UX BRIEF for the project : STOP AFFAIRE

**UX Design Brief: Stop Affaire**

**Project Overview**

**Project Name:** Stop Affaire

**Project Goal/Objective:** To create a user-friendly e-commerce marketplace that connects local grocery shops (and other physical stores) with end-users. The primary aim is to allow shops to advertise promotional or destocking products, driving foot traffic to their physical locations or enabling online purchases for immediate deals. This platform will empower users to discover great local deals they might otherwise miss, while helping local businesses attract new customers and increase sales.

**Target Audience**

The primary target audience includes **local buyers and web buyers** ranging from **15 to 70 years old**. This audience is generally **not highly tech-savvy** but is very interested in discovering and securing great deals from local shops that they wouldn't typically be aware of. They are motivated by value and convenience, and they seek to save money on everyday groceries and other products.

**Key Features & Functionality**

The UX design should focus on the seamless integration and intuitive use of the following core functionalities:

* **Hot Product Listings:** Prominently display promotional and destocking products available at physical local stores.
* **Flexible Purchase Options:** Allow end-users to either:
  + **"Seize the Opportunity" Online:** Pay for products online to reserve them.
  + **In-Store Purchase:** Drive users to the physical shop to complete the purchase.
* **Product/Category Alerts:** Enable end-users to register for notifications on specific products or categories, ensuring they are alerted when new relevant items are listed.
* **Promotional Code Distribution:** Facilitate the distribution of promotional codes that offer discounts on purchases made directly within the local shop.
* **Shop Discovery:** Allow users to easily find and browse participating local shops.

**Existing Landscape**

Currently, there are **no similar services** offering such a solution in our country, presenting a significant opportunity for "Stop Affaire" to be a market pioneer. This means the UX needs to be particularly clear and self-explanatory, as users won't have pre-existing mental models for this type of platform.

**Success Metrics**

The success of this UX design project will be measured by:

* **Increased Conversion Rates:** Higher rates of users completing online purchases or visiting physical stores after discovering deals on the platform.
* **Improved User Satisfaction:** Measured through user feedback, reviews, and repeat engagement with the platform.
* **Reduced Support Calls:** An intuitive and clear interface should minimize user confusion and the need for customer support.
* **Effortless Customer Journey:** The ease with which customers can find, secure, and obtain products in just a few steps.

**Timeline**

The ideal timeline for the initial UX design phase is **two weeks**. This will involve user flows, wireframing, and potentially low-fidelity prototyping to validate core concepts.

**Stakeholders**

The key stakeholders involved in this project are:

* **Project Manager (You):** Overall project oversight and decision-making.
* **Owners of Local Shops:** The primary partners who will list their products and benefit from increased customer traffic.
* **Delivery System (Potential):** While not explicitly defined for now, the future integration or consideration of a delivery system might influence user flows for online purchases.

**Proposed Main Pages for "Stop Affaire"**

**I. User-Facing Pages (For Local & Web Buyers)**

These pages are critical for the end-user journey, from discovery to purchase/in-store visit.

1. **Homepage / Landing Page:**
   * **Purpose:** The first impression. Hook users with compelling current deals and clearly communicate the value proposition (local deals, savings).
   * **Key Elements:**
     + Prominent search bar (by product, category, shop name, location/area).
     + "Hot Deals" or "Today's Top Offers" carousel/section.
     + Clear Call-to-Action (CTA) for "Find Deals Near You" or "Explore Shops."
     + Brief explanation of how "Stop Affaire" works (e.g., "Discover local deals, buy online or visit the store, save money!").
     + Option to enter location/postal code for personalized results.
     + Links to download the app (if applicable).
2. **Deal/Product Listing Page (Browse & Search Results):**
   * **Purpose:** Display a list of available deals based on search queries or categories.
   * **Key Elements:**
     + Filters (by category, shop, distance, price range, discount percentage, "online purchase available," "in-store pickup only").
     + Sort options (e.g., newest, expiring soon, nearest, highest discount).
     + Clear product cards with:
       - Product image.
       - Product name.
       - Original price and discounted price (with clear savings indicated).
       - Shop name and approximate distance.
       - "Seize Deal" or "View Details" button.
       - Indicator for online purchase vs. in-store only.
     + Pagination or infinite scroll.
3. **Deal/Product Detail Page:**
   * **Purpose:** Provide comprehensive information about a specific deal and facilitate action.
   * **Key Elements:**
     + Large, high-quality product images.
     + Detailed product description.
     + Original price, discounted price, and clear savings.
     + **"Seize Deal Online" button** (if applicable): Leads to checkout.
     + **"Get Directions to Store" / "View Shop Details" button** (for in-store deals): Displays map, address, opening hours.
     + Quantity selection (for online purchase).
     + Deal expiration date/time (with urgency indicator).
     + Shop information (name, address, opening hours, contact, link to shop profile).
     + User reviews/ratings for the product or shop (future consideration).
     + "Add to Alerts" or "Notify Me" button for similar products/categories.
     + Share options (social media, messaging).
4. **Shop Profile Page:**
   * **Purpose:** Showcase individual participating local shops.
   * **Key Elements:**
     + Shop name and logo.
     + Address, map, and directions.
     + Opening hours.
     + Contact information (phone, email).
     + Brief description of the shop.
     + List of all current deals/promotions from that shop.
     + Customer reviews/ratings for the shop.
5. **User Dashboard / My Account:**
   * **Purpose:** Personalize the experience and manage user activity.
   * **Key Elements:**
     + **My Deals:** List of deals claimed/purchased (online or reserved).
     + **My Alerts:** Manage product/category alert subscriptions.
     + **Promotional Codes:** View and manage collected discount codes.
     + Order history (for online purchases).
     + Profile settings (name, location, preferences).
     + Saved/favorite deals or shops.
6. **Checkout / Payment Page:**
   * **Purpose:** Securely process online payments for "seized" deals.
   * **Key Elements:**
     + Summary of items in cart.
     + Total price.
     + Payment options (credit card, mobile money, etc.).
     + Clear steps for payment process.
     + Confirmation of pickup details (for in-store collection).
     + Security assurances (SSL, payment gateway logos).
7. **Order Confirmation / Deal Redemption Page:**
   * **Purpose:** Confirm successful online purchase or deal reservation and provide instructions.
   * **Key Elements:**
     + Confirmation message.
     + Order number/Deal ID.
     + Instructions for pickup (e.g., "Show this code at the store").
     + Map and store address.
     + Shop contact information.
     + Receipt/invoice link.
8. **Promotional Codes Page:**
   * **Purpose:** Allow users to browse and claim generic or shop-specific promotional codes.
   * **Key Elements:**
     + List of available promo codes.
     + Code details (discount percentage/amount, terms & conditions, expiration).
     + "Claim Code" button (might simply reveal the code or add it to "My Codes").
     + Instructions on how to use the code in-store.

**II. Support & Information Pages**

These pages build trust, provide necessary information, and handle user queries.

1. **About Us:**
   * **Purpose:** Explain the mission of "Stop Affaire" and build brand credibility.
   * **Key Elements:** Our story, vision, benefits for users and local shops.
2. **How It Works (For Buyers):**
   * **Purpose:** Simple, step-by-step guide for new users on finding and redeeming deals.
   * **Key Elements:** Visuals, clear instructions.
3. **Help/FAQ:**
   * **Purpose:** Address common questions and provide self-service support.
   * **Key Elements:** Searchable FAQs, categories (e.g., "Buying Deals," "Account Issues," "Technical Support").
4. **Contact Us:**
   * **Purpose:** Provide various ways for users to get in touch.
   * **Key Elements:** Contact form, email address, phone number (if applicable).
5. **Privacy Policy & Terms of Service:**
   * **Purpose:** Legal necessities to inform users about data handling and platform rules.

**III. Shop-Side Pages (For Local Grocery Shops)**

While the initial focus is consumer-facing, a future phase will require a portal for shops.

1. **Shop Registration/Onboarding (Future Phase):**
   * **Purpose:** For local shops to sign up and create their profile.
2. **Shop Dashboard (Future Phase):**
   * **Purpose:** For shops to manage their listings, view sales, and update information.
   * **Key Elements:**
     + "Add New Deal" / "Manage Products"
     + View active/expired deals.
     + Sales/redemption reports.
     + Shop profile management.
     + Manage promotional codes.

**Key UX Considerations across all pages for your audience:**

* **Simplicity :** Minimal clutter, clear hierarchy.
* **Large Typography & Clear Buttons :** Easy to read and interact with for all age groups.
* **Visual Dominance :** High-quality images of products and shops are crucial.
* **Clear CTAs:** Obvious next steps for users.
* **Mobile-First Design:** A significant portion of your target audience will likely access the platform on their phones.
* **Localization:** Consider language and cultural nuances in design and content.