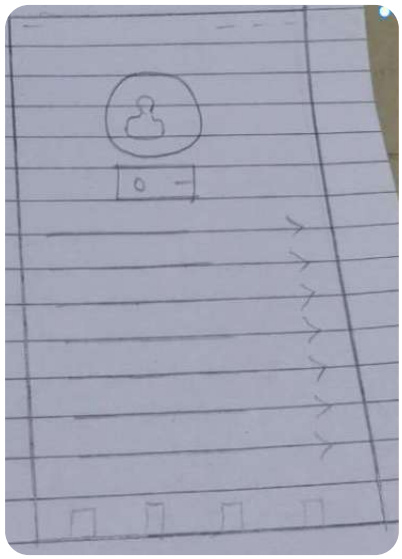




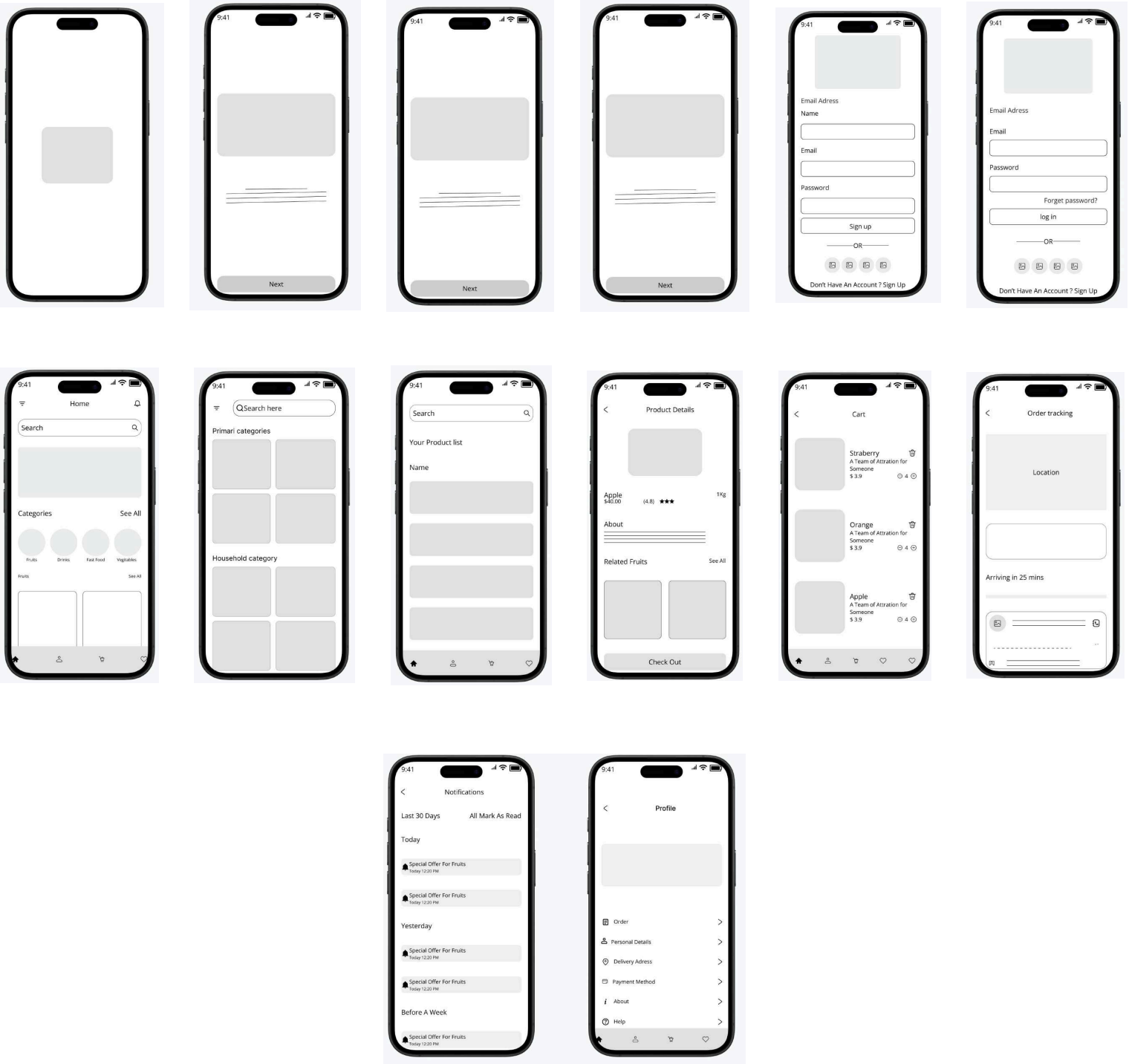








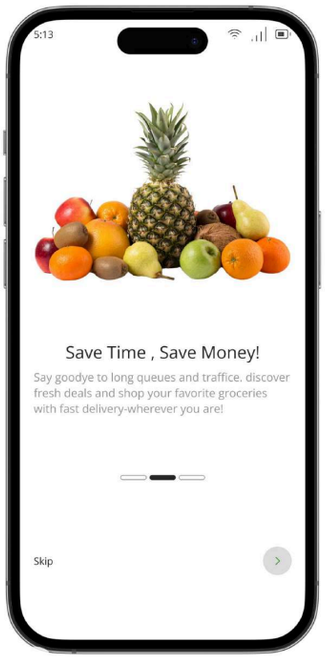
🍏 Mid -fidelity wireframes

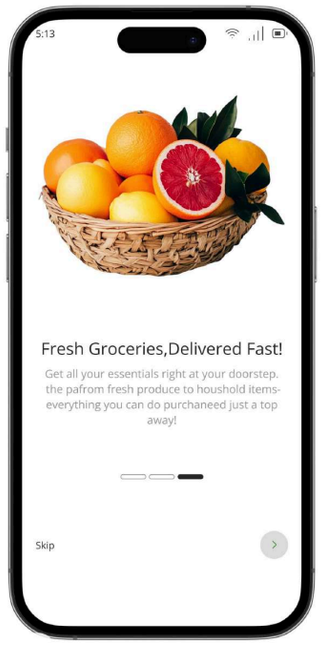


🍏 High -fidelity prototype

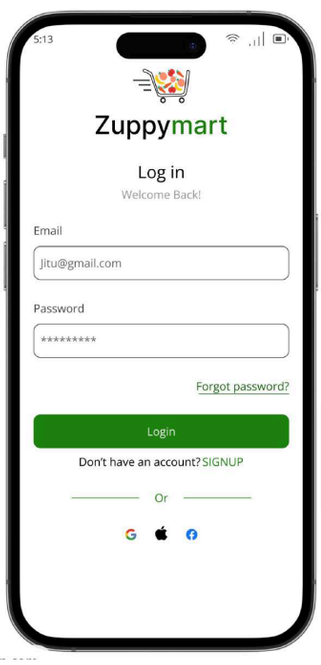
Splash screen

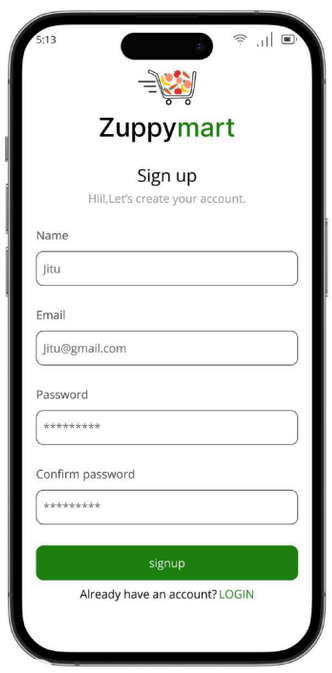
Onbording screen



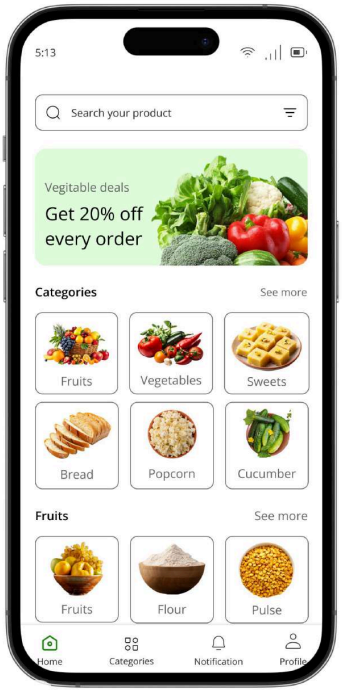


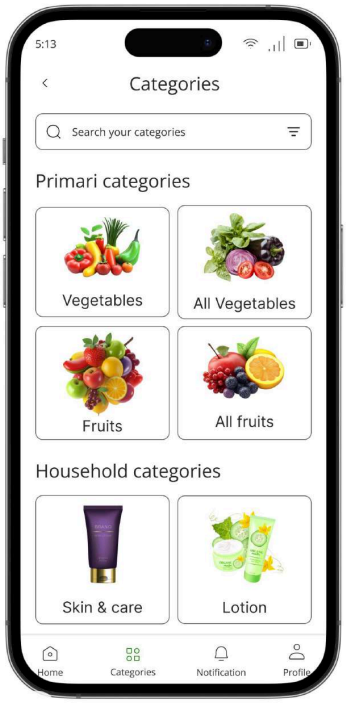
Sign Up/Login Screen



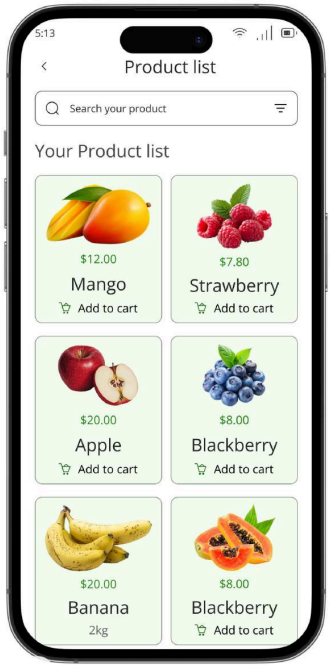


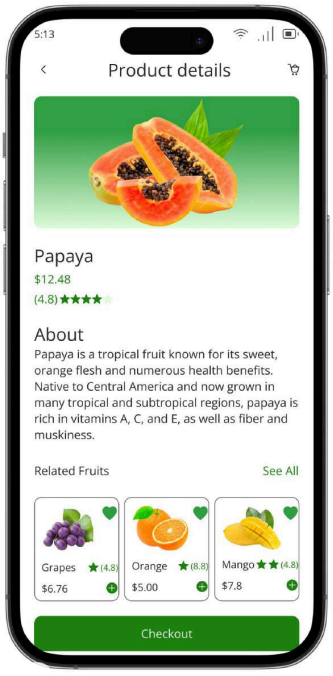
Home & category screen



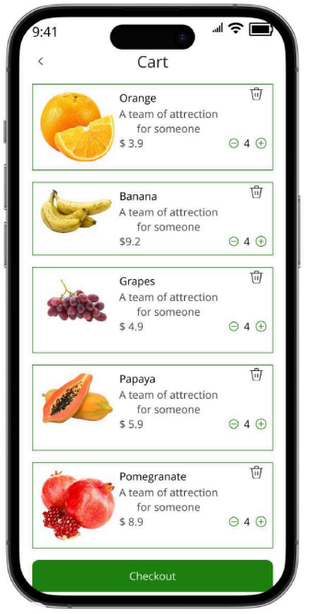


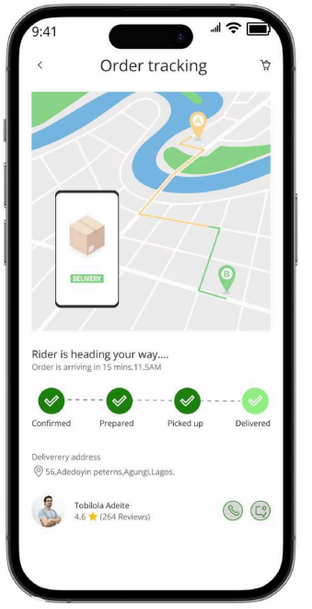
Product list & product detail screen



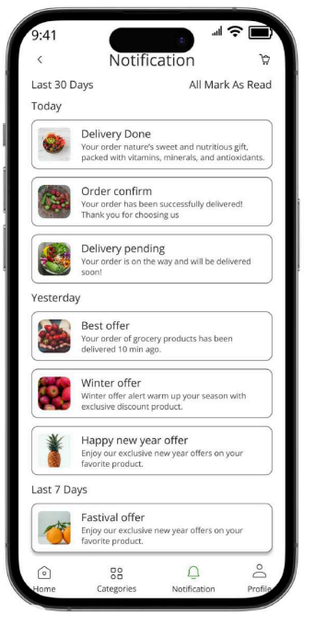


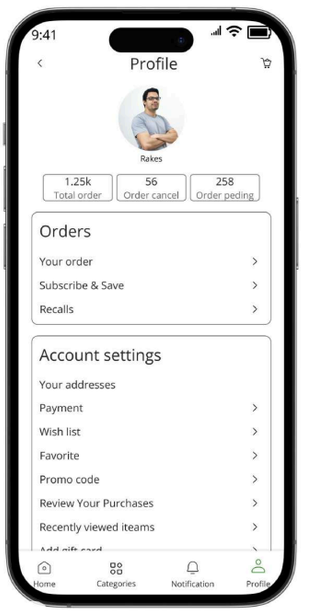
Cart & order tracking screen





Notification & profile screen





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