

SEBA's Project: Online Grocery Shopping Mock-up Design

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- 1 Use Case Diagram
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- 3 Managing Content
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Overview / Use Case Diagram

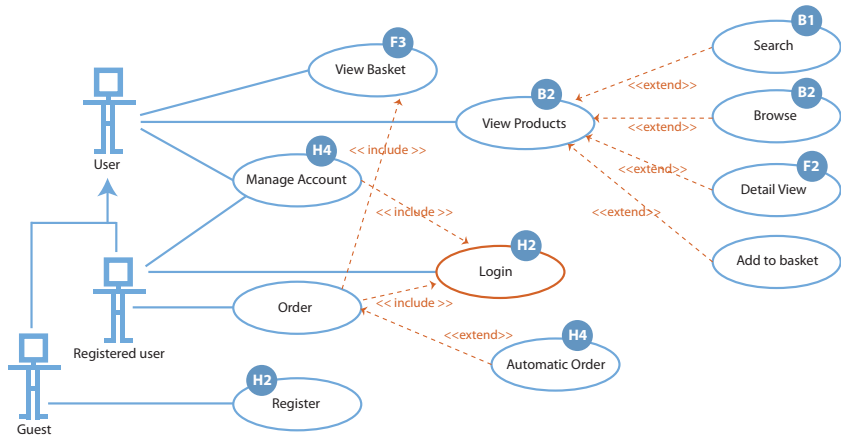


Figure : Use Case for "Online Grocery Shopping": Enumerated filled circle represents a corresponding web design pattern for that specific action.

B1 Multiple ways to navigate

- Facilitates the process of finding products
- Combines the idea of *intention* and *impulse*

B2 Browsability Content

- 1 Provides several novel directions regarding the browsability issue
- 2 It includes, organization and categorization of our grocery products

The screenshot displays a website for 'Supermarkt' with a navigation menu on the left, a search bar at the top, and a main content area. The navigation menu includes categories like Bakery, Fruits & Vegetables, Dairy & Eggs, Meat, Fish & Poultry, Frozen, Ready Meals, Tins, Jars & Cooking, Packets & Cereals, Snacks & Sweets, Drinks, Household & Pets, Baby, and Health & Beauty. The search bar contains the text 'Search'. The main content area features a header 'A new way of grocery shopping' and a dropdown menu for 'Fruits' (labeled B2) with options like Prepared Fruit, Vegetables, Prepared Vegetables & Salads, Fresh Herbs, Nuts & Seeds, Dried Fruit, and Dried Vegetables. Below this is a 'Special Offers' section with three products: Nestea Pfrisch (0.5 L) for € 0.89, Volvic Tee Zitronen (6 x 1.5 L) for € 8.34, and Pfanner Eislee Waldbeeren (2 L) for € 1.59. A 'My Basket' section on the right shows a list of items: Bread, Milk, and Eggs, with a 'Make My Basket Weekly' button. The footer contains links for 'About Us', 'Privacy', 'Terms', and 'Contact Us', along with logos for Mastercard, VISA, and PayPal.

Supermarkt

Search

My Basket
5 Items (€ 20.31)

All Supermarkets

Bakery
Fruits & Vegetables
Dairy & Eggs
Meat, Fish & Poultry
Frozen
Ready Meals
Tins, Jars & Cooking
Packets & Cereals
Snacks & Sweets
Drinks
Household & Pets
Baby
Health & Beauty

A new way of grocery shopping

Fruits
Prepared Fruit
Vegetables
Prepared Vegetables & Salads
Fresh Herbs
Nuts & Seeds
Dried Fruit
Dried Vegetables

from all supermarkets
ts from all supermarkets
y week
r regular supplies weekly
product
cheapest price of any product

Special Offers

Nestea Pfrisch (0.5 L)
€ 0.89 (1 L = 1.78 €)
ADD to basket

Volvic Tee Zitronen (6 x 1.5 L)
€ 8.34 (1 L = 0.93 €)
ADD to basket

Pfanner Eislee Waldbeeren (2 L)
€ 1.59 (1 L = 0.8 €)
ADD to basket

Recieve your list of orders weekly!

Every Saturday

Bread
 Milk
 Eggs

Make My Basket Weekly

About Us Privacy Terms Contact Us

Mastercard VISA PayPal

D: Managing Content

D4 Internationalized Content

- Munich is estimated to be a very multi-cultural city
- This pattern could be easily applied

D1 Page Templates

- 1 Solves the problem of delivering a well-organized web pages
- 2 Doesn't change the way how information is organized

D: Managing Content / Mock-Up

Supermarket



Login Sign Up

D4



My Basket

5 Items (€ 20.31)

All Supermarkets ▼

- Bakery
- Fruits & Vegetables
- Dairy & Eggs
- Meat, Fish & Poultry
- Frozen
- Ready Meals
- Tins, Jars & Cooking
- Packets & Cereals
- Snacks & Sweets
- Drinks
- Household & Pets
- Baby
- Health & Beauty

A new way of grocery shopping

- 1 Combined products from all supermarkets**
Choose your favourite products from all supermarkets
- 2 Receive supplies every week**
Automatically get a list of your regular supplies weekly
- 3 Cheapest price of any product**
We compare and give you the cheapest price of any product

Special Offers



Nestea Pflirsch
(0.5 L)

€ 1.19
€ 0.89 (1 L = 1.78 €)

ADD to basket



Volvic Tee Zitronen
(6 x 1.5 L)

€ 8.99
€ 8.34 (1 L = 0.93 €)

ADD to basket



Pflanner Eistee
Waldbeeren
(2 L)

€ 2.19
€ 1.59 (1 L = 0.8 €)

ADD to basket

Receive your list of orders weekly!

	Every Saturday
<input checked="" type="checkbox"/>	Bread
<input checked="" type="checkbox"/>	Milk
<input checked="" type="checkbox"/>	Eggs

Make My Basket Weekly

[About Us](#) [Privacy](#) [Terms](#) [Contact Us](#)



E1 Site branding

- Creates a simple logo, and keeps consistent in each webpage
- Positions the logo in a place where user can easily "capture"

E4 & E5 Privacy policy & About us

- 1 Gives more information regarding the manner how website work and it's managed
- 2 Both, very important to our model, in the effort of building trust and credibility

E: Trust and Credibility / Mock-Up

Supermarket



Search



Login Sign Up



My Basket

5 Items (€ 20.31)

All Supermarkets ▼

- Bakery
- Fruits & Vegetables
- Dairy & Eggs
- Meat, Fish & Poultry
- Frozen
- Ready Meals
- Tins, Jars & Cooking
- Packets & Cereals
- Snacks & Sweets
- Drinks
- Household & Pets
- Baby
- Health & Beauty

Soft Drinks



Lipton Ice Tea
Sparkling
(0.33 L)

€ 0.59 (1 L = 1.79 €)

ADD to basket



Fruity Grüner Tee
mit Zitrone
(1 L)

€ 0.65 (1 L = 0.65 €)

- 1 (€ 0.65) +



Lipton Ice Tea
Peach ohne Zucker
(0.5 L)

€ 0.95 (1 L = 1.90 €)

ADD to basket



Nestea Pfirsich
(0.5 L)

€ 0.89 (1 L = 1.78 €)

ADD to basket



Volvic Tee Zitrone
(6 x 1.5 L)

€ 8.34 (1 L = 0.93 €)

ADD to basket



Pflanner Eistee
Waldbeeren
(2 L)

€ 1.59 (1 L = 0.8 €)

ADD to basket

E4

E5

About Us Privacy Terms Contact Us



Recieve your list
of orders weekly!

	Every Saturday
<input checked="" type="checkbox"/>	Bread
<input checked="" type="checkbox"/>	Milk
<input checked="" type="checkbox"/>	Eggs

Make My Basket Weekly

H: Sign in

Ha Late login

- Users can search and add products to the basket without logging in
- Generates more traffic

Hb Storing username locally

- 1 Helps users
- 2 Can be annoying to type in the username every time

Supermarket



Search



Login Sign Up



My Basket

5 Items (€ 20.31)

All Supermarkets ▾

- Bakery
- Fruits & Vegetables
- Dairy & Eggs
- Meat, Fish & Poultry
- Frozen
- Ready Meals
- Tins, Jars & Cooking
- Packets & Cereals
- Snacks & Sweets
- Drinks
- Household & Pets
- Baby
- Health & Beauty

Login

H2

Email

Password

Remember me

Login

[Forgot password](#)



Recieve your list of orders weekly!

	Every Saturday
<input checked="" type="checkbox"/>	Bread
<input checked="" type="checkbox"/>	Milk
<input checked="" type="checkbox"/>	Eggs

Make My Basket Weekly

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Four Additional Mock-ups

F2: Clean Product Details / Mock-Up

Supermarket



Login Sign Up



My Basket

5 Items (€ 20.31)

All Supermarkets ▼

- Bakery
- Fruits & Vegetables
- Dairy & Eggs
- Meat, Fish & Poultry
- Frozen
- Ready Meals
- Tins, Jars & Cooking
- Packets & Cereals
- Snacks & Sweets
- Drinks
- Household & Pets
- Baby
- Health & Beauty

Muller Froop Cherry-Banana

ADD to basket

€ 0.59

F2



Model	26897858
Manufacturer	Theo Müller GmbH & Co. KG
Brand	miller
Product	miller Froop
Product Variation	Raspberry Passion Fruit
grammage	1 x 150 g / cup
Weight	155 g
Base Price	€ 0.55 / 100g

Recieve your list of orders weekly!

	Every Saturday
<input checked="" type="checkbox"/>	Bread
<input checked="" type="checkbox"/>	Milk
<input checked="" type="checkbox"/>	Eggs

Make My Basket Weekly

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F3: Shopping Cart / Mock-Up

Supermarkt



Search



Login Sign Up



My Basket

5 Items (€ 20.31)

All Supermarkets ▼

- Bakery
- Fruits & Vegetables
- Dairy & Eggs
- Meat, Fish & Poultry
- Frozen
- Ready Meals
- Tins, Jars & Cooking
- Packets & Cereals
- Snacks & Sweets
- Drinks
- Household & Pets
- Baby
- Health & Beauty

My Basket € 20.31 F3

Make my order

Only Once

Every Saturday

Checkout ▶



Lipton Ice Tea
Sparkling
(0.33 L)

€ 0.59 (1 L = 1.79 €)

- 1 (€ 0.65) +



Fruity Grüner Tee
mit Zitrone
(1 L)

€ 0.65 (1 L = 0.65 €)

- 1 (€ 0.65) +



Lipton Ice Tea
Peach ohne Zucker
(0.5 L)

€ 0.95 (1 L = 1.90 €)

- 1 (€ 0.65) +



Recieve your list
of orders weekly!

	Every Saturday
<input checked="" type="checkbox"/>	Bread
<input checked="" type="checkbox"/>	Milk
<input checked="" type="checkbox"/>	Eggs

Make My Basket Weekly

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H4: Account Management / Mock-Up

Supermarket



Search



Login Sign Up



My Basket

5 Items (€ 20.31)

All Supermarkets ▾

- Bakery
- Fruits & Vegetables
- Dairy & Eggs
- Meat, Fish & Poultry
- Frozen
- Ready Meals
- Tins, Jars & Cooking
- Packets & Cereals
- Snacks & Sweets
- Drinks
- Household & Pets
- Baby
- Health & Beauty

My Account H4

Hesham Ghandour

Shipping Details [Edit](#)

Jochbergweg x/xxxx
85748 Gerching

Payment Method [Edit](#)

Credit Card - Visa
xxxx xxxx xxxx 1234

Weekly List

4 Items € 20.31



[Edit my weekly list](#)



Recieve your list
of orders weekly!

	Every Saturday
<input checked="" type="checkbox"/>	Bread
<input checked="" type="checkbox"/>	Milk
<input checked="" type="checkbox"/>	Eggs

[Make My Basket Weekly](#)

[About Us](#) [Privacy](#) [Terms](#) [Contact Us](#)



H2: New Account (Register) / Mock-Up

Supermarket



Search



Login Sign Up



My Basket

5 Items (€ 20.31)

All Supermarkets ▾

- Bakery
- Fruits & Vegetables
- Dairy & Eggs
- Meat, Fish & Poultry
- Frozen
- Ready Meals
- Tins, Jars & Cooking
- Packets & Cereals
- Snacks & Sweets
- Drinks
- Household & Pets
- Baby
- Health & Beauty

Register H2

Name

Email

Password

Confirm

Street & Number

Zip Code

Location

Phone

Register



Recieve your list of orders weekly!

	Every Saturday
<input checked="" type="checkbox"/>	Bread
<input checked="" type="checkbox"/>	Milk
<input checked="" type="checkbox"/>	Eggs

Make My Basket Weekly

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Thank you for your attention!