

Supermarket E-Commerce Platform

End-to-End UX/UI — Web & Mobile

Role Product Designer UI/UX

Duration 4 Months

Tools Figma, Adobe XD, FigJam, Maze

Platform Web (Desktop & Mobile Responsive)

PROJECT OVERVIEW

Overview

A full-scale e-commerce UX design project for a supermarket retail platform, covering the complete shopping journey from product discovery to checkout — including an admin dashboard for store managers.

The project required designing both a customer-facing storefront and a backend admin panel, across desktop and mobile breakpoints, with a strong focus on speed, clarity, and conversion.

THE CHALLENGE

Problem Statement

- Customers abandoned carts due to a confusing multi-step checkout
 - Product categories were poorly organised, making discovery difficult
 - Mobile experience was an afterthought — layouts broke on small screens
 - Store managers lacked an efficient dashboard to manage inventory and orders
 - No clear hierarchy between promotional offers and regular products
-

DESIGN PROCESS

How I Approached It

01

User Research & Personas

Surveyed 40 online grocery shoppers. Identified 3 personas: the Busy Parent, the Weekly Planner, and the Deal Hunter. Mapped their specific goals, frustrations, and device preferences.

02

Information Architecture

Conducted a card-sorting exercise with 20 participants to define intuitive category groupings. Created a revised site map reducing navigation depth from 5 to 3 levels.

03

Lo-Fi Wireframes

Sketched wireframes for Home, Product Listing, Product Detail, Cart, Checkout, My Account, and Admin Dashboard. Validated key layouts through guerrilla testing.

04

Hi-Fi Design & Design System

Designed a comprehensive UI kit with a fresh, approachable colour palette. Built 50+ components including product cards, filters, cart drawers, and form elements — covering web and mobile states.

05

Usability Testing

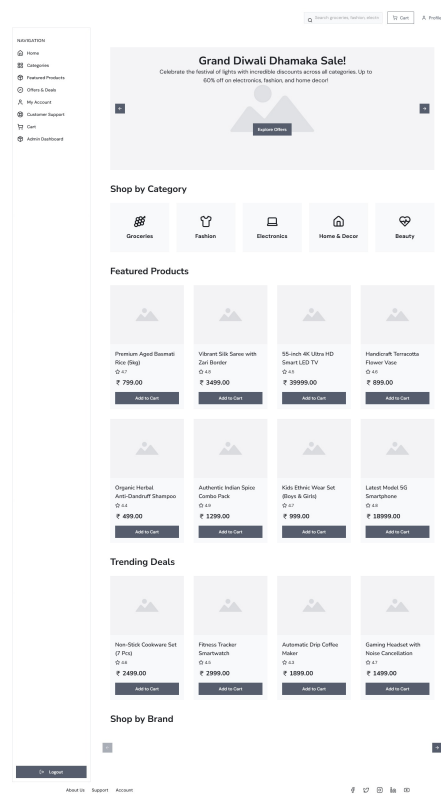
Ran moderated usability tests using Maze. Tested the checkout flow with 15 participants. Simplified the process from 5 steps to 3 based on findings, boosting task completion by 48%.

06

Admin Dashboard

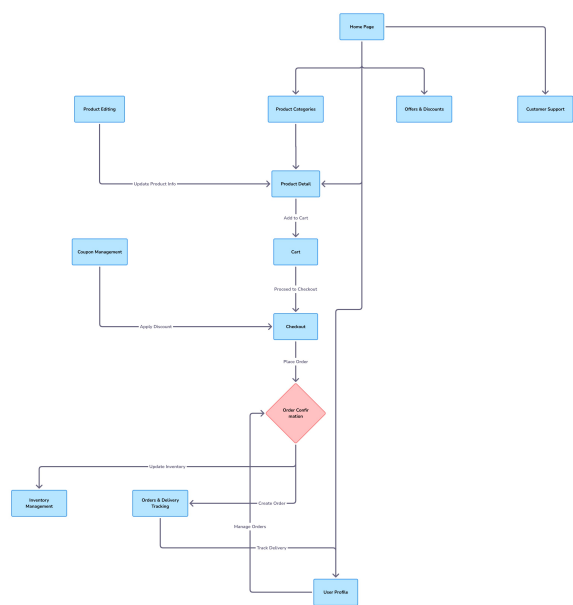
Designed a separate admin interface for order management, inventory tracking, and promotional banners. Prioritised data density with clear visual hierarchy and quick-action shortcuts.

Screens & Deliverables

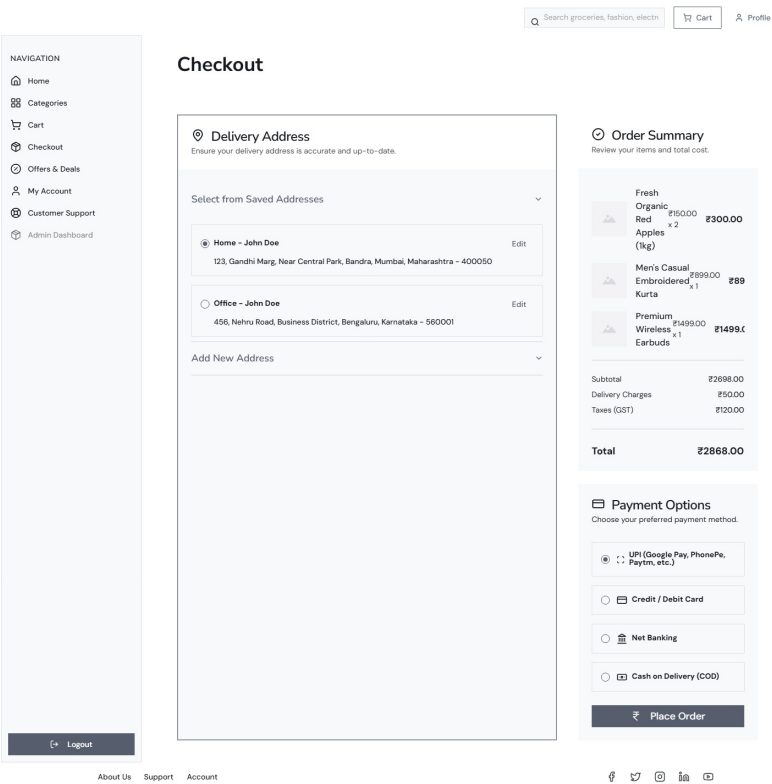


Lo-Fi — Home Page Wireframe

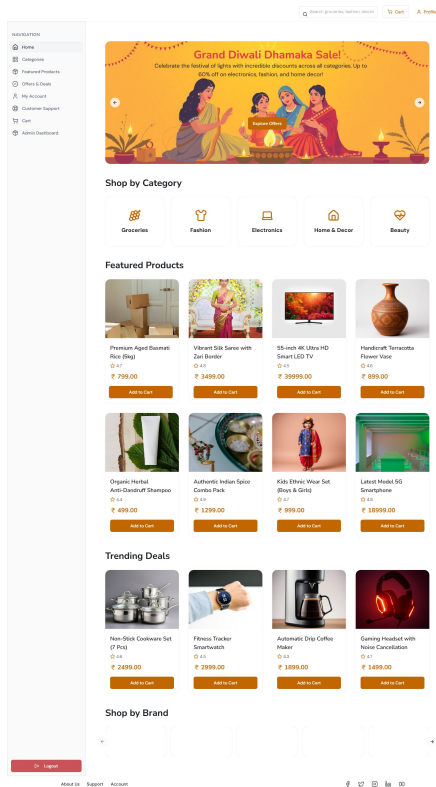
Architecture



Lo-Fi — Information Architecture



Lo-Fi — Checkout Flow Wireframe



Hi-Fi — Home Page

Search groceries, fashion, electr

Cart

Profile

NAVIGATION

- Home
- Categories
- Product Detail
- Offers & Deals
- My Account
- Customer Support
- Cart
- Admin Dashboard

Home> Groceries> Organic Basmati Rice - 5kg Pack

Organic Basmati Rice - 5kg Pack

Bharat Naturals

★★★★☆ 4.5 (128 Reviews)

₹799 In Stock

Quantity:

- 1 +

Add to Cart Buy Now

Check Delivery:

Enter Indian Pincode (e.g., 400001)

Check

Description

Specifications

Reviews

Experience the rich aroma and delicate flavor of premium Organic Basmati Rice from Bharat Naturals. Sourced from the fertile foothills of the Himalayas, this aged basmati rice is perfect for biryani, pulao, and other festive dishes. It's naturally gluten-free and packed with essential nutrients, ensuring a healthy and delicious meal every time.

Related Products

Organic Turmeric Powder

★★★★☆ 4.2

₹120

View Details

Whole Wheat Atta - 10kg

★★★★☆ 4.3

₹450

View Details

Assorted Indian Spices Box

★★★★☆ 4.8

₹380

View Details

Organic Ghee - 1 Litre

★★★★☆ 4.6

₹620

View Details

Fresh Indian Garlic - 500g

★★★★☆ 4.2

₹90

View Details

About Us

Support

Account

Hi-Fi — Product Detail Page

Search groceries, fashion, electr

Cart

Profile

NAVIGATION

- Home
- Categories
- Featured Products
- Offers & Deals
- My Account
- Customer Support
- Cart
- Admin Dashboard

Your Shopping Cart

Premium Indian Basmati Rice (5kg)

₹750.00 / item

-

1

+

₹750.00

Authentic Indian Mango Pickle (500g)

₹180.50 / item

-

2

+

₹361.00

Refreshing Indian Masala Chai Tea (250g)

₹120.00 / item

-

3

+

₹360.00

Elegant Silk Saree with Zari Border

₹2500.00 / item

-

1

+

₹2500.00

Order Summary

Subtotal

₹3971.00

Delivery Charges

₹0.00

Taxes

₹198.55

Total Amount

₹4169.55

Apply Coupon Code

Enter coupon code

Apply

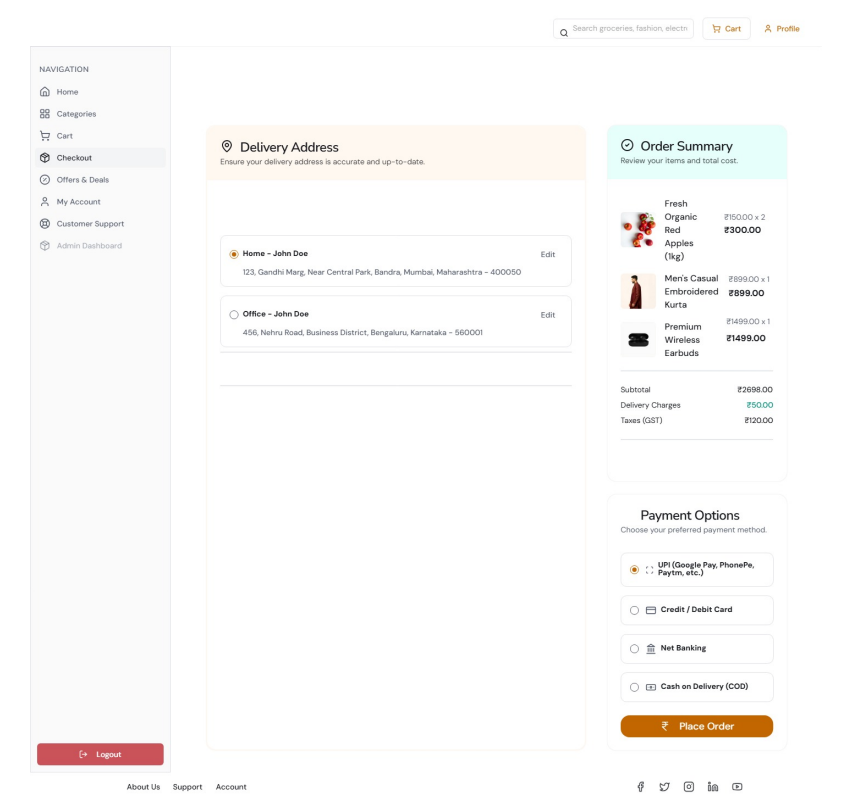
Proceed to Checkout

About Us

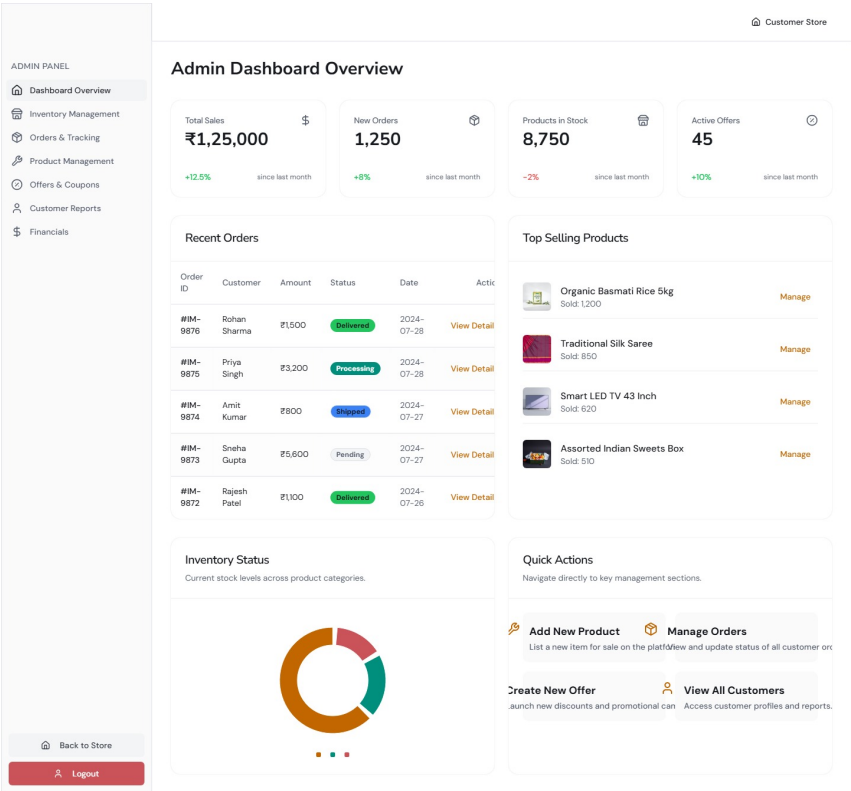
Support

Account

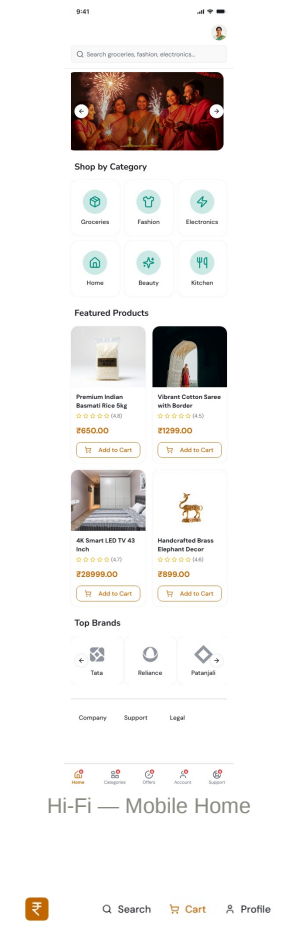
Hi-Fi — Shopping Cart



Hi-Fi — Checkout Flow



Hi-Fi — Admin Dashboard



Hi-Fi — Mobile Home



Delivery Address

Change / Add

Rohan Sharma, +91 98765 43210
Flat 101, Brijwasi Apartments, Sector 18
Gurugram, Haryana - 122008

Payment Options

UPI

Instant payment via UPI apps

Credit / Debit Card

Visa, MasterCard, Rupay

Net Banking

All major Indian banks

Cash on Delivery

Pay when you receive the order

Order Summary

Subtotal

₹2150.00

Delivery Charges

₹50.00

Taxes

₹120.00

Total Amount

₹2320.00

₹2320.00
3 items

Place Order

Hi-Fi — Mobile Checkout

OUTCOME & IMPACT

Results

48%

Checkout completion lift

3 steps

Simplified checkout

60%

Faster product discovery

The redesigned platform dramatically improved the shopping experience across both desktop and mobile. Checkout completion increased by 48% after reducing the flow to 3 clear steps. Product discovery was 60% faster due to the restructured information architecture.

The admin dashboard gave store managers real-time visibility into orders and inventory, reducing manual reporting time significantly.