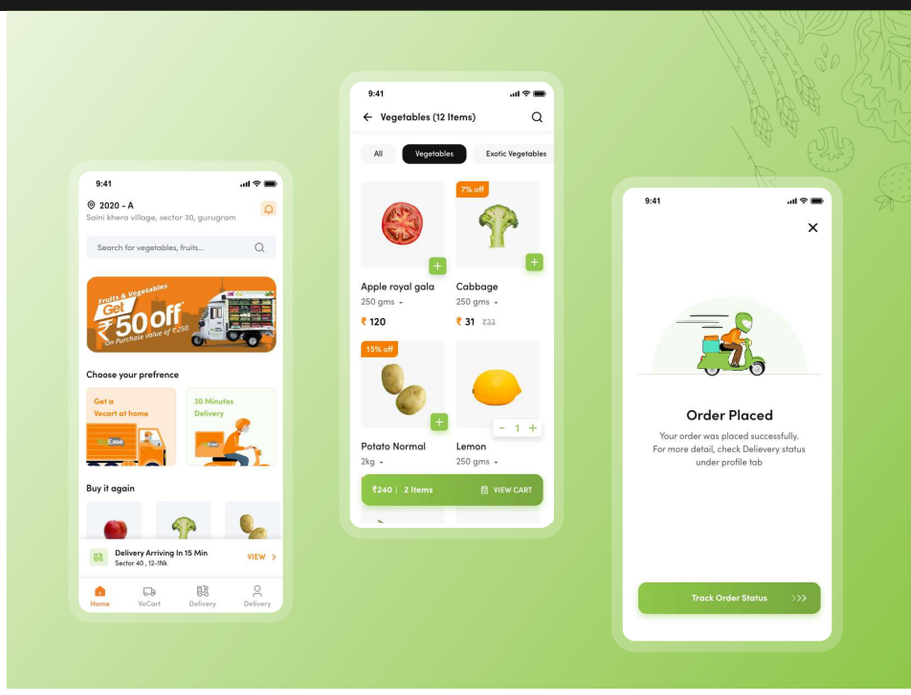
Rotate your phone for a better experience/view

GRID DESIGN
by squareboat



VegEase

VegEase

Get a cart filled with fresh vegetables at your doorstep or buy vegetables online.

Work we did.

MOBILE APP

Tools we used.

ADOBE XD

FIGMA

Overview.

VegEase is the creation of eGreen Farms, a food retail company based in Delhi that was established in 2019. They offer hassle-free ordering and delivery to customers in Delhi NCR (and later pan India), allowing you to place orders from anywhere.

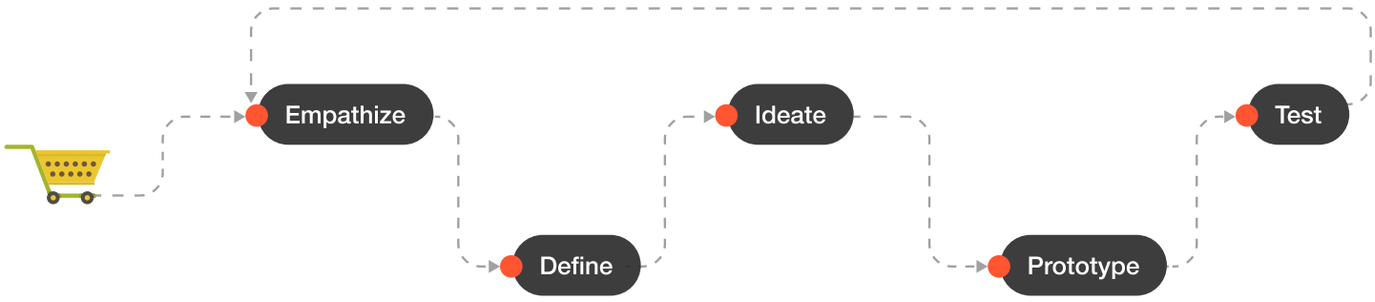
They provide two distinct ways to service their clients. The first involves directly scheduling a cart to your house, hand-selecting fresh produce in front of you while you watch, or you can add more vegetables to the cart, and then their delivery representative will deliver it right to your doorstep.

THE OPPORTUNITY.

How might we make booking a veggies cart experience **more intuitive**.

DESIGN RESEARCH

We adhered to this **design process** to ensure a smooth steer ahead



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

Ten individuals were interviewed one at a time, they were of different age groups and are coming from different job profiles.

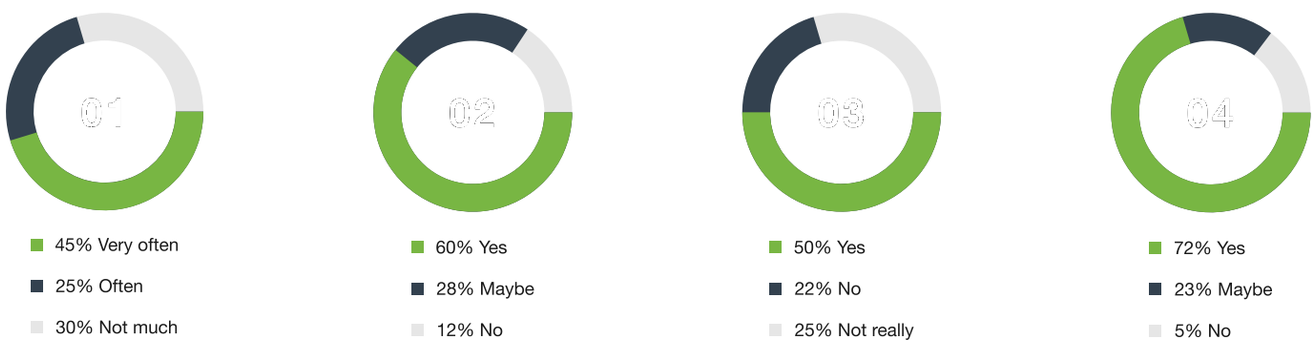
01 How often do you like to buy vegetables but don't want to go outside to buy them?

02 Do you want to buy vegetables online?

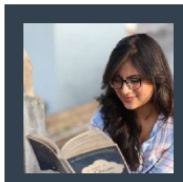
03 Have you tried other online platform to buy vegetables?

04 If there is a more user-friendly option available online will you switch online for vegetables purchases?

Quantitative data summary



User personas were created to empathize with the end users



Payal Shah
General Manager
26 years old
Gurugram, India

"I enjoy preparing my own meals, but I'm unable to do it because of time restrictions. To save time, I'm trying to figure out how to buy fresh vegetables at home in a simpler manner."

Personality

Observant

Ready to learn

Tech friendliness

Motivation

Payal is a lone resident in a big city. Due to her workload, she enjoys cooking her own meals but occasionally lacks the time to purchase. fresh veggies from the market. She had previously used other food delivery services, but her online vegetable shopping was a bad experience. But she has hope that she will find the ideal app for her requirements.

Goals

- To prepare and consume her own meals
- A marketplace where she can purchase hand-selected, fresh vegetables.
- Scheduled delivery and a speedy, hassle-free purchasing experience.

Pain Point

- Vegetables that are bad and getting ripped.
- Missing the delivery window deadline
- Incorrect delivery of produce, especially fruits and vegetables.

We created a customer journey to assess the needs and behaviors of users as they engage with the product

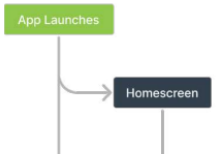
User Persona
Payal Shah
26 years old · Gurugram

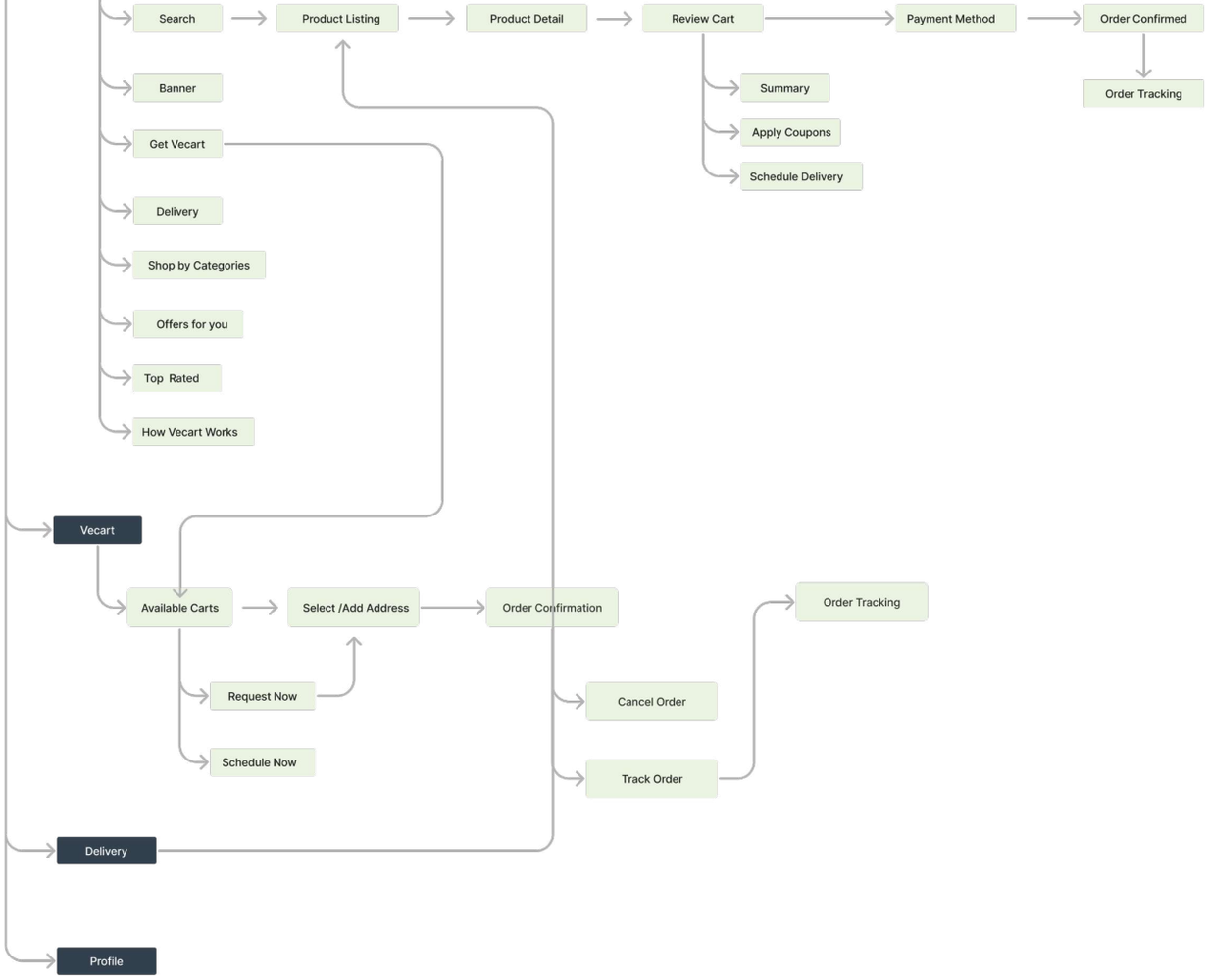
On Friday night, Payal finished her busy shift. She wants fresh vegetables since she wants to prepare a special meal for Saturday lunch. She wishes that it arrived in the morning.

Flow **Research** › **Decision** › **Vecart** › **Booking** › **Order Tracking**

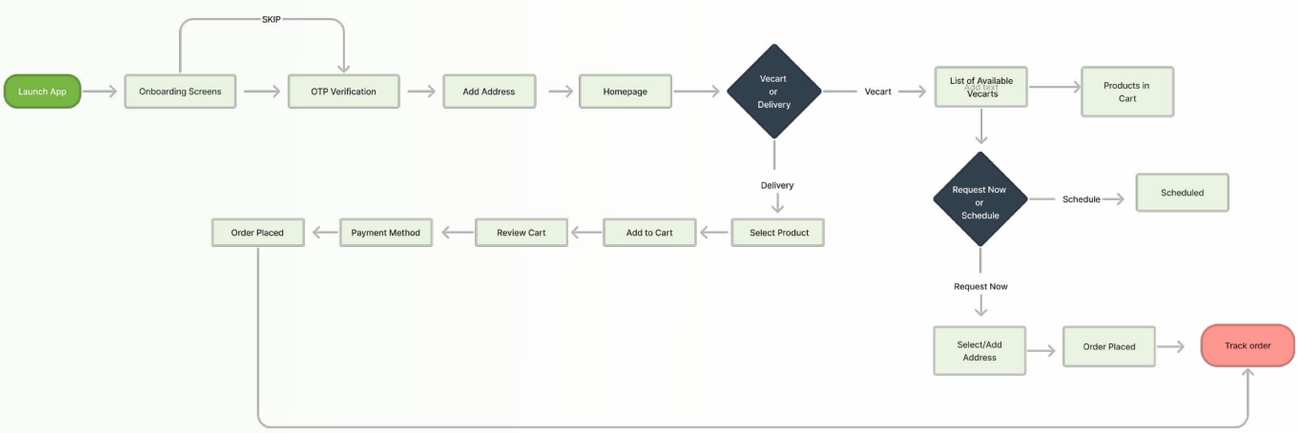
Touchpoint	Wanted to get fresh vegetables in the morning to cook food. So got to app store to browse new app.	Went for the Vegease app, downloaded and installed on the phone.	Onboarded the app. See ordering a Vecart option at your doorstep to pick fresh vegetables by yourself.	Ragini Schedule a cart for tomorrow morning. But she was not logged in on guest flow; she had to login to book a cart	After completing the Booking. in the morning she sees the status which keeps changing, and no information is showing.
Thinking	• Confused after looking at all the options. • Stressed, which will offer the best service	• Will the app work for me? • Will the app provide the best experience?	• What are delivery and Vecart options. • I will schedule a cart for tomorrow.	• Why i have to login in i selected browse as guest? • Will it arrive on time? • How can i see the status ?	• Is it arriving or not? • Previously it was showing 38 minutes, but it's been 50 minutes.
Feeling	😐	😠	😌	😑	😑
	• Confused	• Intrigued, Worried	• Relaxed	• Tensed	• Tensed
Pain Points	• Finding a good way to know which app is good. • Better way to identify the major features of the app	• Doubtful about the decision • Make sure he will get a good deal or not.	• No clear information about vecart and how to book it. • Frustrated my the booking experience of vecart.	• Complicated booking flow makes her frustrated • Didn't know about the payment method	• No clear and upfront order tracking flow. • Order tracking is not reliable, keep changing. • Unclear about the payment options of vecart should she have to pay a fixed amount or only order value. • Minimum purchase amount
Expectations	• A good app that provides a good experience and service.	• The app experience should be great. I hope it is not complicated or cluttered.	• Hope he can see more details about the cars condition.	• Should be more intuitive and clear • Should educate me & guide me on how to book a vecart.	• It can be much upfront with the order amount and payment mode and average time taken to deliver your order.

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





User flow for the booking of Vecart and delivery



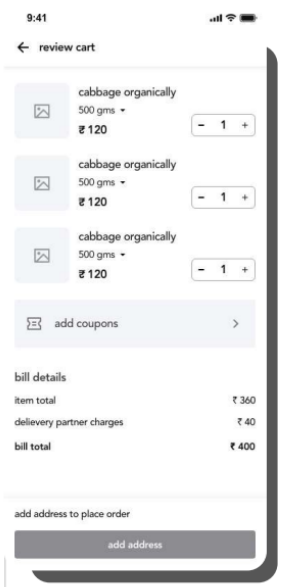
Competition analysis of the other products helps in making the best decisions

Features / Brands	VegEase	FRAAZO	Otipy
Onboarding	✗	✓	✓
Book a Cart	✓	✗	✗
Schedule Delivery	✓	✓	✗
Wallet	✓	✓	✓
Referral	✓	✓	✓

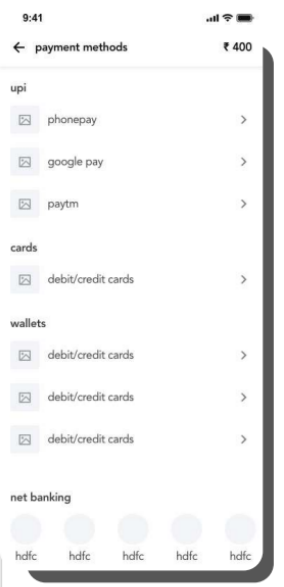
WIREFRAMES

Wireframes were created to obtain a general idea of the complete user flow

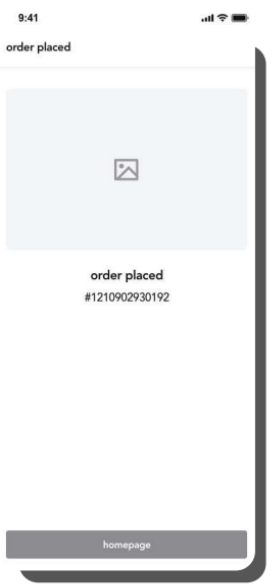
Veggies listing page



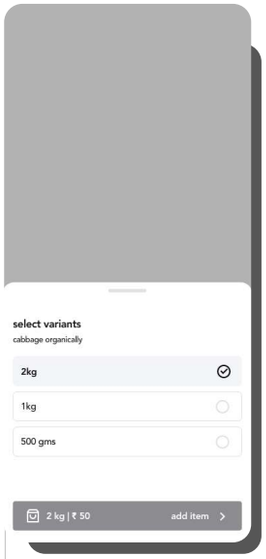
Cart



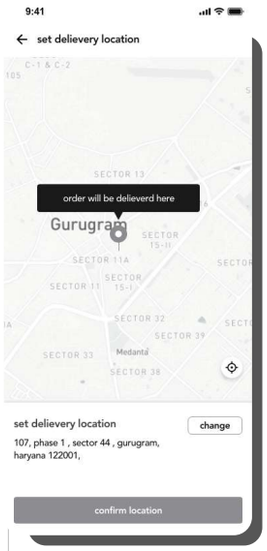
Payments screen



Order confirmation

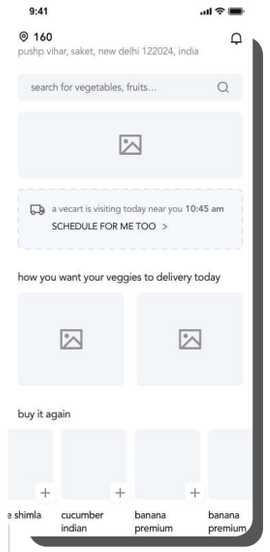


Customise order selection



location selection screen

Login screen



Homescreen

DESIGN SYSTEM

Typography and colors used

Sofia Pro

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**

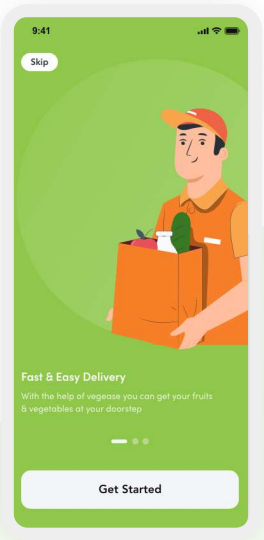
	#8FC74A	#F77F28	#F6FBBF3	
	#F7F7F7	#101010		

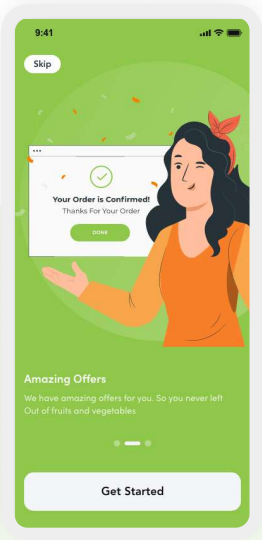
UI SCREENS

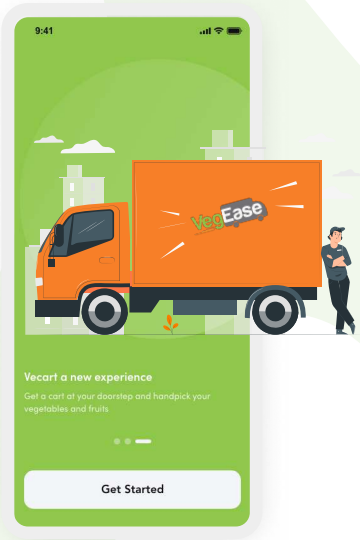
We redesigned the **Onboarding screens** which helps

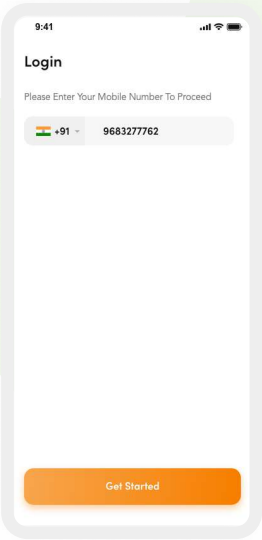
the user to understand the app's key features

The old version of the app lacks it and is a downside for the first time user of the app.









01

Drag interaction

Drag feels more intuitive for the user to view and move to the next screen.

02

Skip

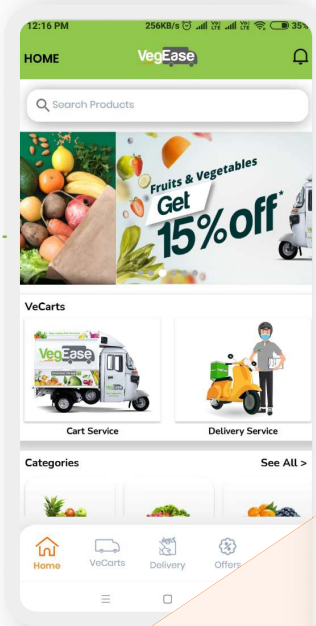
The skip option is always accessible to the user.

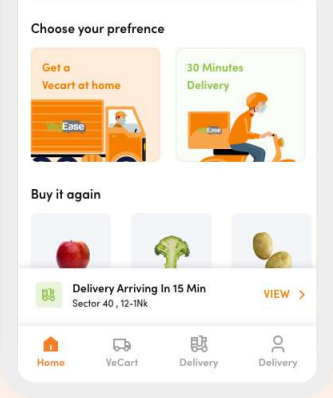
A more comprehensive homescreen

A homescreen where the user can easily see the difference between the navigation bar and the explore section.

Before

The user has to click more to get things done.



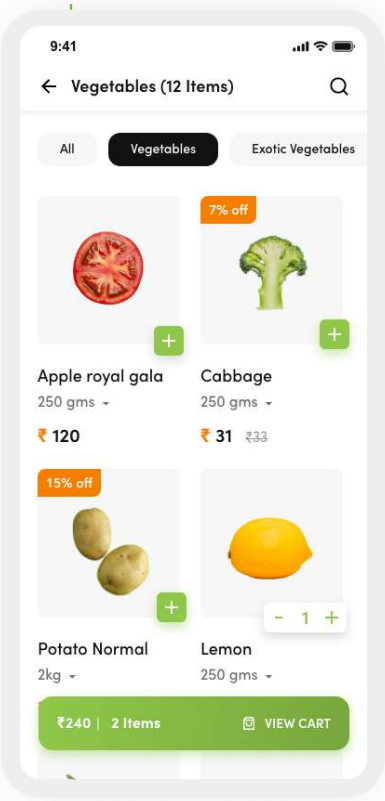


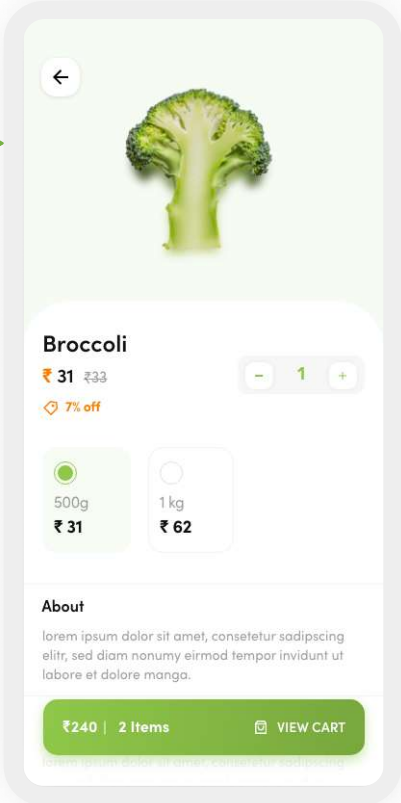
After

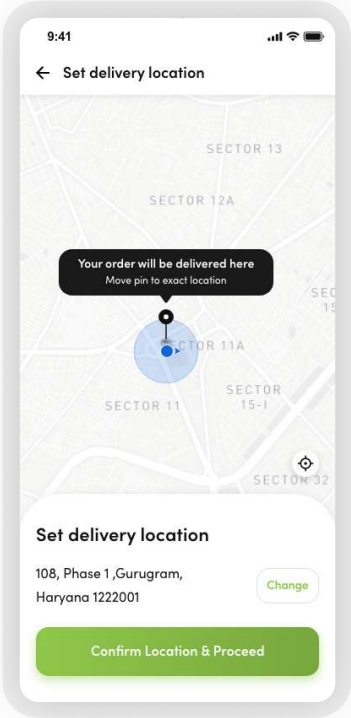
All the options are clearly visible on the main screen, with a proper call to action.

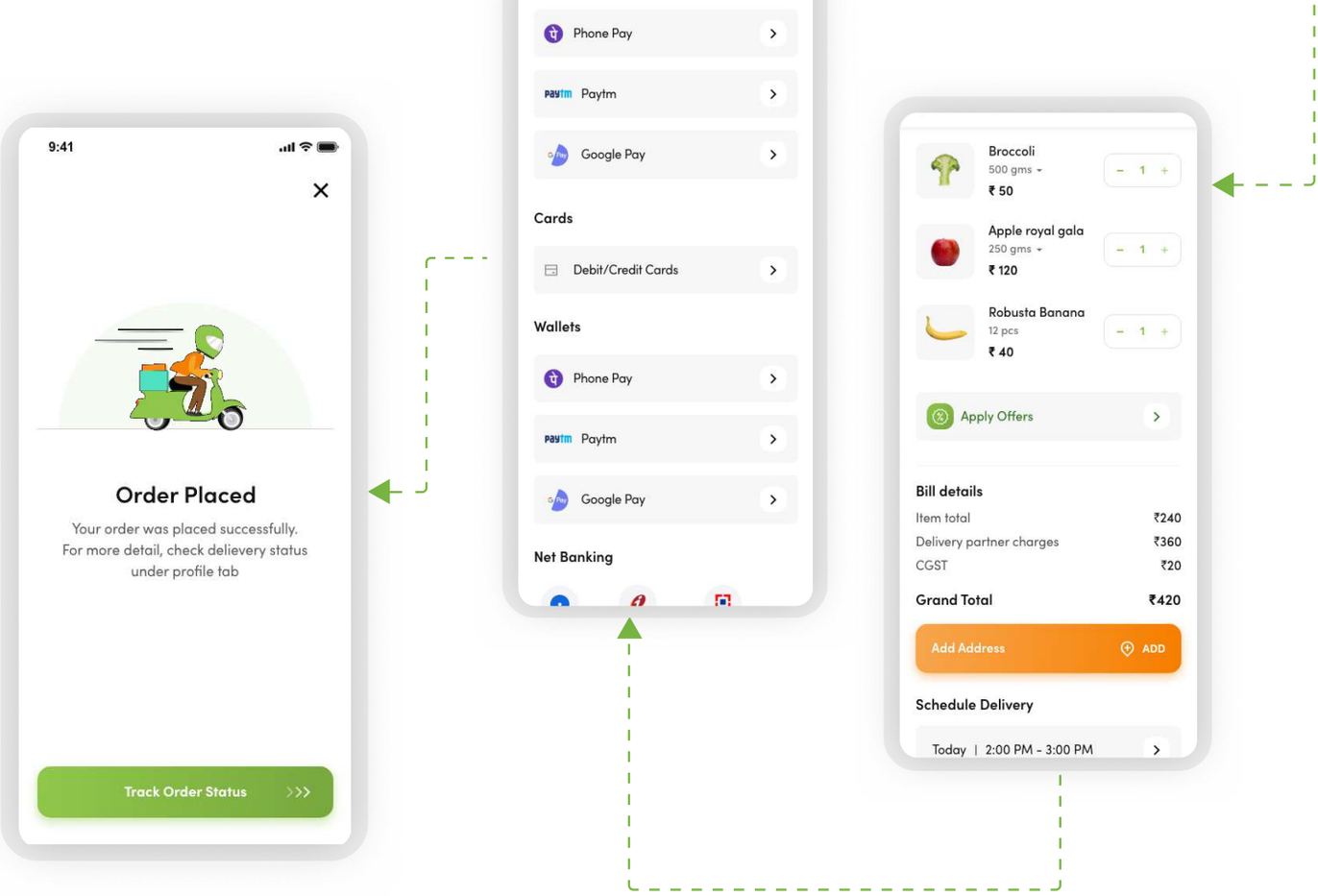
Order fruits and vegetables in just a few clicks

Optimized the booking flow by asking for permission in the beginning and showcasing the saved locations on the screen while making it a 3-step process for quick checkout.





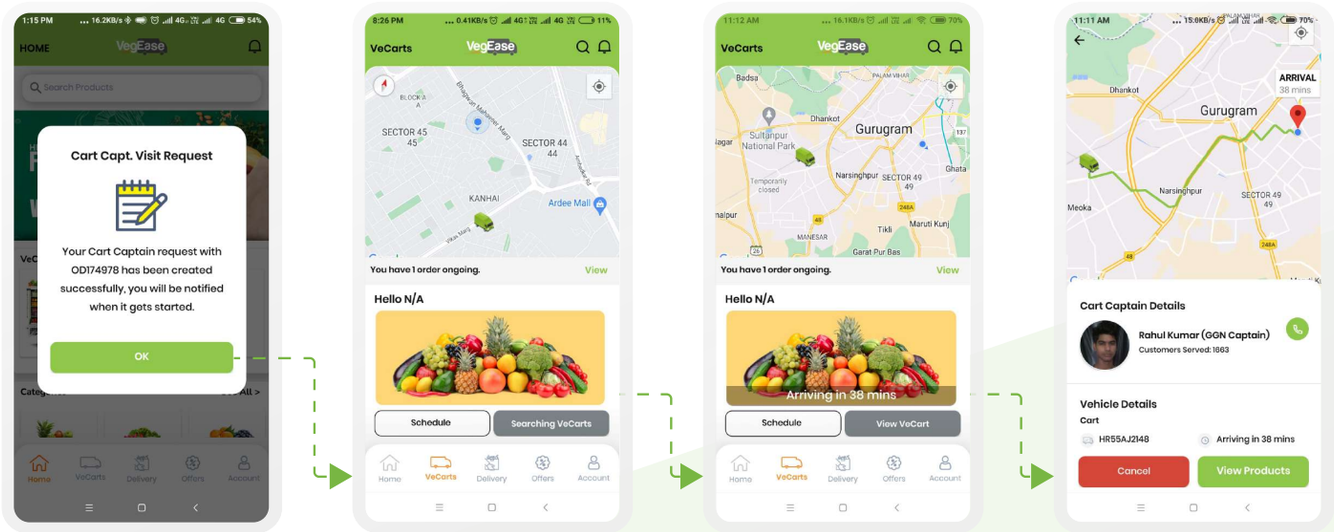




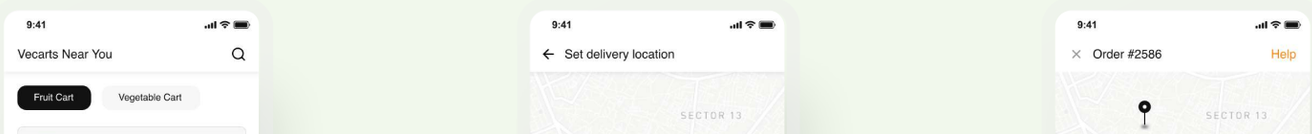
More intuitive **Vecart experience**

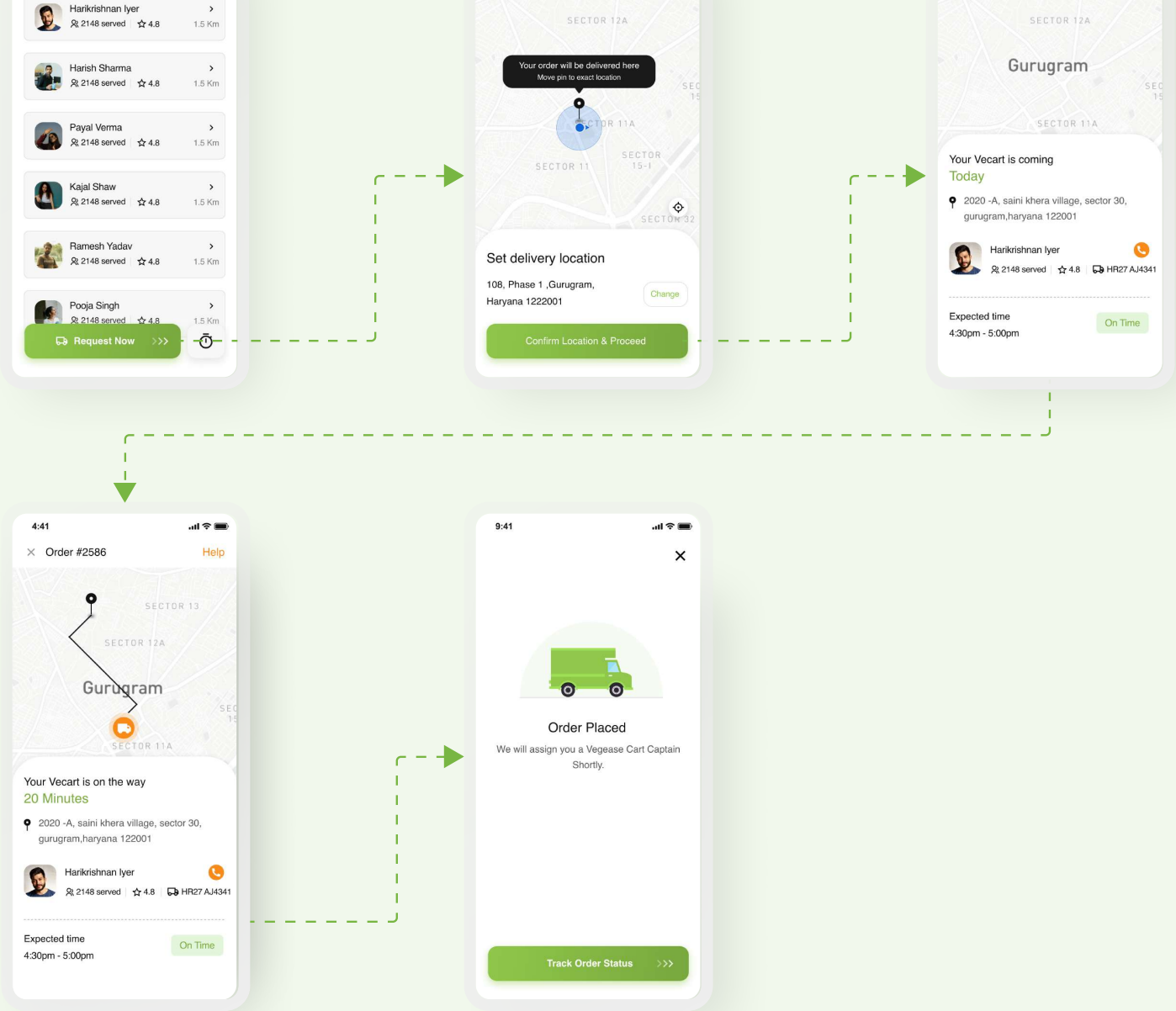
The vecart flow was not clear and instinctual. User was not aware of the status of the booking. **Available Vecart near you** has been highlighted.

Before



After





squareboat

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

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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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