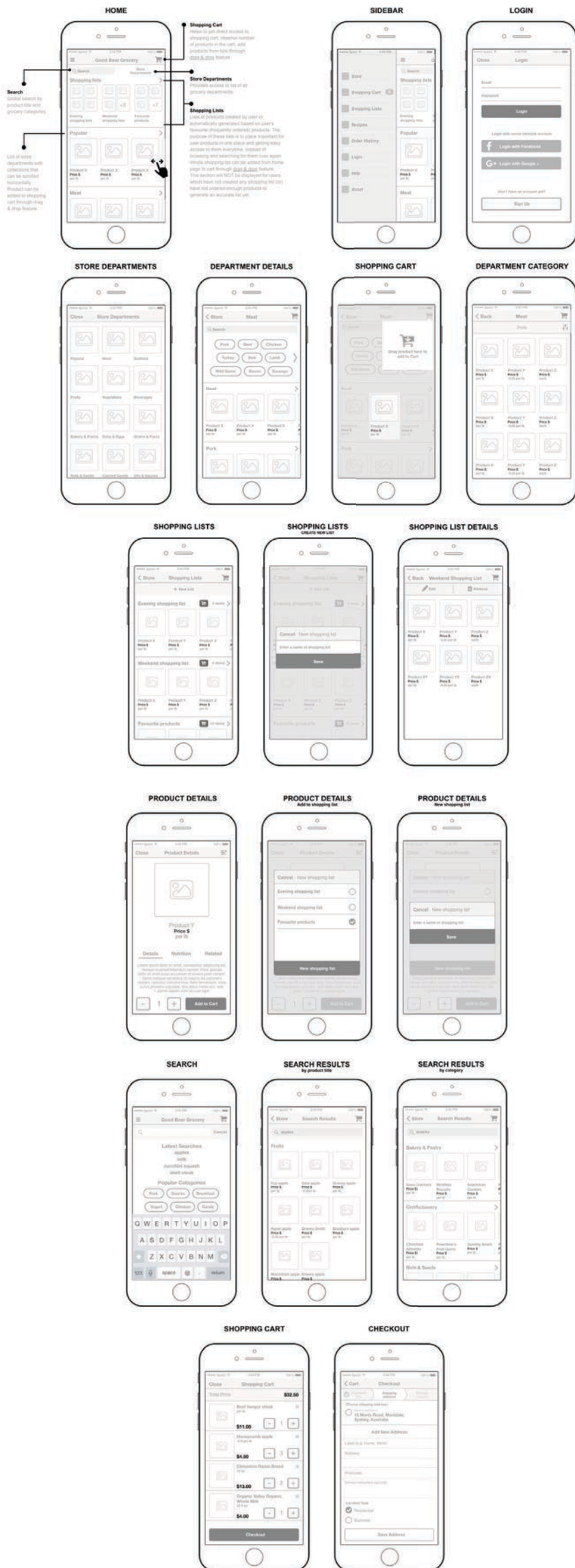


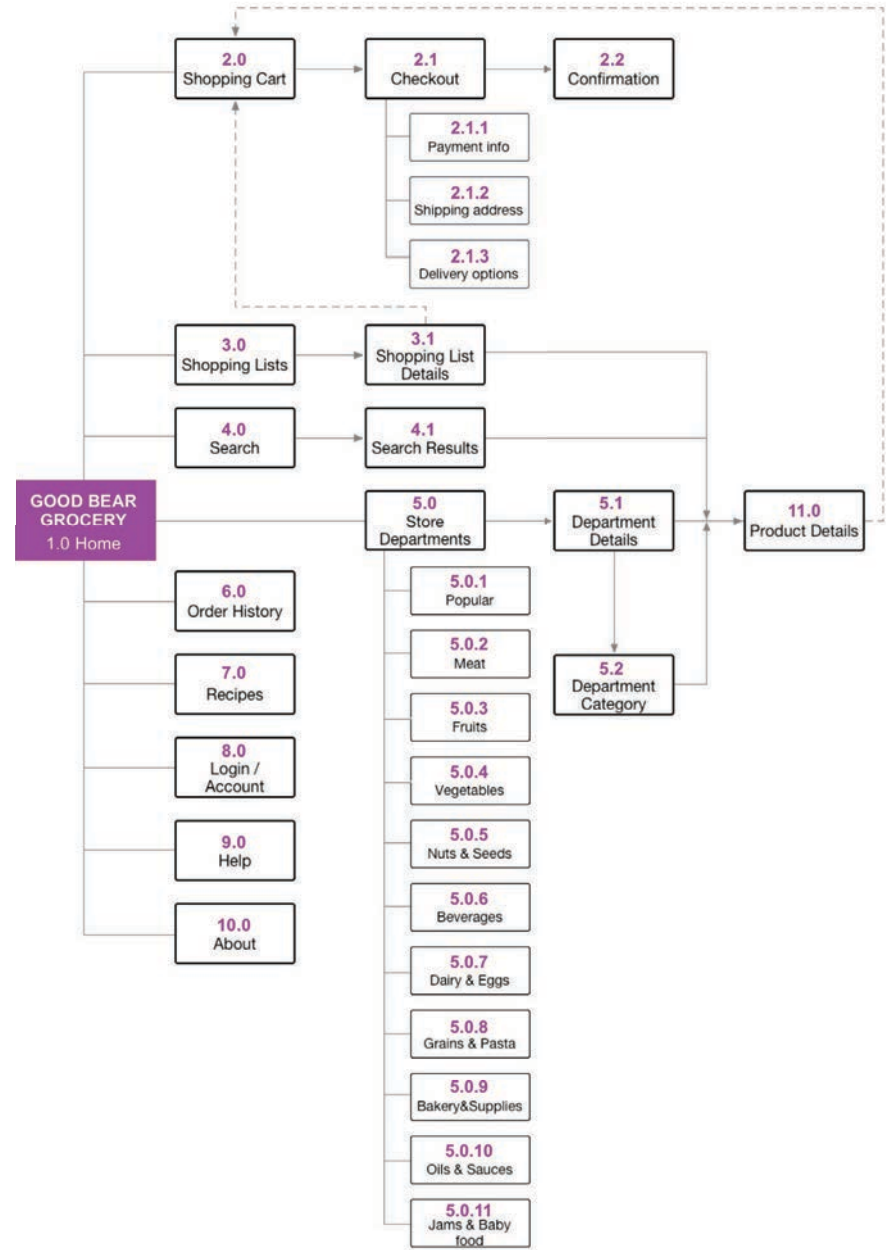
# GOOD BEAR GROCERY (CANADA)

WENT TO CANADA TO SORT THE UX/UI WIREFRAMES FOR THIS. THE COMPANY NEEDED A DIGITAL PRESENCE TO COMPETE WITH IT'S COMPETITORS - OTHERWISE THE DOORS WOULD CLOSE ON IT'S BUSINESS WITHIN TWO YEARS. THE SOLUTION FOUND WAS A MOBILE APP FOR QUICK SHOPPING LISTS & GET FOOD DELIVERED TO USERS HOMES.

## WIREFRAMES



## SITE MAP



## VISUAL IDENTITY



# GOOD BEAR GROCERY Wireframes

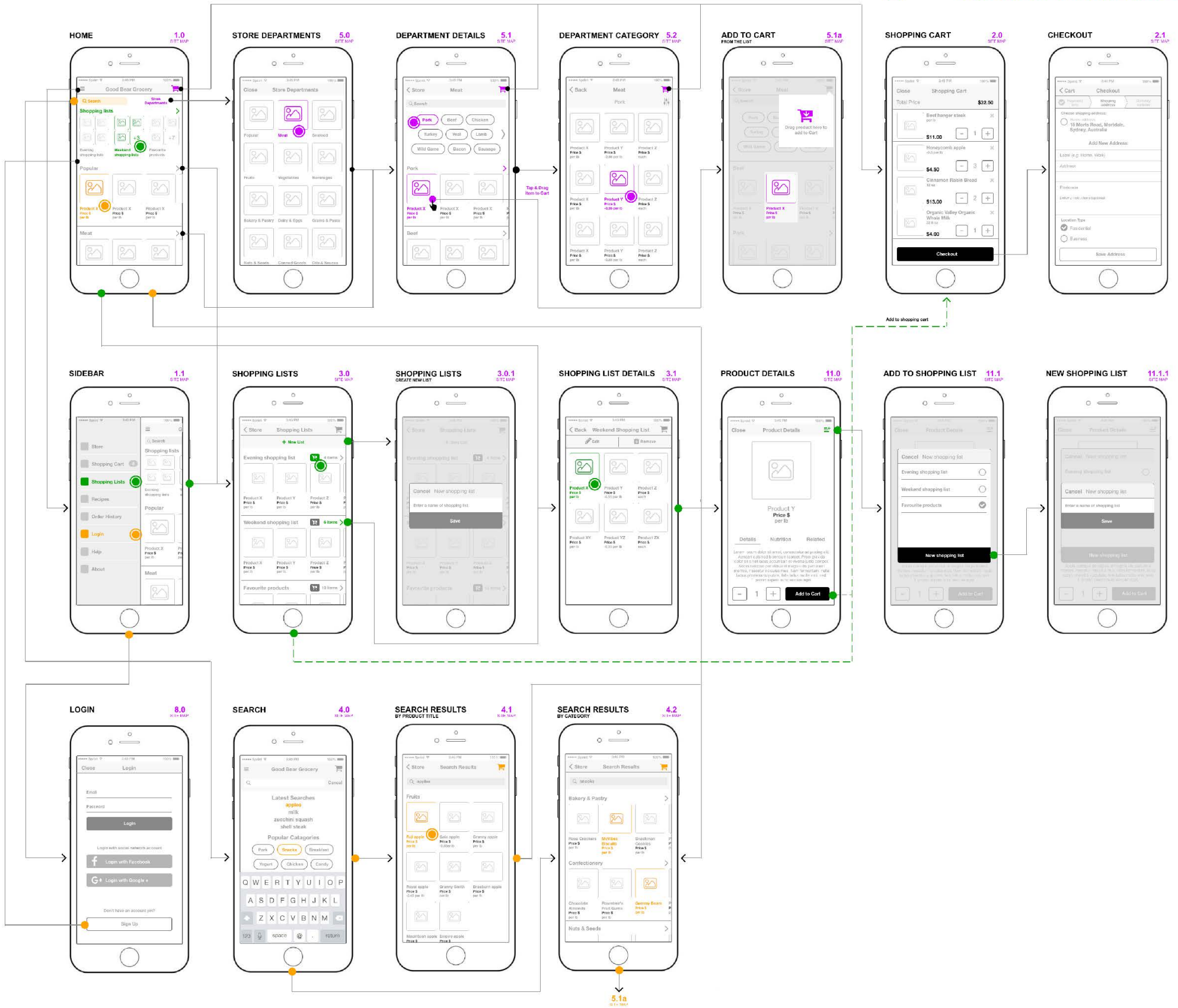
## User Journey

### SITE KEY:

● User 1: Buying a Pork product

● User 2: Make a New (or) Use a saved Shopping List

● User 3: Login / Search and select Apple & Snack





# USER FLOWS

## ARRIVES TO HOMEPAGE

User has heard from his co-worker about Good Bear Grocery mobile application for online shopping and decides to try it out.

Installation from App store

LAUNCH

Welcome Page

Welcome page shows young woman sold on the idea and going native to order online - in keeping with the healthy products it sells and the 'Canadian Cultural outdoors style'.

GO THROUGH OR SKIP

Enter Zip Code Page

ENTER ZIP CODE OF AVAILABLE REGION

Home Page

## FINDS ITEMS TO BUY

NAVIGATION THROUGH THE APP

Explore available products

Search Page

Product Detail Page

Category Page

WANTS TO BUY A PRODUCT

WANTS TO BUY A PRODUCT

## ADDS ITEMS TO CART

Add product to the Cart

WANTS TO ORDER PRODUCTS

Cart Page

REVIEW THE CART

## CHECKS OUT

WANTS TO ORDER PRODUCTS

Is signed in?

Log In Page

User can log in with one of existing social network accounts or via email.

CHOOSE APPROPRIATE WAY FOR LOGIN (e.g. FACEBOOK)

Logging In

CONFIRM CREDENTIALS

LOGIN IS COMPLETED

Check Out Page

## SIGNS UP IN THE PROCESS OF CHECKING OUT

Step 1 Payment info

Did user already enter payment info?

NO

Enter payment info

VERIFY CREDENTIALS

Step 2 Shipping address

Did user enter shipping address once?

NO

Enter shipping address

EDIT DETAILS

Step 3 Schedule a delivery

Pick delivery date & time

ALL REQUIRED DETAILS ARE ENTERED

Review checkout details

PROCEED MAKE AN ORDER REQUEST

Receive a confirmation with delivery time and receipt

It's better to divide the checkout process into separate steps because the process requires a lot of details to be done before ordering. With separation a user can see where they are now (which step) and the whole way through. Also they can easily navigate through steps if needed.