Mobile App to **Organize** and **Simplify** groceries shopping.

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UI/UX Designer

where did I start from?

This project started from a simple, everyday observation.
I often watched how my mom prepared for grocery shopping.

Yet, even after doing all that, she still forgot items one she got home. Watching this happen pushed me to explore how a simple system could support people better in everyday shopping routines.

That was where Broceries began.

Research

For this project, I did research through direct observation and interviews with several users, supported by desk research from online sources.

#Fact01

How people make grocery lists

63% use handwritten lists on paper

30% use digital notes

#Fact02

7/10 shoppers — Forgetting items still happens, even with a shopping list.

#Fact03

6/10 shoppers — Do not rely on grocery apps they go back to paper or phone notes.

#Fact04

5/10 shoppers — Struggle to remember what they forgot last time.

Most of shoppers now use notes apps, but the lack of categorization and flexibility causes items to be missed.

Let's analyze and identify some potential competitors in the market.

competitor analysis

Broceries

Mobile App

Key Features

Smart Grocery List
Broceries helps users create grocery lists quickly with minimal effort. Users can add items manually, just like writing on paper, without dealing with complex features or rigid structure.

Receipt-Based Inventory
Users can add items through multiple input methods (typing, voice, or scanning), allowing them to interact with the app in the fastest way depending on their situation.

Strengths

Simple and Fast Interaction
Designed to feel as quick and flexible as writing on paper, minimizing friction in adding or checking items.

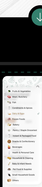
Minimal Friction
Receipt-based inventory automatically captures what users didn't buy, helping prevent the same mistake from happening again.

Focused Feature Set
Keeps users focused on essentials without overwhelming them with excessive features or complicated workflows.

Weaknesses

No Price Awareness or Cost Tracking
The app does not yet support price input, budget tracking, or spending visualization. This limits its ability to help users plan spending and make cost-based decisions while shopping.

Not Designed for Shared Household Planning
Currently optimized for individual users or small households, not large-scale or multi-user grocery management.



Broceries
Mobile App

Colors

Primary Colors

Color 01 #ffffff #FFFFFF	Color 02 #ffffff #FFFFFF	Color 03 #ffffff #FFFFFF	Color 04 #ffffff #FFFFFF	Color 05 #ffffff #FFFFFF	Color 06 #ffffff #FFFFFF

Button

Color 01 #ffffff #FFFFFF	Color 02 #ffffff #FFFFFF	Color 03 #ffffff #FFFFFF	Color 04 #ffffff #FFFFFF	Color 05 #ffffff #FFFFFF

Text

Color 01 #ffffff #FFFFFF	Color 02 #ffffff #FFFFFF	Color 03 #ffffff #FFFFFF	Color 04 #ffffff #FFFFFF	Color 05 #ffffff #FFFFFF	Color 06 #ffffff #FFFFFF

I use dark neutral colors to reduce visual fatigue, paired with high-contrast light text to improve readability for everyday use, so that my target users (for adult and older users) **can see more clearly.**

SF Pro — Primary

Font Family

New York

It is used for large titles and key statements **to add emphasis and hierarchy**. Its slight serif adds a touch of warmth and readability, making it feelsgn an editorial feel while maintaining clarity, helping important messages stand out without disrupting the iOS ecosystem experience.

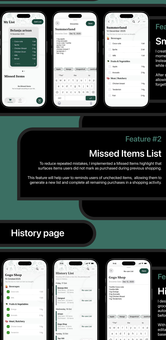
SF pro

I used SF Pro as its **primary typeface to align with the iOS system interface**. As Apple's system font, SF Pro ensures visual consistency with native iOS components.

New York — Large Title, Title 1, Title 2, Title 3, Headline, Inf. Headline

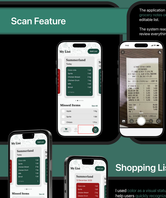
SF Pro — Body, Callout, Subhead, Footnote, Caption 1, Caption 2

Components



High-Fidelity Design

Groceries page



Feature #1

Smart Grocery List

Instead of a long scrolling list, I break it into smaller, manageable sections. This helps users organize groceries by store, so they can shop more efficiently and avoid backtracking.

After saving, shoppers can immediately view a neatly categorized grocery list, allowing them to move through supermarket sections efficiently and avoid forgetting items during their trip.

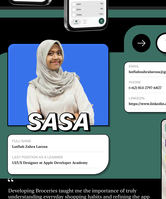
Feature #2

Missed Items List

To reduce repeated mistakes, I implemented a Missed Items highlight that surfaces items users did not mark as purchased during previous shopping.

This feature will help cap to minimize cases of unchecked items, allowing them to generate a new list and complete all remaining purchases in a shopping activity.

History page



Feature #3

History List

Designed this history page to support real shopping habits, where grocery items are often purchased repeatedly. Every completed list is automatically saved, so users don't need to recall what they've bought before without retyping items from scratch.

With a single tap, users can reuse a previous list and turn it into a new shopping list, saving them full flexibility to add, remove, or adjust items based on their current needs.

Scan Feature

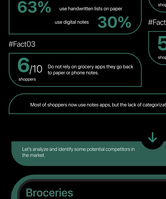
The application also provides a **Scan to List feature**, powered by Apple's Vision framework, to digitize shopping receipts and Broceries automatically turns them into an grocery list.

This feature eases the content converts it into structured items, and allows users to review everything before saving.

Shopping List Card

I used **Grid as a visual status indicator** on the Shopping page to help users **quickly recognize** list urgency.

Green cards represent active shopping lists, and red cards indicate overdue lists, lists that were scheduled for a specific date but have passed their intended time.



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"Developing Broceries taught me the importance of truly understanding everyday shopping habits and refining the app through continuous testing to create a more natural, flexible experience. Early testing showed strong positive responses, proving that simplifying the process made the app feel more intuitive and helpful for users."

THANKS A LOT!

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