

Designer

Ella Pan

Role

UX/UI Designer
UX Researcher

Platform

Android

Duration

4 Weeks

Year

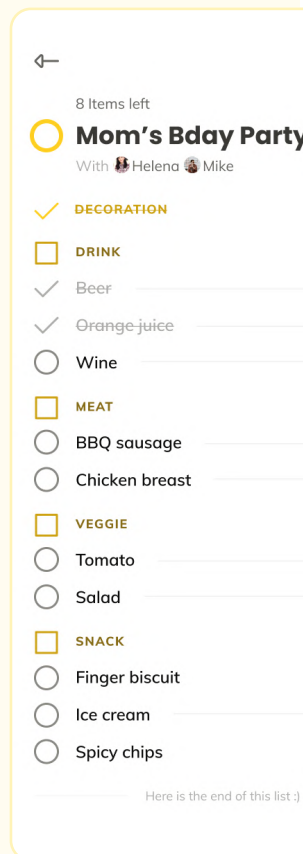
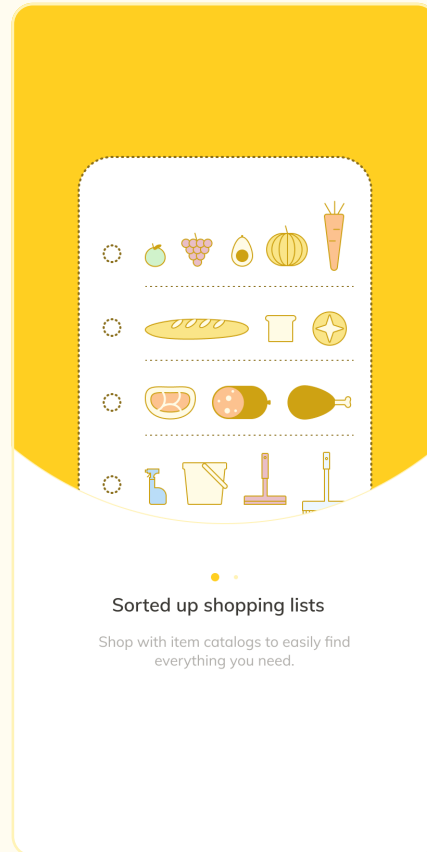
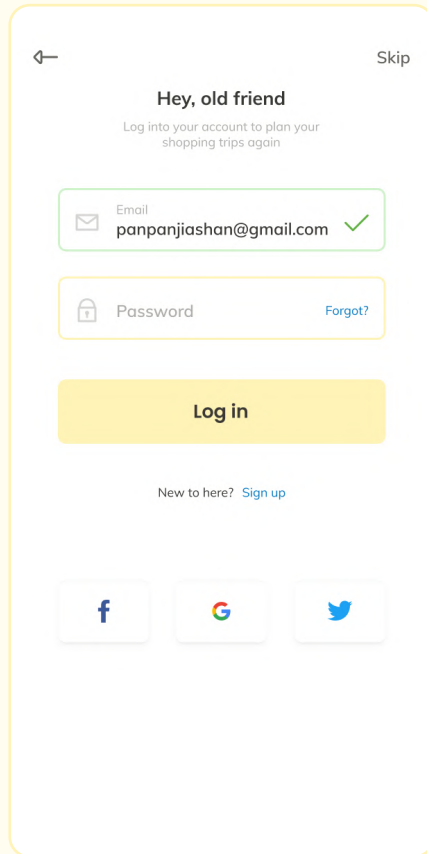
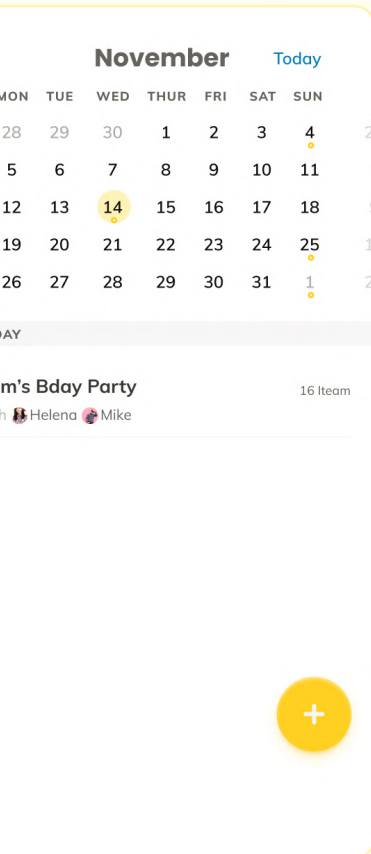
2020

01.

Never forget a single item to buy

Introduction

"Listed" aims to empower people to plan and organize massive shopping trips.



About the app

It's about getting things you and your loved one need, about care and respect.

Sometime it is so hard to remember what to buy. We already got a lot of things in mind! Plan with "Listed". Items, quantities, dates, whom to shop with... Organizing shopping trips is just this easy.

Field study - direct observation

I observed how people plan shopping and how they shop.

I did direct observations to 2 groups of people who need to prepare for massive shopping and studied the way they plan and shop.

Group 1-- A mother (58 years old) and her adult daughter (30 years old) making a shopping list for the 100-day birthday party of the newborn granddaughter.

Group 2-- Three university students making a shopping list for a weekend cooking party.

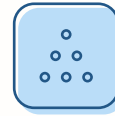
PLANNING



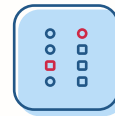
People use lists to plan massive shopping.



People often come up with new ideas after listing.



Sometimes people include quantities, sometimes don't.



People often list randomly and disorderly.

SHOPPING



People often shop in the order of the list.



With disordered list, people walk back to some areas again.



Before checkout, people confirm if they get everything on list.


User journey map


After field study, I analyzed how people complete shopping trips and concluded it with a User Map. In this map, I collected the pain points of each step and found some opportunities to improve the user experience.

	Bloom an idea	Discuss	List	Edit	Shop	Confirm	Discard or buy next time
Actions	Search and think	Talk to himself or others	Write on paper or note app	Strike/ delete, write/ add	Go to a shop and find items	Check items one by one	- Discard/save list. - Remember it. - Ask others to buy.
Questions	What do I need?	Is it a good idea? Any alternative?	- How to list? - How many? - Anything else?	- How to edit? - Who can edit?	- Where and when to shop? - Who goes? With anybody? - How many bags do I need?	Do I get everything?	- Do I still need it? - Where and when to buy it next time?
Highlight	My idea is great!	"Wow, cool idea"			There are all things I need!	I got everything on list!	
Pain point	- Afraid of missing out sth. - Need opinions.	- Difficult to collect all items people want. - Time consuming	- Forget about the quantities. - Messy and disordered list.	- Can't find the list. - Looks messy and disordered.	- Can't find the list or the goods. - Don't have enough shopping bags.	- Can't find the list. - Difficult and time consuming.	- Can't find the list. - Difficult to remember.
Opportunity	On-line coedited list	On-line coedited list	- Note the quantities. - System sorts up items into catalogs.	- List with on-line coedited list.	- System sorts up items into catalogs. - Provide item numbers.	- Provide item number. - Check in catalogs.	- Move left items to next shop. - Ask me about it next time I list.

Persona

Based on my field study, I also adopted Personas to help me understand “Who am I designing for?” I have Li and Paola as my representative users

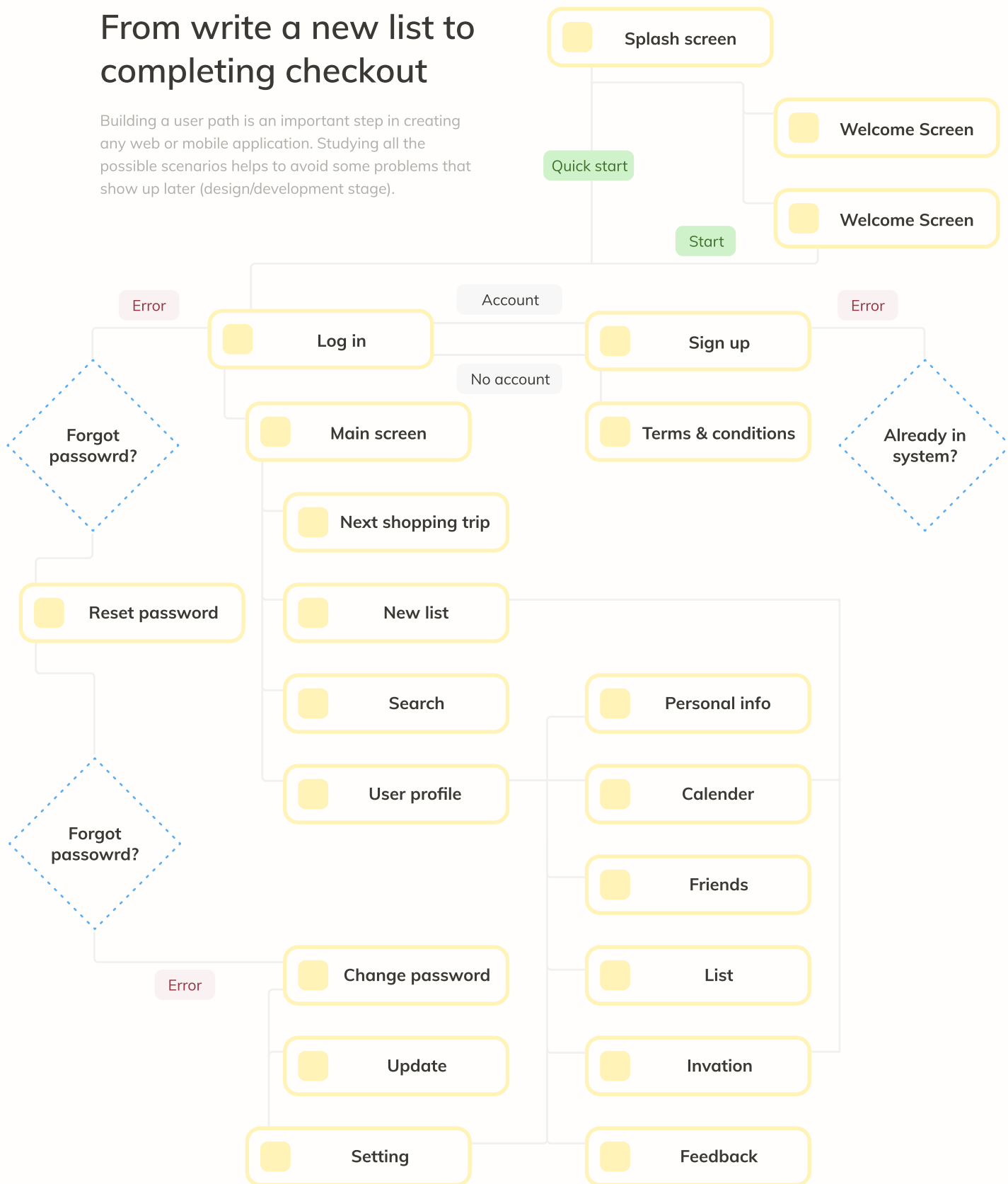
<p>“Good food and interesting people = a nice Sunday cooking party.”</p>	<p>Goals</p> <ol style="list-style-type: none"> 1. Console foreign heart and stomach. 2. Meet people and make friends. 	<p>Journey</p> <p>Chat on WeChat with friends to discuss about the menu and ingredients(with amount). Then few of them will buy the ingredients on the party day.</p>	
	<p>Motivations</p> <p>Meet up with friends, enjoy weekends, and authentic home food.</p>	<p>Frustrations</p> <p>Expensive asian ingredients. Takes too much time to get all ingredients.</p>	<p>Possible triggers</p> <p>Chinese festivals, holidays, weekends, birthdays</p>
<p>Li, 21 years old</p> <p>1st-year Chinese Student in Berlin, Germany</p> <p>Lives in a shared apartment with another 2 Chinese students.</p>	<p>Influencers</p> <p>Friends Social medias</p>	<p>Environment</p> <ol style="list-style-type: none"> 1. On phone chatting with friends, copy and paste the dish names and ingredients (with amounts) to a note app. 2. Friends decided to replace a dish with another one, Li is deleting some ingredients and copy&paste the new ones(with amounts) to a note app. 3. At the supermarket, with a friend, trying to find everything they need and later check if they get everything. 	

<p>Goals</p> <p>Take good care of the family.</p>	<p>Journey</p> <p>Discuss with families and make a shopping list with a paper or with Note app on the smartphone.</p>		<p>“I already forget what to buy” (standing in front of a store)</p>
<p>Motivations</p> <p>Be a good wife and mother.</p>	<p>Frustrations</p> <p>Forget what to buy.</p>	<p>Possible triggers</p> <p>Holidays, birthdays, weekly grocery shopping</p>	
<p>Influencers</p> <p>Husband and kids</p>	<p>Environment</p> <ol style="list-style-type: none"> 1. On couch with husband, discussing Christmas gifts for all friends and family. 2. On mobile WhatsUp, chatting with siblings about what to buy to prepare for “Mom’s Bday party” this weekend. 3. At a supermarket, with baby in cart. While taking care of the baby, Paola also tries to find goods for the weekend picnic trip. 		<p>Paola, 35 years old</p> <p>Short-term housewife, long-term teacher</p> <p>Lives with husband and 2 kids(4-year old and 5-month old) in the Netherland</p>

The scheme

From write a new list to completing checkout

Building a user path is an important step in creating any web or mobile application. Studying all the possible scenarios helps to avoid some problems that show up later (design/development stage).



"Listed" - mobile app

Wireframes

04.

Edit

...

2-Dozen

2-Bottle

2

1.5 KG


1.5 KG

1 KG

1 KG

500 g

←



Welcome to Listed

Plan and enjoy your shopping trips with friends here.

Get started

Party

Julia

ese

+

☰ Next shopping trip 🔍

TODAY 16 Items

Mom's Bday Party
With ● Helena ● Mike

Upcomings (2) ▾

SATURDAY 7 Items

Baguette, birthday cake, pastries...

Weekly grocery 13 Items

+

Plan with friends

Type friend's name to invite 🔍

MOST RECENTS

Helena Mike Julia P. Hans Lilian Julia

ALL FRIENDS

Arya

Charlie

Ellena Copper

George Smith

H...

Ju...

A
C
E
G
H
J
K
L
M
O
P

Invite 2 friends

Trip day

📅 Today Wed

☀️ Tomorrow Thur

☕ This Weekend 17-18 Nov

November 2020

MON	TUE	WED	THUR	FRI	SAT	SUN
28	29	30	1	2	3	4 26
5	6	7	8	9	10	11 2
12	13	14	15	16	17	18 9
19	20	21	22	23	24	25 16
26	27	28	29	30	31	1 23

🕒 Add time

Schedule

← November Today

MON	TUE	WED	THUR	FRI	SAT	SUN
28	29	30	1	2	3	4 2
5	6	7	8	9	10	11 1
12	13	14	15	16	17	18 9
19	20	21	22	23	24	25 1
26	27	28	29	30	31	1 2

TODAY

Mom's Bday Party 16 Items

With ● Helena ● Mike

← Skip

Hi, nice to meet you :)
Create an account to start organized shopping trip.

Email panpanjiashan@gmail.com ✓

Password--Minimal 8 characters long ***** ✓

Confirm password 12245678 👁

Different from first password

By clicking "Sign up", you agree with our Term and Conditions.

Sign up

Already an old friend? Log in

f G t

Ella +86 159-0284-1234

Calendar >

Friends >

List >

Invitation 1 New >

Settings >

Feedback >

Log out >

Design Elements

Visual identification

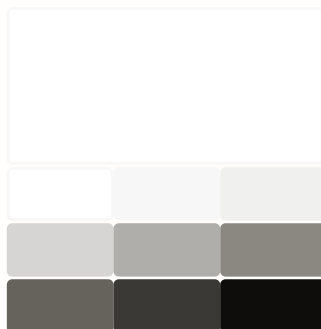
All the visual identification choices are decided under the **design principles** of “Friendly, Clear, Efficient, Consistent”.

Brand color

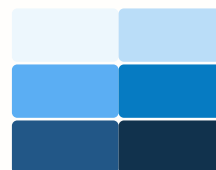
Sunglow yellow, with other 7 shades visually conveys the **warm and friendly** trait of Listed.



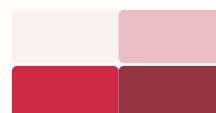
Neutral color



Functional color



Warning color



Confirming color



Typography

“Listed” adopts two typefaces -- Poppins and Mulish. These two typefaces are **sans serif typeface**, with 18 and 14 font types respectively. Both of them are designed with **single-story letters**, like “a” and “g”, which reflects **the way people naturally write**.

Aa

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Mulish

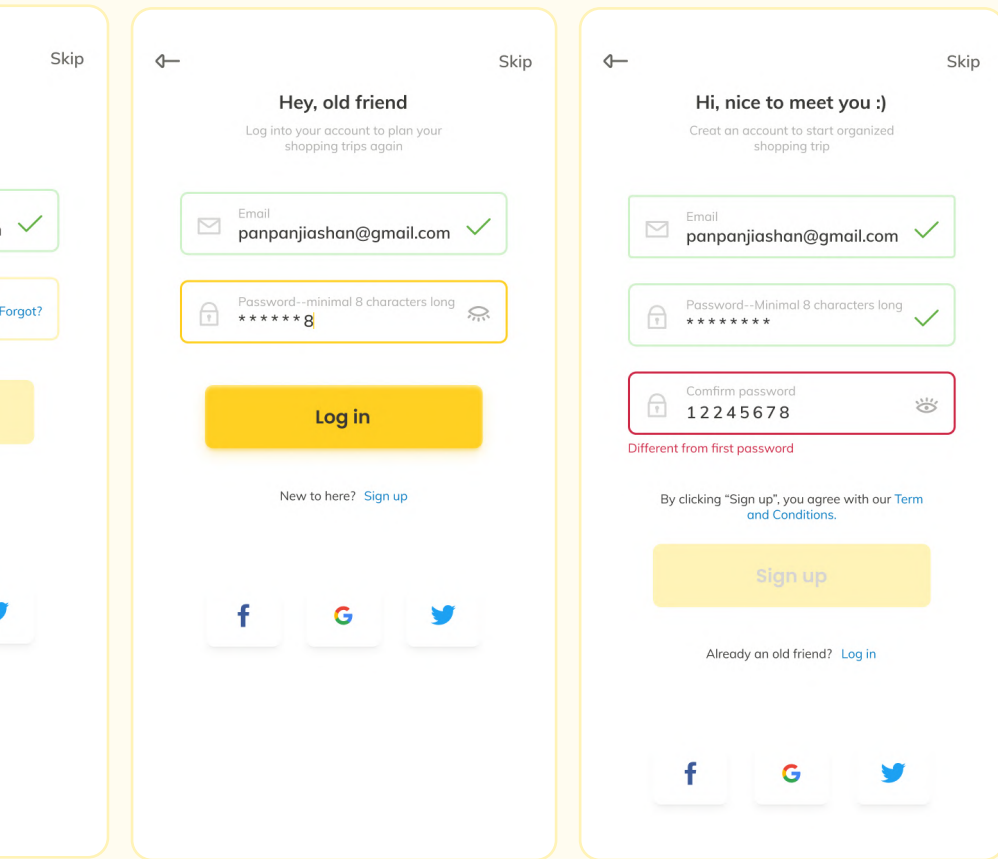
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins is the heading typeface. It has a **generous x-high** and a comfortably modest letter width, which supports easy reading while saving horizontal space. Besides, with vertically and horizontally cut tails, Poppins provides a **modernized perception**.

“Mulish” is the body typeface. It has a **large letter width** which makes the short item names more easily to read. Besides, **with curved tails**, Mulish provides a **visually friendly tone**.

Icons





Final product

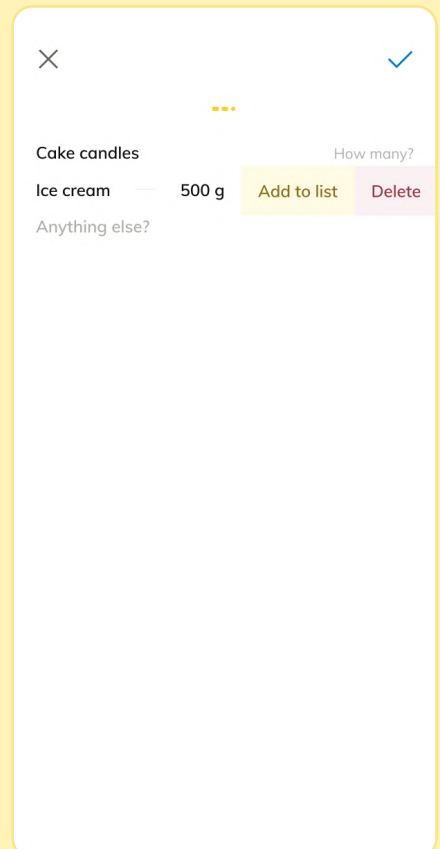
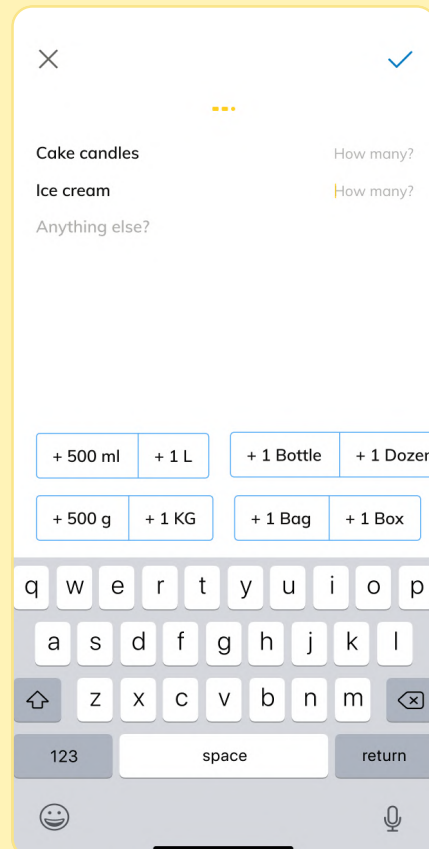
Log in or sign up to start evrything

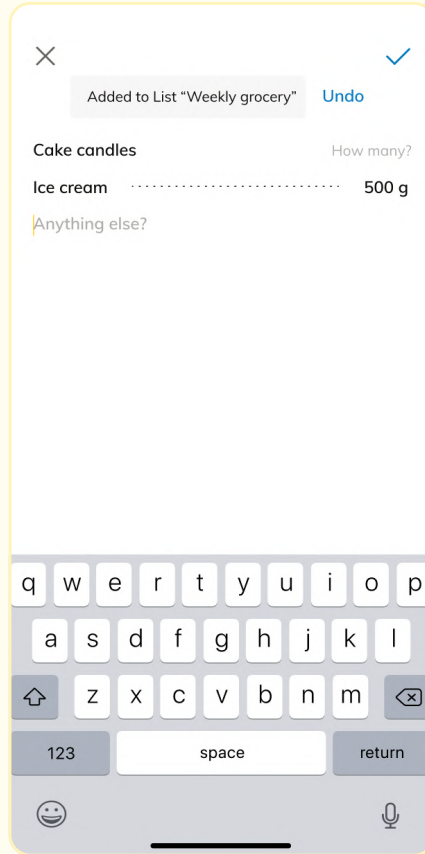
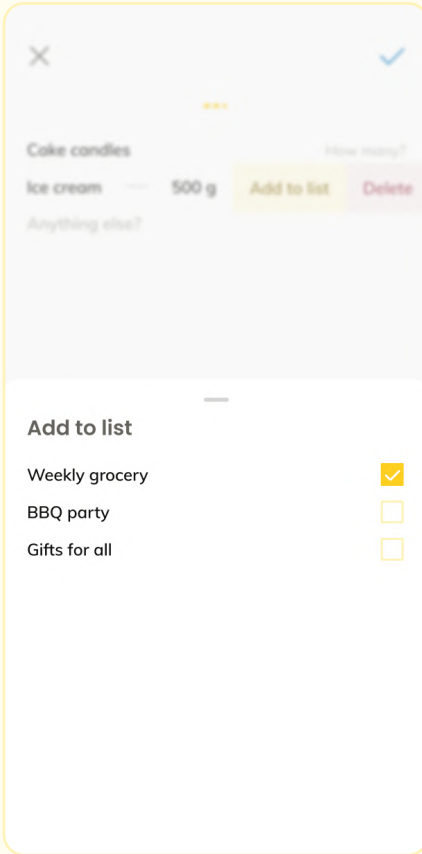
With email address or social networks, log in or sign up on Listed to start planning an organized shopping trip.

New list

New way to make shopping list

Use defaulted units to clarify the amounts of different items you need so that we can shop more certainly in the market later.





Add to list

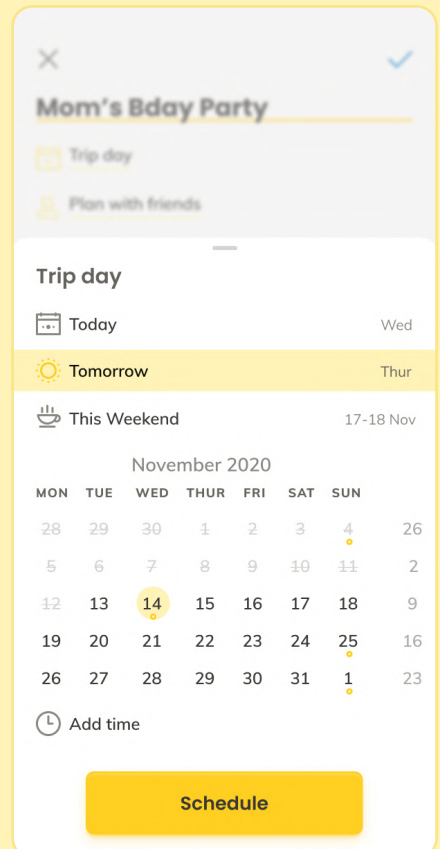
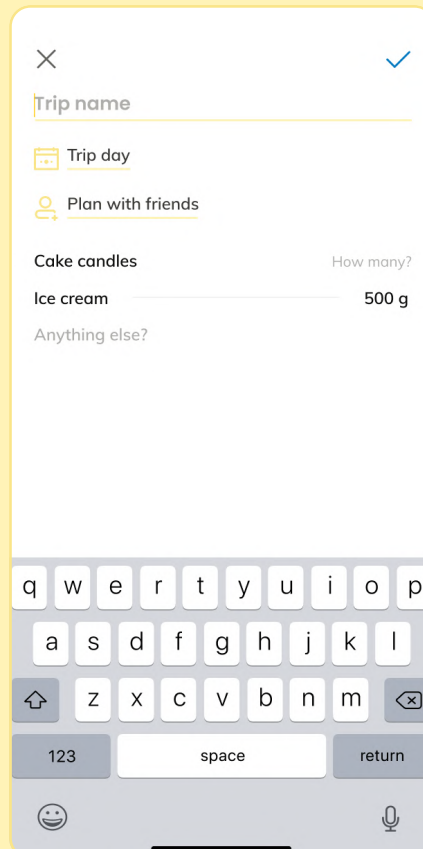
Add your favorite item to list

Fill your regular list with items you like, and use it as a template for next shopping trip.

Name and schedule

Name & schedule your shopping trip

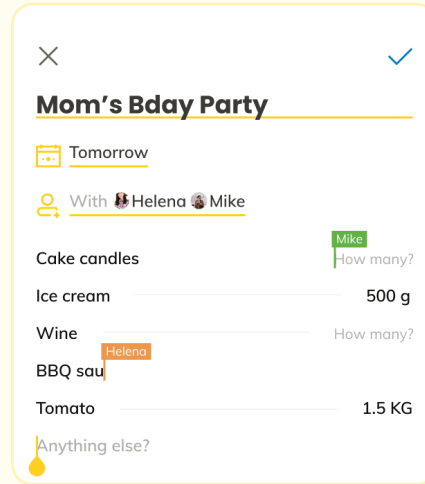
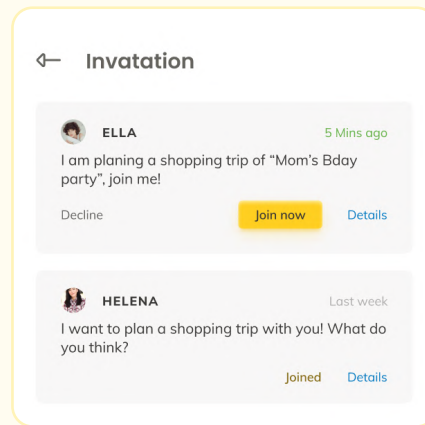
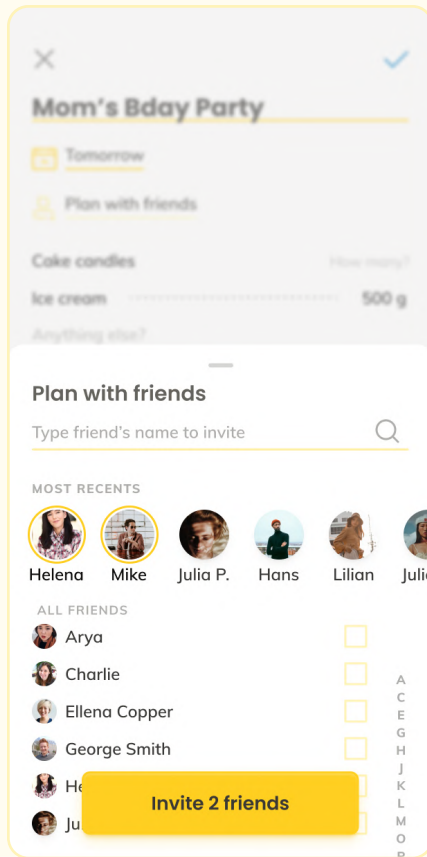
Give a name to your list, so that you and your friends can easily find it. Schedule your list to plan your shopping trip more clearly.



Invite and invitation

Invite friend to join and plan with them

Inviting and joining friends, so that everybody contribute to plan something big and enjoyable together.

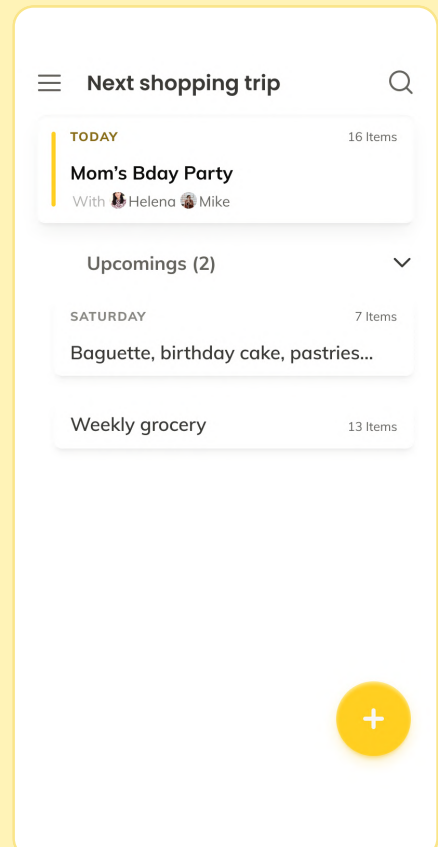
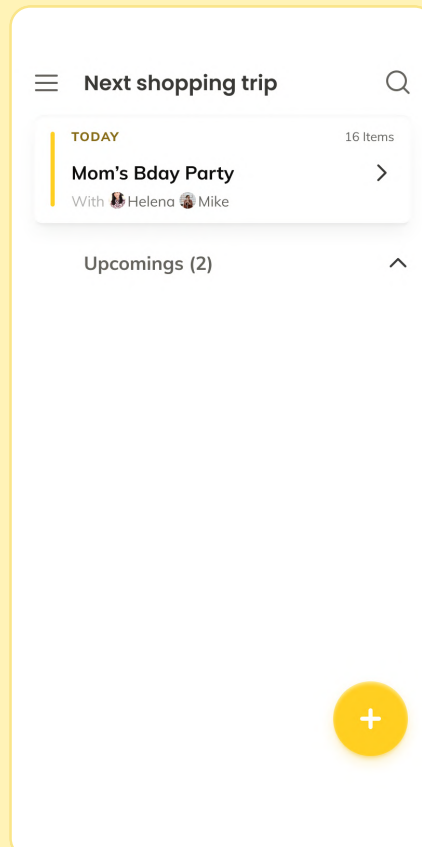


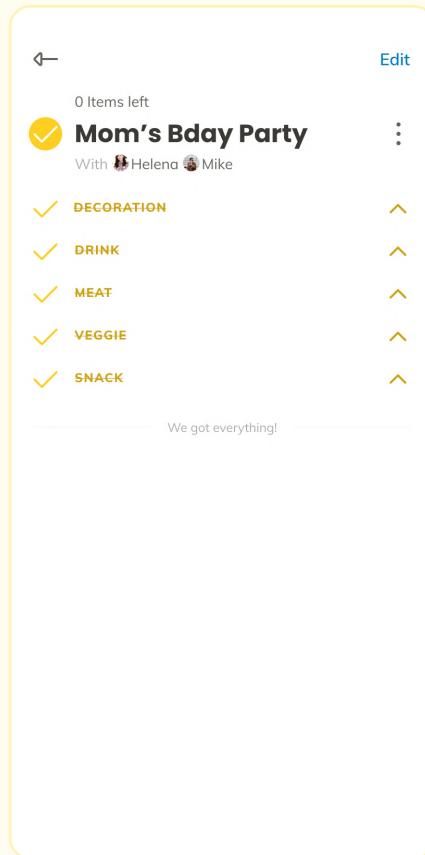
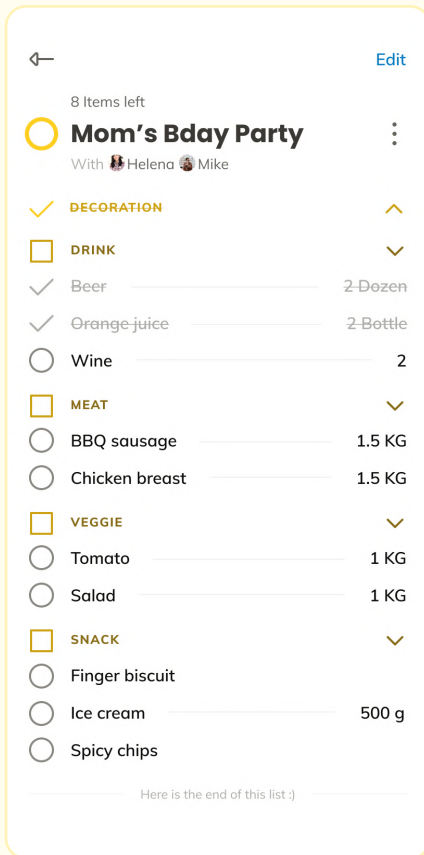
Home screen

Check all shopping trips at one sight

After simply open Listed, your next shopping list will be shown on top of the home page.

Tap "Upcomings" or the small arrow to check more trips.





Shopping list

Shop and check items with a list

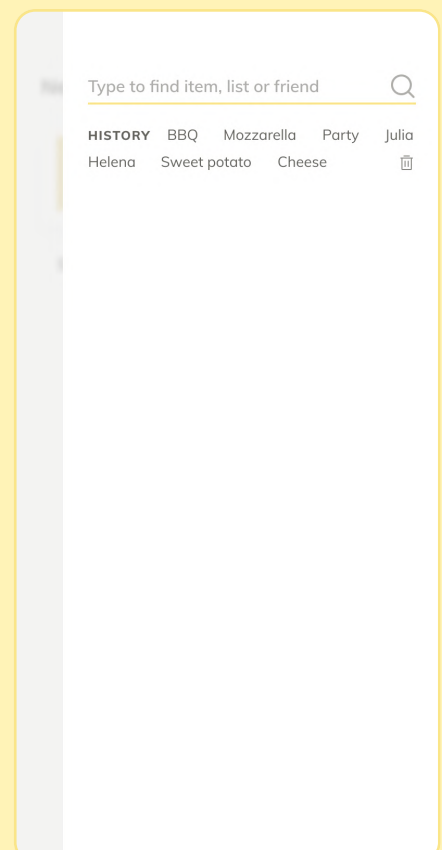
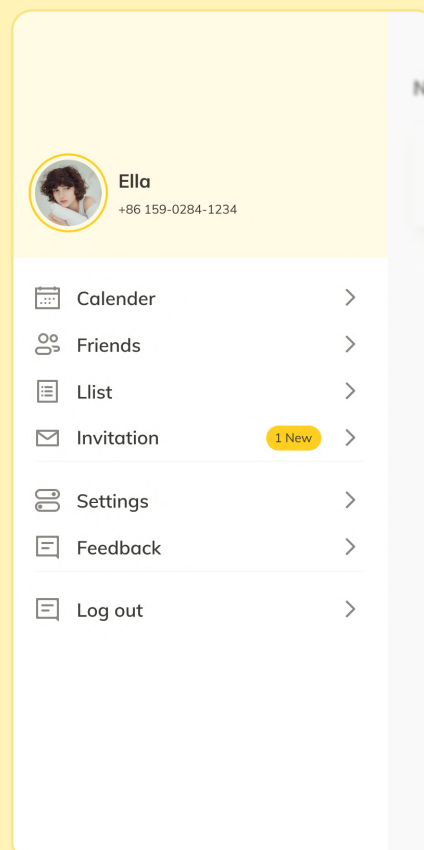
Shop with the automatically sorted up shopping list to find everything easily. Checked out all on the list? Then you got everything you need already.

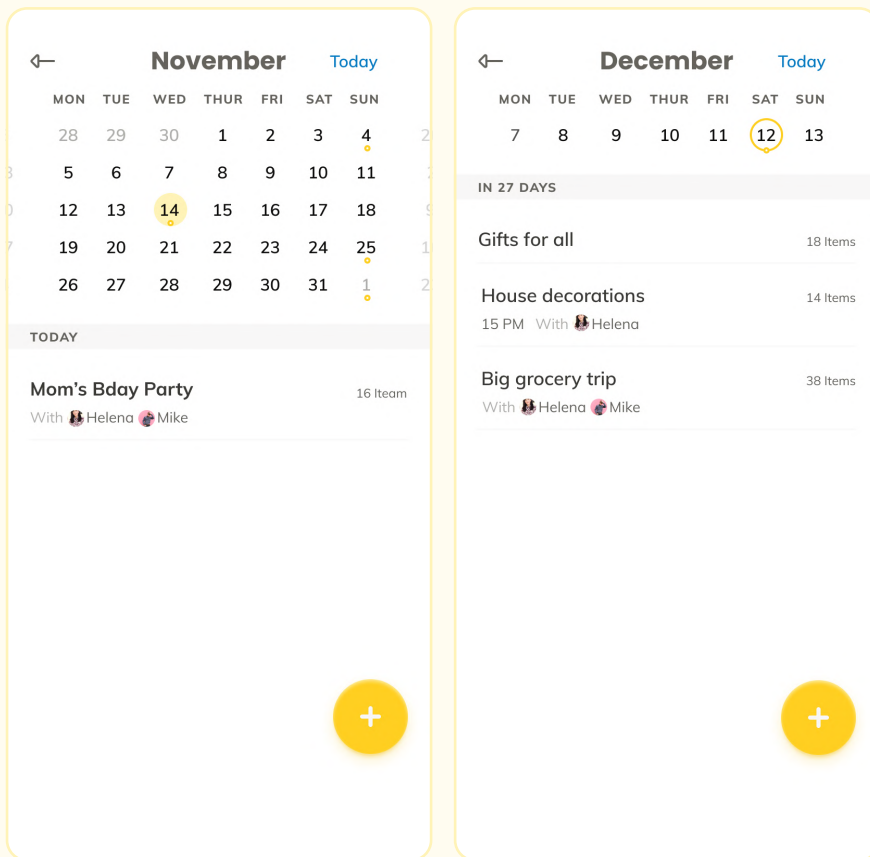
Side bars

User profile on left, search on right

Tap on the hamburger icon on the left side of the homepage to navigate yourself inside Listed.

Search for an item, a list, or a friend by tapping the magnifying glass icon on the right side of the home page.





Shopping list

Overview all plans with calendar

Overview all your monthly or weekly shopping trips with a calendar to plan things more reasonable.

Summary

Challenges

1. At first, I was nervous of facing this much work. But, despite all the uncertainties, I knew this design practice was a perfect opportunity for me to enhance my design skills.
2. It was so difficult to work with yellows, I suffered a lot while choosing the 8 tones of the brand yellow. So did the process of getting a AA contrast of the text color and background color. But it turned out good, just conveys a warm feeling which I want.

What I learned

1. Settle down the **Design Principles firstly** and then stick to them while making every design decision.
2. Always **start designing with pencil and paper**. Draw rough ideas out and compare them with each other. When the decision is made, move to a computer.
3. Move to UI design after finishing the UX design only. Otherwise, there is a risk of wasting time.

Designer

Ella Pan

Role

UX/UI Designer
UX Researcher

Platform

Android

Duration

4 Weeks

Year

2020

Tools

Pencil and paper
Figma