



Harvest Market

GROCERY DELIVERY PLATFORM, SELF-CHECKOUT TABLET & MOBILE APP
· CASE STUDY

A complete concept design and build — website, full aisle browsing with scheduled delivery, an in-store self-checkout tablet and mobile app, plus a self-service admin panel for daily store operations.

Concept & Vision

**"A grocery site that restocks the shelf every morning, not once a month
— what you see online is what's actually on the floor."**

Harvest Market is a fictional boutique grocery platform, developed as a full concept to demonstrate what a trustworthy online grocery experience looks like when the visual identity and information architecture are built specifically for the subject — not adapted from a generic template.

TARGET AUDIENCE

Shoppers who want a real delivery slot and produce that's actually fresh — not a warehouse catalog with vague "in stock" labels.

BRAND PERSONALITY

Earthy, seasonal, quietly confident. Fresh green on a deep forest ground, closer to a neighborhood grocer than a big-box chain.

PRIMARY GOAL

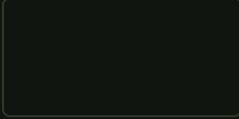
Convert a search into a booked, paid delivery — using a real aisle catalog, transparent pricing, and a checkout that takes under a minute.

OWNERSHIP

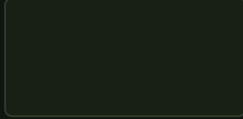
Store staff manage products, stock, and store info independently, with no developer needed for routine updates.

Design System

COLOR PALETTE



Void
#10160F



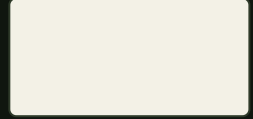
Surface
#182016



Ember
#7FA650



Wine
#A8531F



Cream
#F3F1E6

A deep forest green replaces pure black throughout — it reads as fresh and grounded rather than corporate, and lets the leaf-green accent carry every call to action.

TYPOGRAPHY

Every basket, picked the same morning it ships.

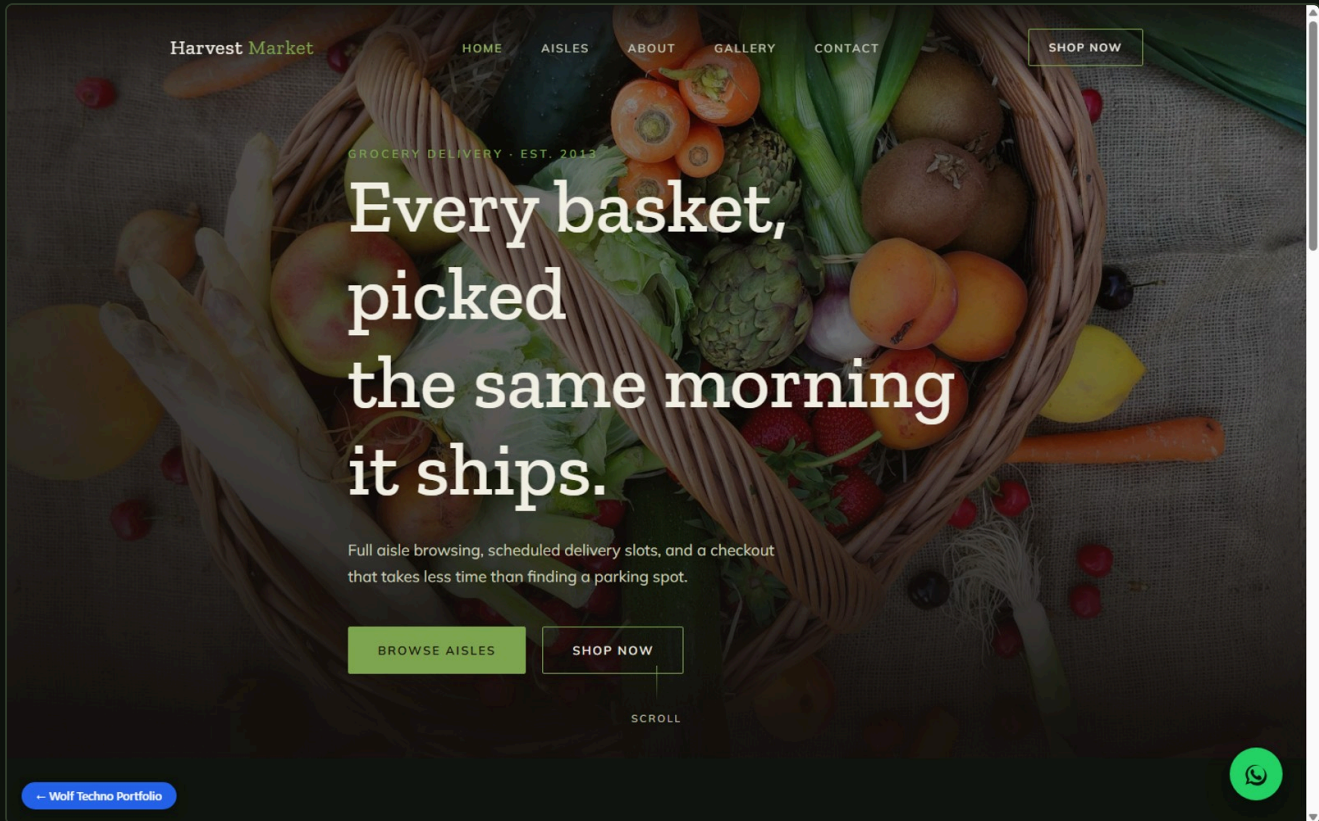
Zilla Slab pairs a sturdy, farmhouse-leaning display face with Mulish for body copy and interface text — a deliberate pairing for a neighborhood grocer, not the default safe choice.

ZILLA SLAB · DISPLAY | MULISH · BODY & UI

LAYOUT APPROACH

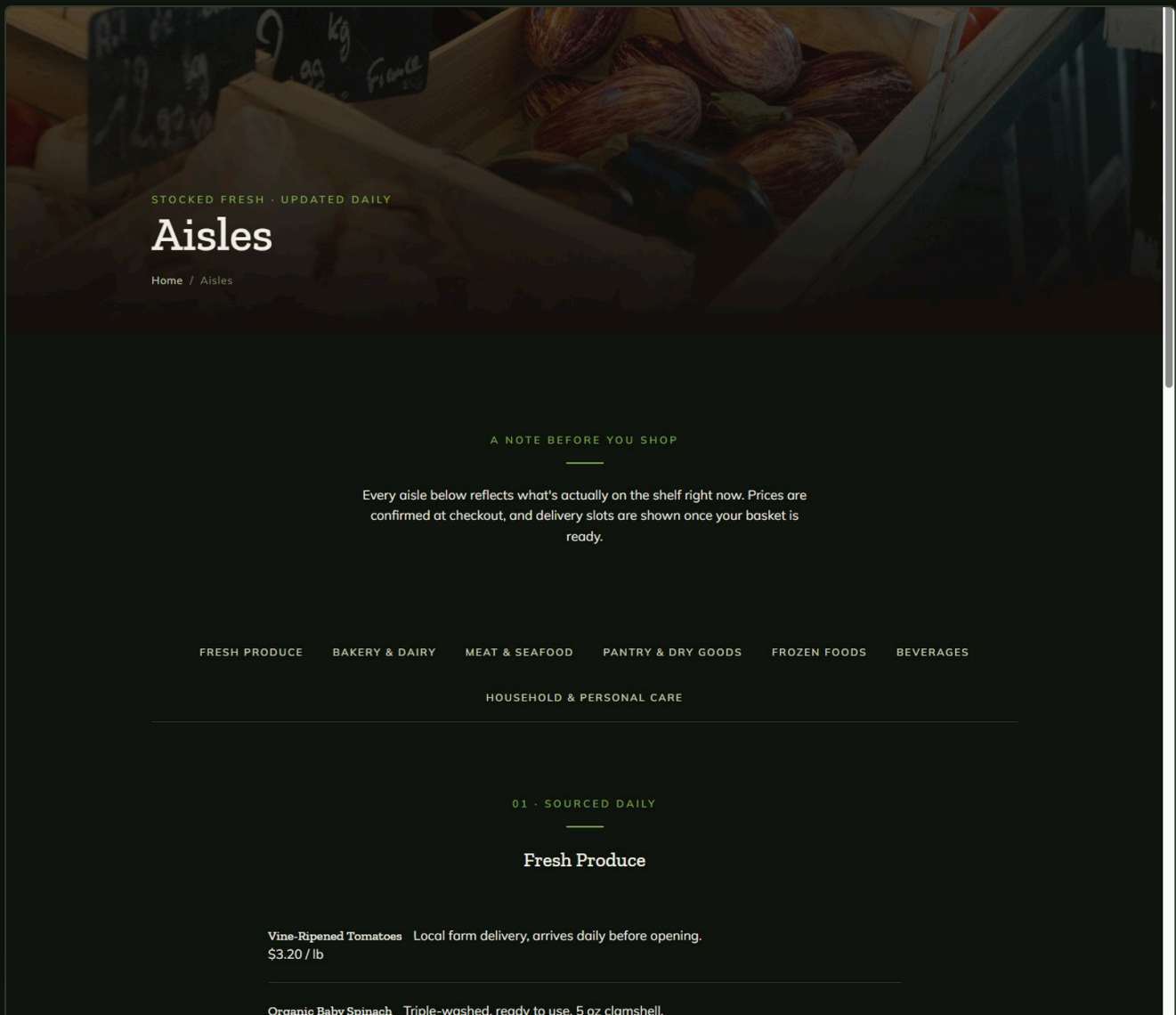
Full-bleed produce photography, generous negative space, and thin leaf-green hairline dividers replace the coupon-heavy layouts common in grocery templates — real aisles and real counters carry the page, not stock icons.

Home



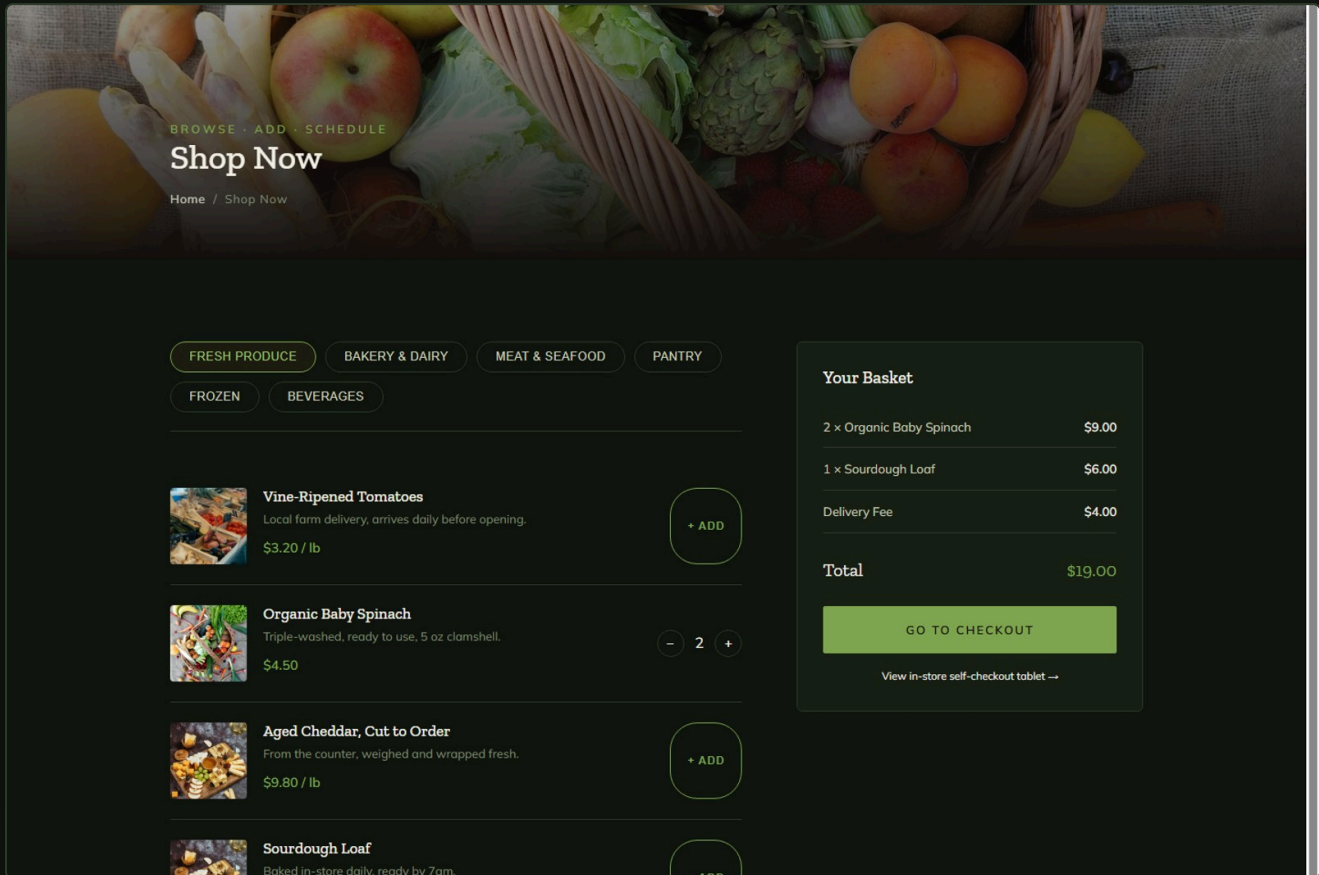
Purpose: establish tone in the first three seconds. A full-height fresh-produce photograph, a single-sentence thesis statement, and two clear actions — browse aisles or shop directly — before the visitor scrolls past the fold.

Aisles



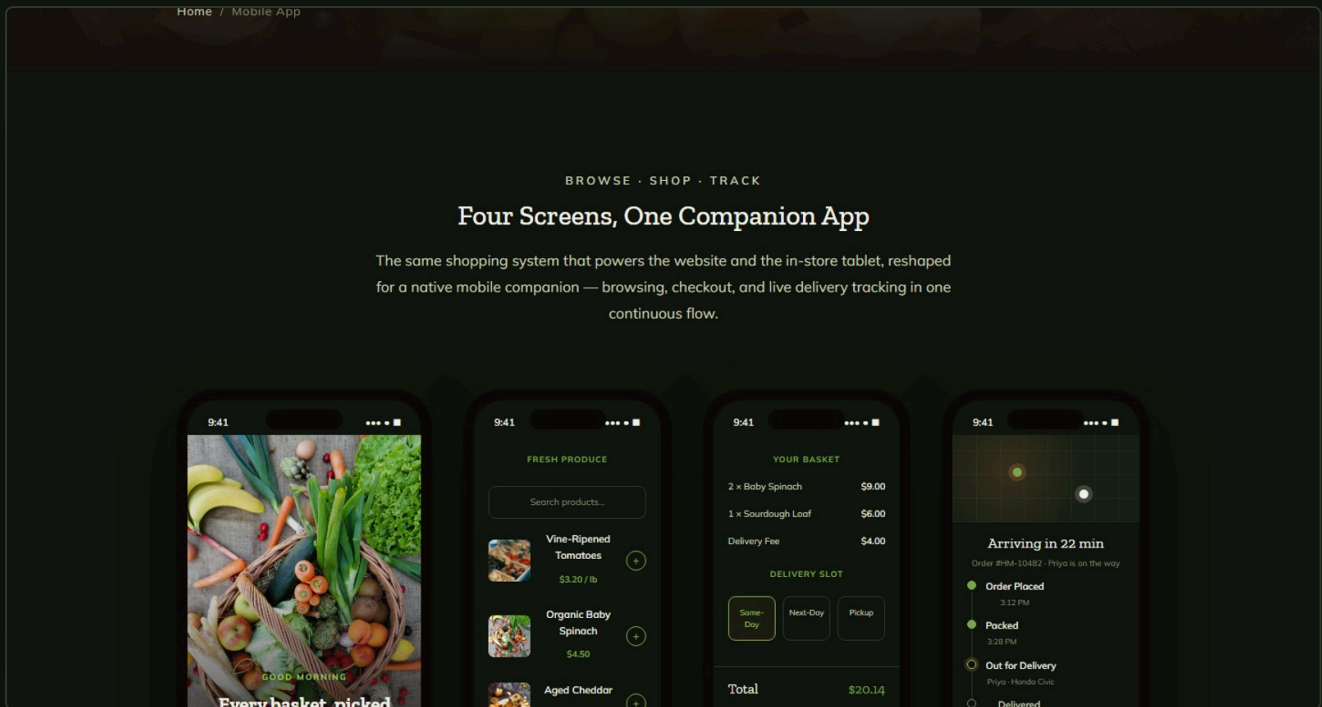
Purpose: read like a real store catalog, not a wall of stock icons. Product name, price, and a one-line description — grouped by aisle, jump-linked at the top for fast navigation across all seven categories.

Shop Now



Purpose: browse products by aisle, add one to a basket, and see the delivery fee before checkout — the same catalog and pricing that live on the Aisles page, reused rather than duplicated.

iOS & Android Companion App



Purpose: four native-style screens — discover, browse, checkout, and live delivery tracking — built from the same design system and the same product data as the website and the self-checkout tablet. Shown as a design mockup; at implementation time it becomes a native iOS & Android build wired to live order data.

Dashboard & Store Management

Harvest Market

Dashboard

Products

Stock & Orders

Staff Accounts

Gallery

Store Info

Signed in as admin

Sign Out

Dashboard

A quick look at what's live on the site right now.

312
PRODUCTS

298
VISIBLE ON SITE

7
AISLE CATEGORIES

46
ORDERS TODAY

Quick actions

Everything here updates the live website immediately — no need to touch any code.

+ Add Product

Manage Gallery

Manage Stock

Edit Store Info

Recent activity

ACTION	ITEM	WHEN
Order placed	Order #HM-10482	2 hours ago
Photo uploaded	Gallery — "Bakery Counter"	Yesterday
Product added	Wild-Caught Salmon Fillet	3 days ago

Purpose: give store staff a plain-language overview the moment they log in — live counts, not raw database numbers — plus one-click paths into the things they'll touch most often: products, stock, staff, and store info. Products are added, priced, and hidden from the same panel; stock levels flag low inventory automatically; staff accounts get short login codes for the self-checkout tablet.

Technical Foundation

Built for a specific business reality: an independent grocer that needs a fast, dependable site today, full content control tomorrow, and no dependency on a developer — or on us — for either.

CUSTOMER-FACING SITE

- ✓ Hand-built HTML, CSS & JavaScript — no framework overhead
- ✓ Fully responsive across desktop, tablet, and mobile
- ✓ Full checkout flow — browse, basket, and pay online
- ✓ Self-checkout tablet, same catalog as the website
- ✓ Mobile app design mockup — discover, shop, and track delivery
- ✓ Runs on any standard web host, no special server required

ADMIN PANEL

- ✓ PHP & MySQL — supported by virtually every hosting provider
- ✓ Secure login with hashed passwords
- ✓ Add, edit, hide, or remove products in real time
- ✓ Auto-generated staff login codes for the self-checkout tablet
- ✓ Stock records with automatic reorder flags
- ✓ Edit hours, address, and contact info without touching code

No external cloud database or third-party platform dependency — the entire project (site, images, and database export) is a self-contained package that transfers to any new host or domain in minutes.

The Value, In Plain Terms

01

It looks like a \$15,000 build, not a \$200 template

The design decisions — palette, typography, photography, layout — are specific to this store, not recognizable as a reused grocery theme.

02

The store never has to call a developer for routine changes

New product, new price, updated hours — all handled from a simple admin panel built for someone with no technical background.

03

It's portable, by design

No proprietary platform lock-in. The finished project can move to any hosting provider or domain the client already owns.

04

It's fast — for shoppers and for search engines

Hand-written, dependency-free front-end code loads quickly on any connection, which matters for both user experience and search ranking.

INTERESTED IN A PLATFORM LIKE THIS FOR YOUR BUSINESS?

**Every project in this portfolio is
built the same way — from scratch,
for the business it's made for.**

Design & Development Portfolio · 2026