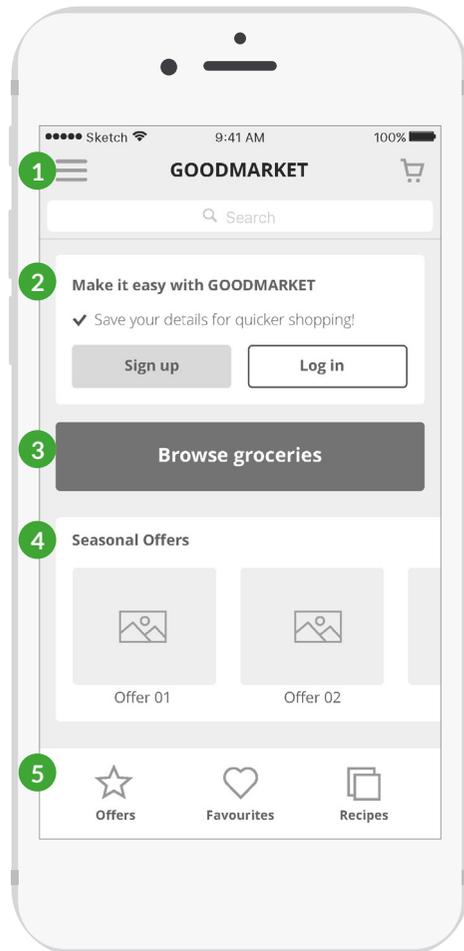


# Good Market Project

## Wireframes & Design Patterns

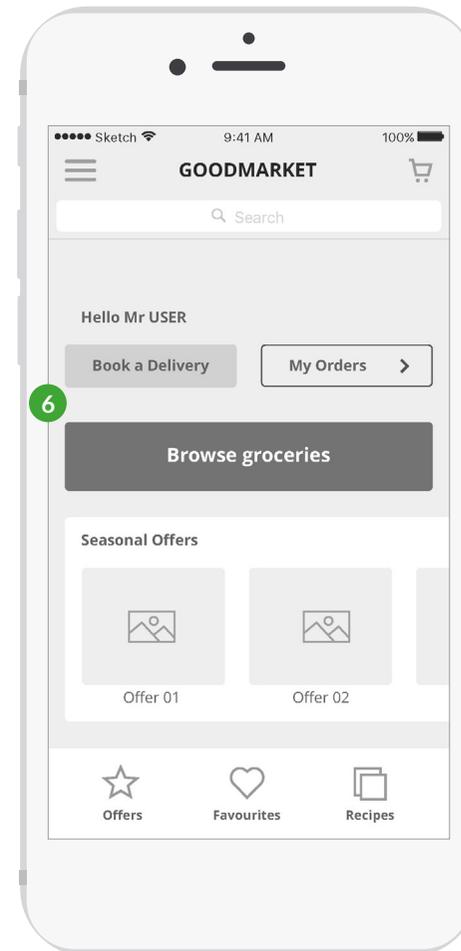
# Good Market Wireframes

## Wireframes Set of Product Interface



Home Welcome

- 1 Burger Menu Icon on top left that leads the user to the full list of options available
- 2 Clear message to welcome users and push them to either log in or sign up.
- 3 Main CTA “Browse Groceries”, (big size and placed in the middle of the screen because it should be the easiest area that the user can reach with his/her thumbnail)
- 4 Offers Horizontal slider
- 5 Secondary options at the bottom, the user can decide whether to browse the full list of offers, look at favourites items or look for some interesting recipes that will inspire his/her shopping.

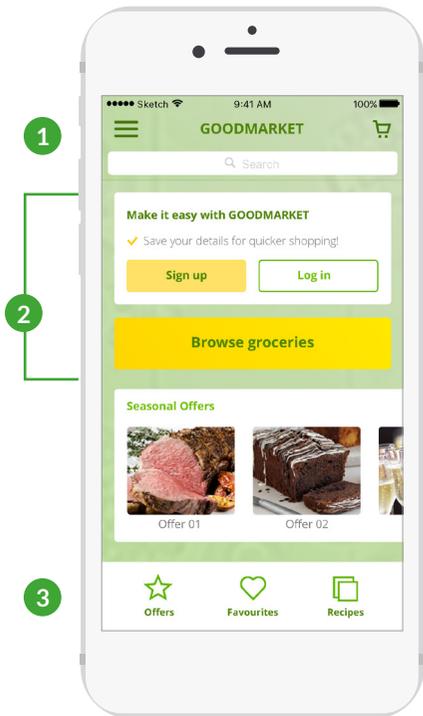


Home User

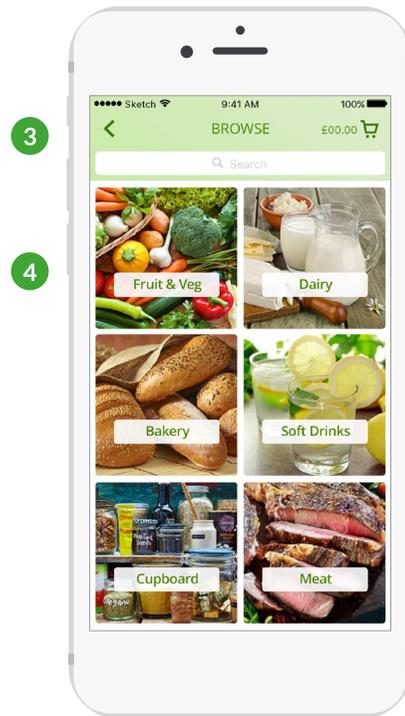
- 6 Once the user logs in, has 3 CTA very clear and visible: reserve a delivery slot; look at his orders; browse groceries.
- 5 I would keep this options available just on the home page in order to keep the attention of the user focus on shopping in the other sections (categories, list of items, basket, checkout)

# Good Market Design Patterns

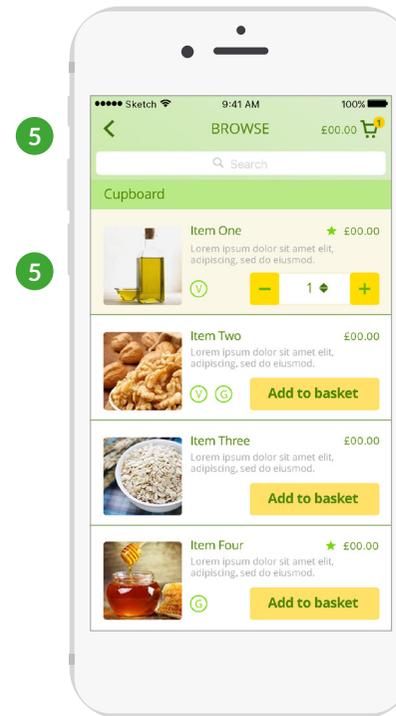
## Stage 01



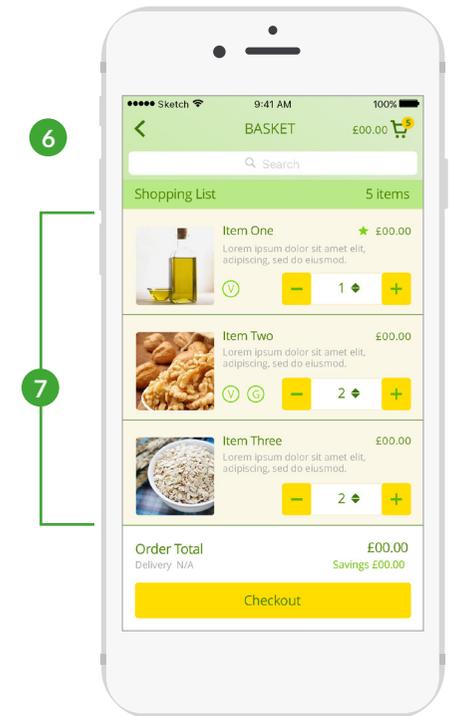
Home



Categories



Item selected



Basket

- 1 Header with the menu “burger” icon and trolley.
- 2 Primary navigation, highlighted at the center of the screen the user has the main CTAs
- 3 Secondary navigation

- 3 Top bar with title “browse” that helps orientation and acknowledges the position
- 4 Big squared shape categories with images supporting the overlaid title.

- 5 The user clicks on the “Add to basket” CTA so the item selected changes background colour and on the top right “basket” icon pops up the number of items present in the basket. Both they give feedback to user, who’s aware of the action taken.

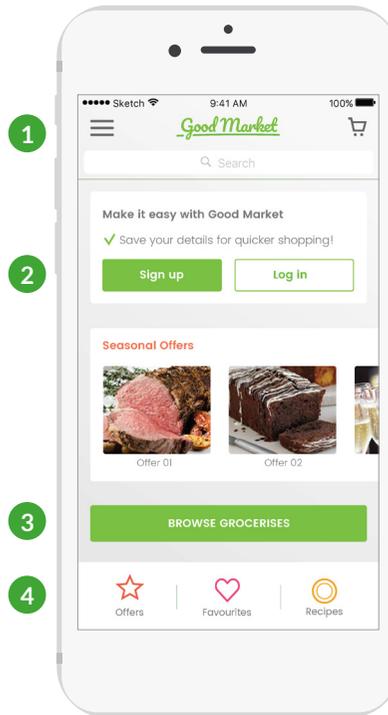
- 6 Navigation reference to outline the position, the user moved to basket.
- 7 User can scroll up/down to check the selected items list and can also amend the quantity

# Good Market Design Patterns

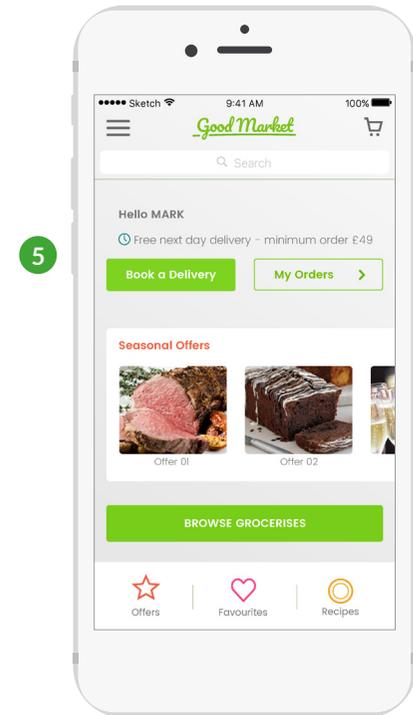
## Stage 02



Welcome



Home



Home User

- 1 Generic Navigation, users clicking on the menu “burger” icon can navigate the full list of options available within the app.

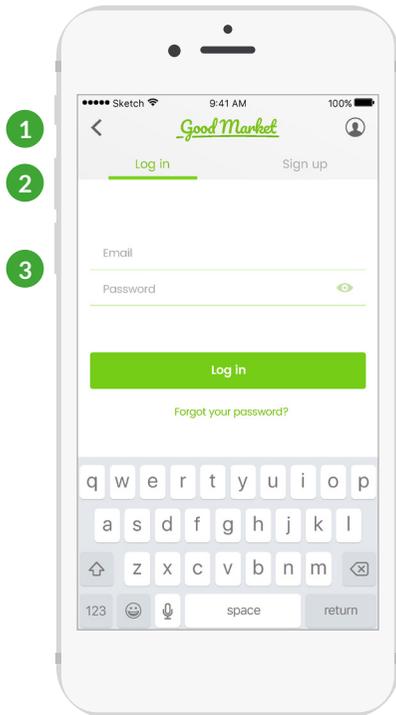
User can also use “search” for quicker and more immediate shopping.

- 2 The button “sign up” has to stand out more in order to lead non registered users to sign up.
- 3 Primary navigation, highlighted at the center of the screen the user has the main CTAs

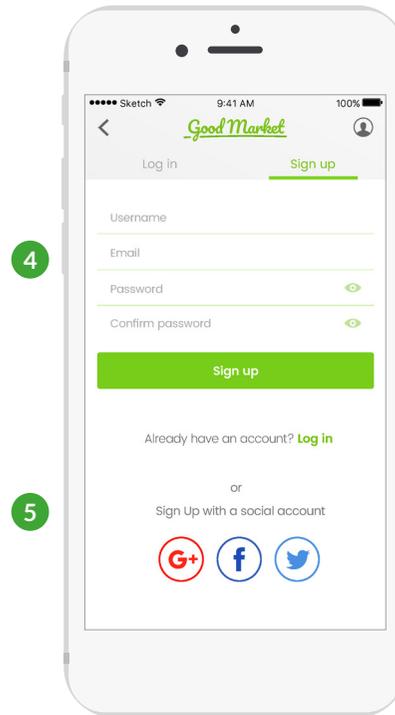
- 4 Secondary navigation
- 5 Once the user is logged in the page changes slightly maintaining the main CTAs in the center of the screen.

# Good Market Design Patterns

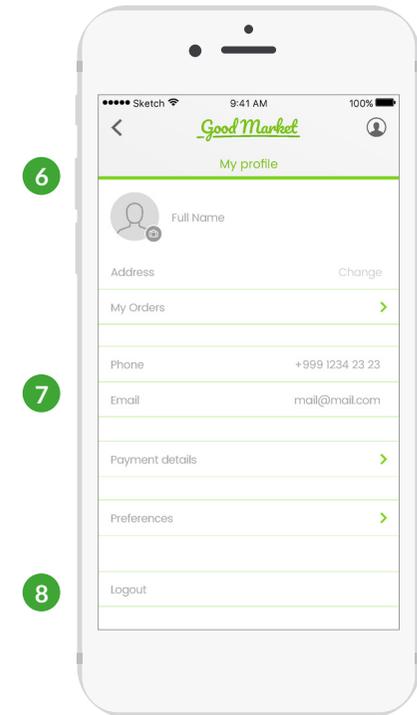
## Stage 02



Login



Sign up



Profile

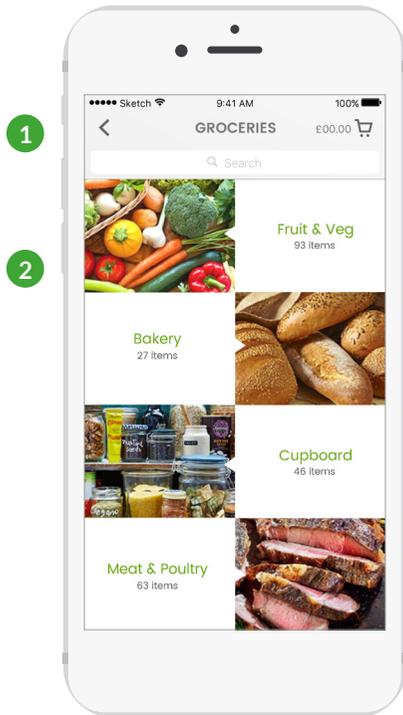
- 1 Back button to go back to home page
- 2 Yellow bar highlights where the user is, it helps the navigation and memorability
- 3 Simple and clean form, user can choose to see the password while typing it.

- 4 Simple and clean form with essential info for the registration process
- 5 Possibility to register with social account has to stand out from the standard process.

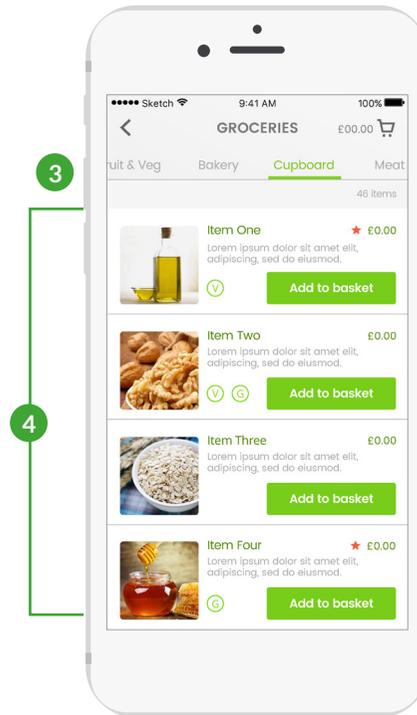
- 6 Top yellow bar highlights the position of the user
- 7 Form with full range of option that the user can select and change
- 8 Log out button at the bottom of the page

# Good Market Design Patterns

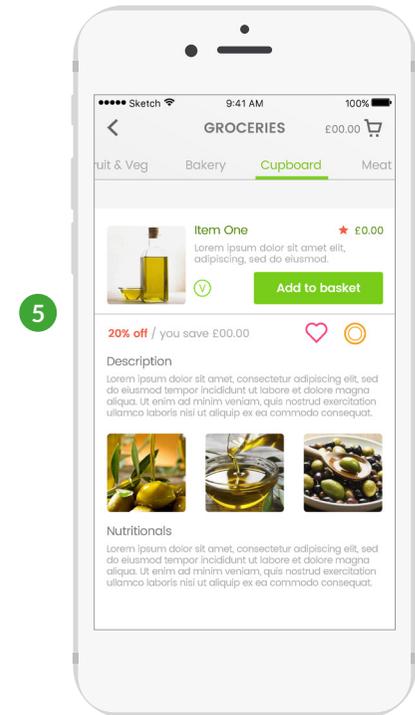
## Stage 02



Category



List of items



Single page item

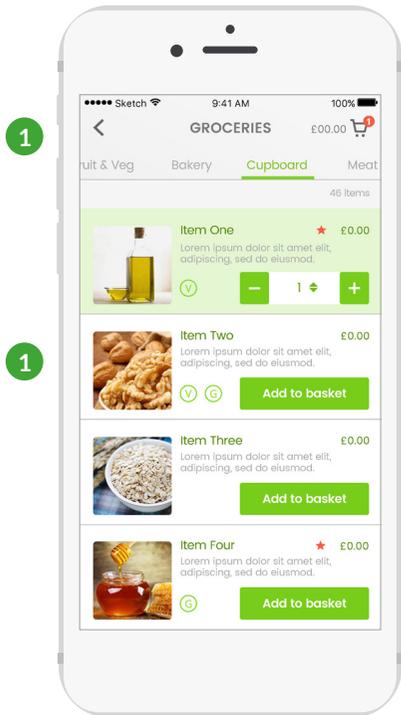
- 1 Top bar with title “groceries” that helps orientation and acknowledges the position
- 2 Big squared shape categories with images supporting the title.

- 3 Horizontal navigation helps users move between categories and outlines the position of the user in the category section
- 4 User can scroll up/down to browse more items

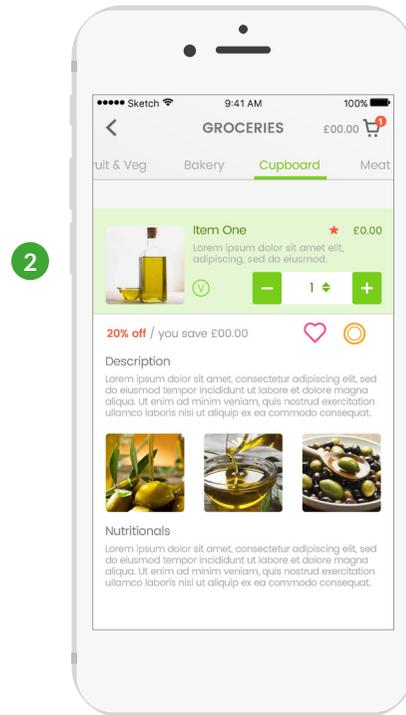
- 5 User can scroll up/down to check all the information available for the single item

# Good Market Design Patterns

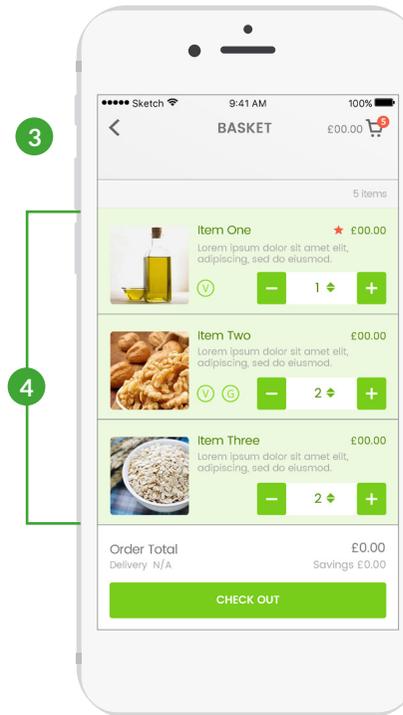
Focus on forms and navigation



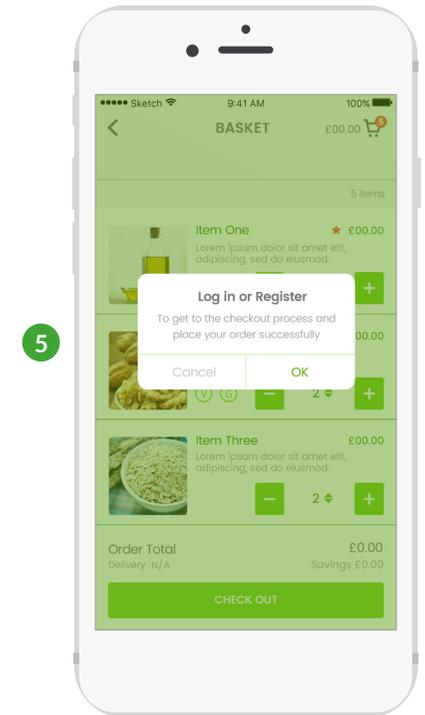
Item selected



Item selected



Basket



Pop up message

- 1 The user clicks on the “Add to basket” CTA so the item is selected and on the top right “basket” icon pops up the number of items present in the basket.

- 3 Navigation reference to outline the position, the user moved to basket.

- 4 User can scroll up/down to check the selected items list and can also amend the quantity

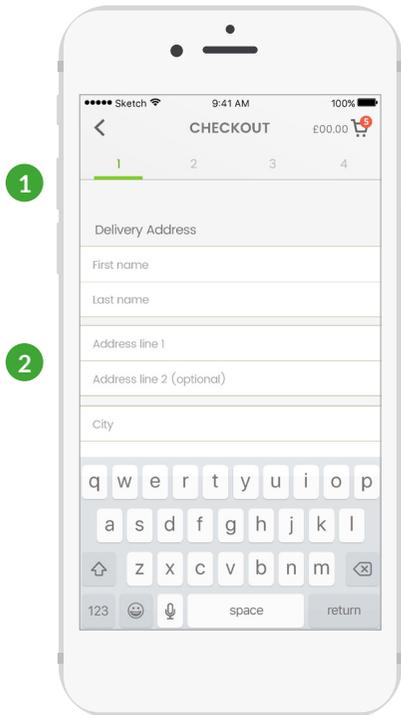
- 5 Pop up message for users that have not logged in or register yet.

- 2 Same as above for the single page item

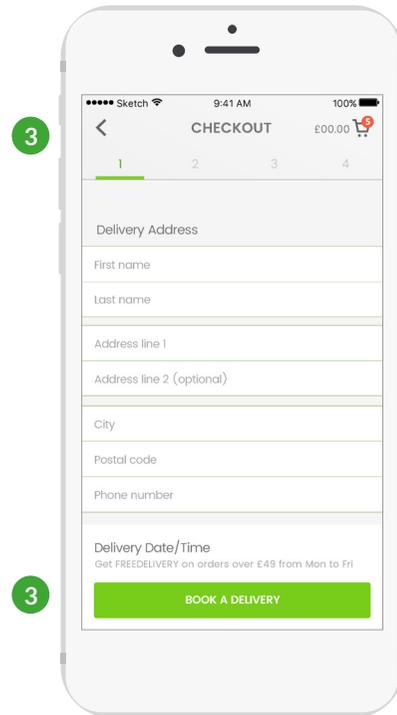
Both the item selected and outlined with a different background and the pop up number on top right, they give feedback to user, who's aware of the action taken.

# Good Market Design Patterns

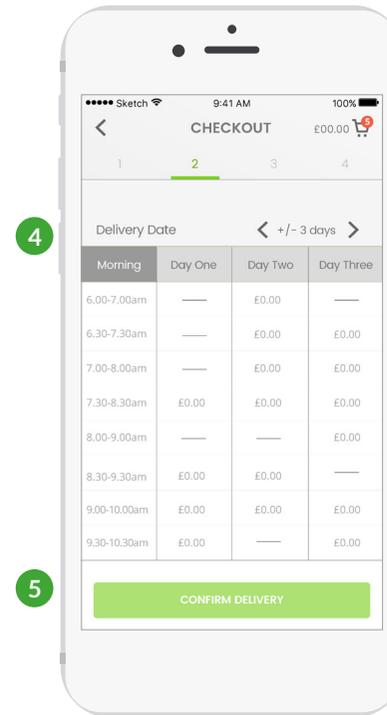
Focus on forms and navigation



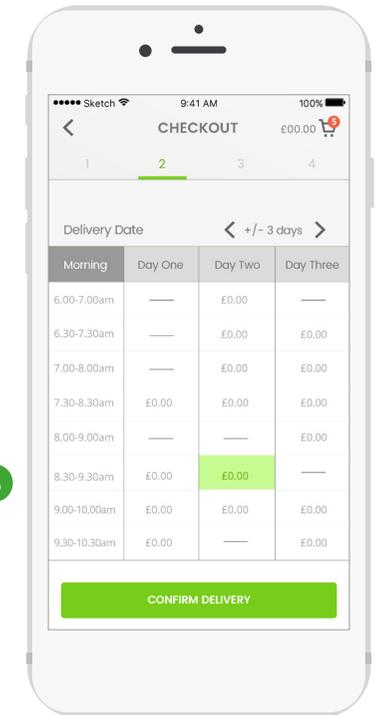
Delivery details



Delivery details



Delivery date/time



Delivery date/time

1 Navigation reference with yellow bar the outlines which stage of the checkout the user is taking

2 Simple form that can still be navigable once the keyboard pos up.

3 User has 2 options: proceed to the next step with main CTA "book delivey" or go back home with back arrow

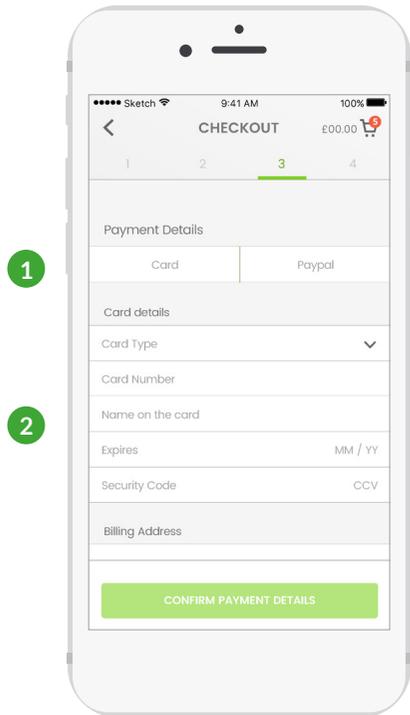
4 User can navigate the table selecting the options available for date and time. There's also the possibility to change dates moving right or left +/- 3 days.

5 Main CTA, not active yet. It will activate once the user has selected a slot

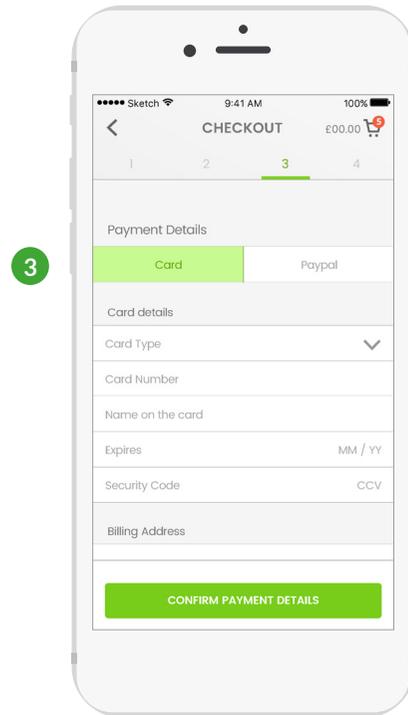
6 The slot on the table and the CTA "confirm delivery" are highlighted so they gives feedback to user.

# Good Market Design Patterns

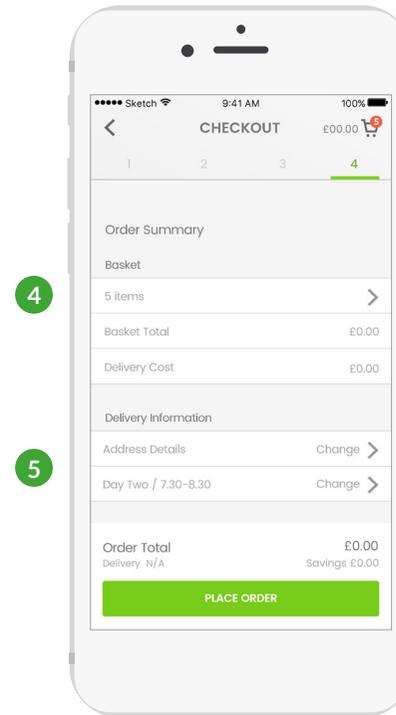
Focus on forms and navigation



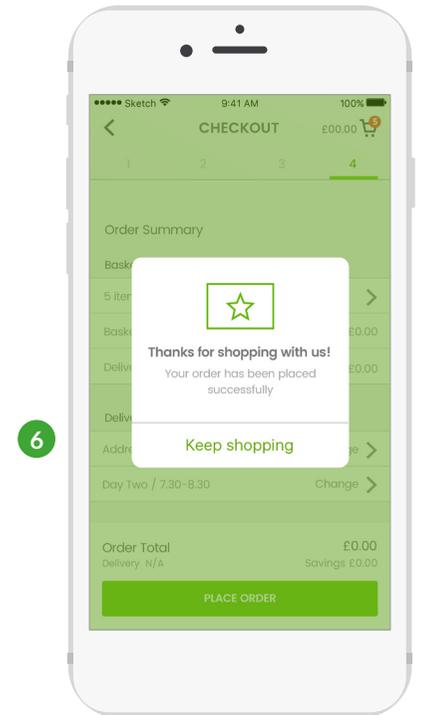
Payment details



Payment details



Review/Place order



Order placed successfully

- 1 User can select payment method
- 2 Simple form where to enter payment details: dropdown menu to select card type; text fields to enter name and card number; other 2 fields for expiry date with date format and security code.
- 3 Payment method selected and highlighted to stand out and give feedback
- 4 User can review the order: checking the total cost and delivery cost; and can also go back to review the items in the basket
- 5 Possibility to change delivery details and delivery date/time. User has to scroll down to review payment details and billing address.
- 6 Pop up message confirm that the order has been placed successfully. With CTA "keep shopping" that will direct user to the home page.

