

UI UX Case Study

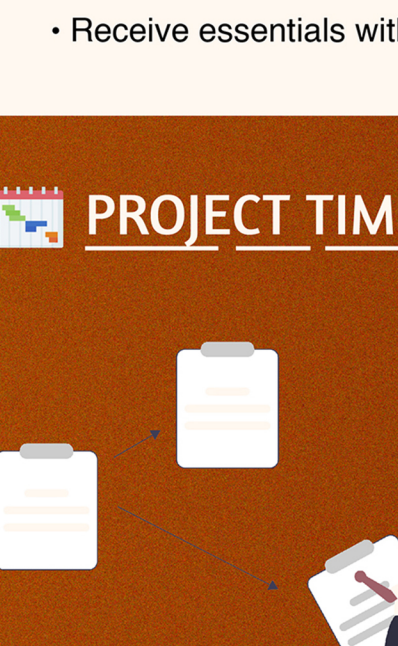
By- *Husaina*

App Name- Quicksy
Softwares Used-

PROJECT OVERVIEW

Quicksy is a quick-delivery mobile application designed to help users order everyday essentials such as groceries, snacks, and household items with fast delivery.

The goal of the app is to make daily shopping convenient, quick, and easy through a simple interface and smooth ordering process.



PROBLEM

Many users face problems with shopping such as:

- Time-consuming store visits
- Difficulty finding products quickly
- Slow delivery or complicated ordering in some apps

SOLUTION

We provide a user-friendly platform where users can:

- Browse products easily through clear categories
- Quickly add items to the cart
- Place orders in just a few steps
- Receive essentials with quick delivery



PROJECT TIMELINE

Duration: Approximately 6 Weeks
Tools Used: Adobe XD, Adobe Illustrator, Adobe Photoshop

The Quicksy app was designed over a period of six weeks, following a structured UX design process from research to final prototype.

PROJECT GOALS

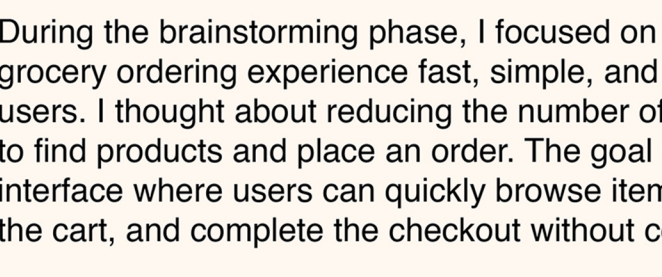
- Design a fast and convenient quick-delivery app for everyday essentials.
- Make it easy for users to search, order, and receive products quickly.
- Create a simple and intuitive interface for smooth ordering.
- Reduce the time and effort required for daily shopping.

TARGET USERS

- Busy professionals who need quick grocery delivery.
- Students and young adults who prefer convenient online shopping.
- Urban users who want fast delivery of daily essentials.



RESEARCH PART



User Persona

Name: Harshu
Age: 24
Occupation: Working Professional

Goals

- Order groceries quickly
- Save time on daily shopping
- Get products delivered fast

Frustrations

- Slow delivery time
- Complicated checkout process
- Difficulty finding products

Needs

- Fast ordering process
- Clear product categories
- Quick delivery tracking

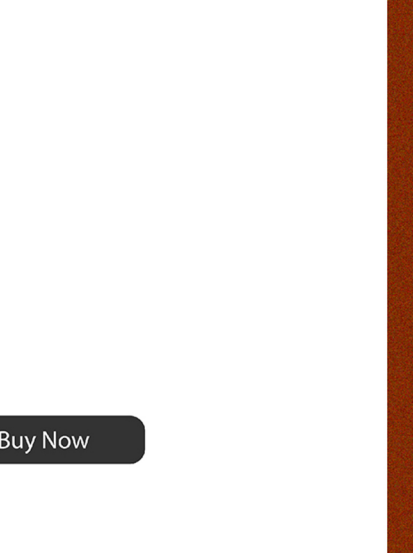
ANALYSIS

Based on the user research, several important insights were identified about user behavior and expectations from quick-delivery apps.

- Users prefer fast and convenient ordering for everyday essentials.
- A simple interface helps users quickly find products.
- Clear product categories and search options make navigation easier.
- A quick checkout process improves the overall shopping experience.
- Showing estimated delivery time increases user trust and satisfaction.

BRAINSTORMING & IDEATION

During the brainstorming phase, I focused on how to make the grocery ordering experience fast, simple, and convenient for users. I thought about reducing the number of steps required to find products and place an order. The goal was to design an interface where users can quickly browse items, add them to the cart, and complete the checkout without confusion.



POSSIBLE SOLUTIONS

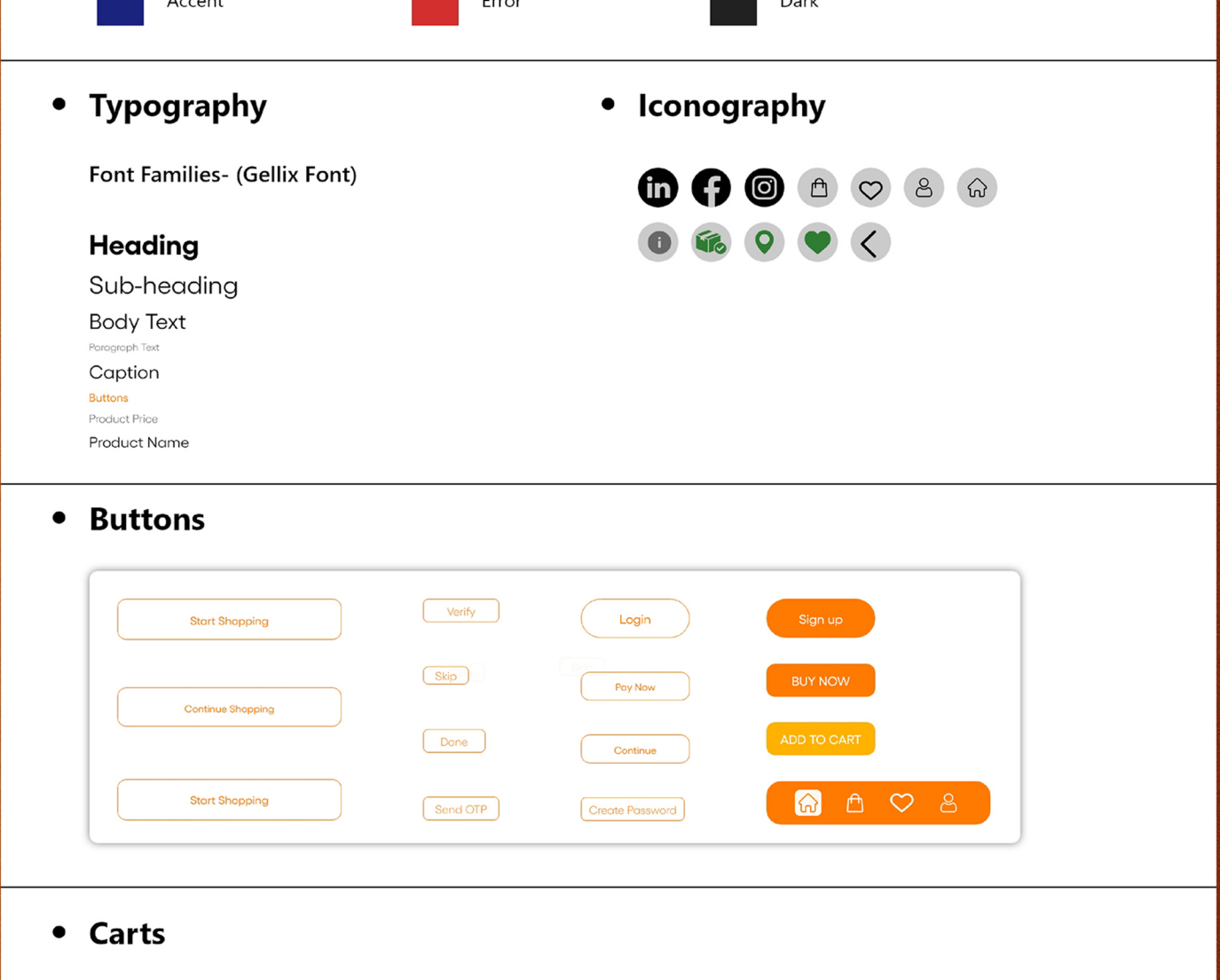
- Organize products into clear and easy-to-browse categories
- Design a simple cart and checkout flow to reduce ordering time
- Add a quick search option to help users find products faster
- Show delivery time clearly to set user expectations

FLOW DAIGRAM



SKETCHES & WIREFRAMES

Initial sketches and wireframes were created to explore layout ideas and define the basic structure of the Quicksy app before moving to the final UI design.



FINAL DESIGNS

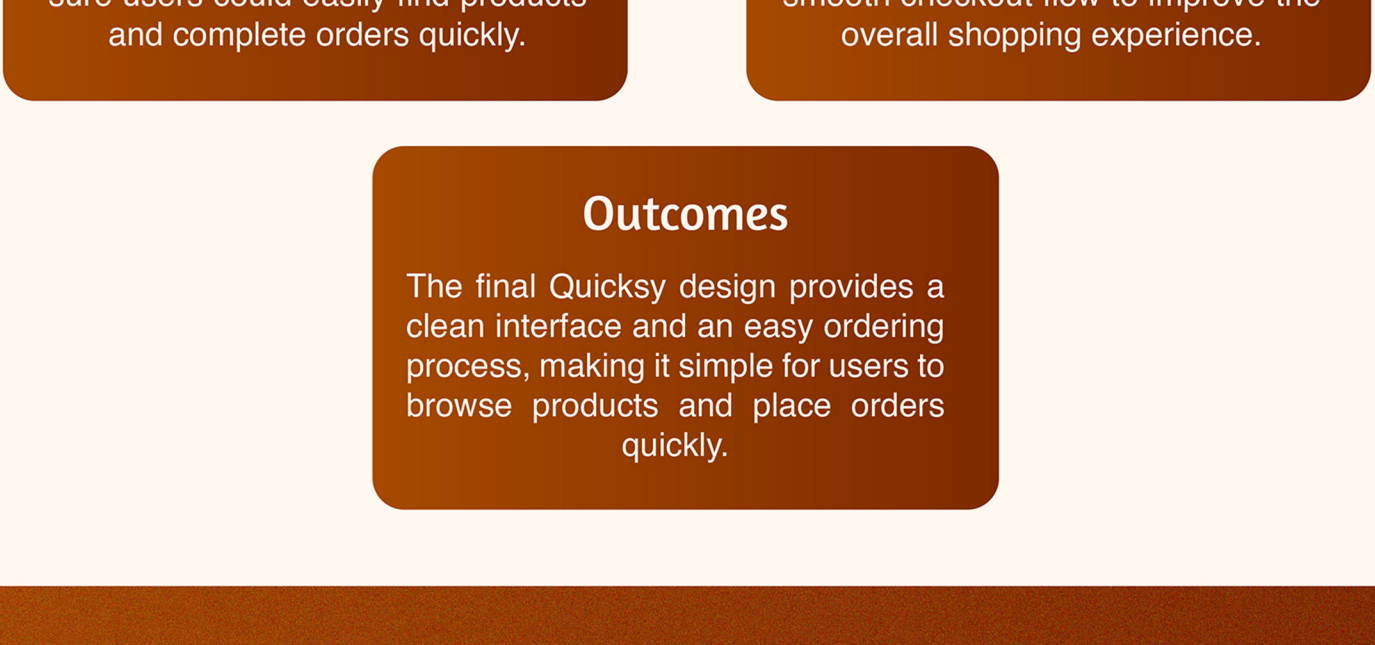


DESIGN SYSTEM

- Color System**
 - Primary (Orange), Secondary (Light), Accent (Blue)
 - Success (Green), Warning (Yellow), Error (Red)
 - Light, Grey, Dark
- Typography**

Font Families- (Gellix Font)

Heading, Sub-heading, Body Text, Caption, Buttons, Product Name
- Iconography**
- Buttons**
- Carts**



USER TESTING

A basic usability testing was conducted to understand how easily users could navigate the Quicksy app and complete the ordering process.



Results

- Users were able to browse products and add items to the cart easily.
- The category layout helped users find products quickly.
- Some users suggested making the checkout process more clear and simple.

Changes Made

- Improved the checkout flow for easier ordering.
- Adjusted the layout and spacing for better readability.
- Made important actions like Add to Cart more visible.

CONCLUSION

Challenges

Designing a quick-delivery app required balancing speed, simplicity, and clear navigation, while making sure users could easily find products and complete orders quickly.

Learnings

This project helped me understand the importance of user-focused design, simple navigation, and a smooth checkout flow to improve the overall shopping experience.

Outcomes

The final Quicksy design provides a clean interface and an easy ordering process, making it simple for users to browse products and place orders quickly.

SCOPE OF IMPROVEMENTS

- Add real-time order tracking to help users monitor deliveries.
- Introduce personalized product recommendations based on user preferences.
- Improve the search and filter options for faster product discovery.
- Add multiple payment options for a more flexible checkout experience.

Thank You