"The convenience of online shopping cart while experiencing the world of brick-and-mortar stores".

1Cart is a mobile application which allows shoppers to enjoy the convenience of online shopping cart while experiencing the world of brick-and-mortar stores.

- Imagine walking into a general store filled with variety of goods like groceries, cosmetics, and more. It can be the one you visit every week near your house or one in a foreign country with foreign language.
- You grab something of the shelf and scan it with your smartphone. And shows information like cost with tax.
- The product can be added to your app's cart with a click. You can keep adding products as you scan them on the go, and the app shows you the total cost of the cart with the items.
- Once your cart is ready, payment can be made either via mobile-payment options added to the app or to the cashier.

For store owners, partnering with 1Cart provides an easy way to join the digitalization movement. The automation provides great user-experience for the target demographic and frees up cash-registers.

In a world of COVID awareness, the app opens up a possibility for minimum-contact shopping between employees and customers

# 6D DESIGN PROCESS

1. Discover
2. Define
3. Dream
4. Design
5. Develop
6. Deliver

# 1 Discover

- User Research - Online survey
- Problems received
- Goals

# User Research - Online Survey

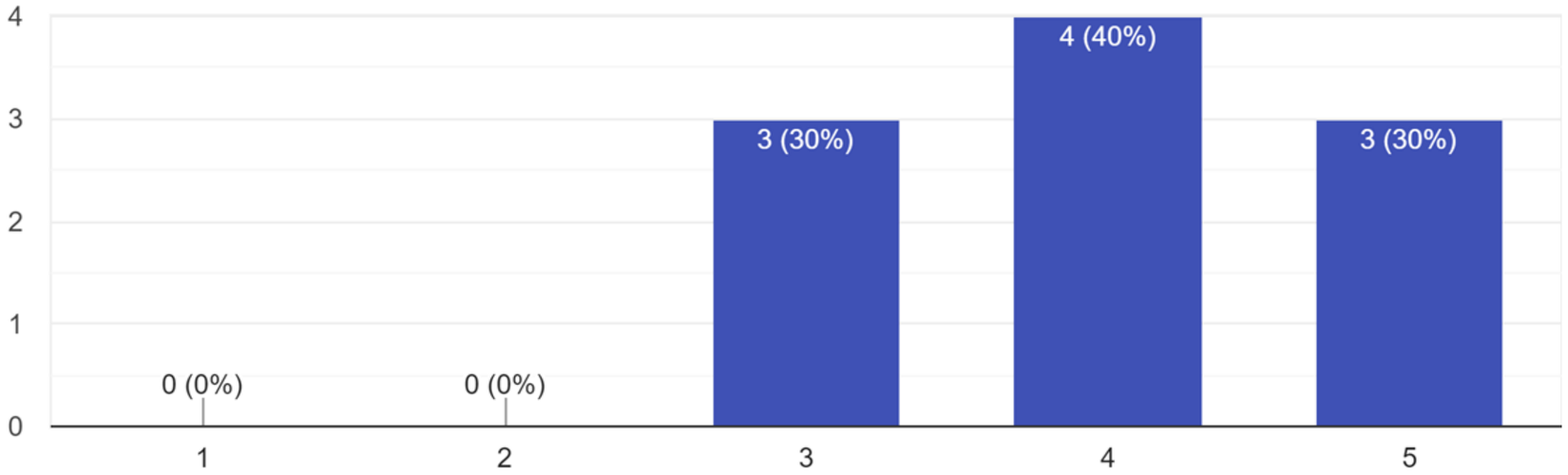
In the present situation of widespread pandemic, Online survey was a reliable and easy source of User Research and a better experience for some users as it avoids the awkwardness of talking one-to-one for some people.

After taking a user survey about different aspects of contactless shopping at supermarkets we discovered that we could in a way help the users get what they want and thus these were the reuslts :

Based on Supermarkets

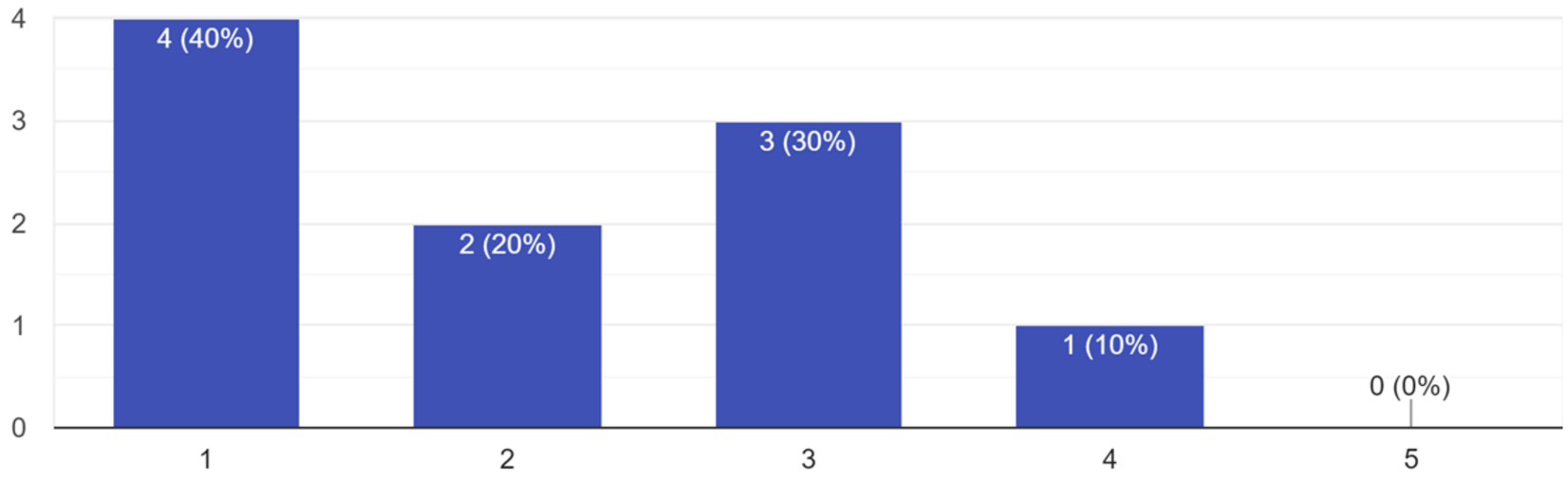
# Q1. How often do people shop in supermarkets?

Where,
1 - Not Likely
5 - Very Likely

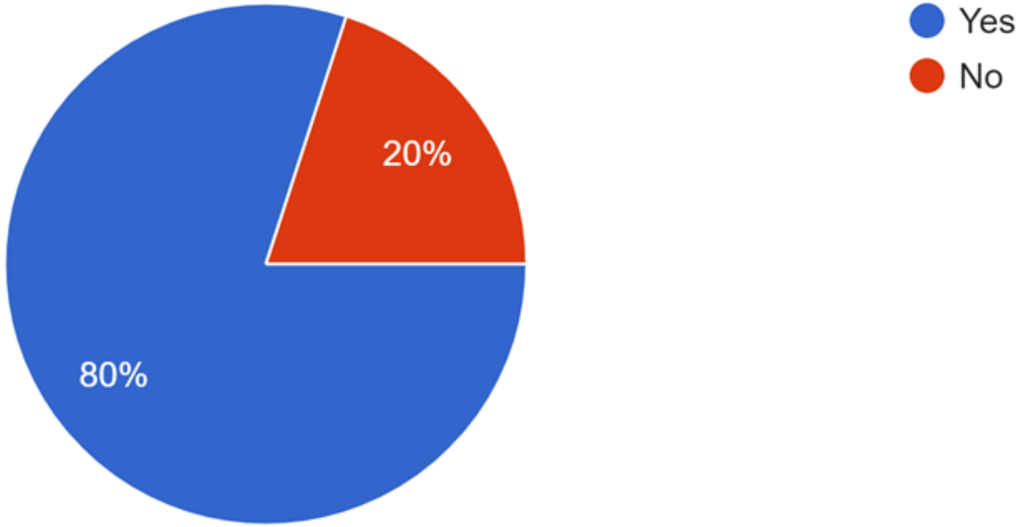


Q2. Do you face any problem in getting to know the price of the product? Also things like expiry date and information that are difficult to find about the product?

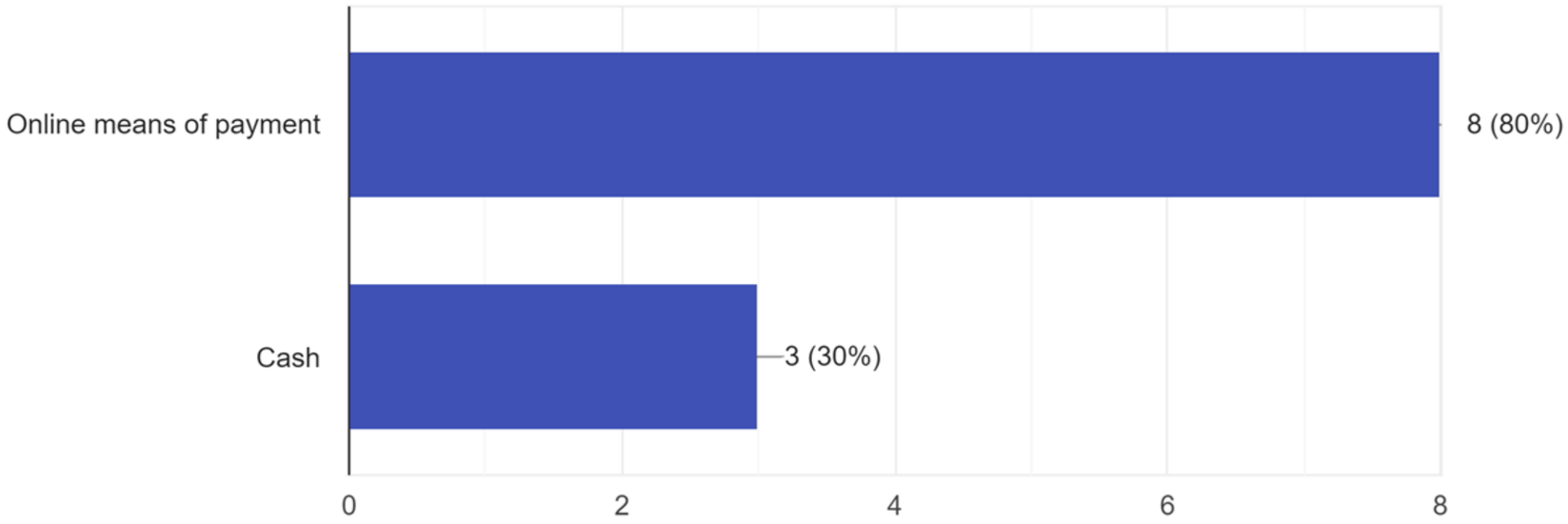
Where,
1 - Not Likely
5 - Very Likely



Q3. Would you like to keep a check on the total cart price while you are picking up products in the supermarket?

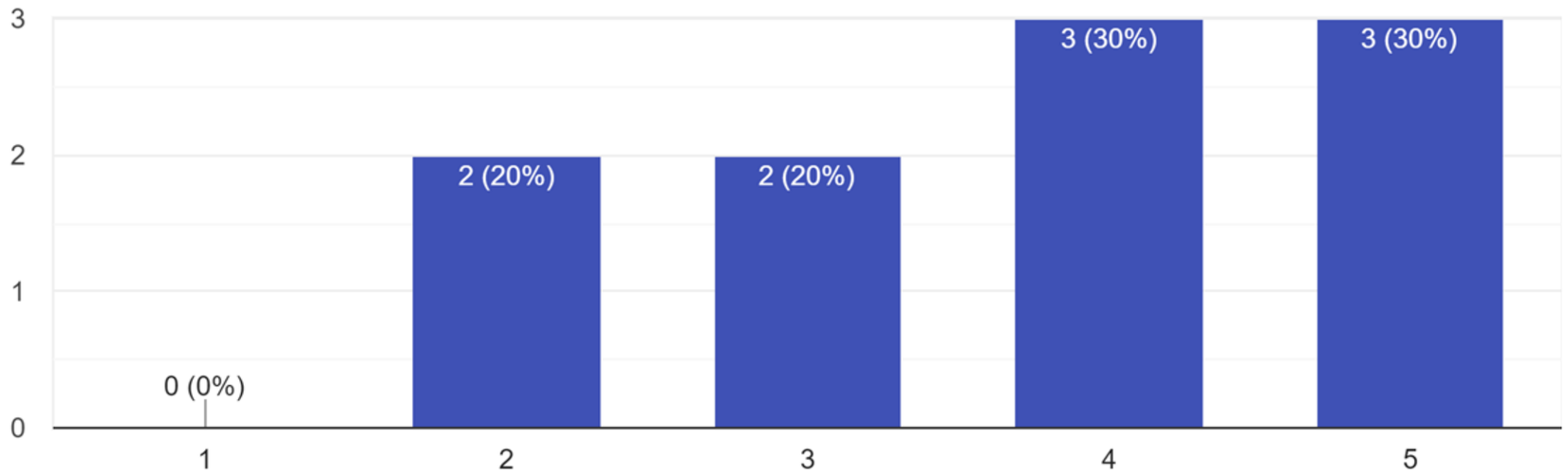


# Q4. Do you like to pay with cash or use online means of payment while shopping?



# Q5. Would it be convenient to you if you have to scan the products on your own and then add it to your basket?

Where,
1 - Not Likely
5 - Very Likely



# Problems Received

- Finding which aisle or shelf the product I want is kept on.
- Waiting in a long queue for the payment.
- If I don't keep a cart price check, it would become a hassle for me at the time of payment.

# Goals

To create a platform which could :

- Help in finding the aisle or shelves on which the products are kept on.
- Help users and customers in a way to not stand in a queue for the payment.
- Help in keeping a check on the total cart price and maintaining the budget.
- Give an experience of contactless shopping.

# 2 Define

- User Persona

# Persona

Name Prachi Sharma

Age 34

Marital Status Married

Occupation IT Manager

Technical Comfort ◉◉◉◉○

## BACKSTORY

Prachi Sharma is a working woman who also has a home to look after. She is the responsible one for all the daily purchases of goods and groceries. In these times of COVID, she prefers to shop online, but somethings can't be fulfilled there, for which she has to risk herself going out in public to shop for the things that are required for day to day use. Also Prachi prefers visiting supermarkets rather going to small kirana stores for assurance of quality and parking problems.

## GOALS

-To shop for groceries.

-Daily groceries which are not available online.

-Keep a check on the shopping cart.

-Keeping family safe.

-To pay online.

## NEEDS

-To shop contactlessly at store/supermarket.

-A way to fulfill daily needs for her family.

-To get the same or better pricing as from the online market.

-Getting in and out of the store easily.

-To know the details of the product.

## PAIN POINTS

-Dislike crowd at the store.

-Every possible way involves dealing physically with the cashier.

-Finding aisle or shelf of the product in the supermarket

-Waiting in long queue for payment.

# 3 Dream

- Customer Journey Map

# Customer Journey Mapping

| | |
|---|---|
| Name | Prachi Sharma |
| Age | 34 |
| Marital Status | Married |
| Occupation | IT Manager |

**SCENARIO**

Since Prachi is the one to manage her family she starts researching about services or apps related to e-commerce for groceries, but all of them directed to online buying of items and very few of them supported shopping in supermarket. She would like to have an app through which she could shop at a supermarket having all the benefits but have an online experience where online advantages come in. Like the Decathlon app but for supermarkets.

| | Research | Decision | Purchase | Post purchase |
|---|---|---|---|---|
| User Journey | • Prachi makes a shopping list in her phone for the things that have to be purchased from the supermarket. | • Prachi works in the day so she generally visits the supermarket in the night time or after evening.<br>• With the shopping list Prachi visits the store at night time. | • Prachi after handpicking all the items then proceeds for the counter for payment. | • Prachi verifies her list that if the list is completed or not.<br>• And check the bill regarding the correct entries for mistakes.<br>• Makes a note of her expenses in her budget. |
| Pain Points | • Will have to check the list again and again for the products<br>• Will have to use a specific app for making a list. | • Due to the night time there is not much time left until the store is closed.<br>• Prachi has to pick up the products in a rush.<br>• In the rush she usually have problems finding the product' aisles and shelves. | • Firstly after proceeding to the counter there is a long queue at the payment counter and the store is about to be closed due to late timing.<br>• Due to the long queue she gets delayed in reaching home. | • The hardcopy bills gets misplaced or damaged.<br>• Can't keep a check on the budget after misplacing the bill. |
| Digital Touchpoints | • Using note apps.<br>• Evernote, notes etc. | • Using maps app to reach the desired supermarket<br>• Using the digital shopping list she made by her before to see the products. | • Could have paid online.<br>• List application still in use. | • Money book keeping apps.<br>• Camera app for clicking picture of the bill. |
| Features | • Online reviews available.<br>• Different pricing available according to qaulity.<br>• Exchange available in case any problem. | • Have to use different apps for everything but they do the work.<br>• Customizable according to the user. The list app can be changed according to the need of the user. | • Purchased the quality of products that were needed.<br>• No need to wait for the products to be delivered. | |

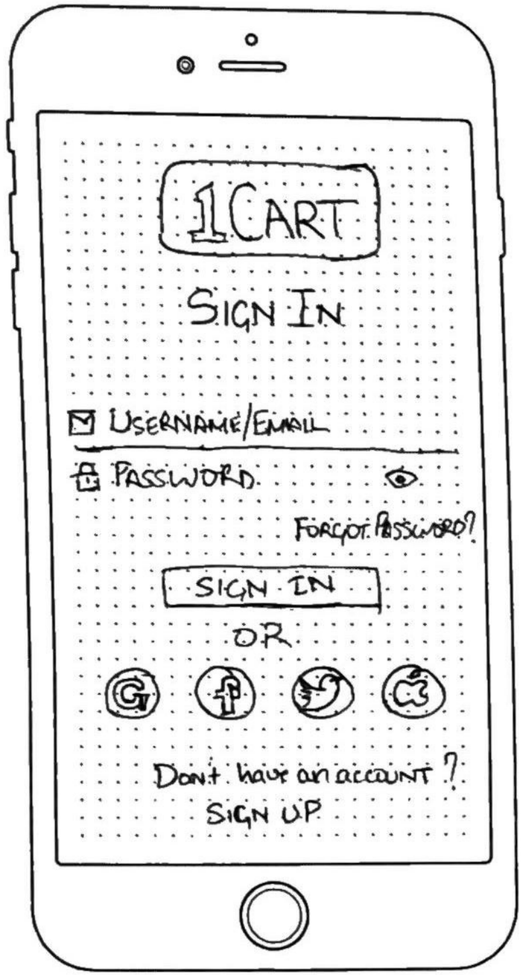
# 4 Design

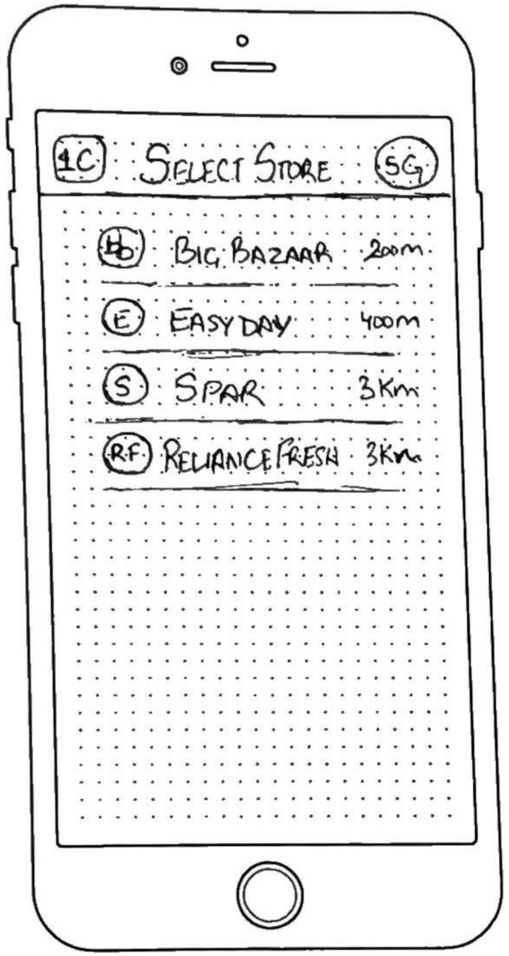
- Paper Prototype
- Lo-fidelity Prototype

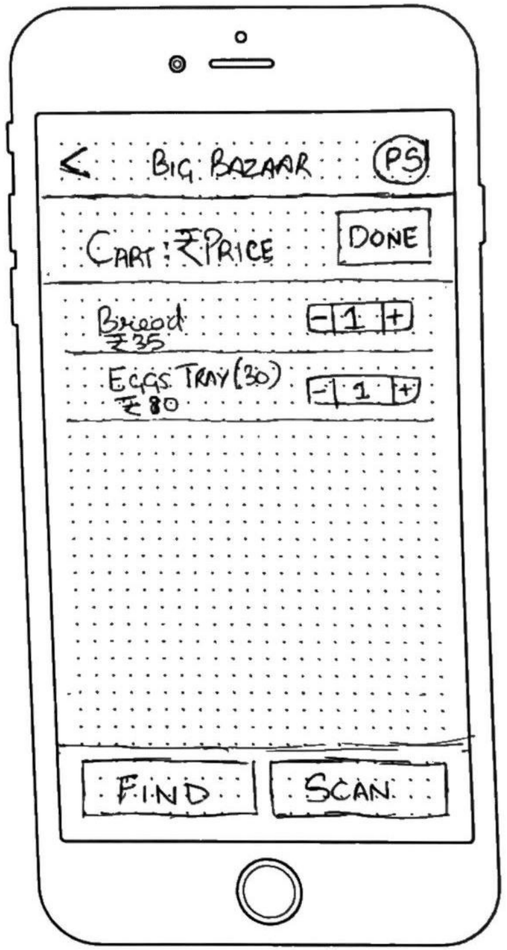
# Paper Prototype

PROJECT NAME ..... 1 CART .....

DATE .....

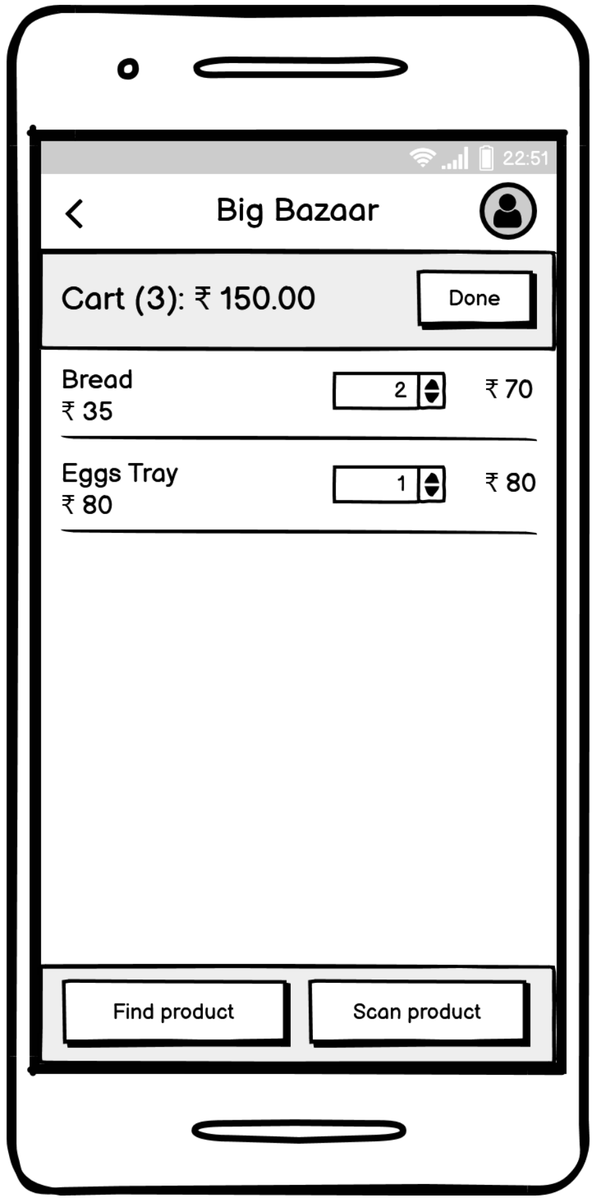


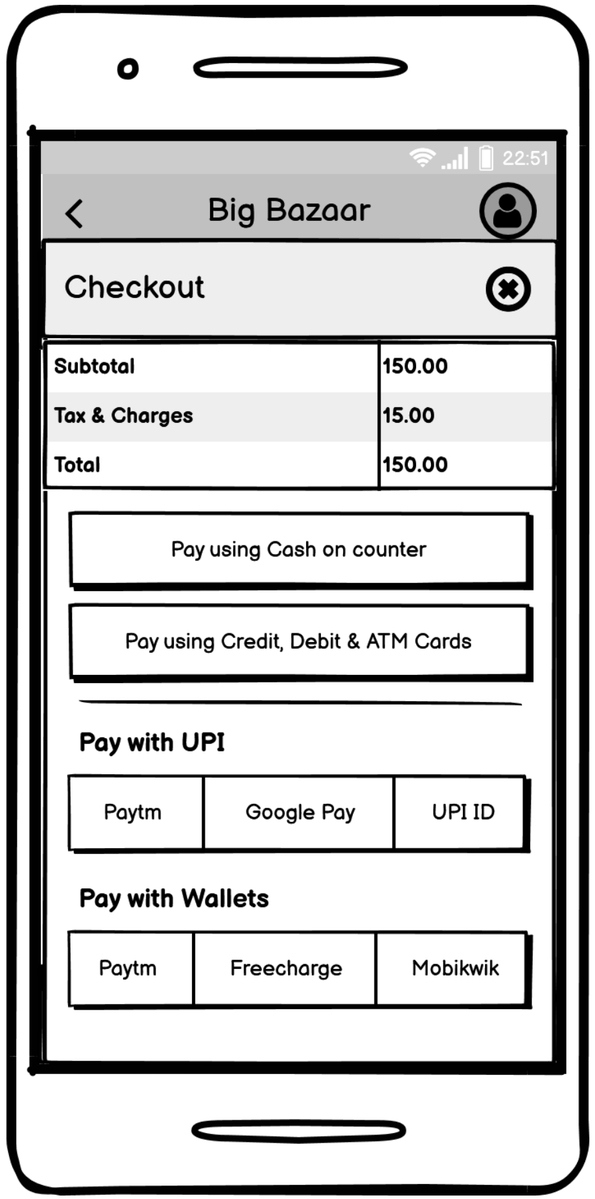



# Lo-Fidelity Prototype

# Lo-Fidelity Prototype



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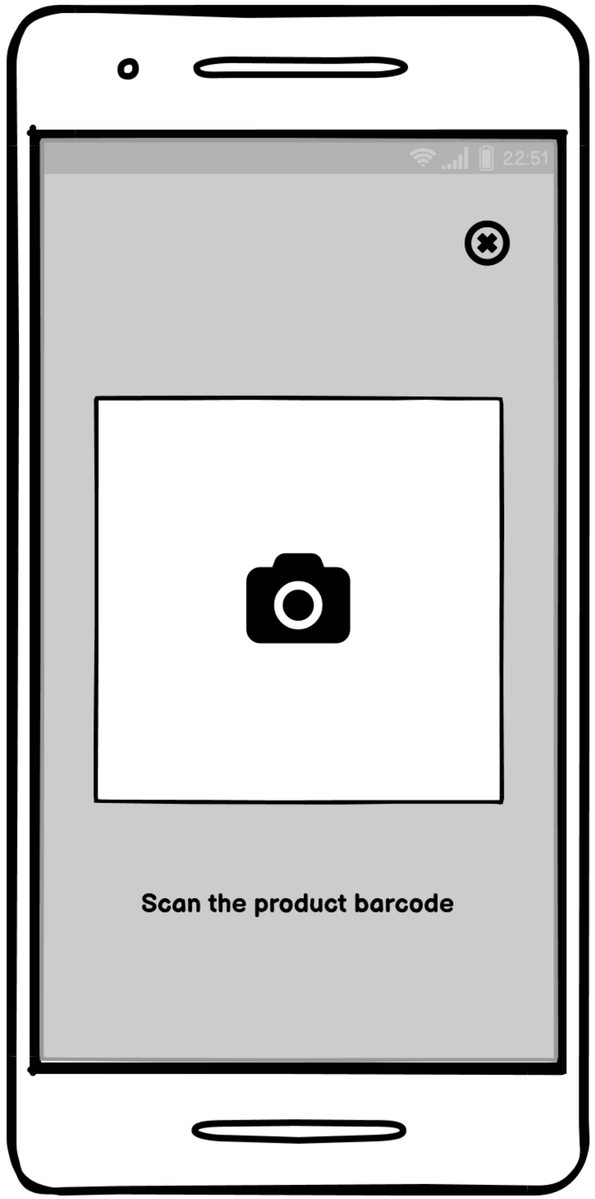
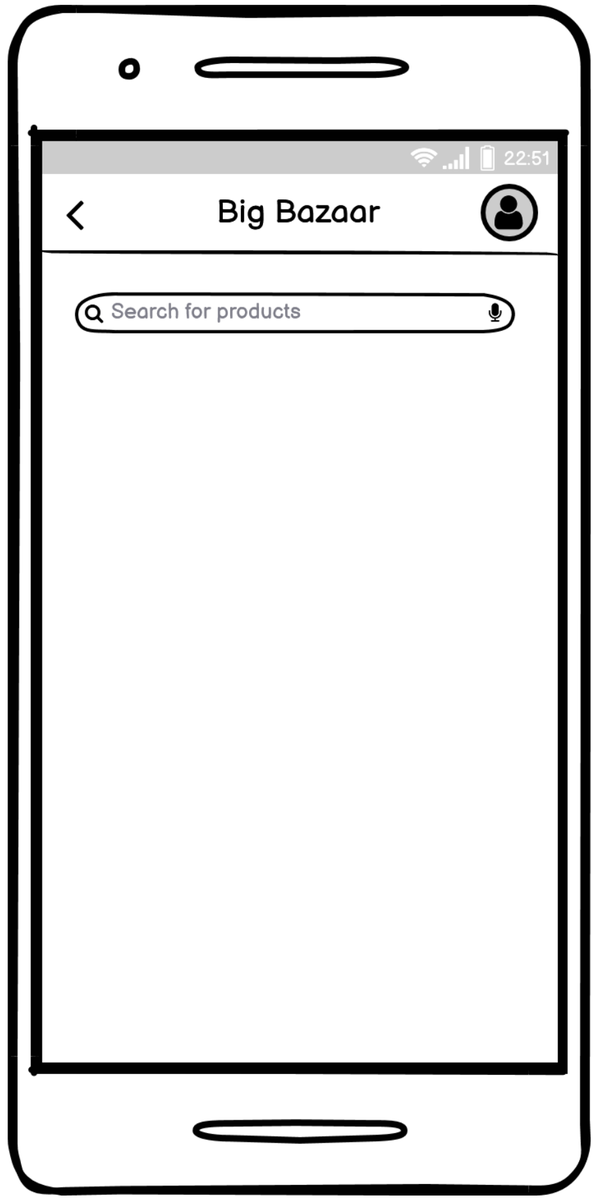
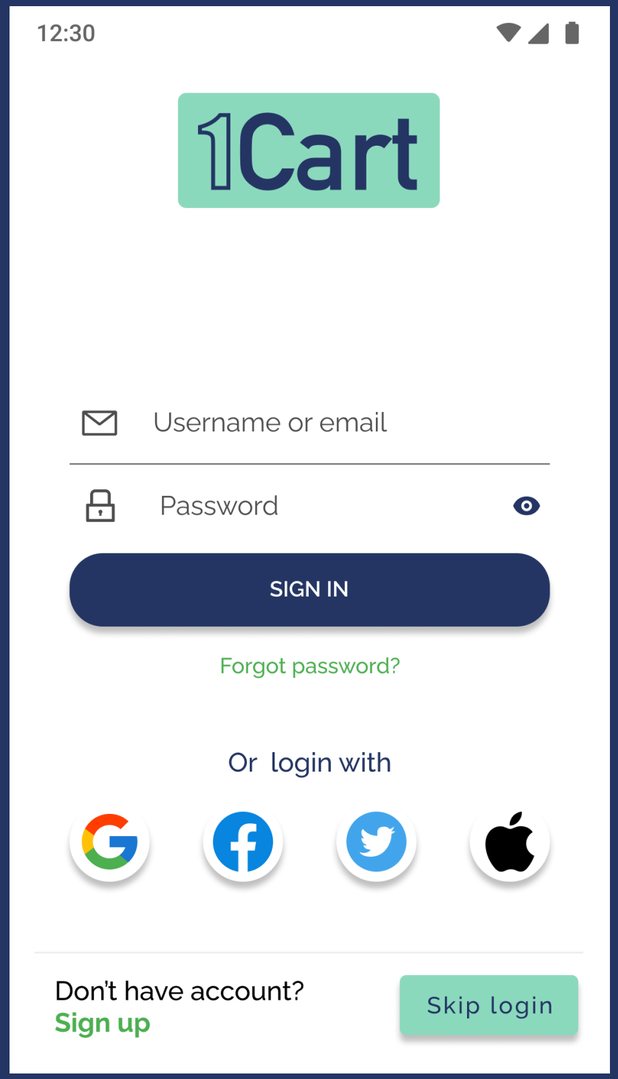


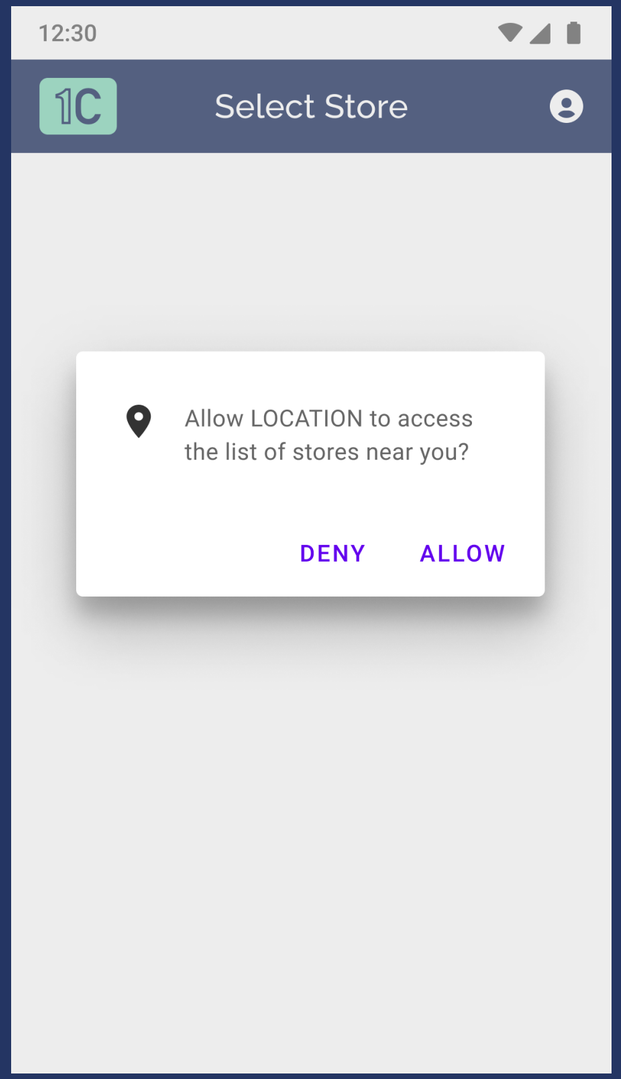



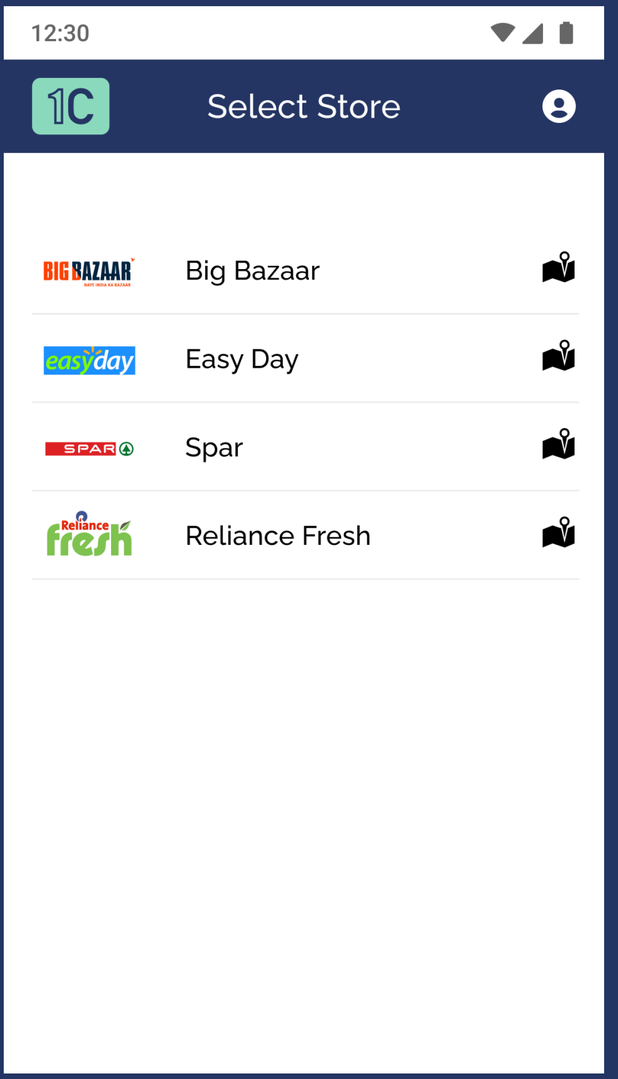
# 5 Develop

- Hi-fidelity Prototype
- Visual Design

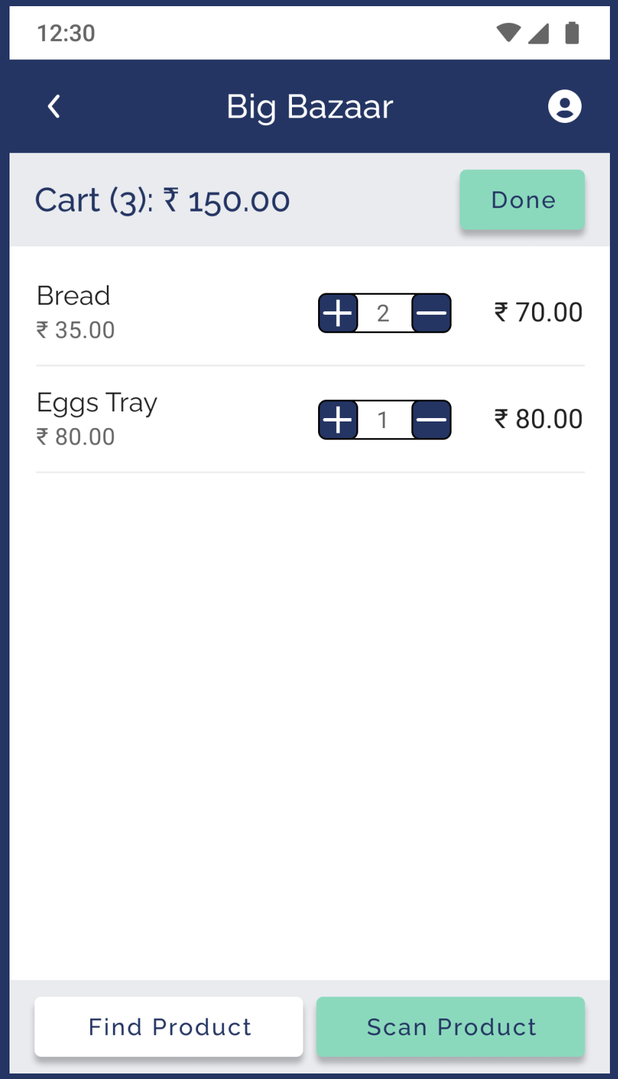
# Hi-Fidelity Prototype

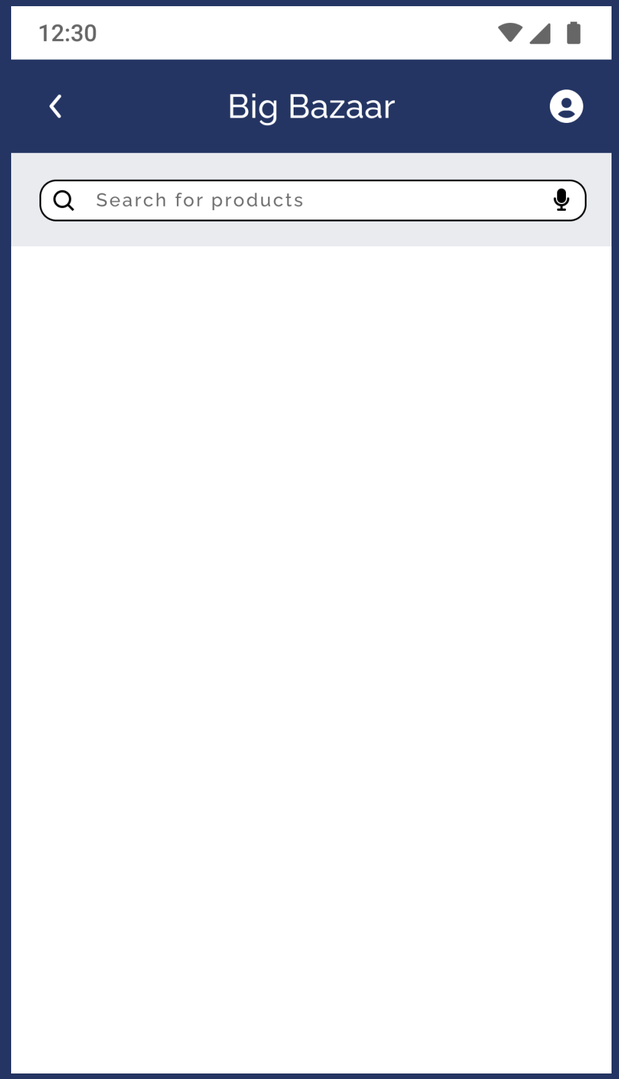


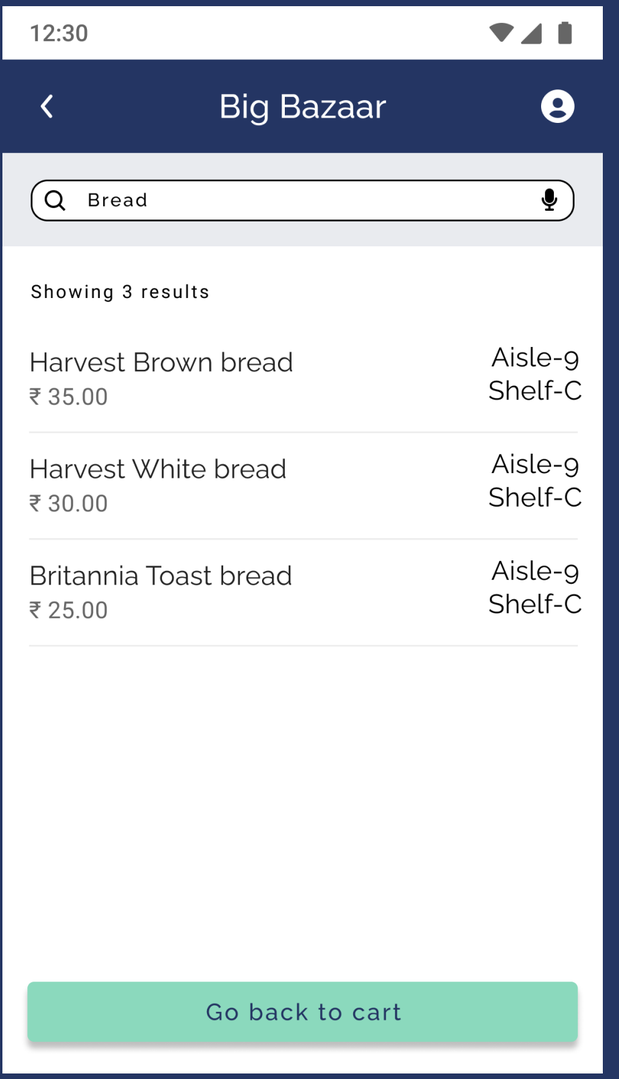



# Hi-Fidelity Prototype



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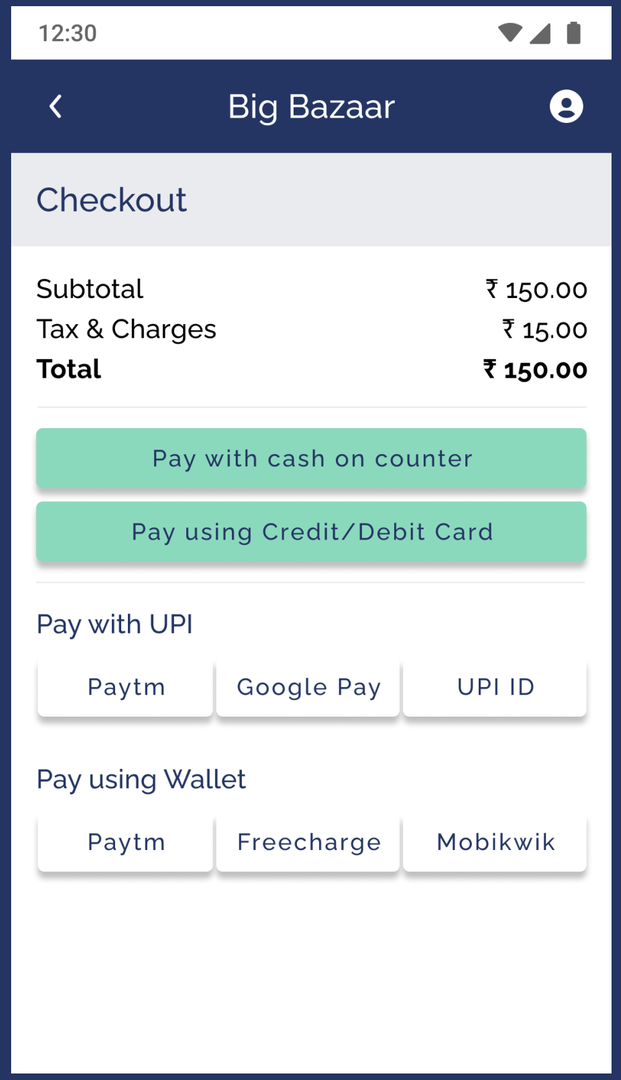
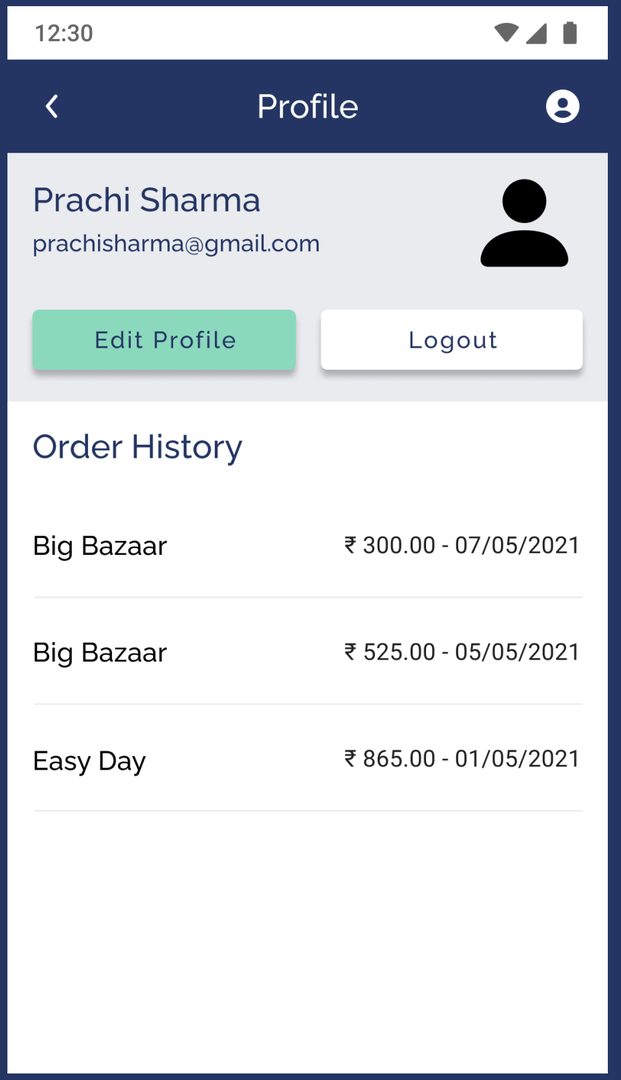


# 6 Deliver

- Design Delivery Tools

# Deliverables

## Font specifications

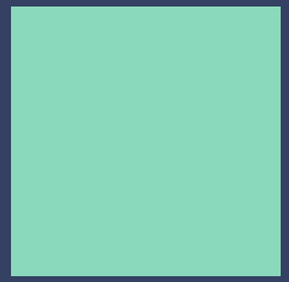
**Raleway**

Weight : Normal
Size : 16pt
Line height : 1.5

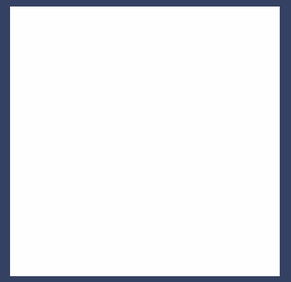
Weight : Bold
Size : 20pt
Line height : 1.5

## Colour specifications

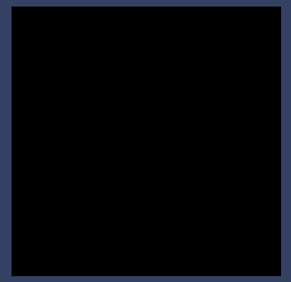
Primary
#243563



Accent
#8bd9bd



White
#ffffff



Black
#000000

## Design specifications

https://www.figma.com/file/c8G3eEj7yNInb36J7hAJxR/1Cart

# Thank You

Project By -

Shobhit Gupta