

Redesign Case Study - Maharashtrian Thali Catering Services

# Revitalizing Heritage

Bridging Cultural Wealth with  
Digital Convenience

Ananya Bhide

Image Credits: Unsplash (Prchi Palwe)



# Context & Problem Statement

## Context

Maharashtrian thali catering/delivery services are underrepresented in the organized food and beverage industry compared to North Indian or Global cuisines (even within the state of Maharashtra!)

## Problem Statement

Existing digital platforms for these services often fail to reflect the rich culture and history associated with Maharashtrian cuisine.

Existing websites are either purely functional but poorly designed or aesthetically pleasing but culturally disconnected.



# Subject Analysis

01

Peshwai Catering  
( <https://peshwaicateringandevents.com/> )

02

The Marathi Pangat  
( <https://www.themarathipangat.com/> )



# Subject 01: Peshwai Catering



Image Credits: Peshwai Catering Website Landing Page

# Subject 01: Peshwai Catering

## Current UX/UI Critique

- **Visual Mismatch:** Despite the "Peshwai" name, the UI uses generic web assets that fail to reflect the regal art and history of the Marathi culture.
- **Pricing and Placing Orders:** It is impossible to get a budget estimate without filling out a contact form. This creates friction.

## Redesign Opportunity

- **Visual Language:** Culturally inspired UI elements and motifs such as arched borders, stone textures, and rich typography.
- **Direct Ordering System:** Replace the "Contact Us" form with a "Live Thali Customizer" that displays price-per-head in real-time.
- **Bilingual Inclusion:** Option to switch between English and Marathi, ensuring the content is accessible in the preferred language.



# Subject 02: The Marathi Pangat

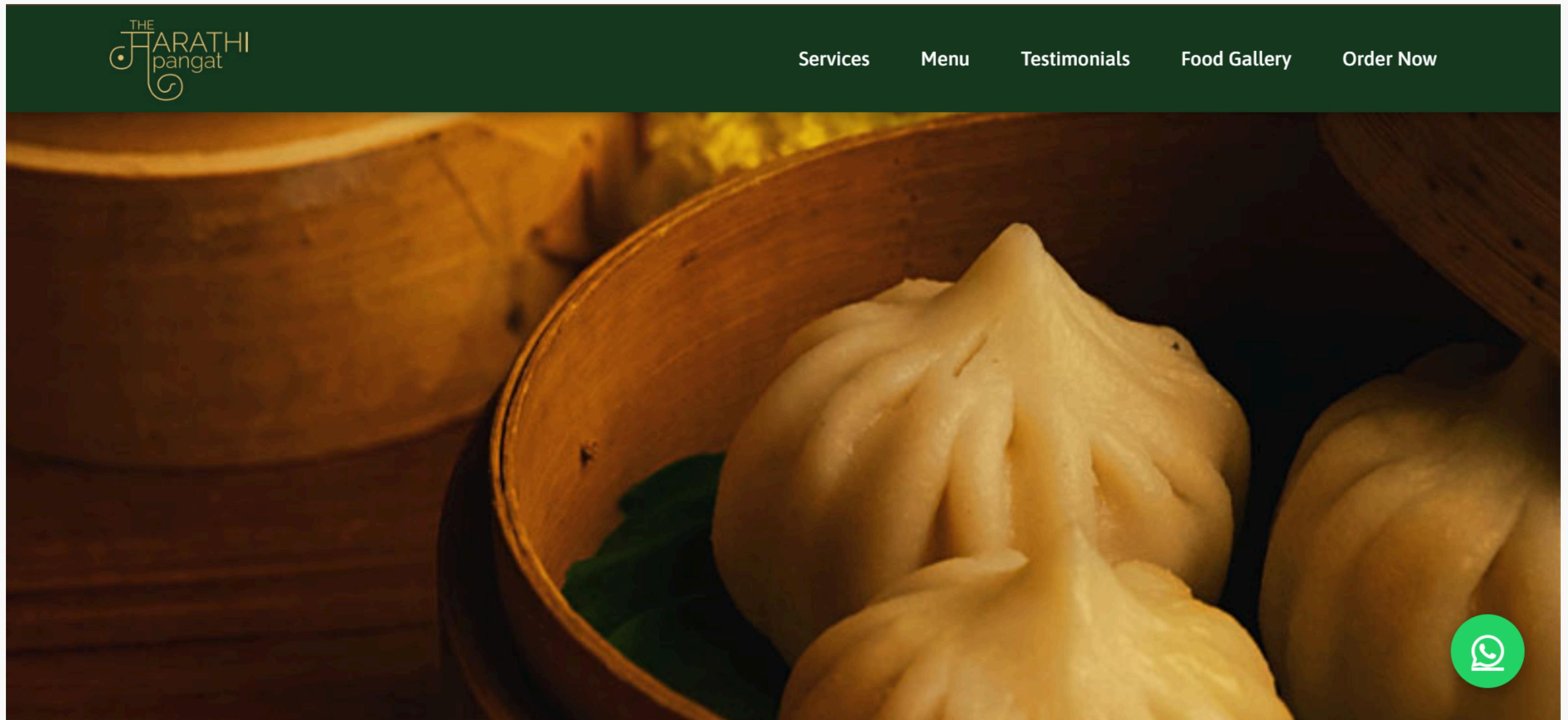


Image Credits: The Marathi Pangat Website Landing Page

# Subject 02: The Marathi Pangat

## Current UX/UI Critique

- **Color Disconnect:** The current palette focuses on luxurious cool hues. In the context of Maharashtrian hospitality, this feels “cold” and not traditional.
- **Placing Orders:** Detailed information and transactions are gated behind a contact page.
- **Missing Information:** For a state rich in art and education, the site lacks a narrative about the Pangat (communal dining) tradition and does not elaborate on any of the food they serve.

## Redesign Opportunity

- **The Palette:** Transition to warm tones like ochre yellow, saffron, and copper.
- **Seamless Booking Flow:** Implement an easy checkout page.  
[Select Package → Adjust Guest Count → Pay]
- **Bilingual Inclusion:** Allow users to browse in their preferred language.



# Redesign Solutions

- **Bilingual Typography:** Implement a seamless English-Marathi toggle.
- **Cultural Color Palette:** Replace luxury tones with a culturally inspired palette to evoke the sensory experience of a Maharashtrian kitchen.
- **Allergen Information:** Introduce detailed food cards that provide the history of the dish with critical allergen information.
- **Easier Checkout:** Eliminate the "Contact Us" form. A real-time Thali Calculator allows users to select guest counts and menu items, providing an instant price estimate and direct booking capability.
- **Interactive Experience:** Design a responsive interface where the menu layout mimics a traditional copper plate or banana leaf arrangement, making the digital selection process interactive.

# Mood Board



## Fonts:

Tiro Devanagari Marathi - संस्कृती

Mukta - संस्कृती

Playfair Display - संस्कृती

Hind Guntu - संस्कृती



## Color Palette:

#8E412E

#8B0000

#FF7722

#D4AF37

#FFC30B





# Conclusions

- **The Vision:** Successfully transition two disparate digital identities (functional and luxury) into a cohesive and culturally resonant experience.
- **Frictionless:** By removing the "Contact for Price" barrier, the redesign aims to converts passive browsers into active customers.
- **Cultural Preservation:** The use of bilingual typography and culturally inspired color palettes ensures that the digital platform celebrates the culture behind the delicious feast.