

Klite Eats Review: Enhancing User Experience

This project evaluates Klite Eats, a weekly food order app offering flexible meal changes.

Focus includes survey forms, user feedback, and app retention strategies.

Goal: optimize the app to drive satisfaction and loyalty.



Overview & Initial Impressions

Key Functionality

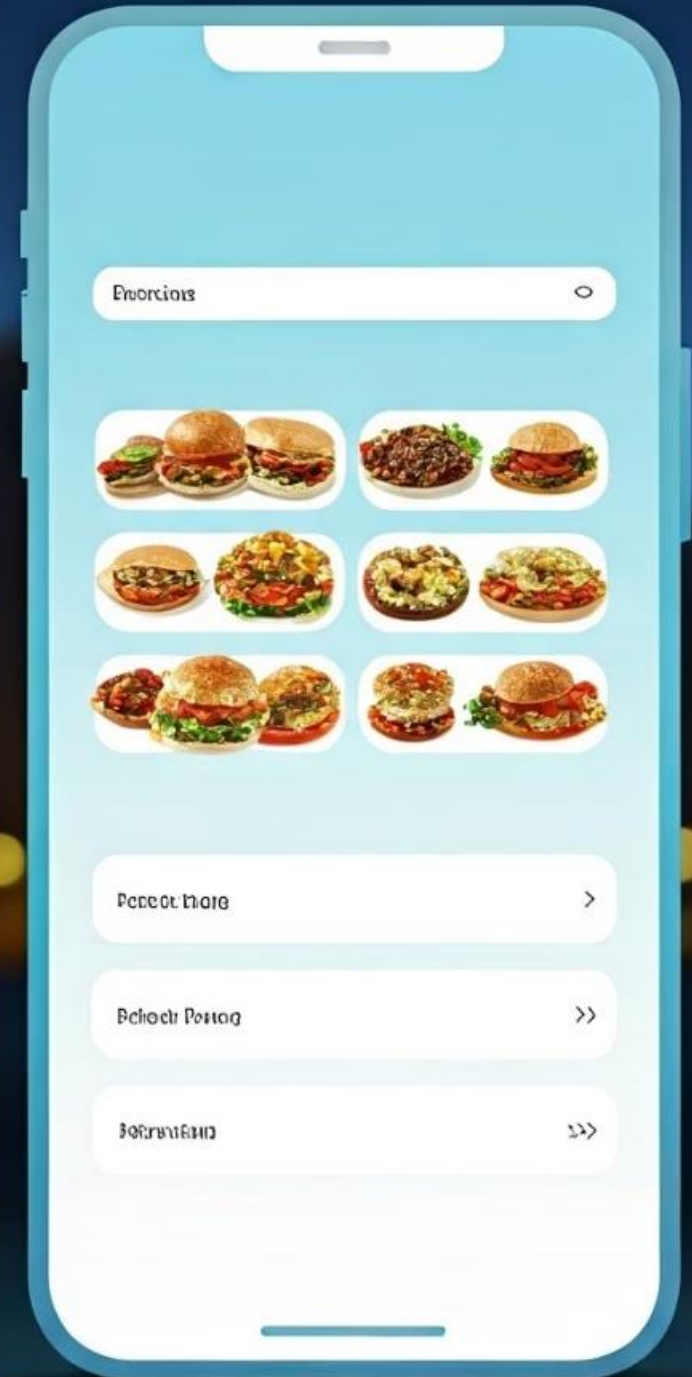
Order meals, choose weekly changes, access delivery, explore menus.

Target Audience

Busy professionals, students, and families seeking convenience.

Initial UI/UX

Clean layout but some navigation inconsistencies affect experience.



Weekly Changes & Feature Updates

New Features

Added new restaurants and promotional offers weekly.

A/B Testing

Tested UI changes; 15% boost in repeat orders noted.

User Impact

Order frequency increased by 20% with new options.



Survey Form Analysis

Structure & Questions

Current survey is concise but lacks some targeted questions.

Feedback Themes

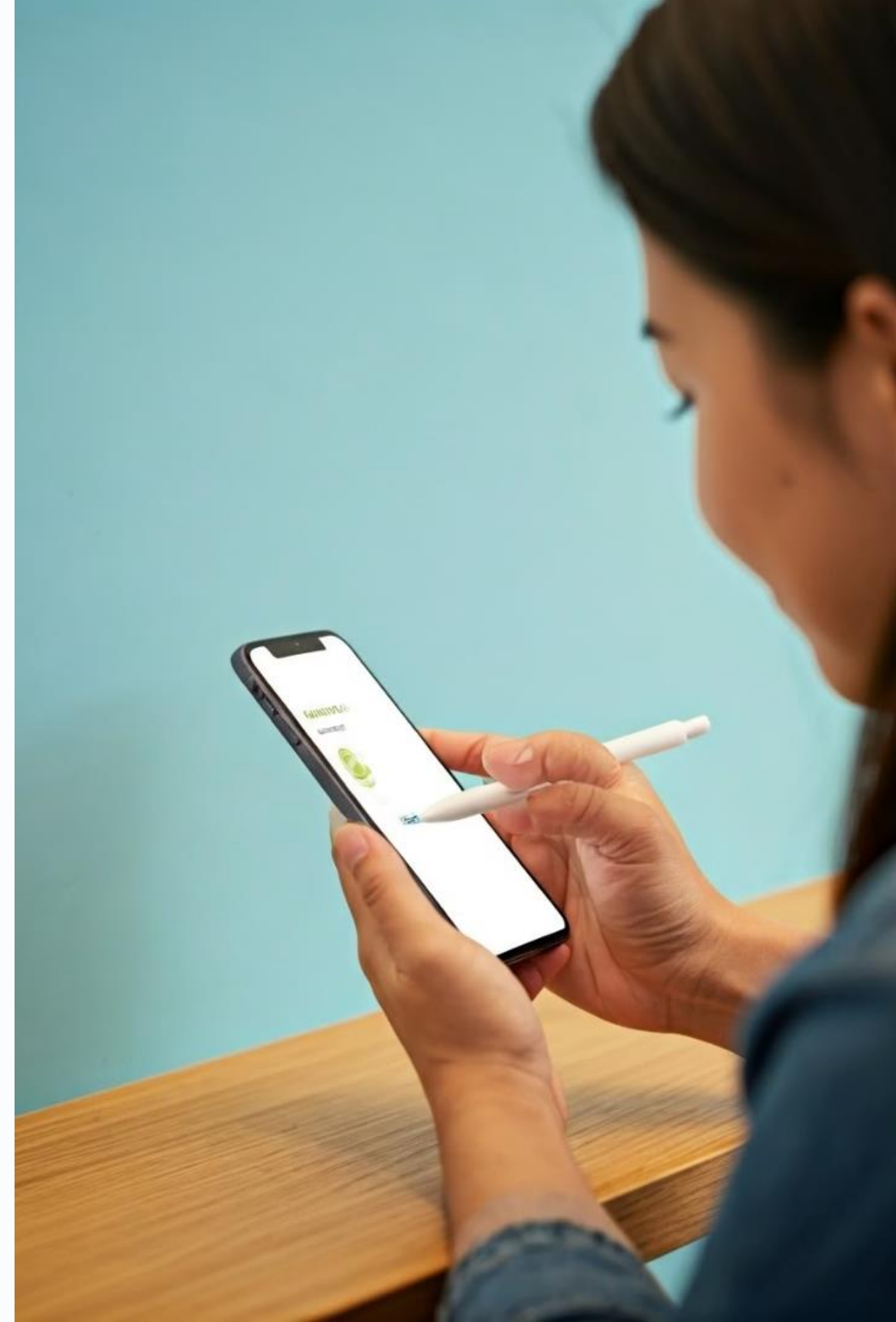
Users seek more meal variety and faster delivery.

Completion Rates

Surveys achieve 60% completion with good response quality.

Improvement Suggestions

Add incentives and shorten forms for higher engagement.



User Feedback via Humined Form

Purpose & Content	Accessibility & Completion	Data Examples	Representativeness
Designed to collect qualitative insights on app usability.	Accessible via app and web; 50% completion rate indicates room for growth.	Feedback helped identify delivery delays and UI frustrations.	Feedback predominantly from active users; broader inclusion needed.

Key Strengths & Weaknesses

Strengths

- Weekly menu changes keep offerings fresh.
- Simple ordering process favored by users.
- Competitive delivery times in urban areas.

Weaknesses

- App navigation needs refinement for ease of use.
- Limited food options for dietary preferences.
- Delivery coverage gaps in suburbs.

Competitive Benchmark

Rivals offer more personalized features and loyalty programs.



Recommendations for Improvement

1 Short-term Fixes

Refine UI flow and fix known bugs.

2 Feature Enhancements

Introduce meal customization and dietary filters.

3 Long-term Strategies

Develop loyalty programs and personalized meal recommendations.

4 Prioritization

Focus on usability and engagement to boost retention.

Conclusion & Next Steps

Summary

App shows promise with strong user base and engagement.

Implementation Plan

Short-term UI fixes and enhanced feedback tools within 3 months.

Ongoing Monitoring

Continuous user feedback collection and data-driven iterations.

Ultimate Goal

Boost satisfaction, ratings, and weekly order volume growth.

