



CLIENT **Lemon & Leaves** PROJECT **Hyperlocal ecommerce platform** PLATFORM **Mobile**

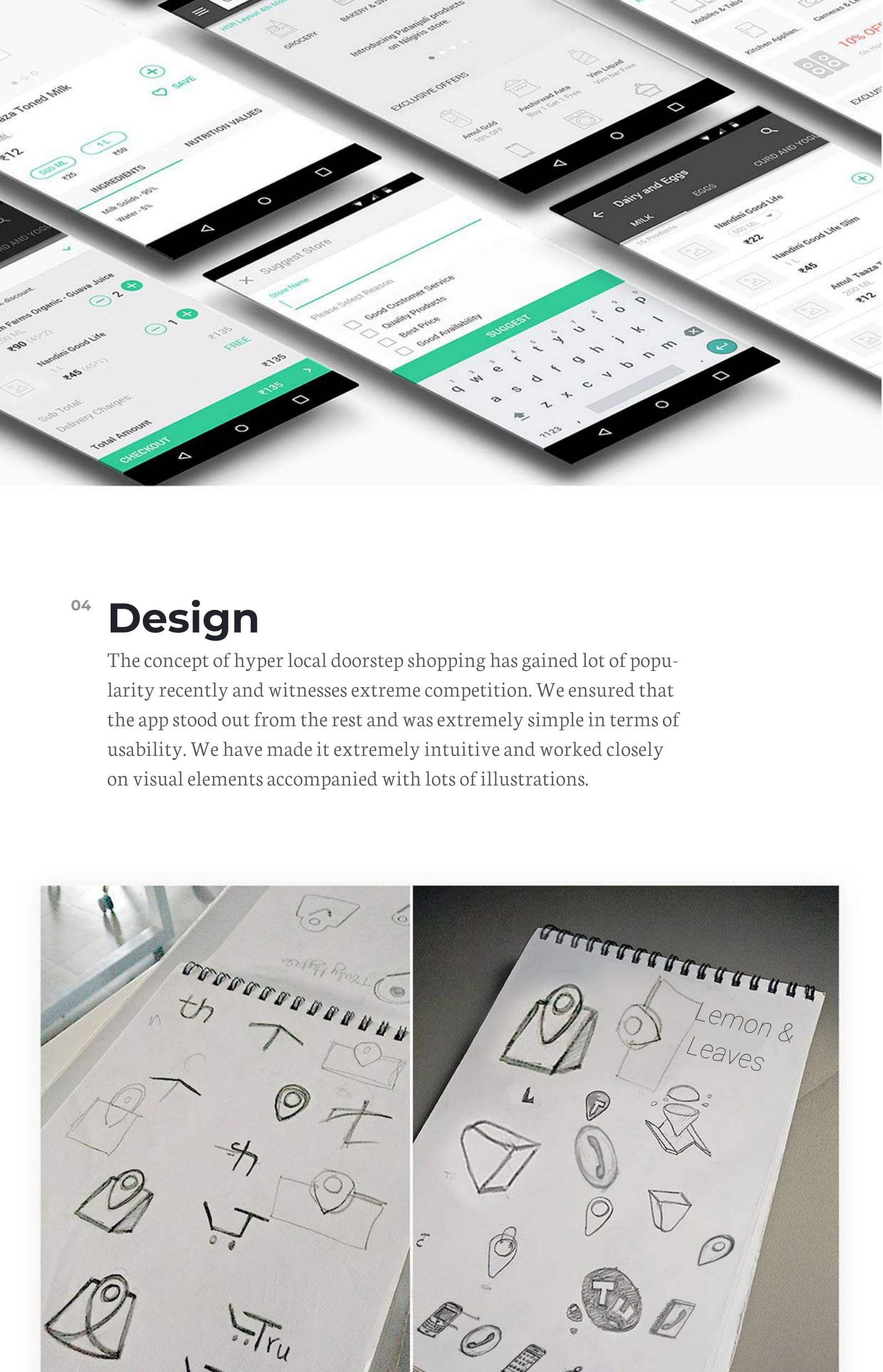
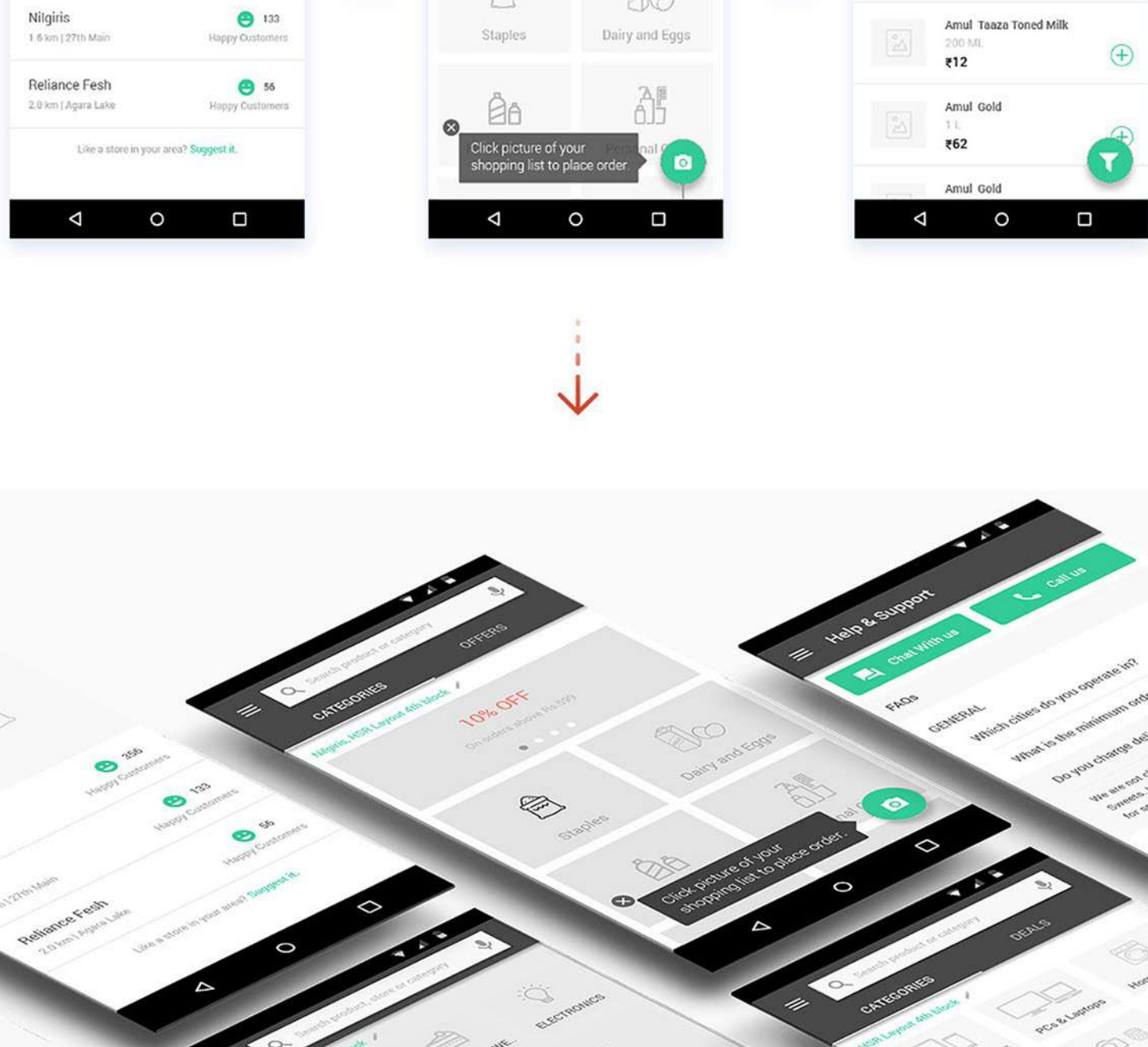


## 02 Discover

Lemon & Leaves connects you with neighbourhood quality and trusted supermarket. Users can discover stores, products, price and then place an order to store via the app or website.

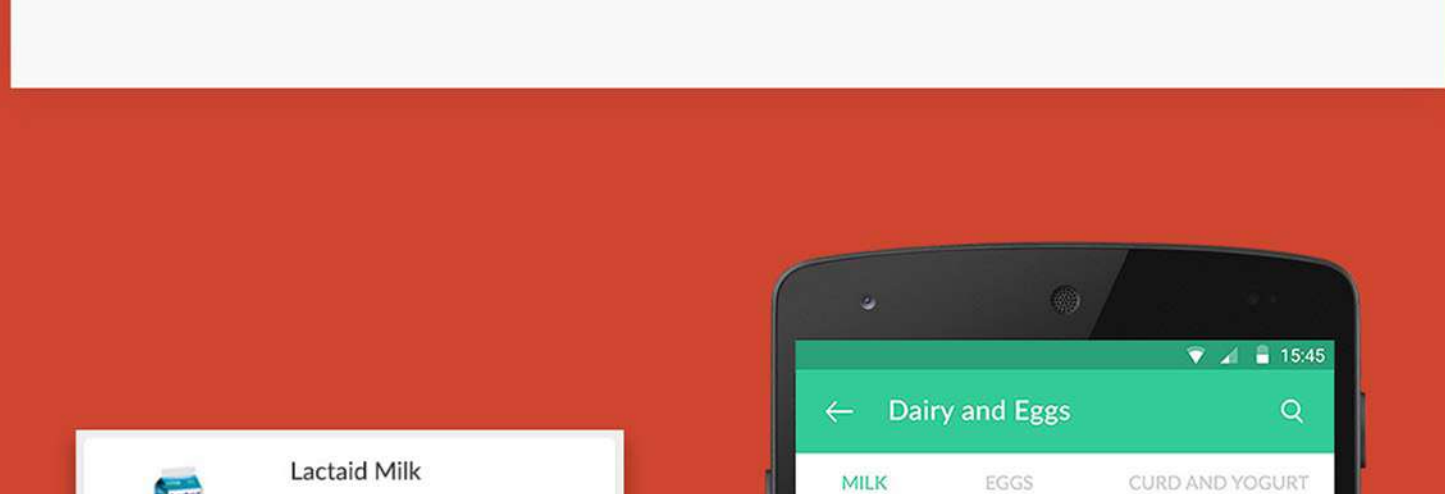
## 03 Define

The biggest challenge while mapping the app was to categorize the products on two models, one was to be driven by locality and second was geared by products. Moreover, the portal integrates the multi-cart facility, easing the buyers shopping experience with single click.

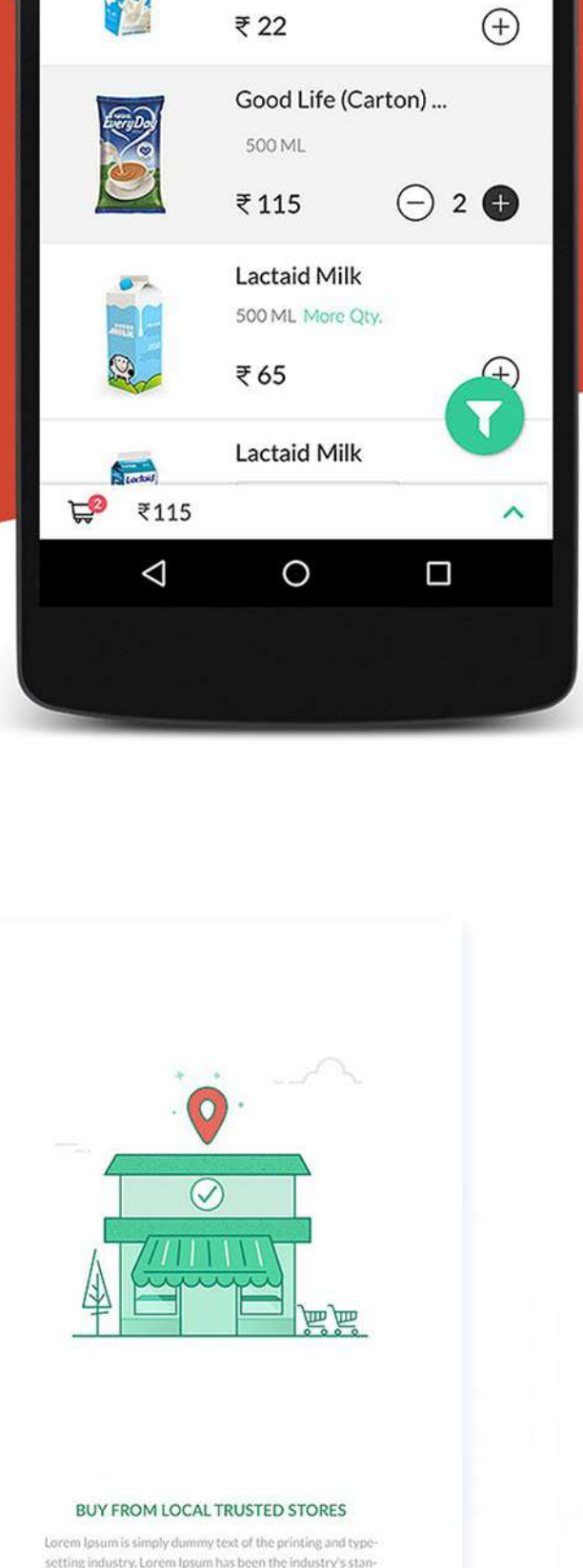
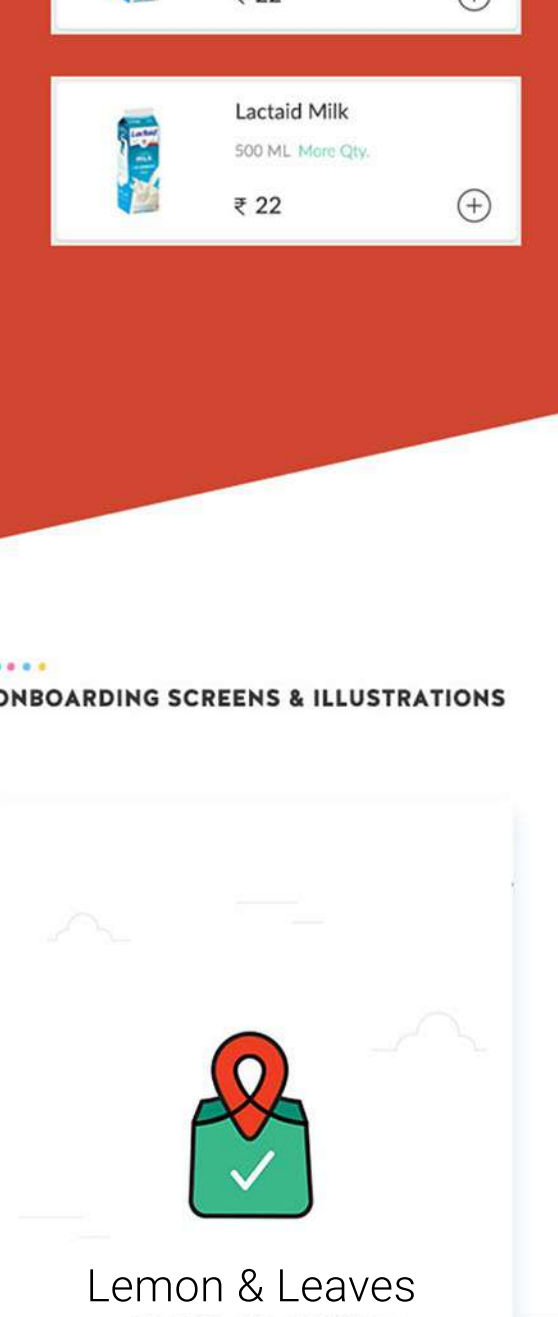
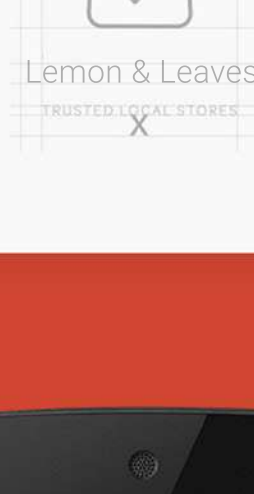
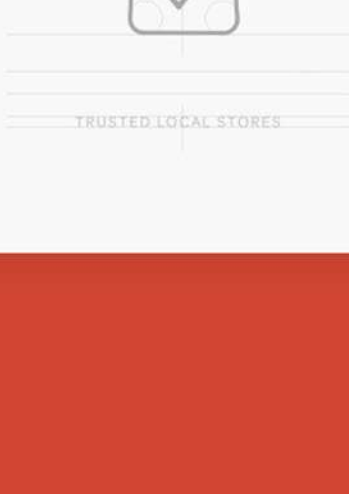


## 04 Design

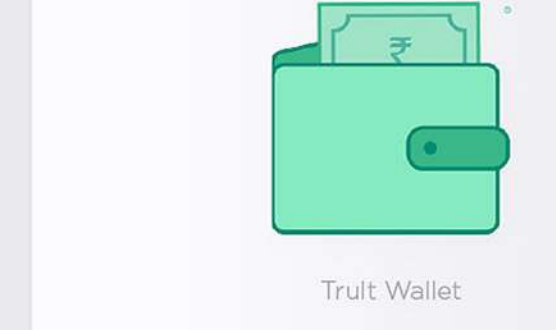
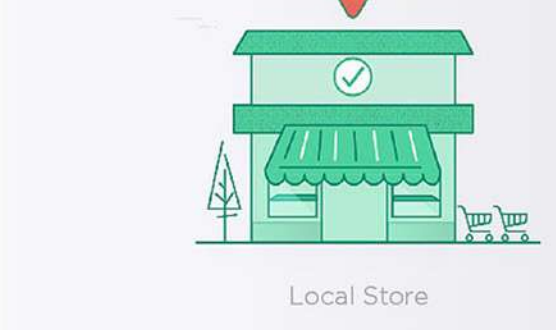
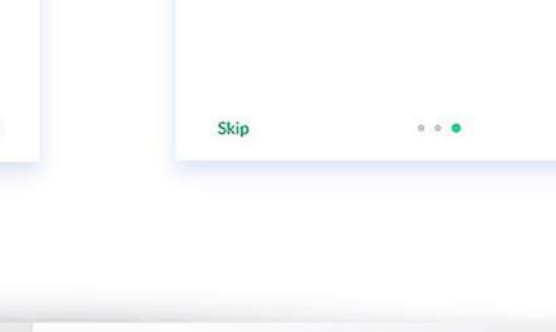
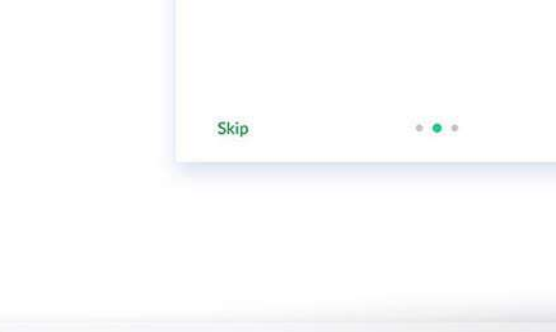
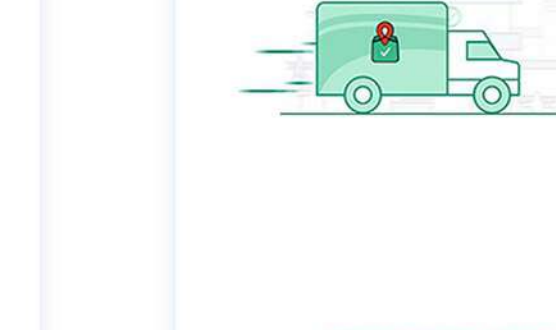
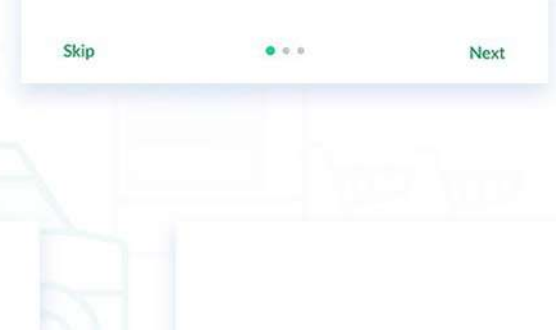
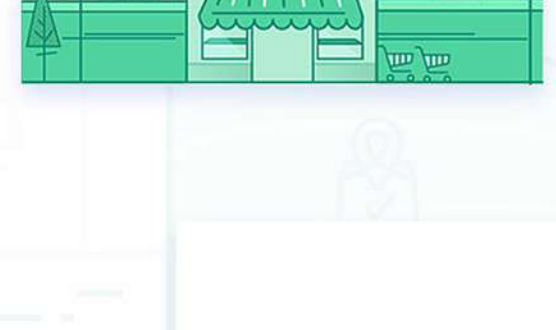
The concept of hyper local doorstep shopping has gained lot of popularity recently and witnesses extreme competition. We ensured that the app stood out from the rest and was extremely simple in terms of usability. We have made it extremely intuitive and worked closely on visual elements accompanied with lots of illustrations.



**Lemon & Leaves**  
TRUSTED LOCAL STORES



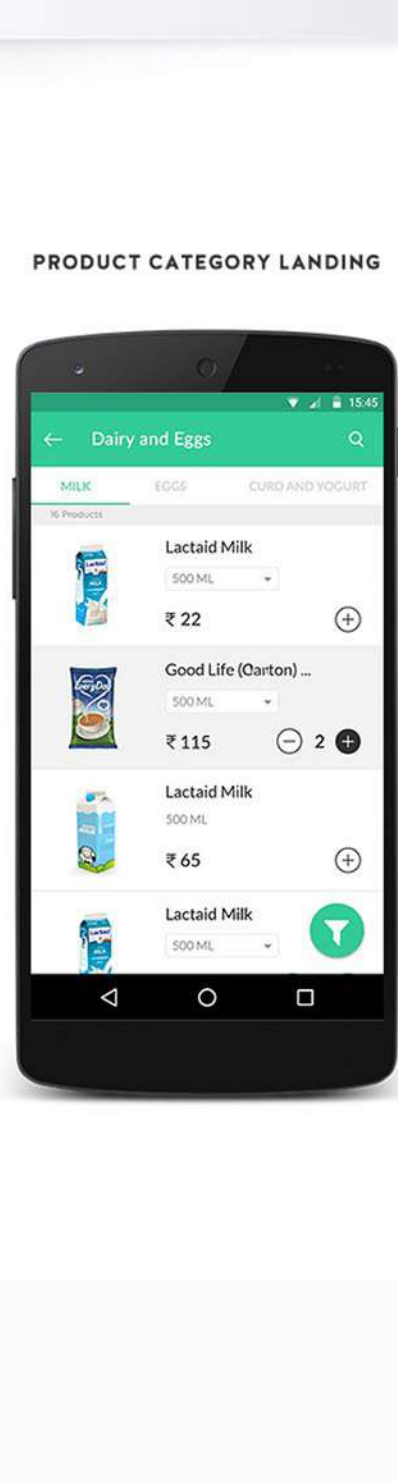
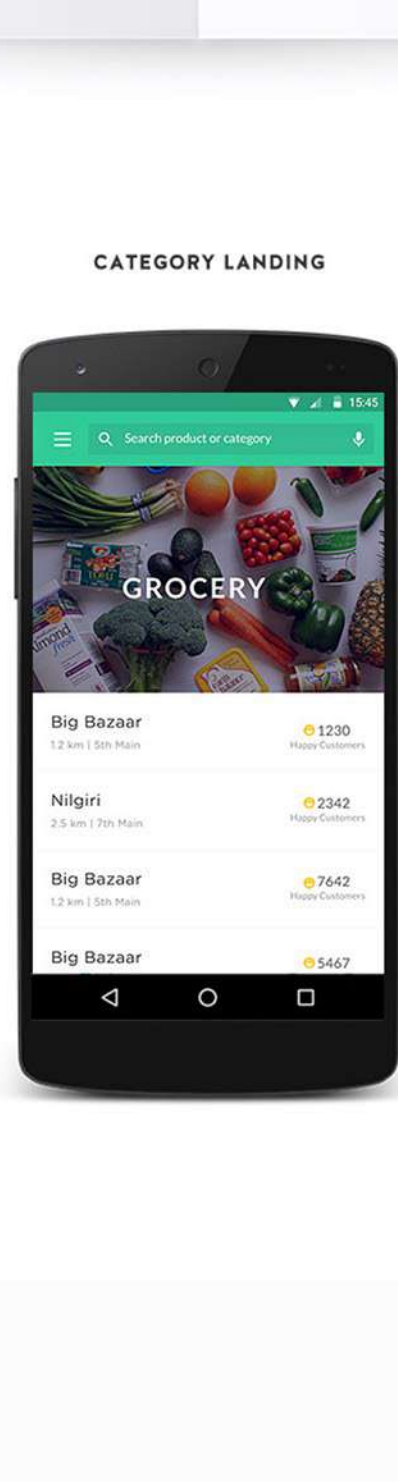
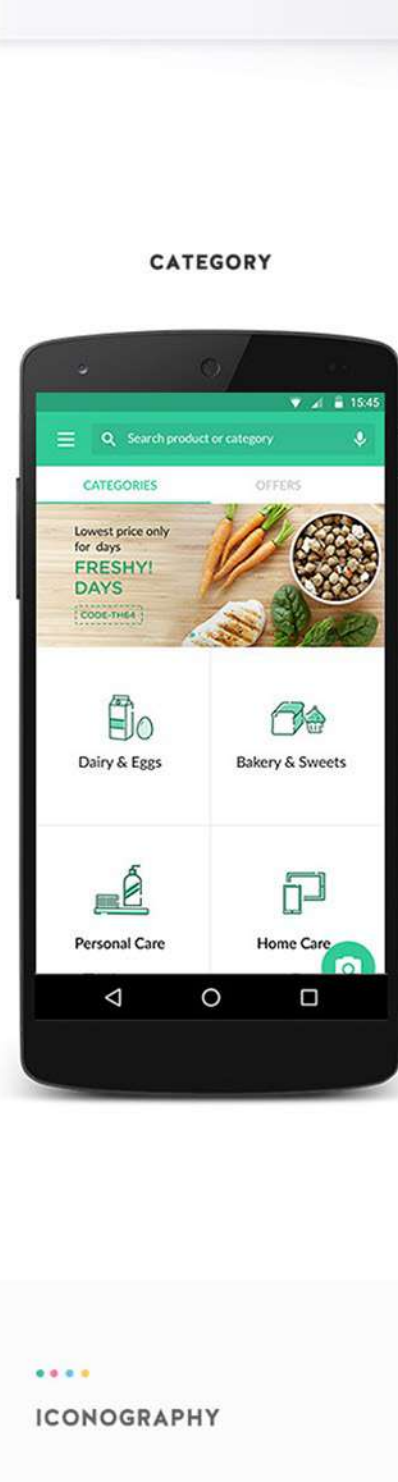
### ONBOARDING SCREENS & ILLUSTRATIONS



### CATEGORY

### CATEGORY LANDING

### PRODUCT CATEGORY LANDING



### ICONOGRAPHY

