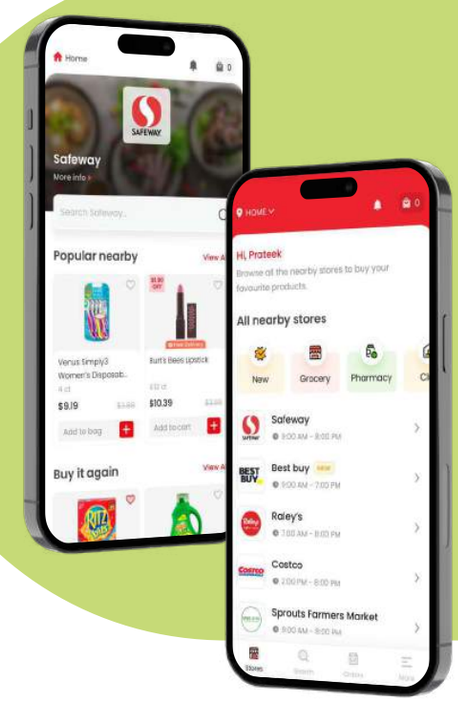
GRID DESIGN
by squareboat



Atadel

Atadel's technology provides a fast, efficient and seamless way to shop for groceries without leaving your home

Work we did.

MOBILE APP

Tools we used.

ADOBE XD

Overview.

Atadel is grocery delivery app in Canada. Due to no vehicle access amidst the crazy cold weather and culture shock, it was a nightmare and they had to quickly adjust to cheeseburgers & fries from the fast food restaurant down the street.

The fact is grocery shopping is essential, but it is also a huge hassle for many immigrants and newcomers everywhere. Most especially for people with mobility challenges, people with childcare responsibilities, people with no vehicle access or easy access to transportation, and so on.

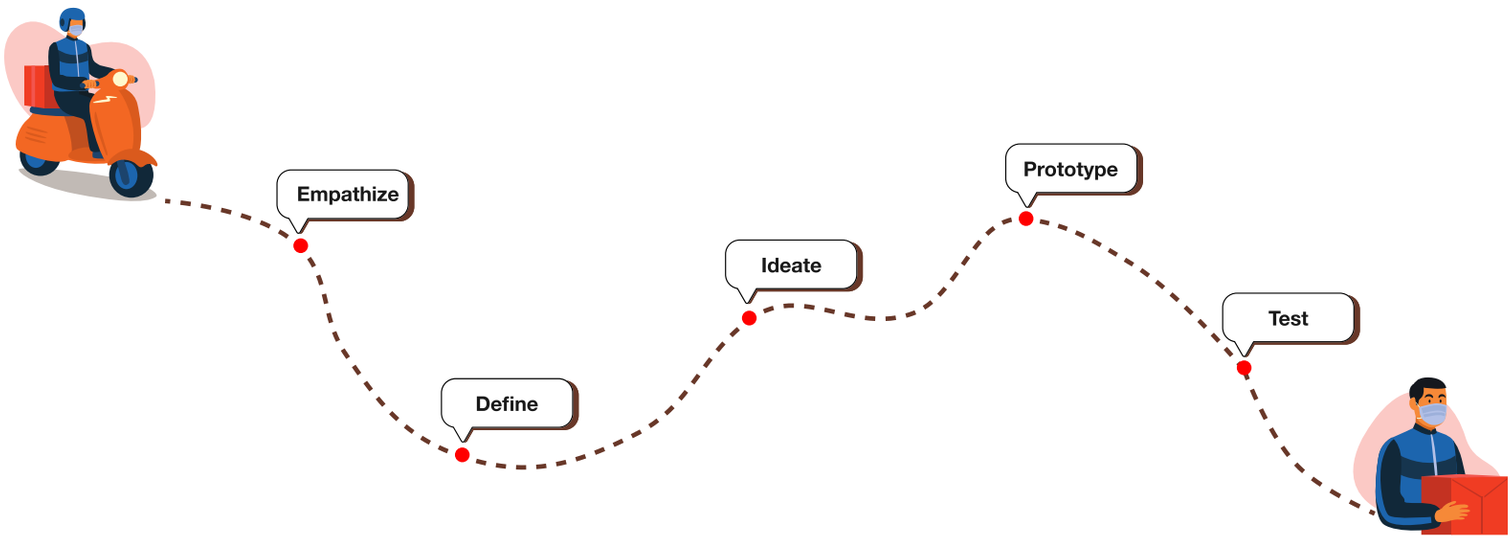
These experiences and bitter realities led to the birth of ATADEL!

THE OPPORTUNITY.

How might we make the ordering process for groceries and the navigation system simpler for app users?

DESIGN RESEARCH

Design process to ensure that decisions were supported through user research and feedback



Qualitative research was conducted to understand why and how decisions were taken

Eight individuals were interviewed one at a time, 5 individuals were professionals who needed help in getting the groceries on time in their busy schedule, and 3 are individuals who are looking forward to this space.

01 What is your profession?

02 Have you ever ordered groceries for online before?

03 How frequently do you order food online?

04 What do you want with an online grocery delivery platform?

05 Do you have any complaints about the current available options?

Key Insights

After the interview, we have a much clearer understanding of what the users, whether they are customers or delivery personnel, desire while using the service or the app.

Quantitative research was conducted to assess data and generalize findings to a larger population

Do you want to order groceries online?

- 52% Yes
- 15% No
- 33% Not really

Do you want to revisit your favourite store again and again?

- 42% Yes
- 35% No
- 23% Not really

Will you prefer online more than offline?

- 50% Yes
- 22% No
- 25% Not really

How do you find the experience of the current available platforms?

- 25% Good
- 55% Bad
- 20% Can't say

User personas were created to empathize with the end users

Otis Milburn, 26

Freelancer UI/UX Designer

Toronto, Canada

"I love cooking but due to my busy schedule I am unable to go out and buy the ingredients therefore there might be a way to order groceries online."

Motivation

Otis Milburn is a freelance UI/ UX Designer in Toronto. He lives alone, and being a freelancer he is quite occupied with meetings and tight deadlines that, therefore didn't get time to go out and buy groceries. So in the end he is unable to cook food at home. He tried ordering food online but it is not cost effective and the delivery takes a lot of time to reach.

Goals

- Be able to order food online quickly and easily.
- Can be able to see past orders or mark stores favorites so that checkout can be more faster and time can be saved.

Personality

Enthusiastic

Curiosity

Communicative

Pain Points

- Not being able to order food easily and quickly.
- Other platforms that are available are expensive and take a lot of time to deliver.
- Not good offers are available also flexibility is not present while choosing the delivery time.

James Hunt, 32

Delivery Agent

Toronto, Canada

"James was a delivery agent for a logistic company but looking for a change to the food industry with good opportunity to earn more."

Motivation

James is an experienced delivery agent in the logistics industry, but he wants to transition to the food industry because of the modest salary and large goods that must be transported there. He desires to go to a different industry since it offers more opportunities and higher salary.

Goals

- Desire a position with quicker delivery routes.
- Seeking a change and additional opportunities for employment.

Personality

Enthusiastic

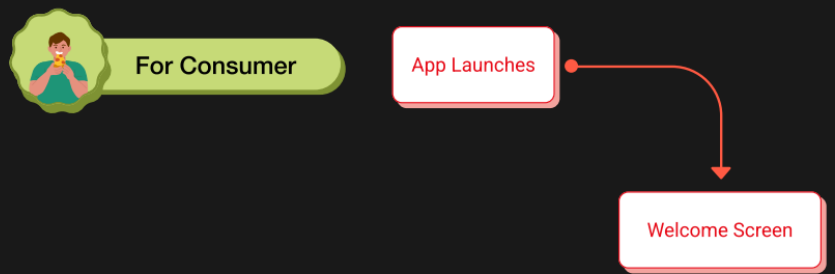
Curiosity

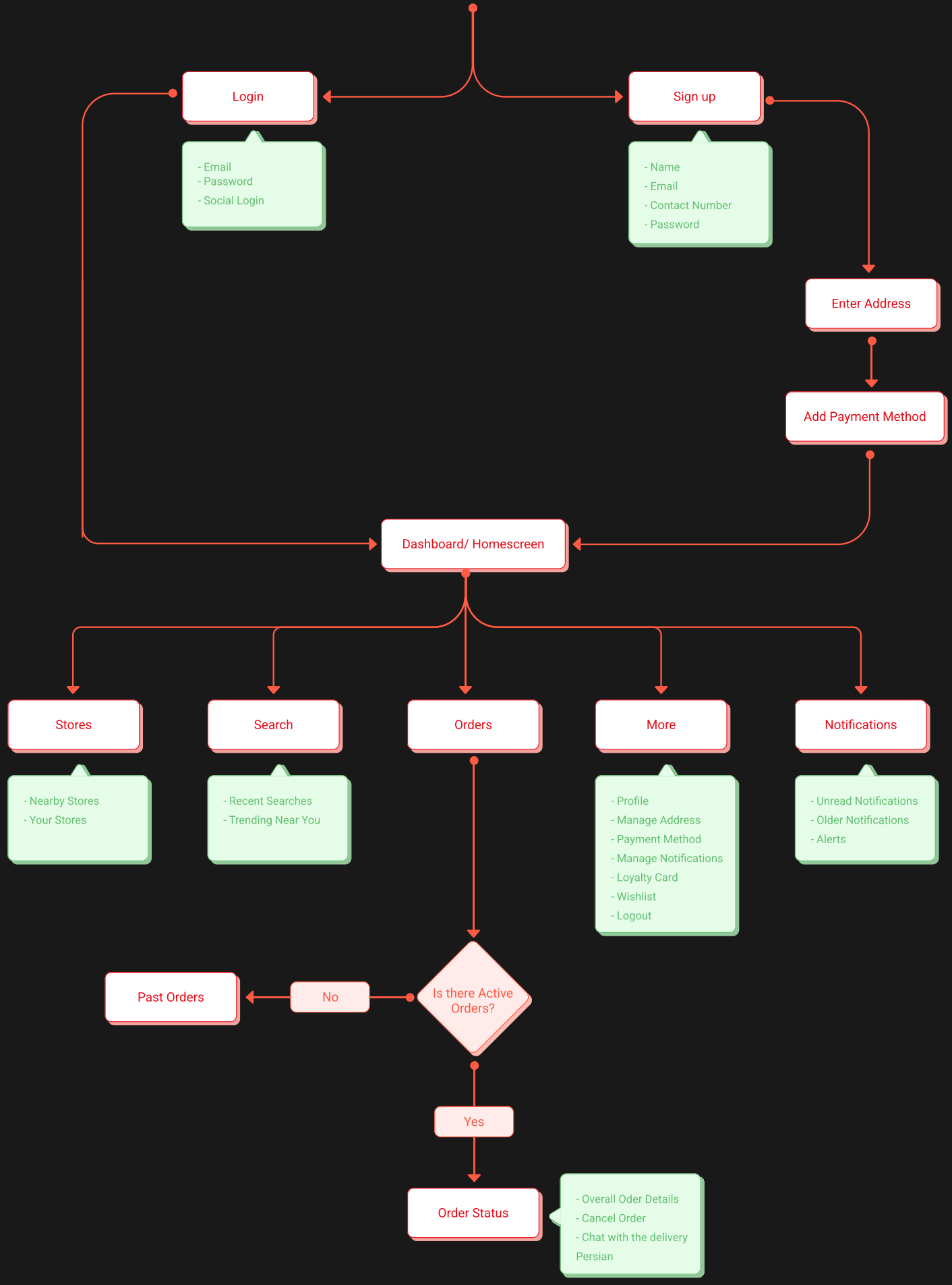
Communicative

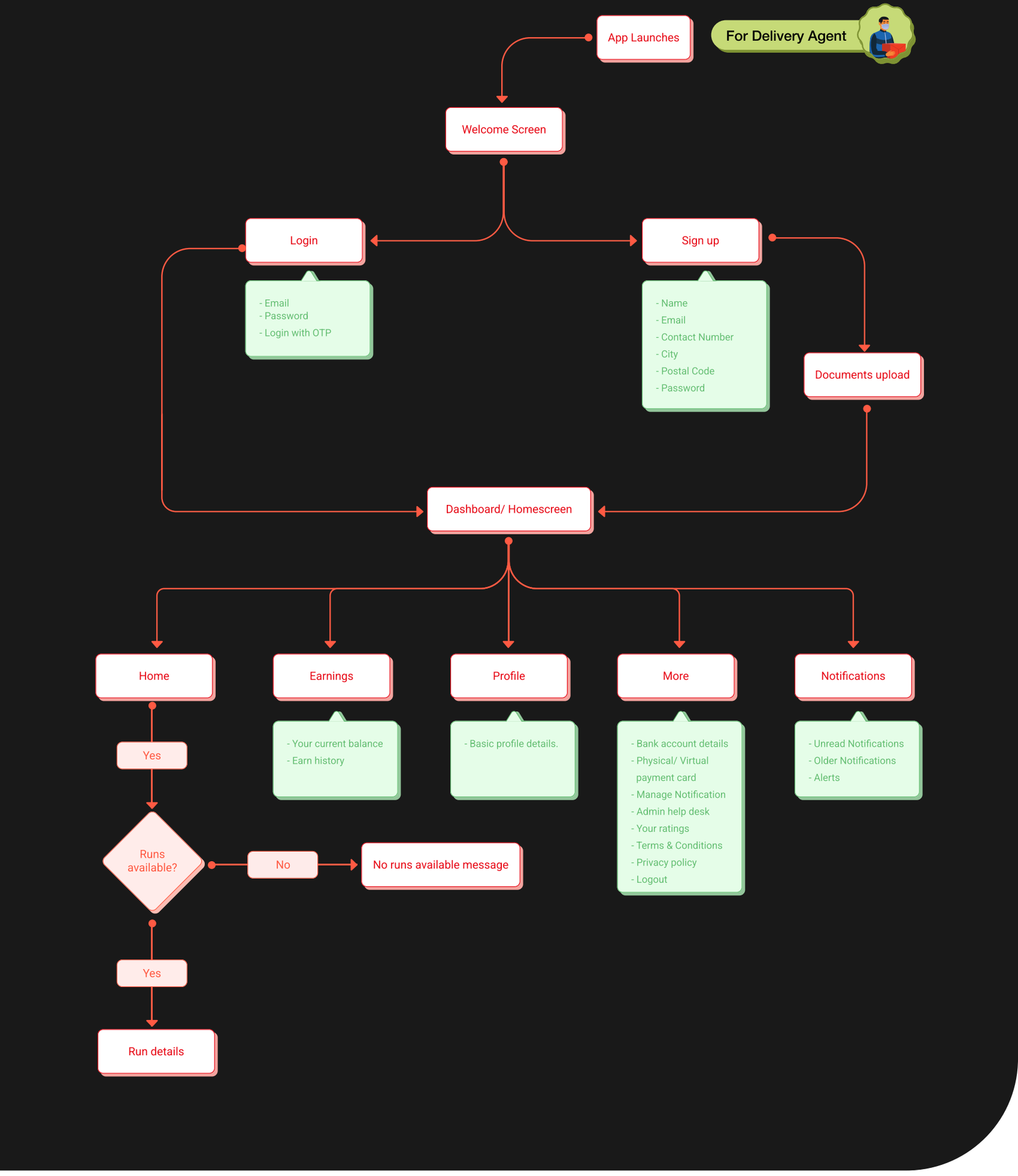
Pain Points

- Very few options are there in the food delivery space and most of them doesn't pay well.
- There is very less consumer feedbacks in other delivery services which makes the work less motivating.
- There is a need for change in the sector.

We created **information architecture** to build the content structure and facilitate seamless navigation



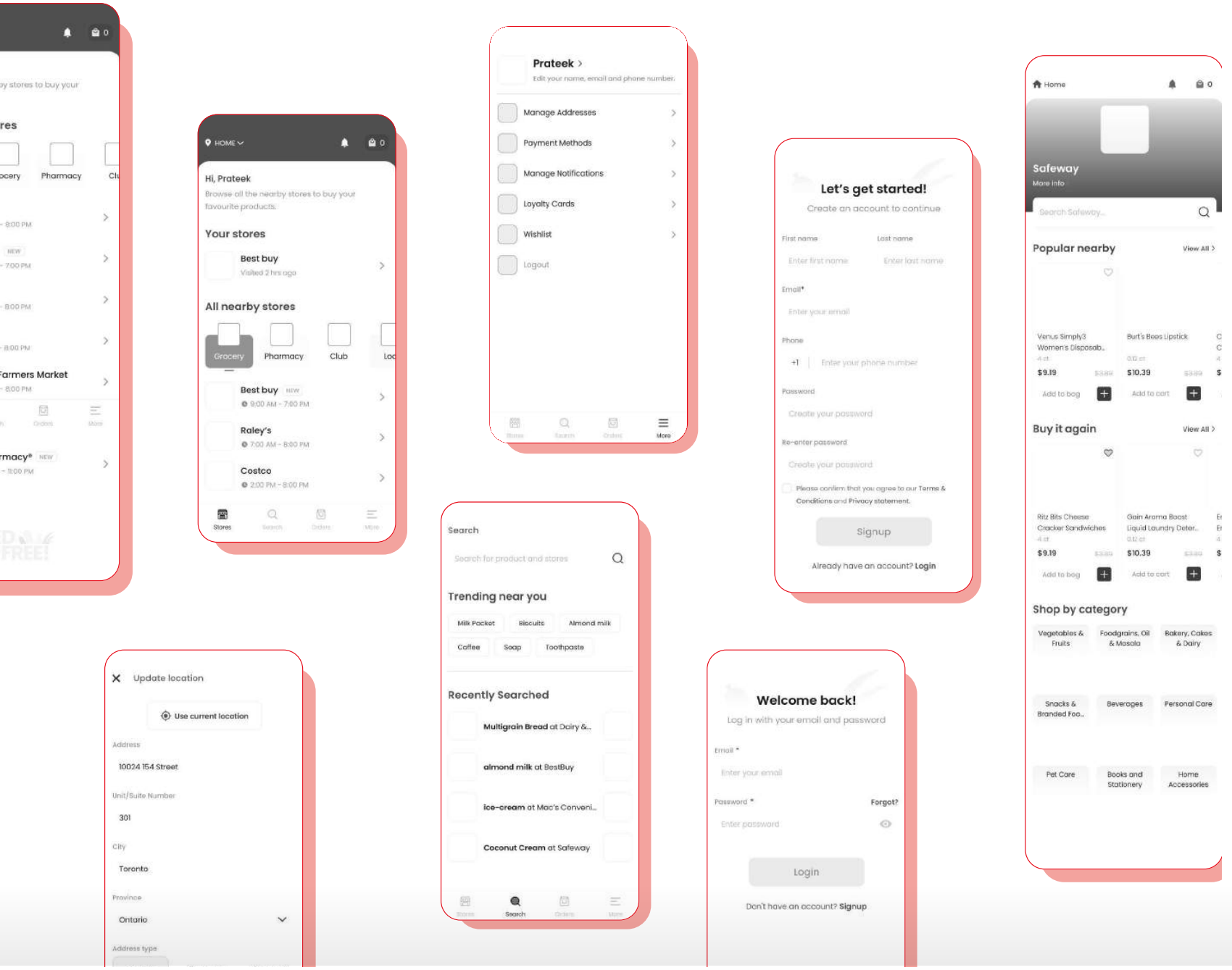

Login
- Email
- Password
- Social Login
Sign up
- Name
- Email
- Contact Number
- Password
Enter Address
Add Payment Method
Dashboard/ Homescreen
Stores
- Nearby Stores
- Your Stores
Search
- Recent Searches
- Trending Near You
Orders
More
- Profile
- Manage Address
- Payment Method
- Manage Notifications
- Loyalty Card
- Wishlist
- Logout
Notifications
- Unread Notifications
- Older Notifications
- Alerts
Is there Active Orders?
No
Past Orders
Yes
Order Status
- Overall Oder Details
- Cancel Order
- Chat with the delivery Persian



WIREFRAMES

Wireframes were created to obtain a general

idea of the complete user flow



DESIGN SYSTEM

Typography and **colors** used

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

Regular **Semibold** **Bold**

	#E80C19	#561E0D	#C6DA77	
	#191717	#FFFFFF		

KEY FEATURES

Here are some of the major features listed which we worked upon

Leave Management

- Managing leaves allows the team to set realistic goals and businesses to ensure that an employee's absence does not create a roadblock for anyone.

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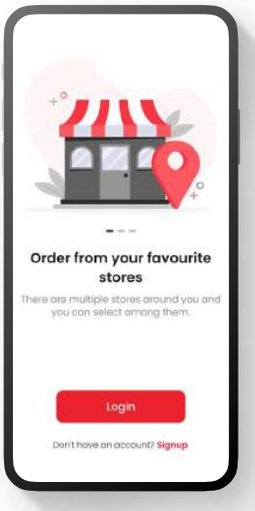
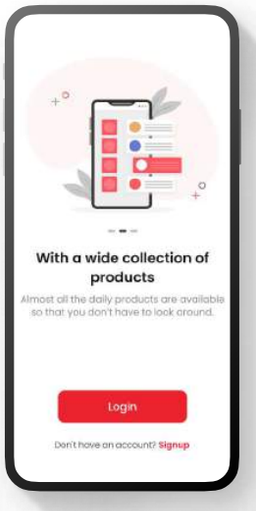
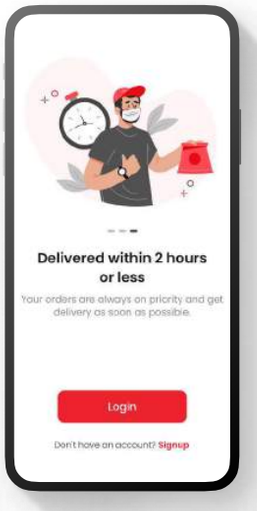
A good **welcome screen** lets the user understand more about the app.

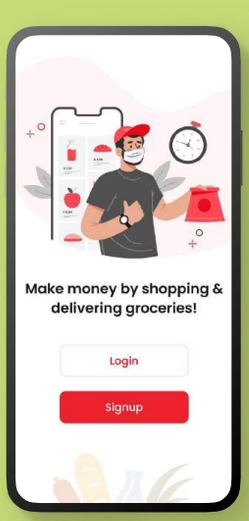
For Consumer







For Delivery Agent



A good **login/ sign up** helps the user quickly login or sign up in the app

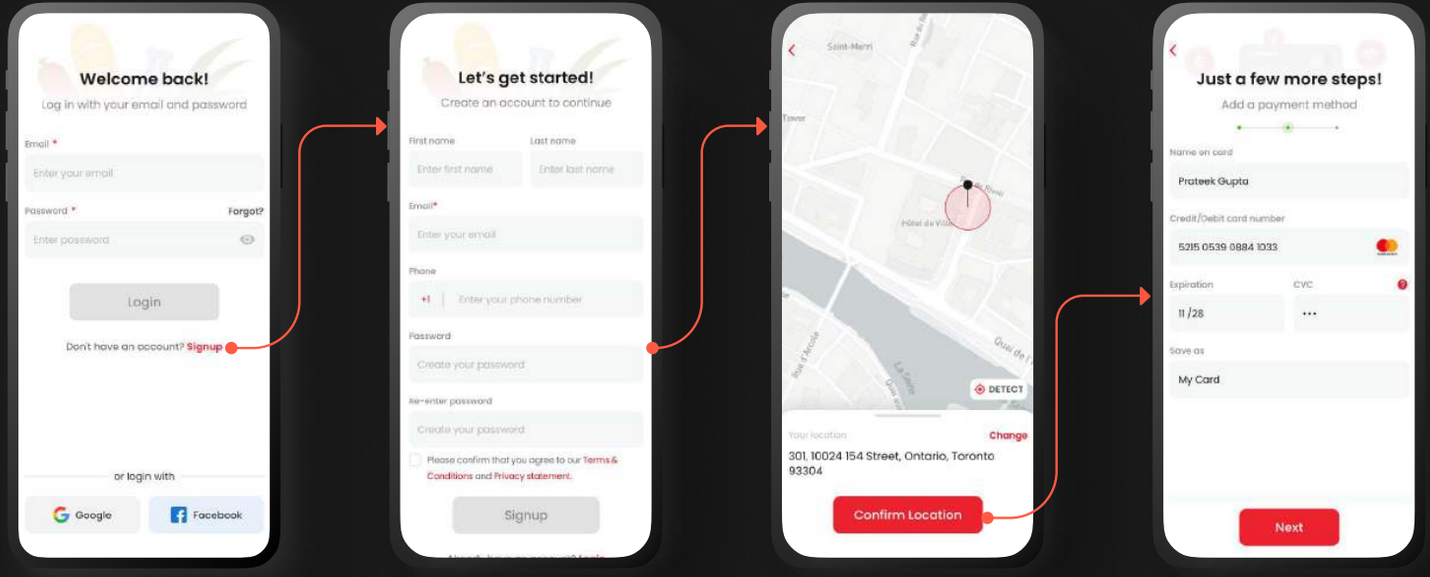
For Consumer

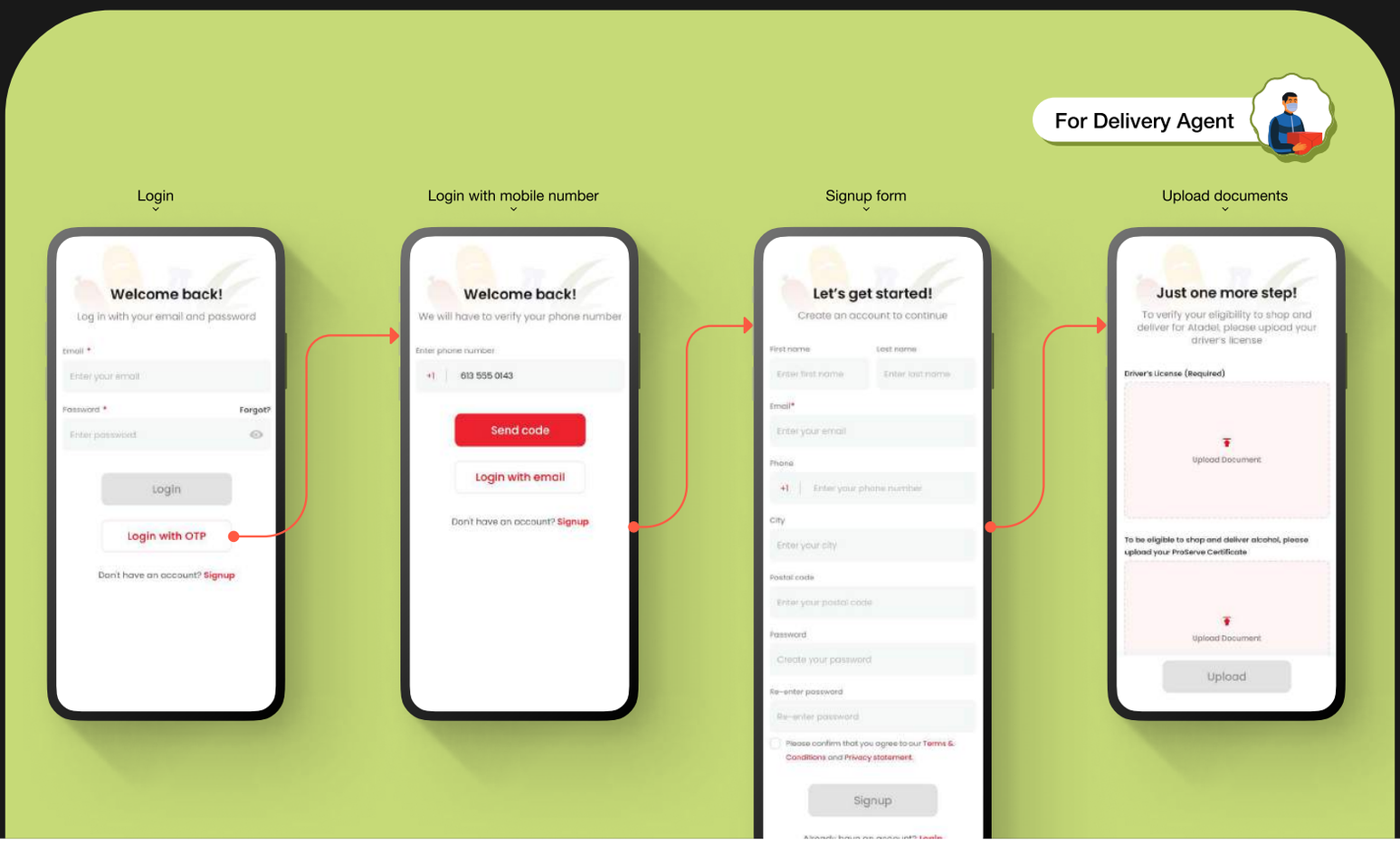
Login

Signup

Select location

Add card

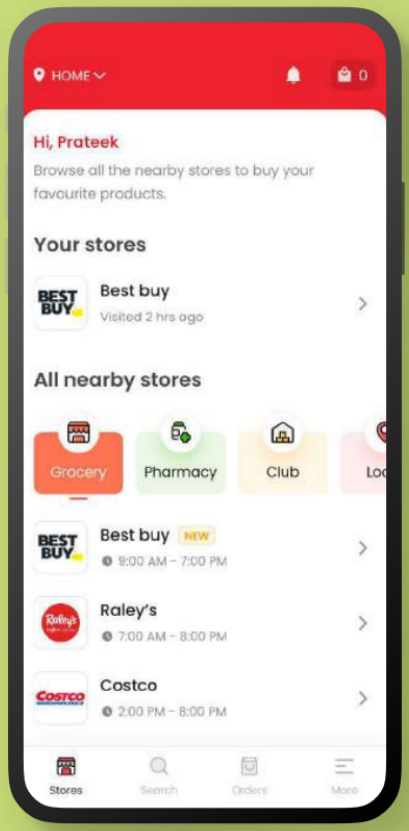




A **homescreen** for both consumer and delivery agent is different according to there needs.

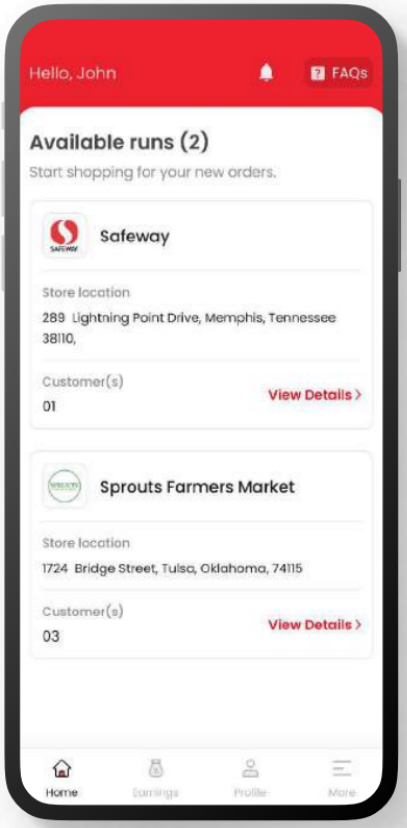
Both the homescreens are different form each other and displays relevant information according to the user's need.

For Consumer



→ The consumer's homescreen displays all the nearby stores that are available around the location also the most visited and favourite stories upfront.

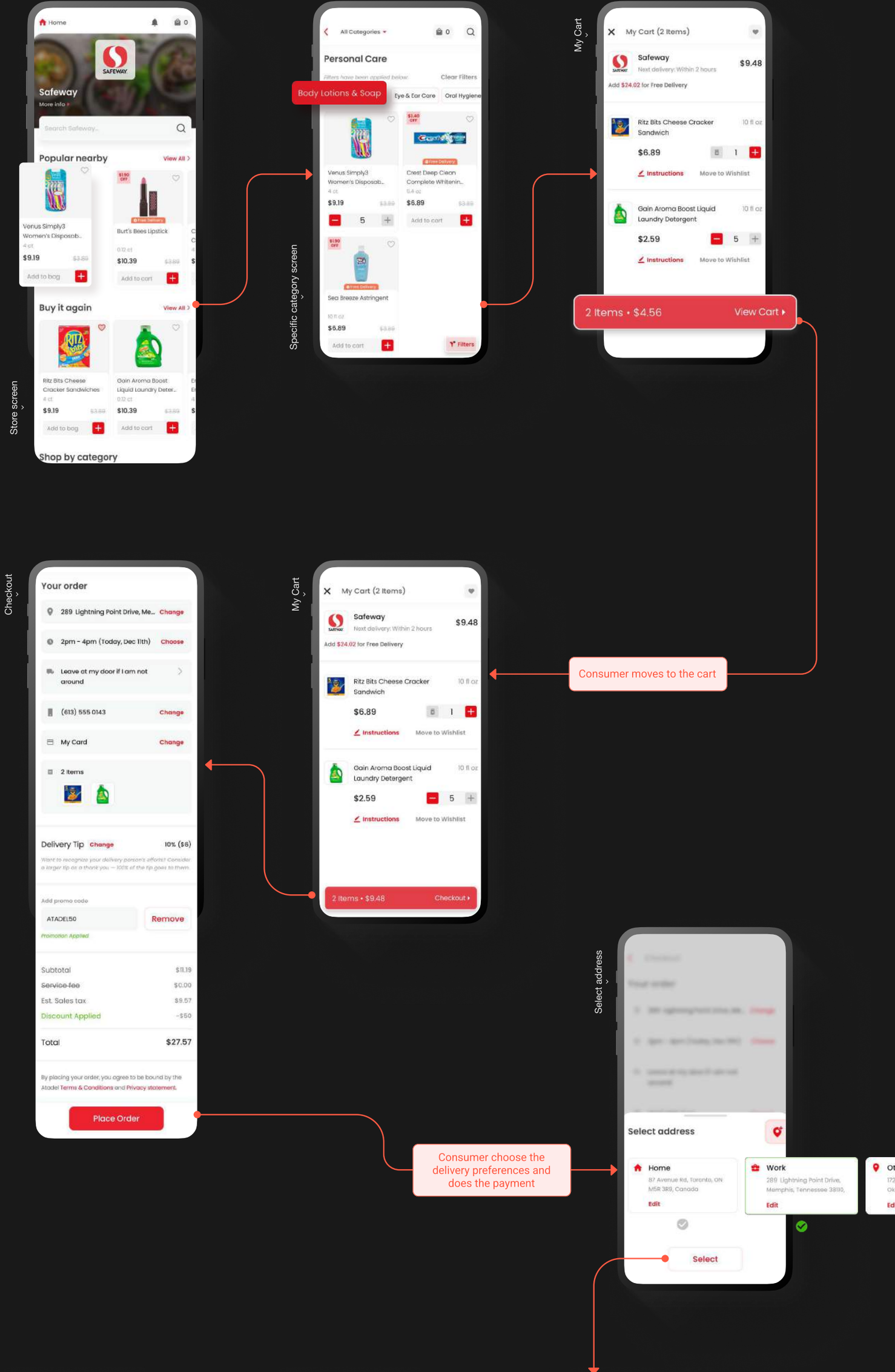
For Delivery Agent

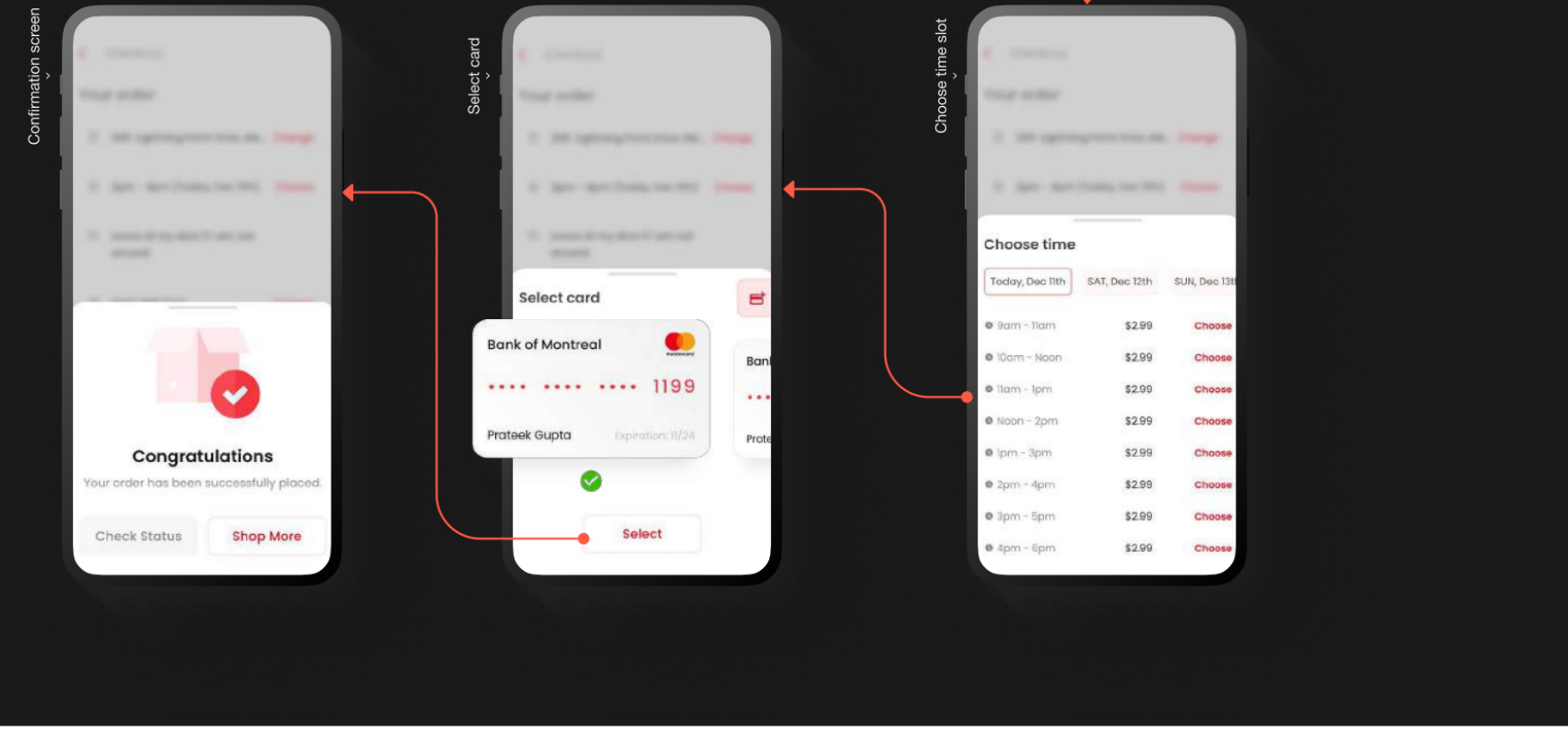


→ The delivery agents homescreen is very utilitarian and displays the available orders that are available in the area, and the delivery person can view the detail and choose to accept or reject the run.

The process of **adding products** from a store till **placing the order** is quick and simple.

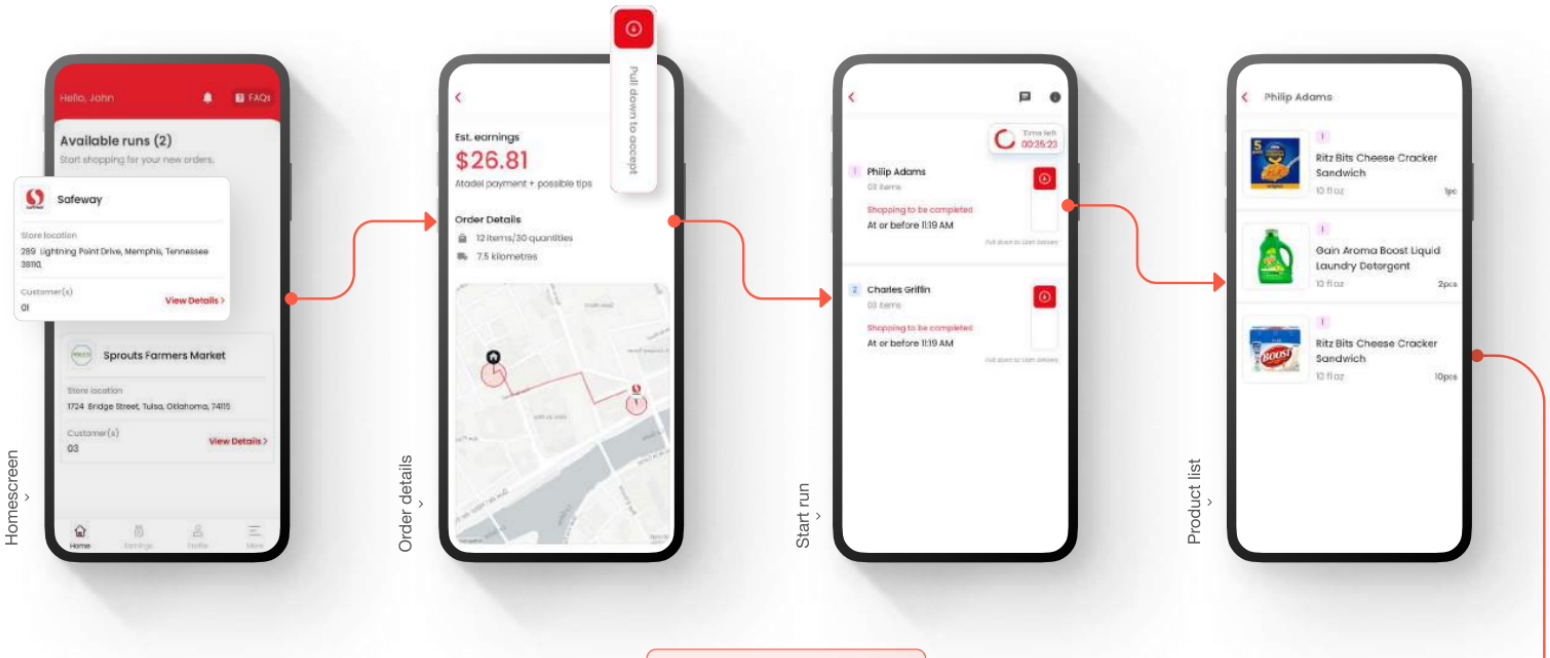
For Consumer


Store screen
Home
Safeway
More info
Search Safeway...
Popular nearby
View All
Venus Simply3 Women's Disposab...
$9.19
Add to bag
Burt's Bees Lipstick
$10.39
Add to cart
Buy it again
Ritz Bits Cheese Cracker Sandwiches
Gain Aroma Boost Liquid Laundry Deter...
Shop by category
Specific category screen
All Categories
Personal Care
Clear Filters
Body Lotions & Soap
Eye & Ear Care
Oral Hygiene
Crest Deep Clean Complete Whitenin...
Sea Breeze Astringent
$6.89
Filters
My Cart
My Cart (2 Items)
Safeway
Next delivery: Within 2 hours
$9.48
Add $24.02 for Free Delivery
Ritz Bits Cheese Cracker Sandwich
Instructions
Move to Wishlist
Gain Aroma Boost Liquid Laundry Detergent
$2.59
2 Items • $4.56
View Cart
Consumer moves to the cart
Checkout
Your order
289 Lightning Point Drive, Me...
Change
2pm - 4pm (Today, Dec 11th)
Choose
Leave at my door if I am not around
(613) 555 0143
My Card
2 Items
Delivery Tip
10% ($8)
Add promo code
ATADEL50
Remove
Promotion Applied
Subtotal
$11.19
Service fee
$0.00
Est. Sales tax
$9.57
Discount Applied
-$50
Total
$27.57
By placing your order, you agree to be bound by the Atadel Terms & Conditions and Privacy statement.
Place Order
2 Items • $9.48
Checkout
Consumer choose the delivery preferences and does the payment
Select address
Home
87 Avenue Rd, Toronto, ON M5R 3R9, Canada
Edit
Work
289 Lightning Point Drive, Memphis, Tennessee 38110,
Select

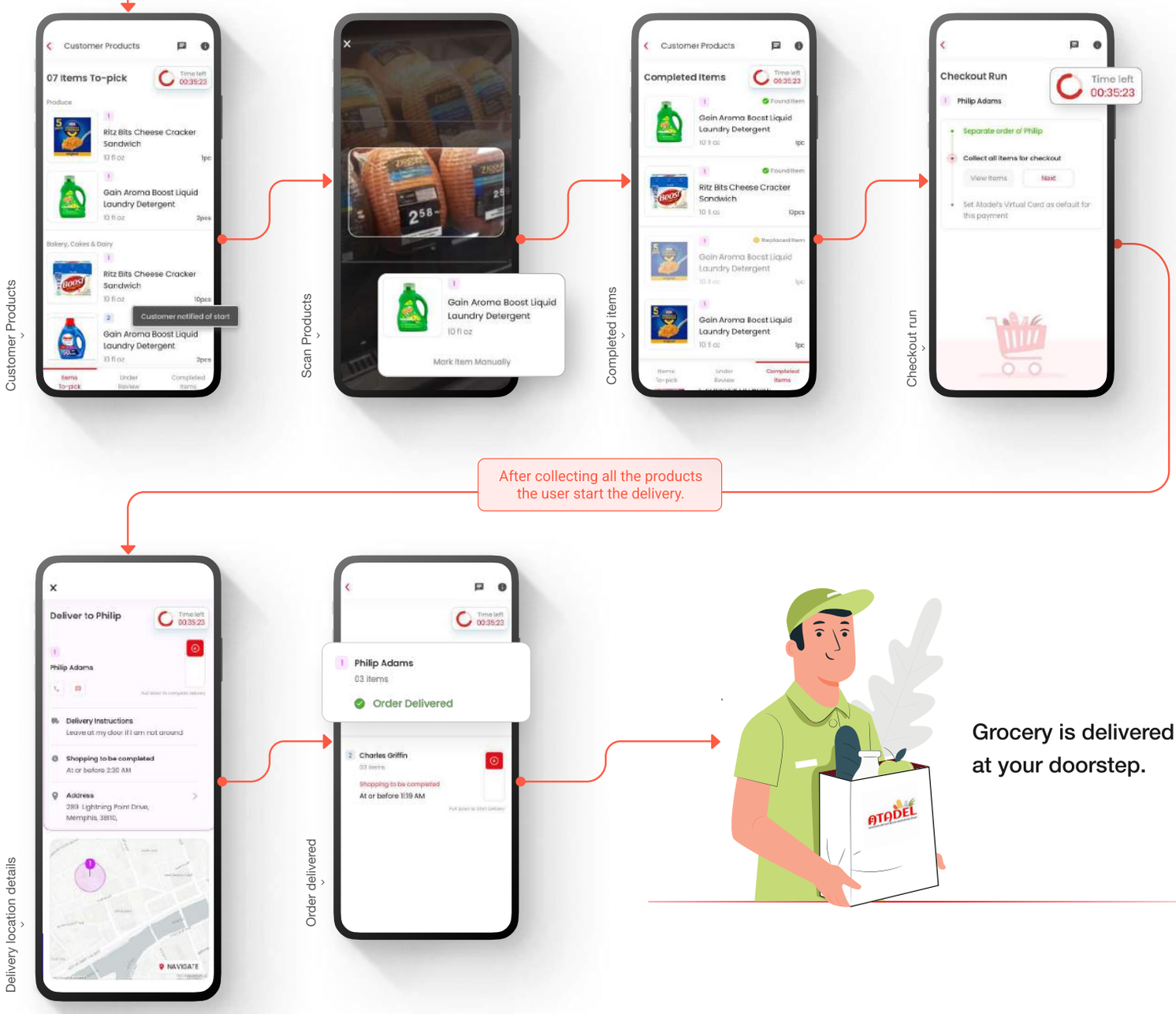


The process of how the delivery agent **receives and completes** the order

For Delivery Agent



Shopper starts picking up products at the store



Grocery is delivered at your doorstep.

squareboat

We at Squareboat build beautiful, scalable and feature-rich web and mobile applications that solve real customer problems.

Contact Us

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GRID DESIGN by squareboat

We are creative hooomans who are obsessed with crafting seamless digital experiences that affect the lives of our users whilst sipping a lotttt of coffee!

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