

MarketRun: the practice project brief

Use this guided project alongside your own problem. Every week's assignment can be done on MarketRun first, then on your own product.

The idea

MarketRun lets busy Lagos workers order fresh food from a trader they already trust at their local market, and have it delivered the same day by a dispatch rider. The trader shops, the rider delivers, the customer pays on the app or on delivery.

The problem we think exists

People who work long hours cannot get to the market, but supermarket prices are high and quality is mixed. Many already send WhatsApp voice notes to a trader and pay by transfer, but it is messy: no clear prices, no record, no tracking, and mistakes with quantities.

Who it is for

User	Who they are	What they need
Customer	Salaried workers aged 24 to 45 in Lekki, Ikeja, Yaba and Surulere	Fresh food at market prices, without the trip
Trader	Market traders at Mile 12, Ikota, Oyingbo and Tejuosho	More regular customers, clear orders, quick payment
Rider	Dispatch riders already working in the area	Clear pickup and drop details, fair pay

What we know so far

Read the five interview notes in MarketRun_Interview_Notes.pdf. They are fictional, but written to feel like real research, with mixed and messy answers.

Constraints

- Many customers use mid-range Android phones and watch their data use.
- Prices at the market change daily, and many items are sold by heaps, mudu or 'paint', not by kilogram.
- Trust is everything: customers want to see what they are getting and who is buying it.
- Riders and traders may have low data and use WhatsApp heavily.
- Accessibility matters: large text, clear contrast and simple language.

Weekly tasks on MarketRun

Week	Practice task on MarketRun
1	Critique two apps a MarketRun customer already uses (for example a food delivery app and a bank app).
2	Turn the five interview notes into an insight board with at least five insights.
3	Write one customer persona, a journey map for 'weekly food shop', and flows for 'place an order' and 'track my order'.
4	Sketch and wireframe five screens: home, trader page, basket, checkout, order tracking.

5	Make a style guide and three high fidelity screens.
6	Build components: buttons, item card, price tag, order status, input fields, bottom navigation.
7	Prototype 'place an order' and test it with five people using the Usability Test Kit.
8	Write the MarketRun case study using the Case Study Template.

Business goal for the case study: 500 repeat customers ordering at least twice a month within six months of launch.