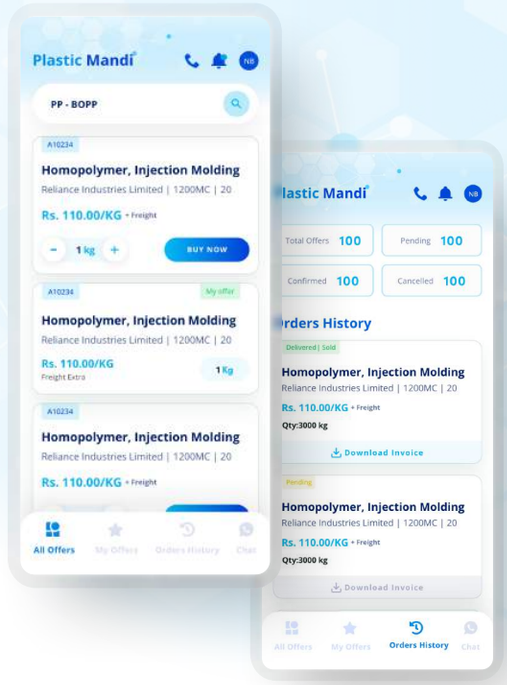
Rotate your phone for a better experience/view

GRID DESIGN
by squareboat



Plastic Mandi

Plastic Mandi

An e-commerce application that unites all the polymer traders on one platform.

Work we did.

WEB APP

MOBILE APP

Tools we used.

ADOBE XD

Overview.

In the fast-paced business world, polymer trading, which is done the traditional way, is causing challenges in basic business errands like buying, selling & keeping track of it.

Polymer trade is one of the most essential trades in Indian Market but, it has been running the old-fasioned way which is limiting it to do better.

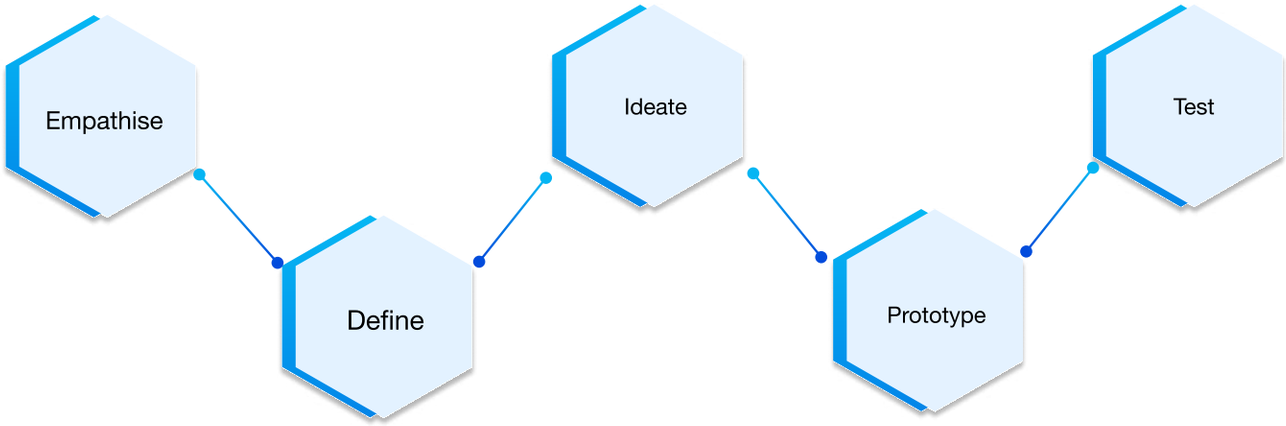
These experiences and unavailibility of a good solution led to the birth of Plastic Mandi!

THE OPPORTUNITY.

How **might we** transform a complex userflow and deliver a value driven solution using empathy in design.

DESIGN RESEARCH

Design process to ensure that decisions were supported through user research and feedback



Qualitative research was conducted to gather meaningful data as to why and how decisions were taken

Ten individuals were interviewed one at a time, they were of different trade groups and are based in different cities.

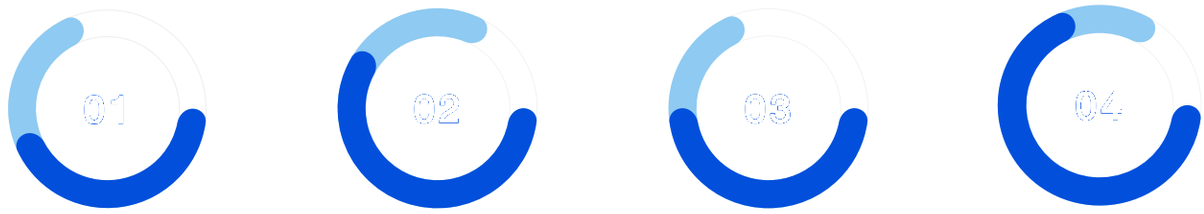
01 How often do you buy polymer?

02 Do you want to purchase polymer online?

03 Have you tried other online platform to buy polymer?

04 If there is a more user-friendly and trust worthy option available online will you switch online for polymer purchases?

Quantitative research was conducted to assess data and generalize findings to a larger population



- 45% Very often
- 25% Often
- 30% Not much

- 60% Yes
- 28% Maybe
- 12% No

- 50% Yes
- 22% No
- 25% Not really

- 72% Yes
- 22% No
- 23% Maybe

User personas were created to empathize with the end user

Ashish Gupta, 39

Polymer Trader
Rai, Haryana

"Ashish is in polymer trading industry from past 12 years, now wants to run his business better & go beyond tradional ways ."

Motivation

Ashish is a businessman, a businessman is a busy man. In the fast moving buisness world it was becoming tough for him to make big numbered deals, sell more. reach out to wider target market while keeping track of everything.

Goals

- Digitize traditional business techniques.
- Tap the opportunity & take the forst mover advantage.
- To be adaptive to new tech-developments.

Personality

Conscious

Busy

Reflective

Pain Points

- Due to in-store selling, not being able to acquire more clients.
- Other platforms that are available are complex & don't function properly.
- Not being able to keep track of market trends.

Ram Sharma, 32

Polymer Trader
Dwarka, Delhi

"Ram is a polymer trader from past 6 years, he acts as a middleman, he is a buyer as well as seller"

Motivation

Ram has seen things getting digitized, but businesses like mandi, he always wanted but never expected to see online. Plastic mandi would help keep updates about trade market, he will get the best deal present at that time and maintain all this record on one app.

Goals

- To get the best marginal profit by getting the best deal.
- Seeking a change in traditional trading method and keeping track paperless-ly.

Personality

Analytical

Curious

Open-minded

Pain Points

- In an industry where price change by even Rs 2 can cause a difference of Rs. 2 Lakhs, not being able to get the best price is a con to business.
- Everything got online but using pen paper for "hisaab kitaab" is very sapping.

User journey map indicates steps the user went through while going through the app

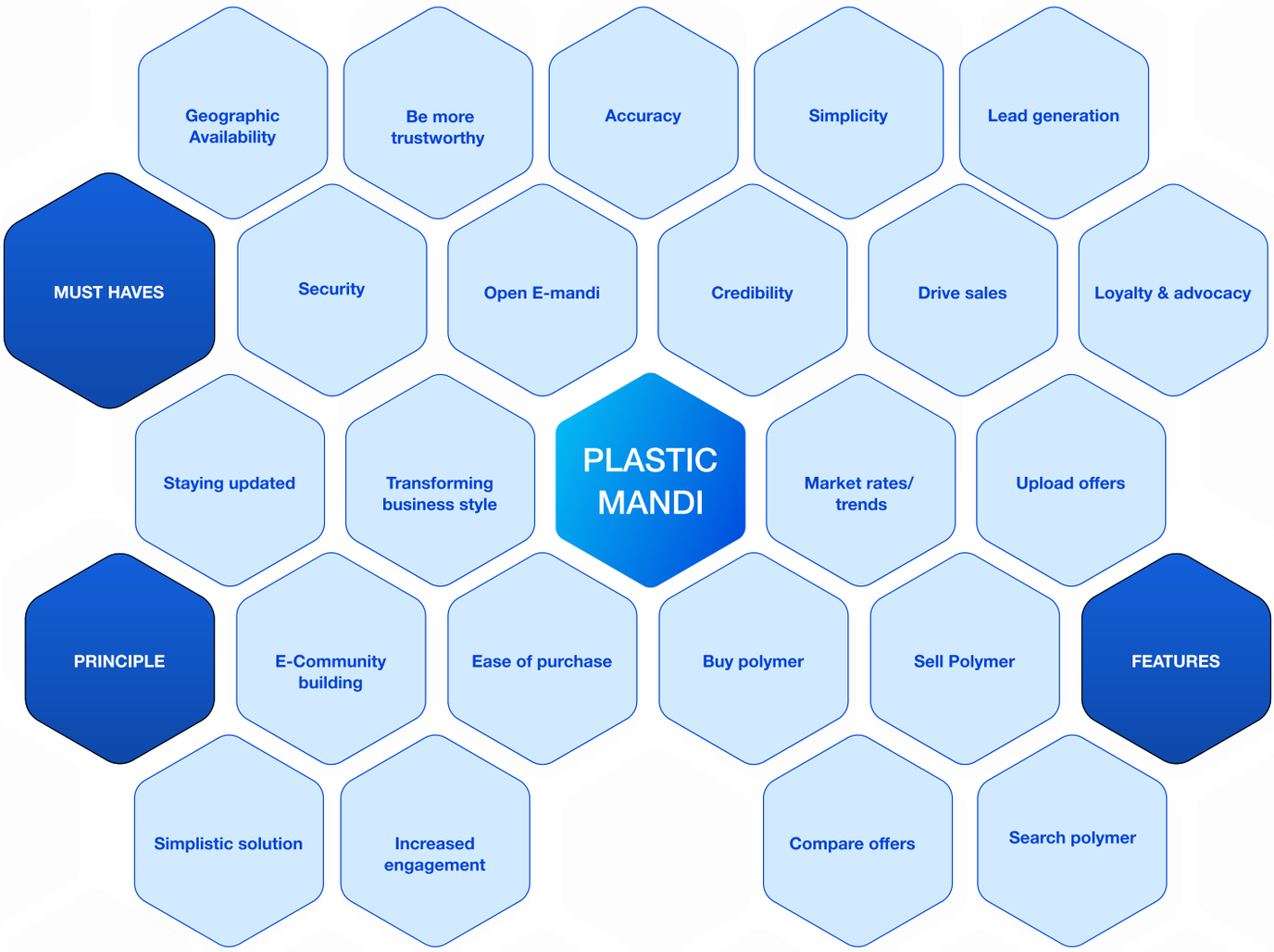
User Persona
Ashish Gupta
39 years old · Rai

Ashish wants to buy PP-injection moulding, 2 Tons. He wants to check market trend and make sure his deal is secure, and get it delivered to his godown.

	Research	Decision	Offers	Confirmation	Status
Touchpoint	Wants to buy injection moulding polymer at best price	Heard about this trendy E-mandi, Installed the app, Plastic Mandi	Logged In and landed on a page having all the offers availiable in the market that he could sort & filter as per requirement.	After deciding on the offer he added delivery address for performa invoice & got confirmation on purchase request in 15 mins.	After doing payment, he can now view his order status in order history tab anywhere, anytime.
Thinking	• Confused after looking at all the options. • Stressed which will offer the best service	• Will the app work for me? • Will the app provide the best experience?	• Will I get the best offer available? • Will the polymer I want be available?	• Will the address be deliverable? • When will the approve the request?	• Finally the order completed , now lets wait for the package.
Feeling	• Confused	• Worried	• Relaxed	• Tensed	• Happy, Relaxed

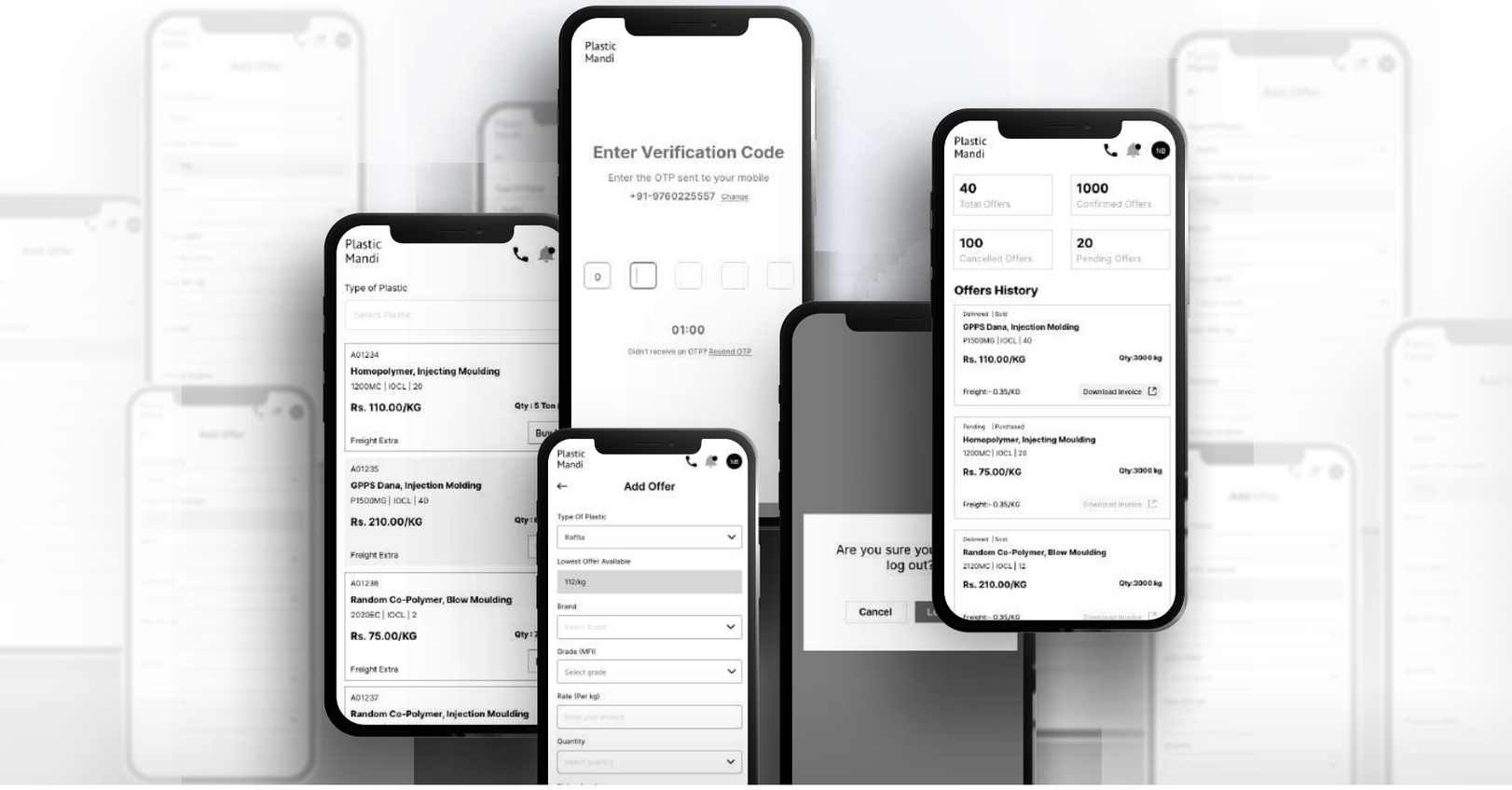
Pain Points	• Finding a good way to know which app is good. • Better way to identify the major features of the app	• Doubtful about the decision • Ensure if he will get a good deal or not.	• Cautious about if the plastic will be available or not in desired quantity	• Tensed if not approved, Will I have to go to the mandi?	• Are the orders reversible? • What are the policies?
Expectations	• A good app that provides a good experience and service.	• The app's experience should be great, Hope it is not complicated or cluttered.	• Hope he can see more details about the authenticity.	• A much simpler and easy to understand order placement screen.	• Personal touch around the final steps of order placement helps build trust faster.

Business strategy helped in understanding the strenghths of the product



WIREFRAMES

Wireframes were created to obtain a general idea of the complete user flow



WIREFRAMES

Typography and **colors** used

Sofia Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

#40B8F2 #1873E4

#48C7F3 #04B5F3 #024FDC

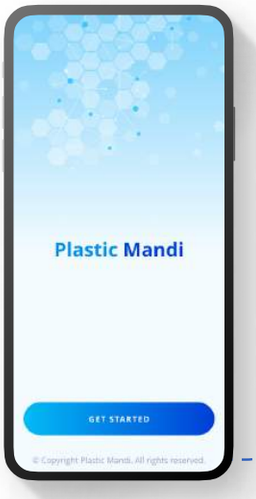
#191717

Regular Medium **Semibold**

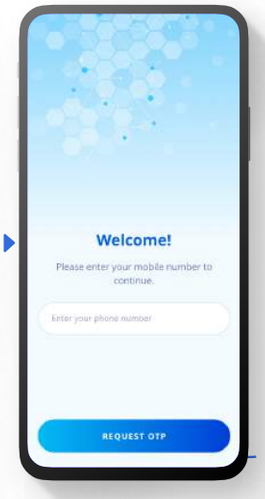
Bold

UI SCREENS

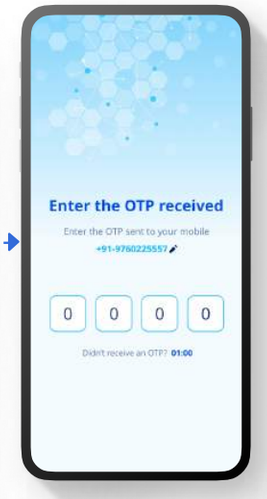
Splash screen



Welcome screen



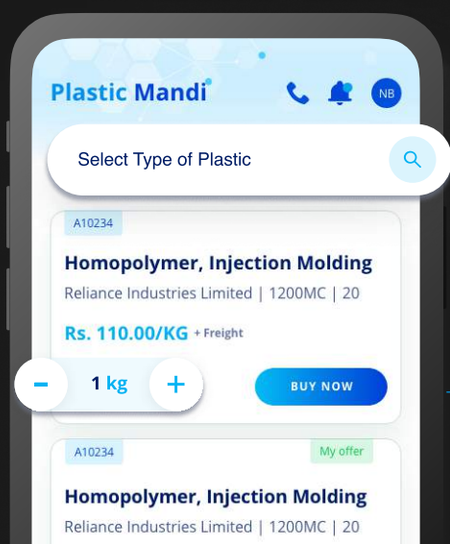
OTP screen



A good **welcome screen** gives users a feel of ease and simplicity

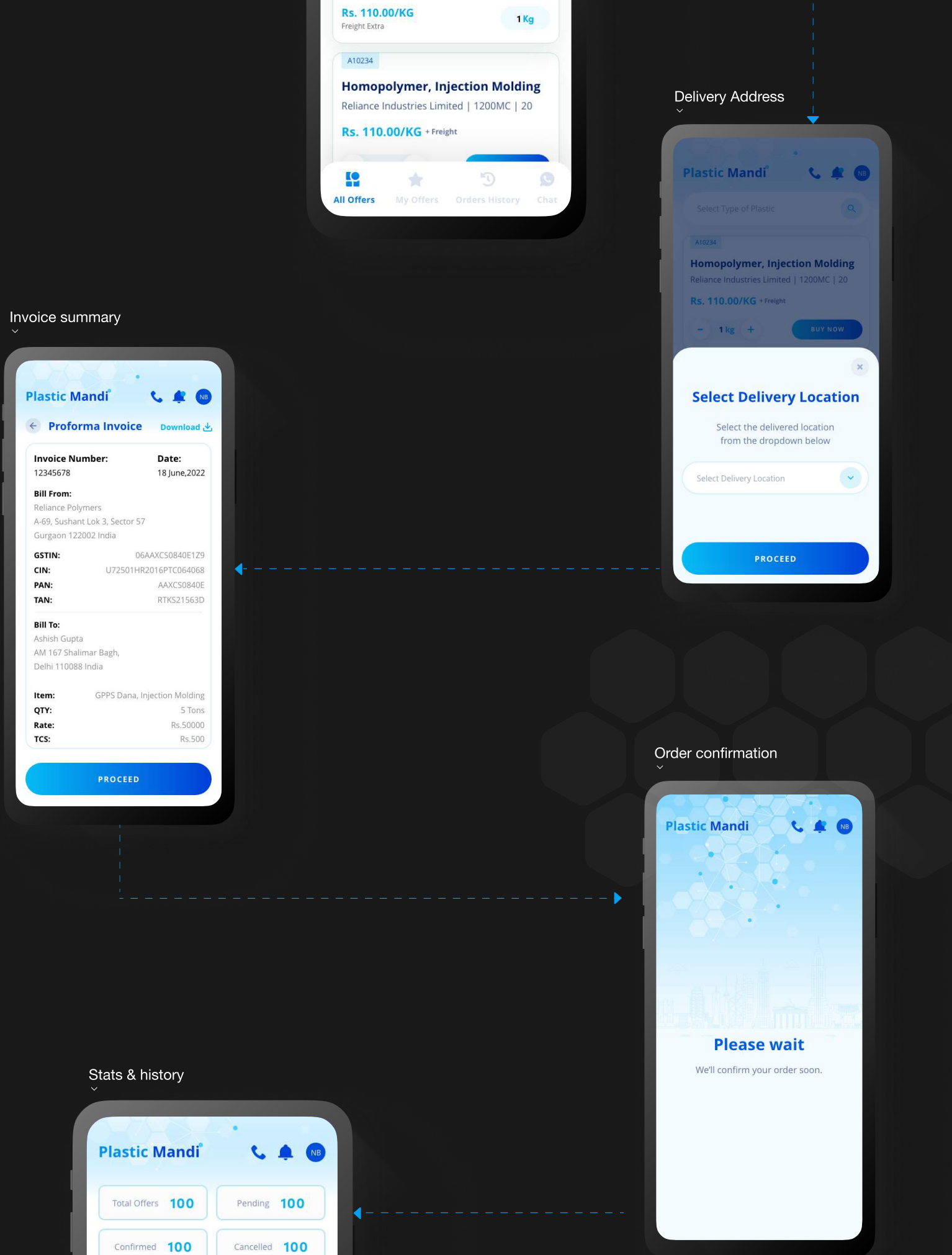
The process of **sending an order request**

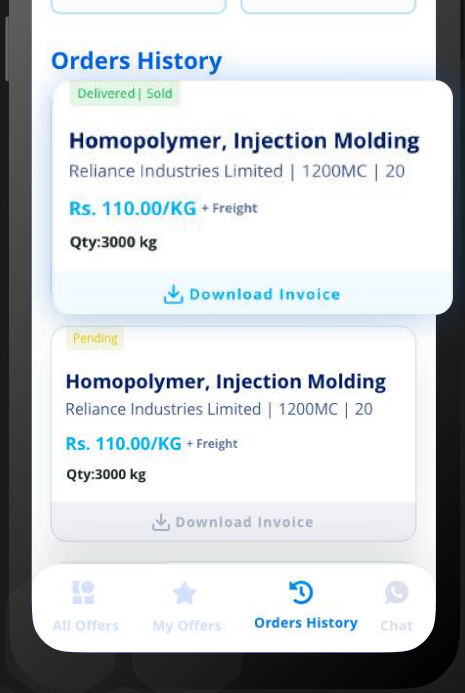
Dashboard



A search bar to find and filter out the desired plastic

A user-friendly button to increase or decrease quantity

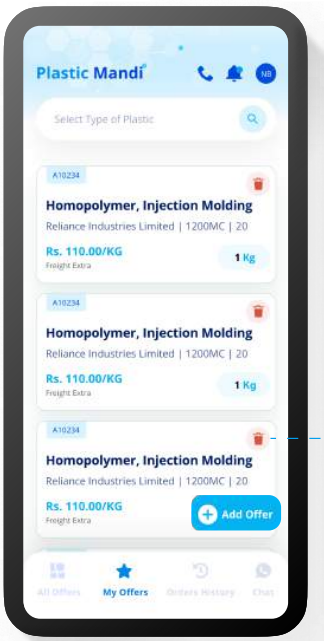

Rs. 110.00/KG
Freight Extra
1 Kg
A10234
Homopolymer, Injection Molding
Reliance Industries Limited | 1200MC | 20
Rs. 110.00/KG + Freight
All Offers
My Offers
Orders History
Chat
Delivery Address
Plastic Mandi
Select Type of Plastic
A10234
Homopolymer, Injection Molding
Reliance Industries Limited | 1200MC | 20
Rs. 110.00/KG + Freight
1 kg
BUY NOW
Select Delivery Location
Select the delivered location from the dropdown below
Select Delivery Location
PROCEED
Invoice summary
Plastic Mandi
Proforma Invoice
Download
Invoice Number: 12345678
Date: 18 June,2022
Bill From:
Reliance Polymers
A-69, Sushant Lok 3, Sector 57
Gurgaon 122002 India
GSTIN: 06AAXCS0840E1Z9
CIN: U72501HR2016PTC064068
PAN: AAXCS0840E
TAN: RTKS21563D
Bill To:
Ashish Gupta
AM 167 Shalimar Bagh,
Delhi 110088 India
Item: GPPS Dana, Injection Molding
QTY: 5 Tons
Rate: Rs.50000
TCS: Rs.500
PROCEED
Order confirmation
Plastic Mandi
Please wait
We'll confirm your order soon.
Stats & history
Plastic Mandi
Total Offers 100
Pending 100
Confirmed 100
Cancelled 100



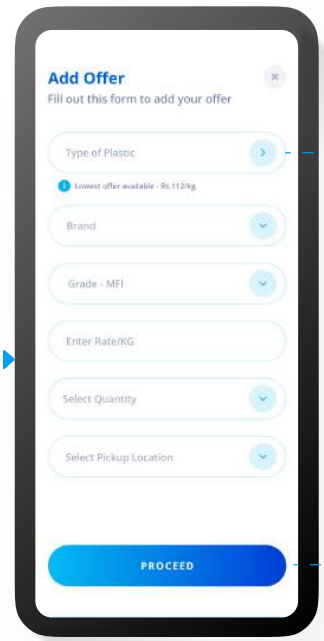
User can view the order status and can download it for later use

The process of **adding an order**

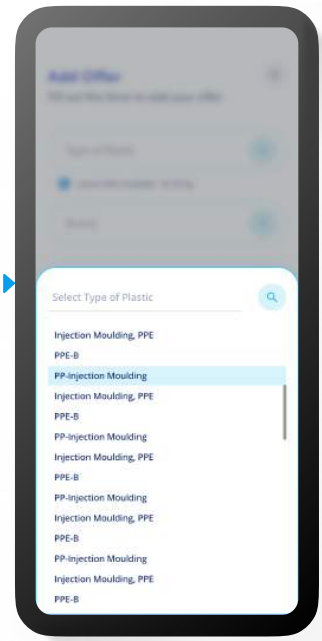
Offers list



Add offer

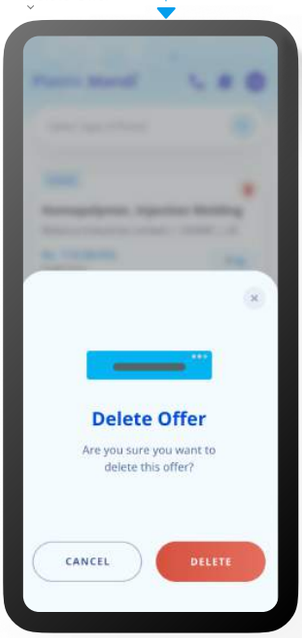


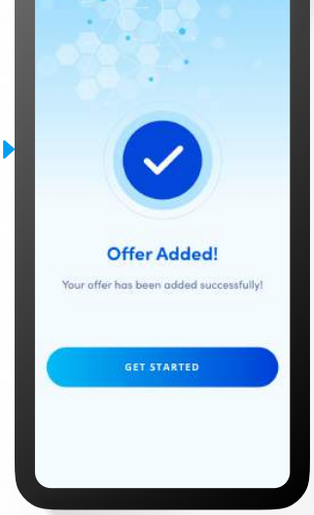
Type of plastic list



Offer added confirmation

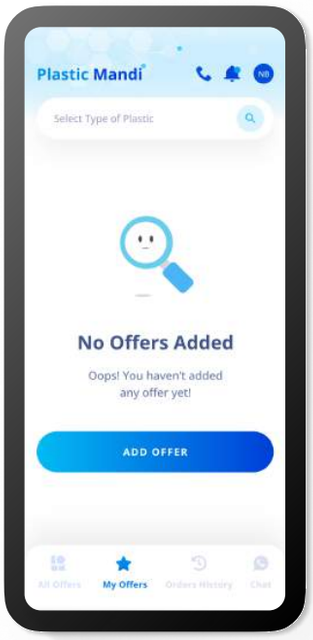
Delete Offer



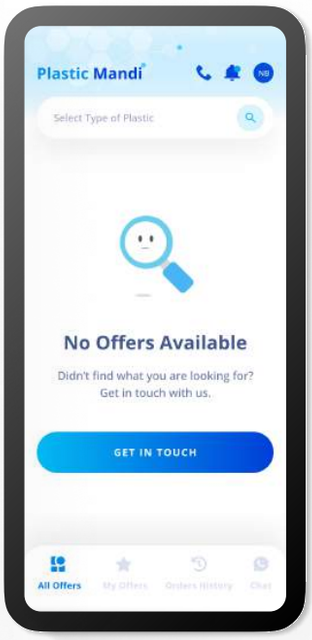


Empty states were created at the place of content that doesn't exist yet

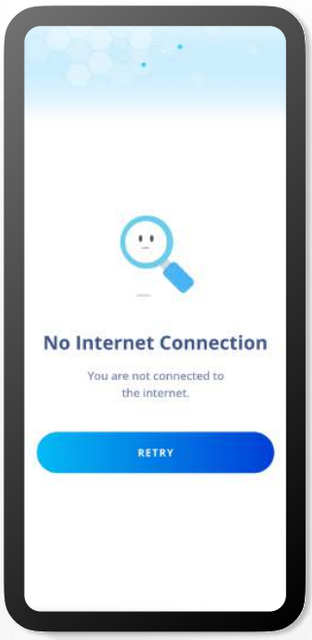
Offers not added



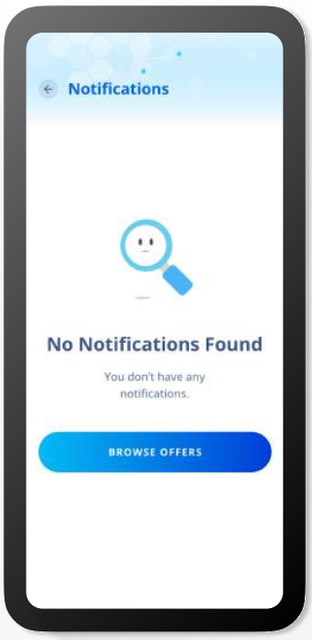
Offers unavailable



Network connection error

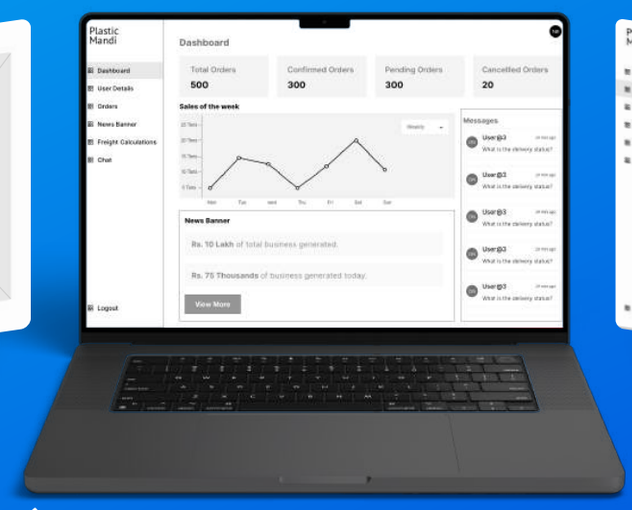


No notification

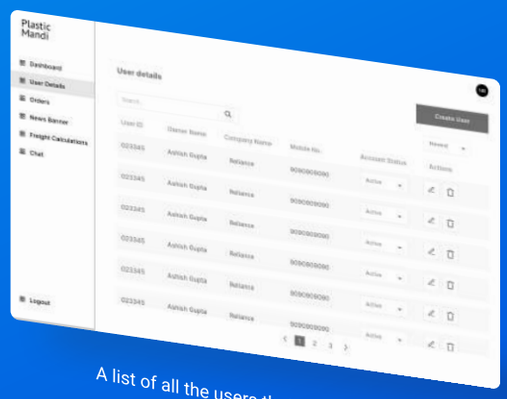


We have created **admin panel** to handle the app from the backend

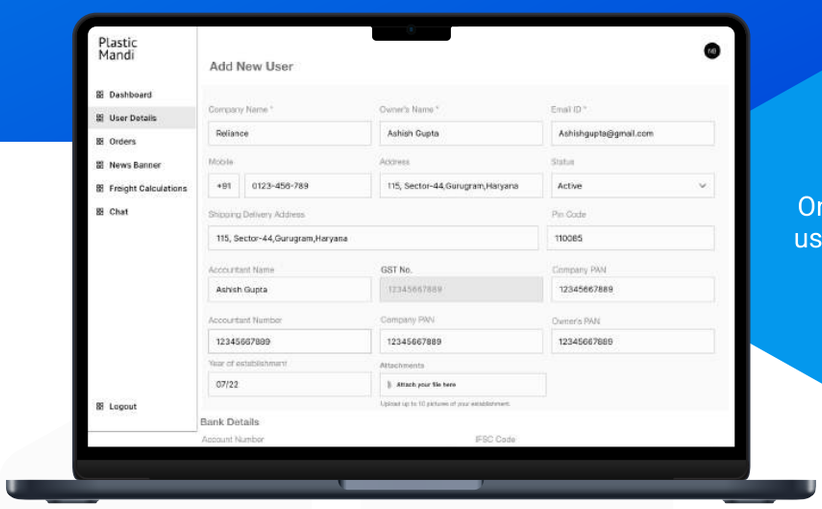
Onboarding new user by filling the form.



A minimal dashboard having all the information on one screen.

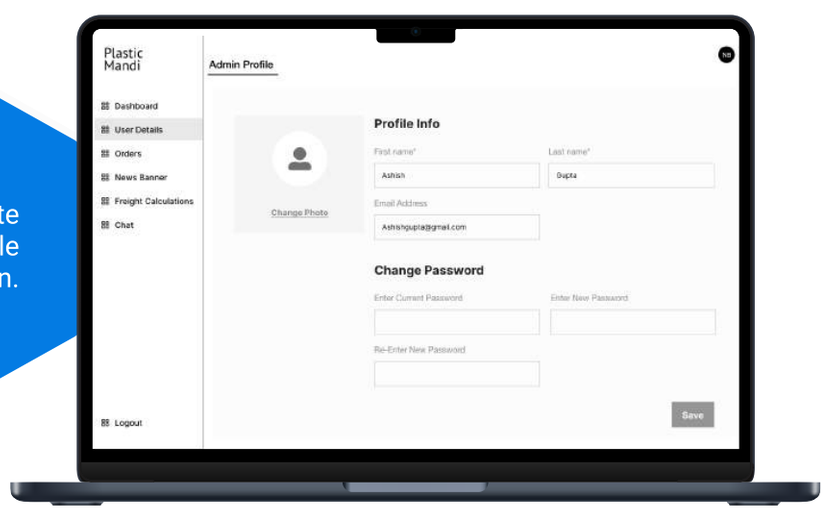


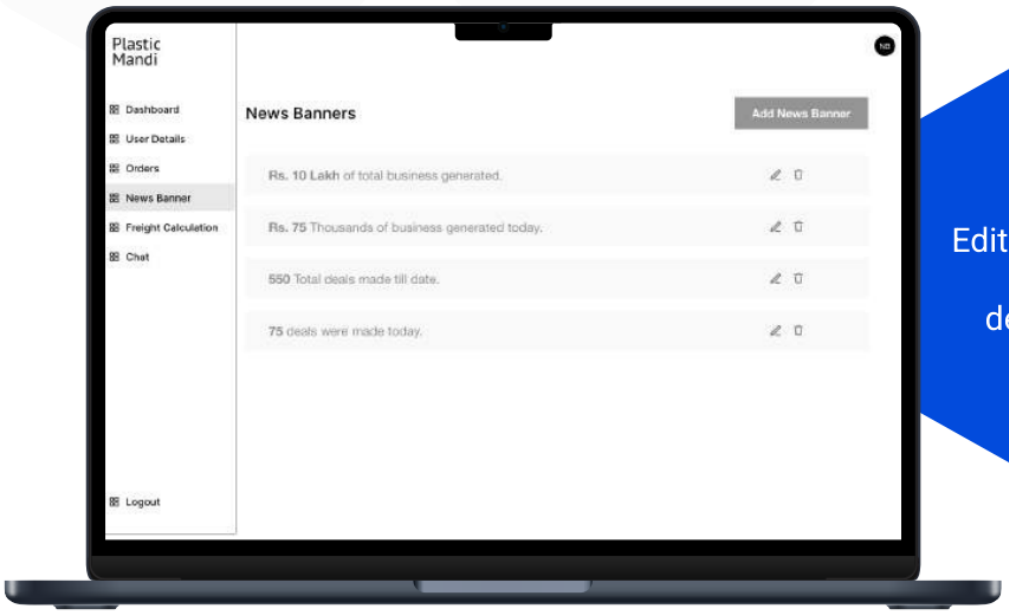
A list of all the users that are active, inactive that can be edited or deleted.



Onboarding new user by filling the form.

Edit or update admin's profile information.





Edit or update news banners & delete anytime.

squareboat

We at Squareboat build beautiful, scalable and feature-rich web and mobile applications that solve real customer problems.

Contact Us

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GRID DESIGN by squareboat

We are creative hooomans who are obsessed with crafting seamless digital experiences that affect the lives of our users whilst sipping a lotttt of coffee!

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