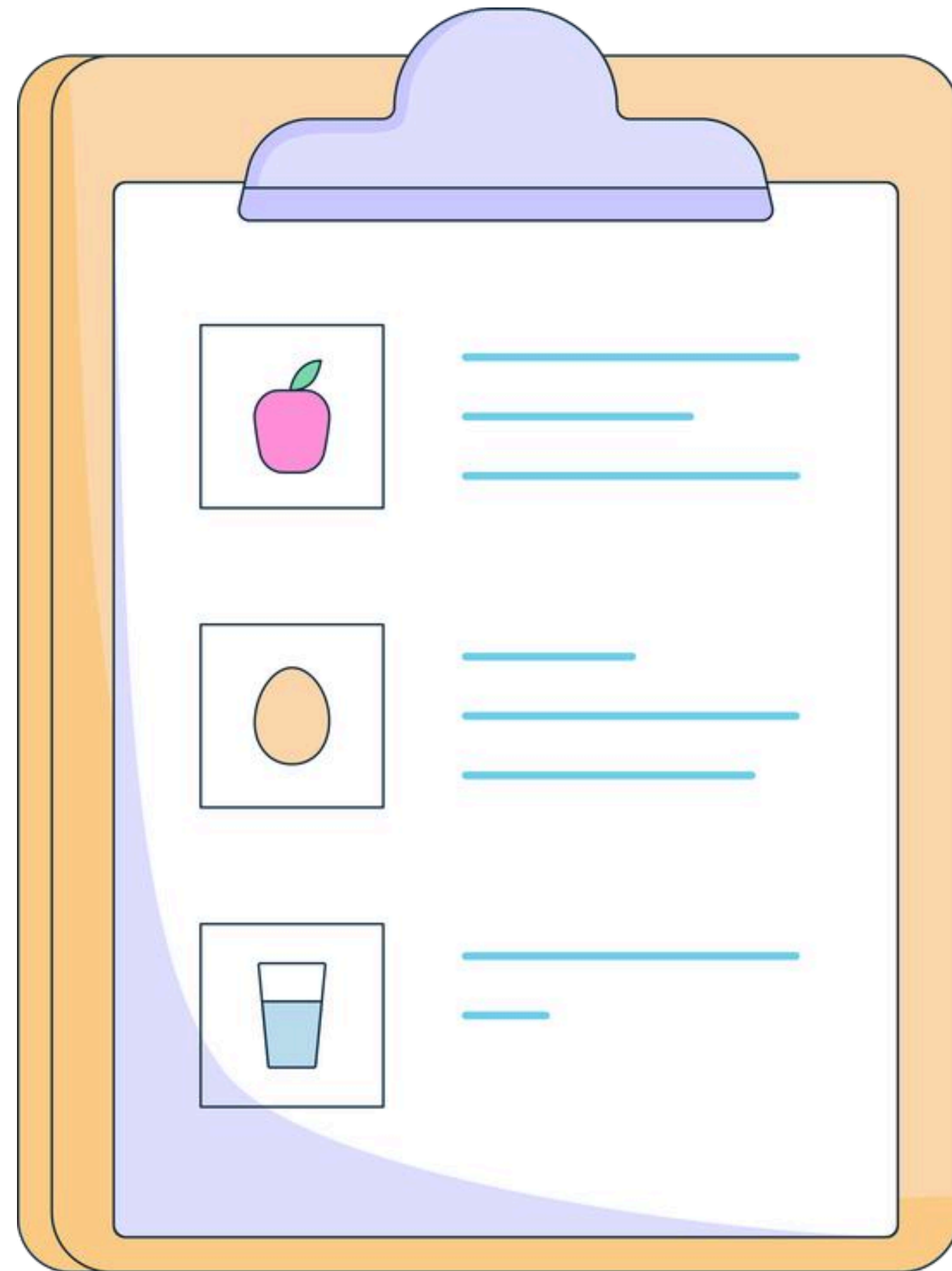


Restaurant Menu & Ordering Interface

UI/UX Case Study

By Darshana Dhankecha



Project Overview

This project focuses on designing a simple and user-friendly mobile restaurant menu and ordering interface. The goal is to help customers easily browse food, view details, and place orders smoothly for dine-in or takeaway.

Problem Statement

Users often face issues like:

- Too many steps to place an order
 - Confusing menu layout
 - No clear food categories
 - Difficulty finding images or item details
- We needed a clean interface that saves time and improves ordering.



Project Goals

First thing

Create a simple and fast browsing experience

Second thing

Design clear categories and food images

Third thing

Ensure a smooth dine-in or takeaway flow

User Research Summary

I studied how people order food online and visited real food apps for inspiration.

Common user needs:

Quick search

Clear prices

Attractive visuals

Easy customization (spice level, add-ons, etc.)

Fast checkout



Target Users

People who:

- **Order food online frequently**
- **Prefer mobile apps**
- **Want fast ordering**
- **Like visual food images**

Ideal for students, working professionals, and families.

User Persona

Name: Aarav Sharma

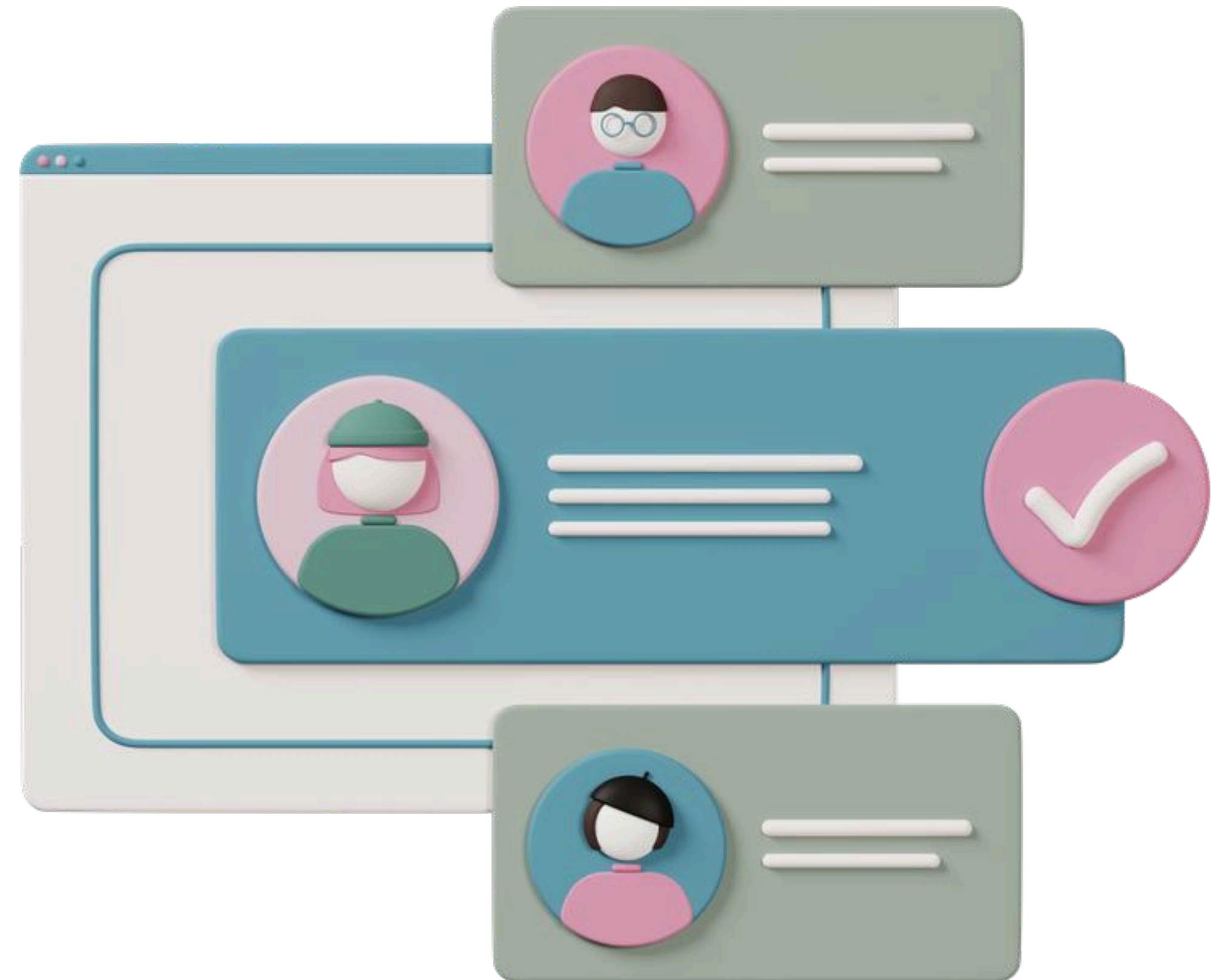
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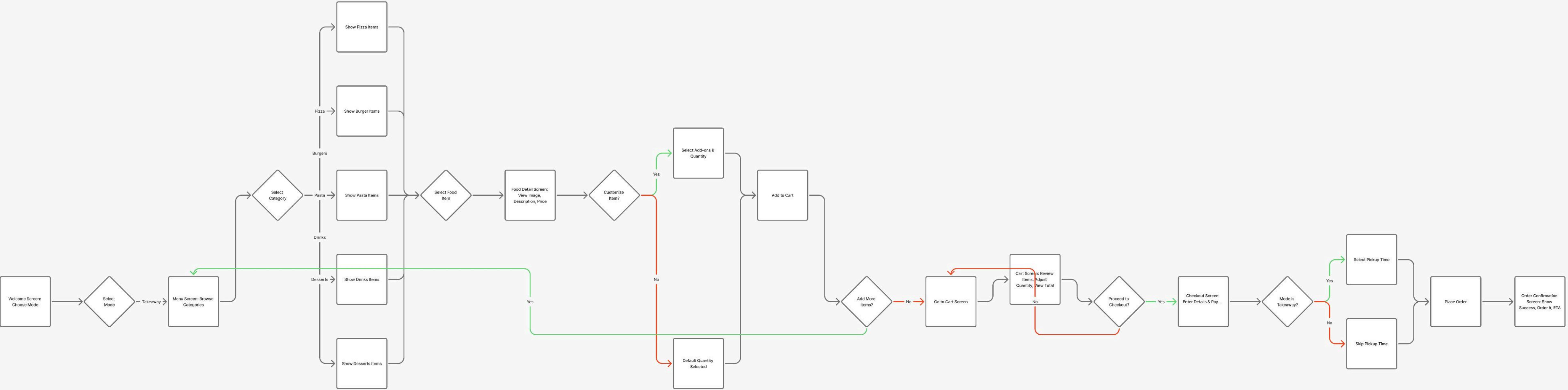
Occupation: College Student

Goals: Order food quickly, find affordable items

Pain Points: Slow menus, unclear prices

Needs: Simple UI, fast checkout, food photos





User Journey

Thank You

Thank you for viewing!
Feedback is welcome 😊