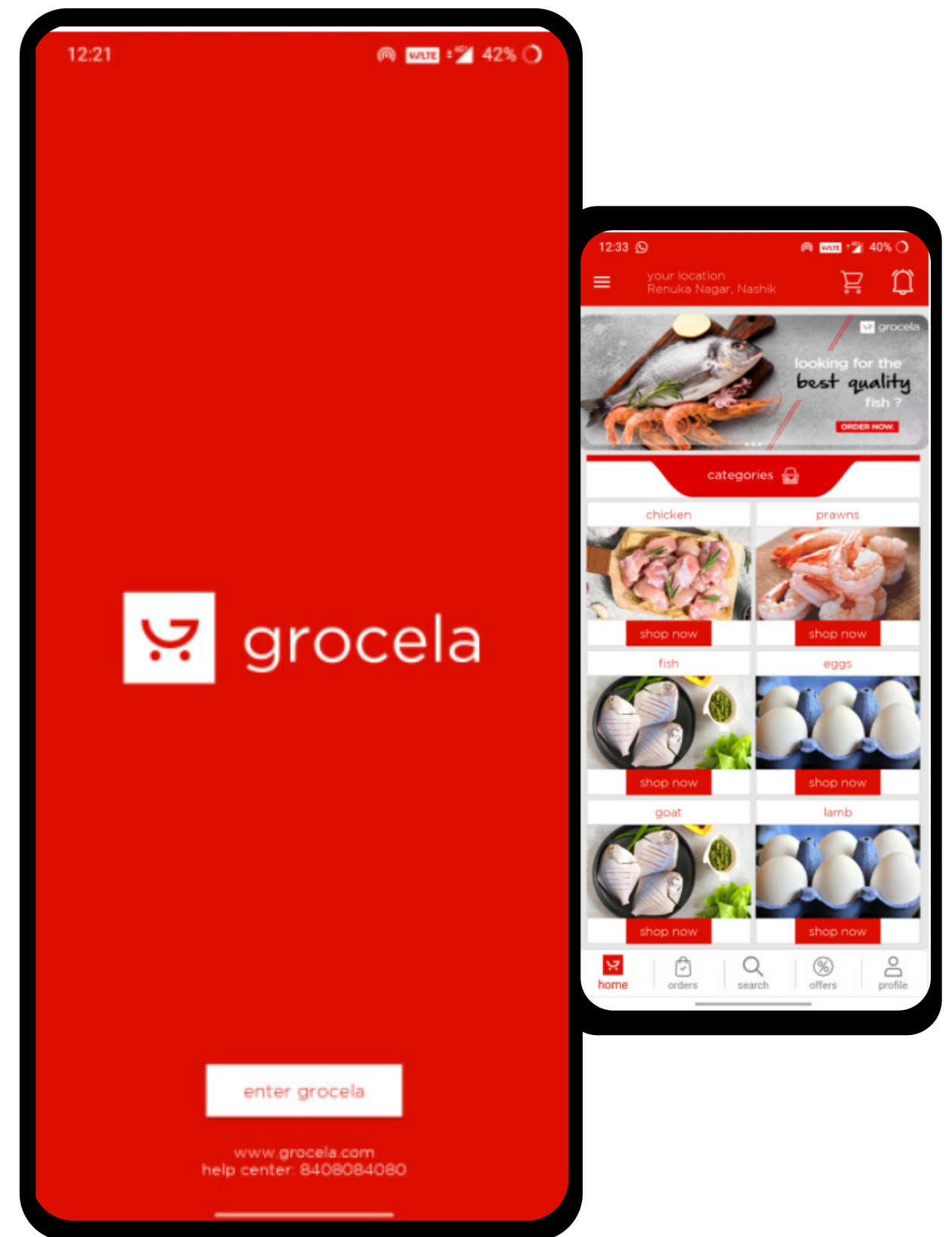


grocela

ux case study
by the design trip



01 Problem statement

- Too many clicks.
- Customer is not updated where the order has reached.
- Once one selects the added product from cart there is no communication what one has to do next.
- Also , there is a small rectangle near coupon code section which communicates next but isn't working.





02 Overview

- GROCELA aims to redefine retailing in India, by delivering premium products and best-in-class customer service with a hygienic and convenient shopping environment.
- There is a multi-conduit retail system that combines the convenience of ecommerce with the reliability of the neighbourhood store.
- Their business model is unique which comprises of a strong in-house supply chain and well-managed backend integration.
- They ensure that the freshest, tastiest and healthiest produce finds its way from farms and shores to house doors.

03 Qualitative research

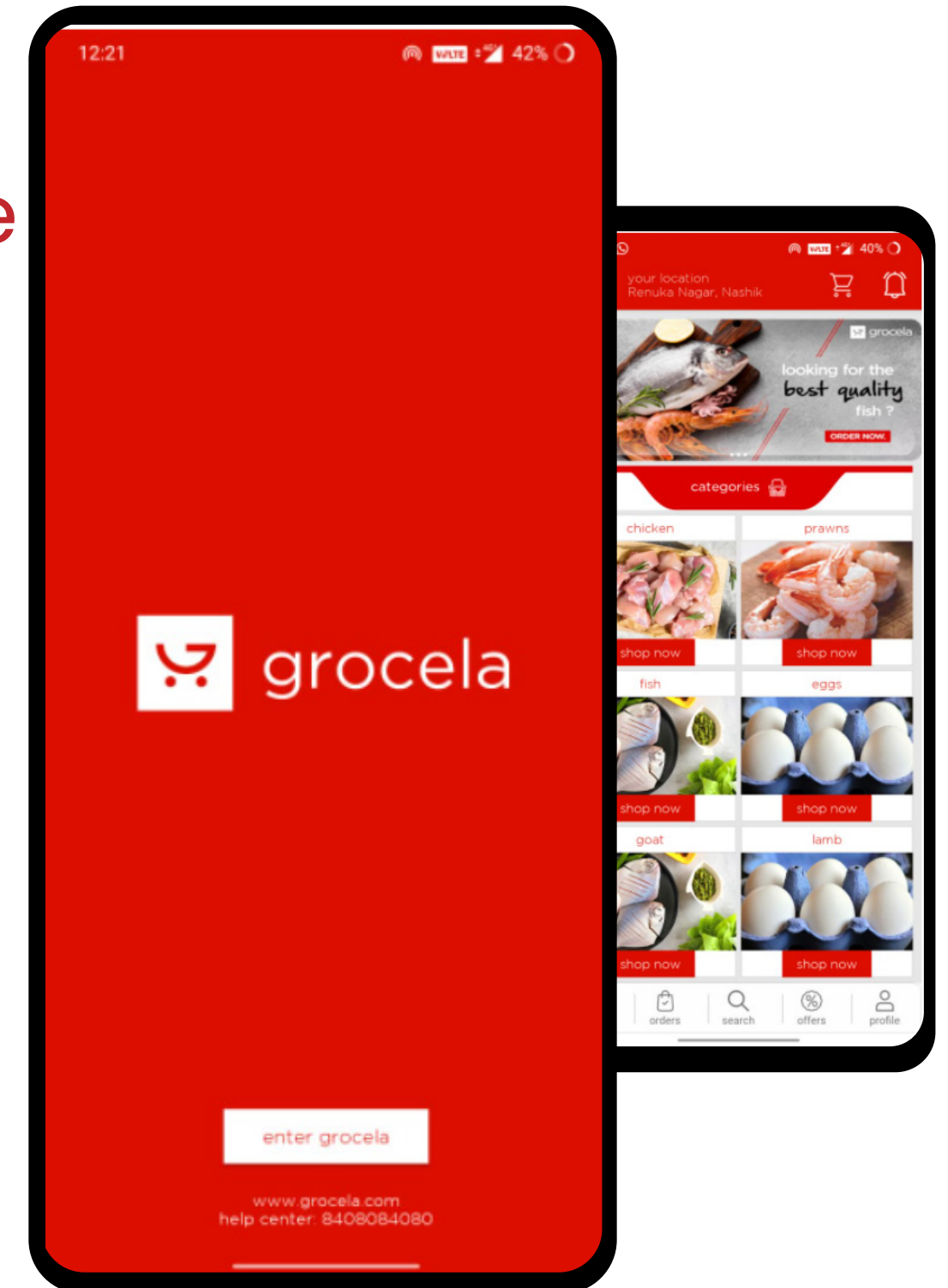
Insights from interview –

- Swiggy and zomato are the major applications used it is because they are updated with the orders given.
- User's love shopping online beacuse they get home delivery.
- Also, they feel it is convinient and flexible , saves time. But at the same time many of them do not buy due to the delivery charges.



We also conducted an interview in which we gave our users the application to use and these were the insights –

- Opacity of red colour could be reduced.
- One cannot track their order.
- There is a communication gap at add to cart screen.
- Few clicks could be reduced.
- Language is a barrier for different age groups.
- There are few buttons which aren't working.

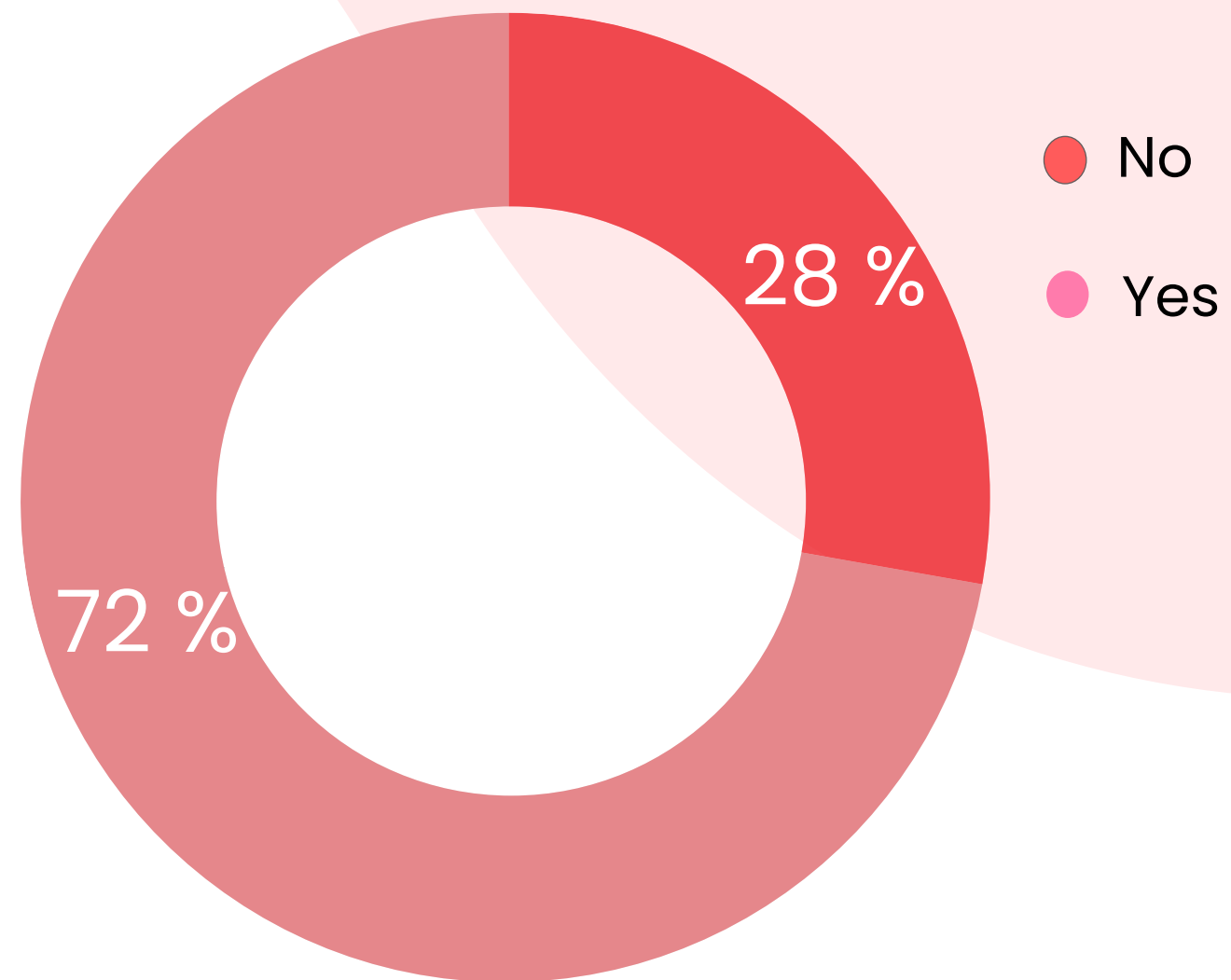


04 Quantitative research

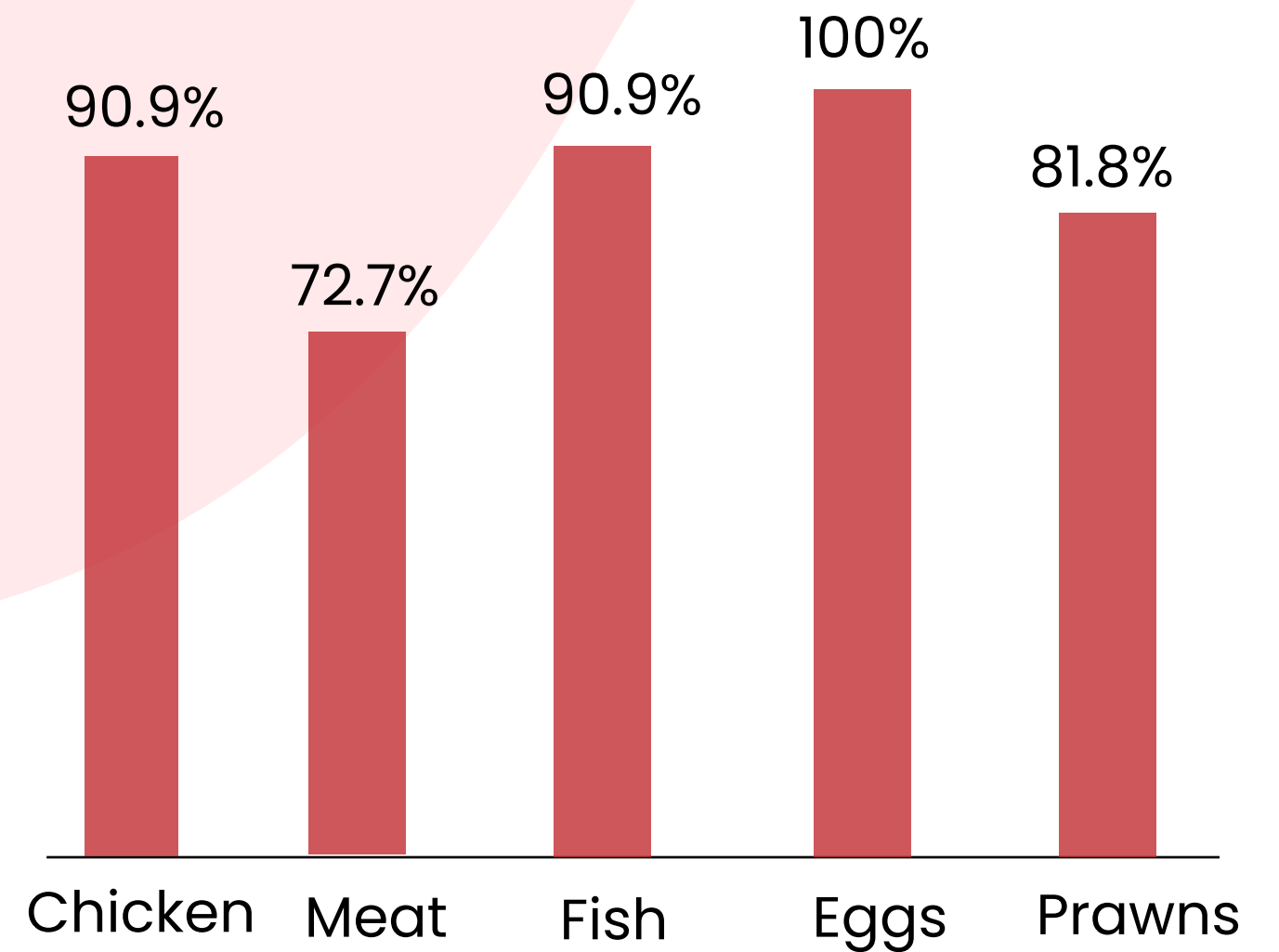
- Quantitative research inquires deeply into specific experiences with the intention of describing and exploring meaning through text , narrative , or visual based data , by developing themes exclusive to that set of participants.
- Although there are many other methods to collect quantitative data like interviews , questionnaire , observation , and document review are the most common and widely used methods either offline or for online data collection .
- We asked people to record their responses through online survey forms and questionnaire.
- Around 40 people participated in the survey and made this research a success.



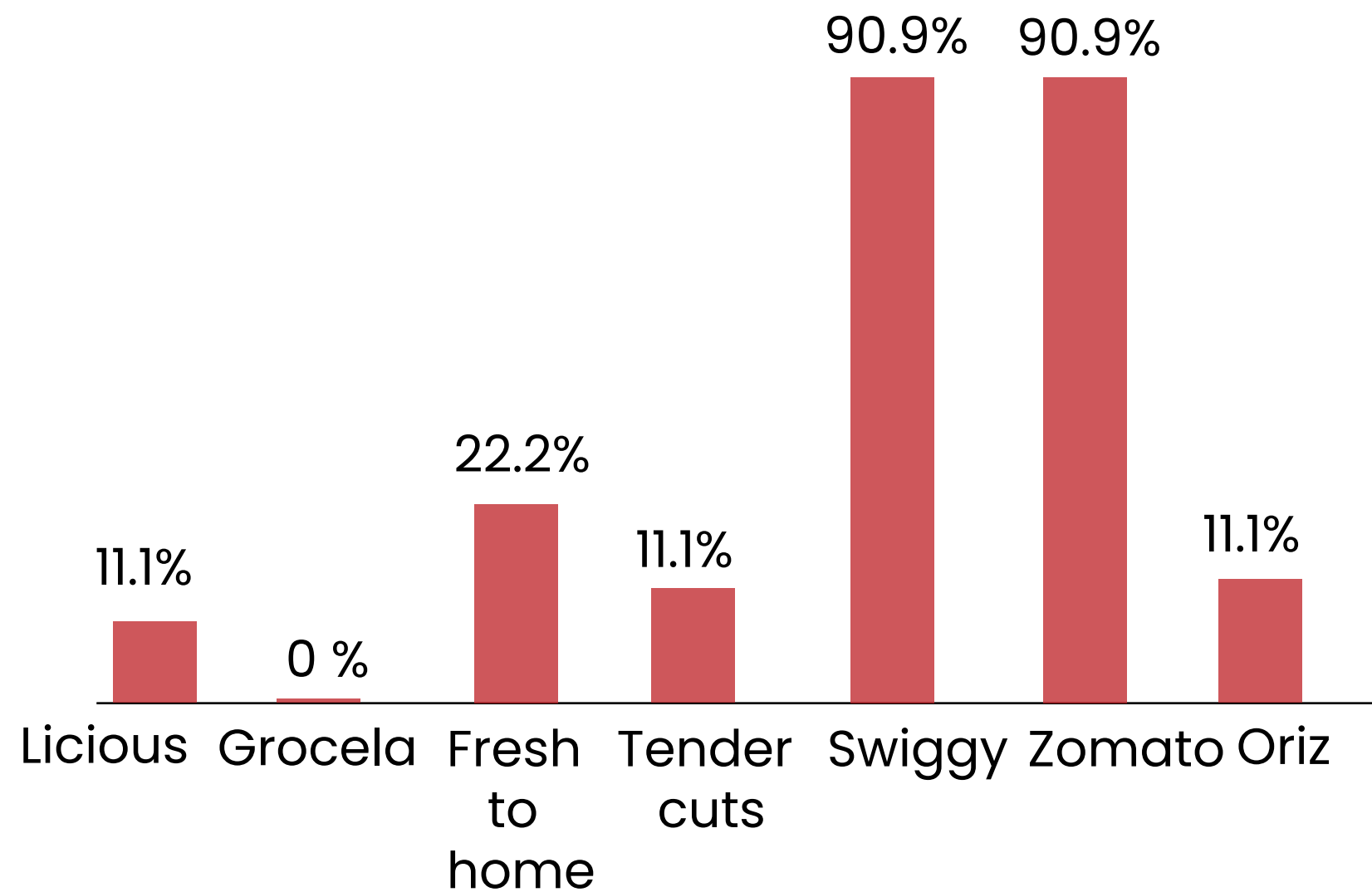
• Do you ever purchase products online?



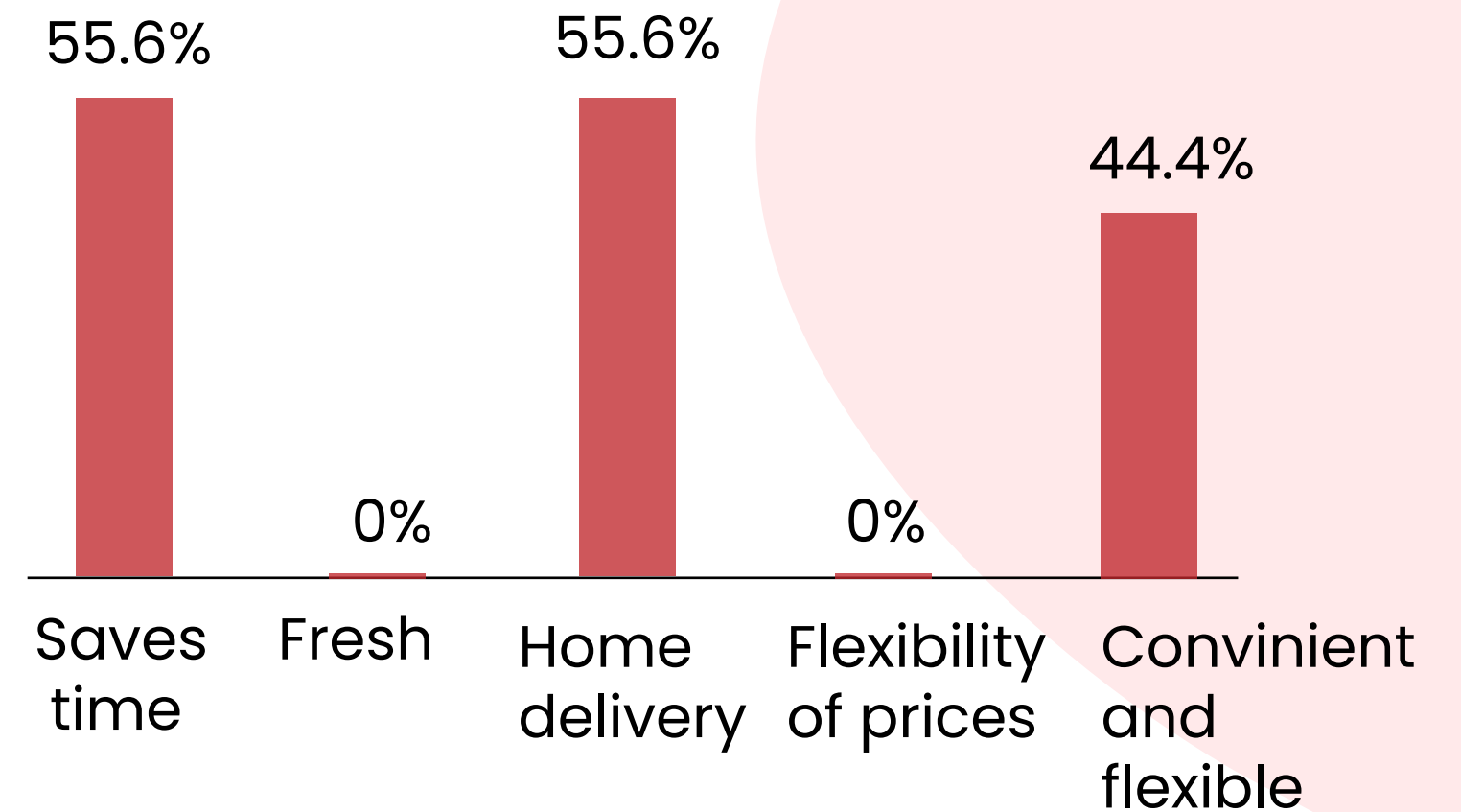
• What all do you consume from below?



• Which applications do you usually prefer ?



• Why do you prefer purchasing products online?



05 User persona



Khushi Siddique

She is an engineering student and she is very dedicated in carrying out college projects and also takes extra care about her fitness and eating habits in which she believes non - vegetarian food contributes a lot in her health and fitness.

Motivation

- Track progress
- Self determined
- Enthusiastic
- Achievement

Goal

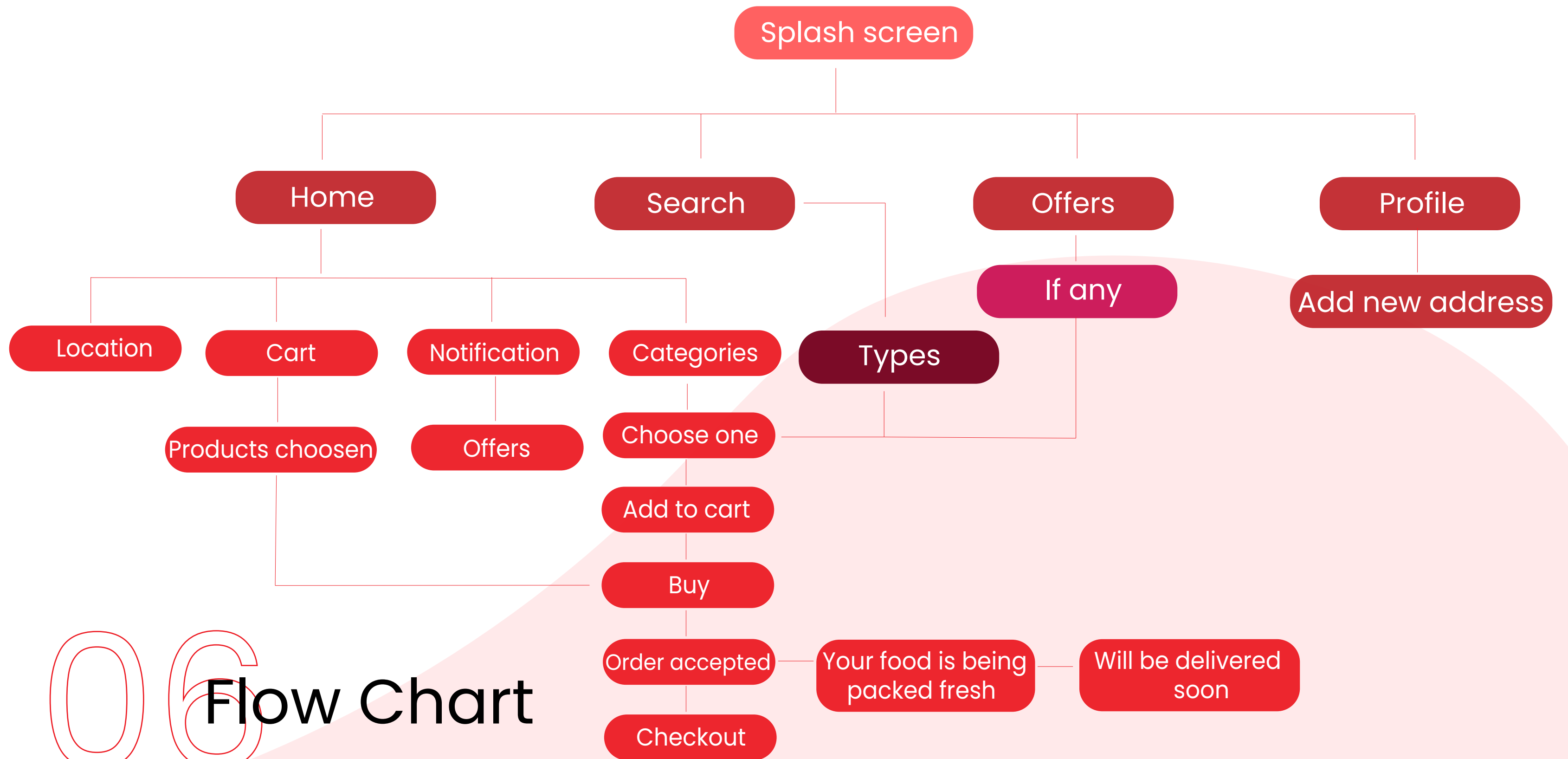
- To track fitness routine.
- Precise plan to track health.
- To track calories.
- Wants track assignments , study and other college projects.
- To get confident at carrying out daily activities.

Characterstics

- Motivated
- Punctual
- Extrovert
- Enthusiastic

Frustration

- Most applications don't deliver in many areas.
- There are many adds popping continuously on the screen.
- Sometimes they do not deliver fresh.



06 Flow Chart

07 Ideation phase

How might we ?

- How might we make our user more motivated to achieve their need and fun to use ?
- How might we make the user feel less distracted ?
- How might we reduce the number of clicks?
- How might we make make our products available in major areas ?
- How might we give translator which enables every age group to order ?
- How might we avoid popping of advertisements during the surfing ?
- How might we allow the users to track where where their order has reached ?





Thankyou for scrolling !