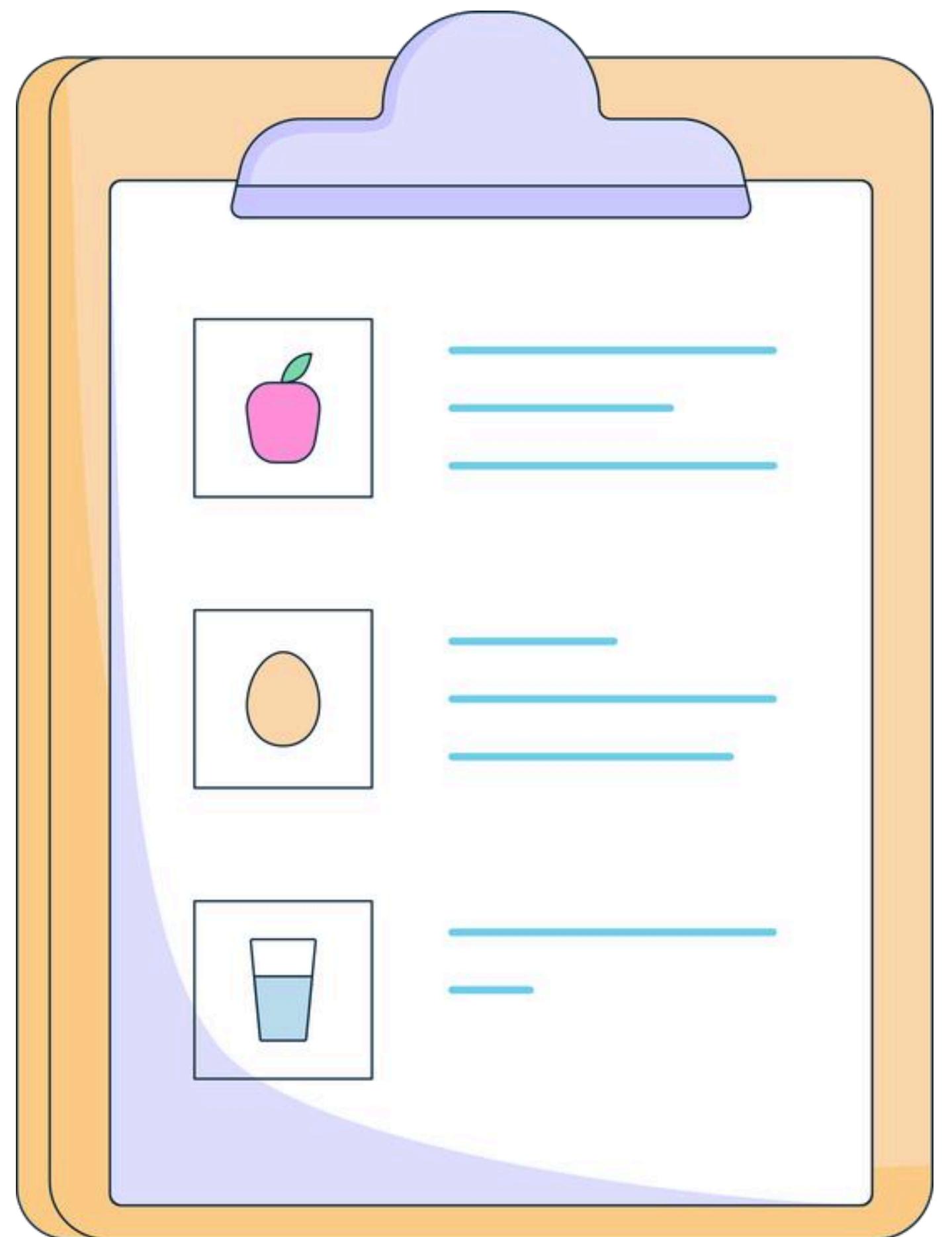


Restaurant Menu & Ordering Interface

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

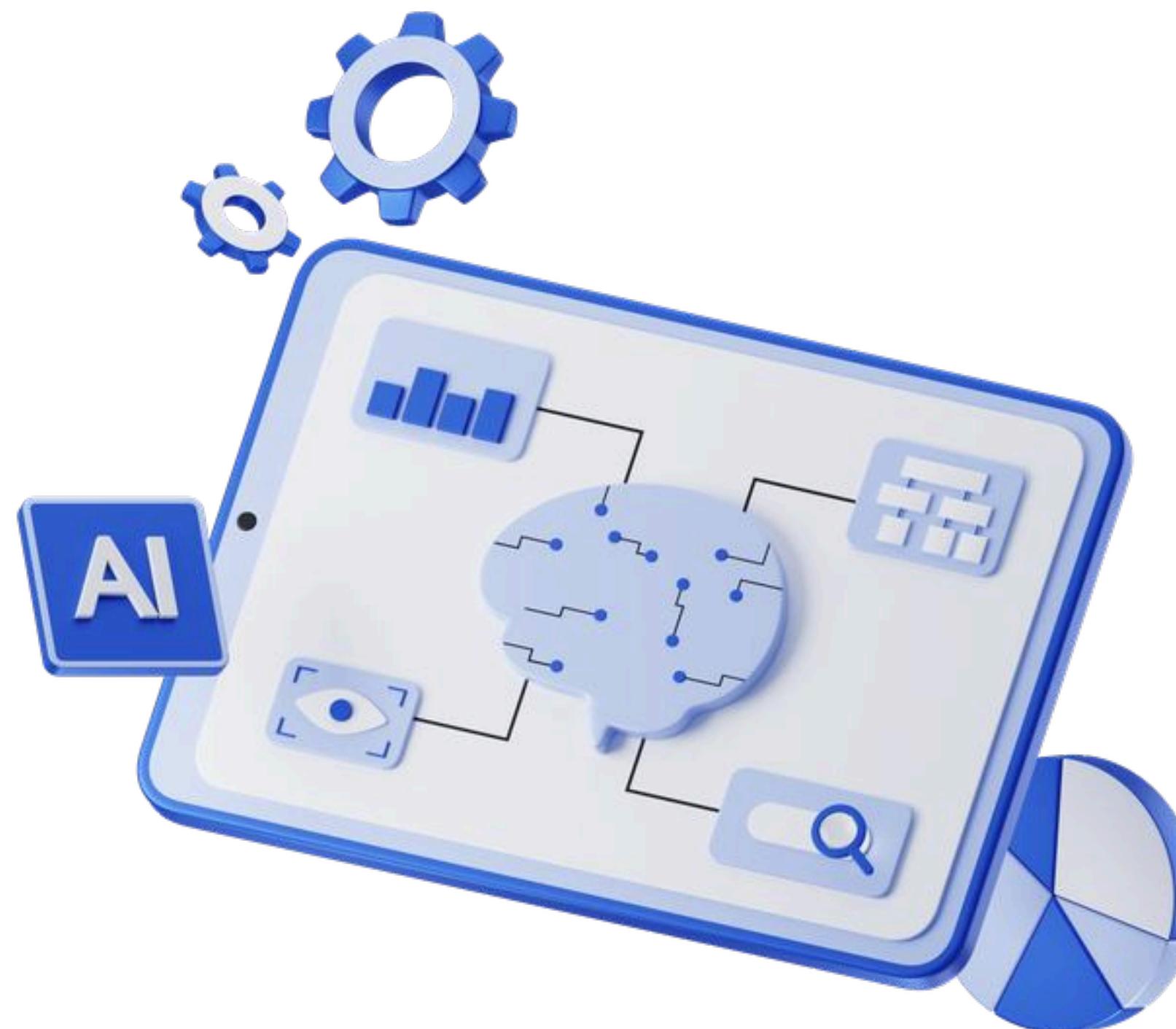
Ensure a smooth dine-in or takeaway flow

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

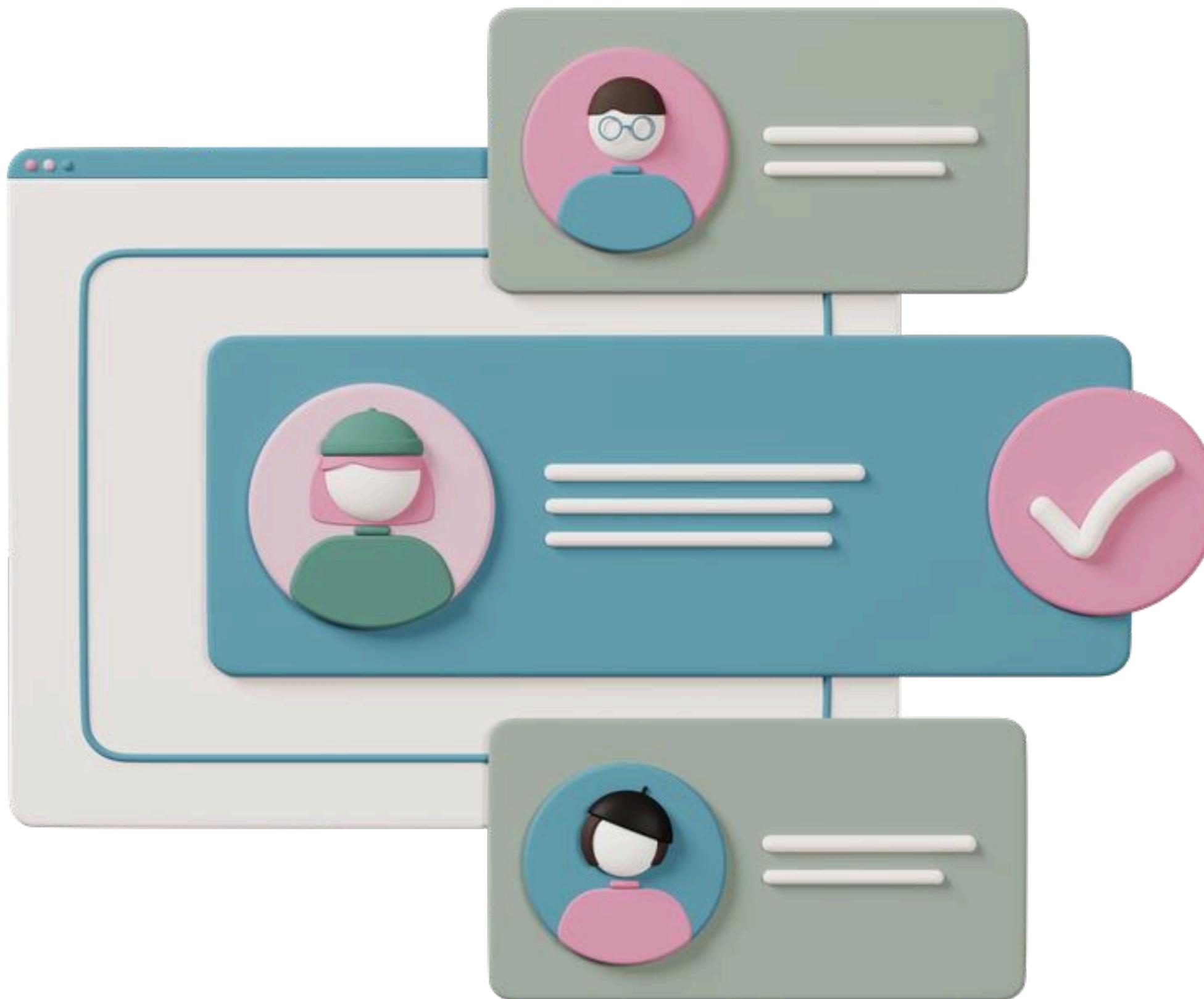
Age: 24

Occupation: College Student

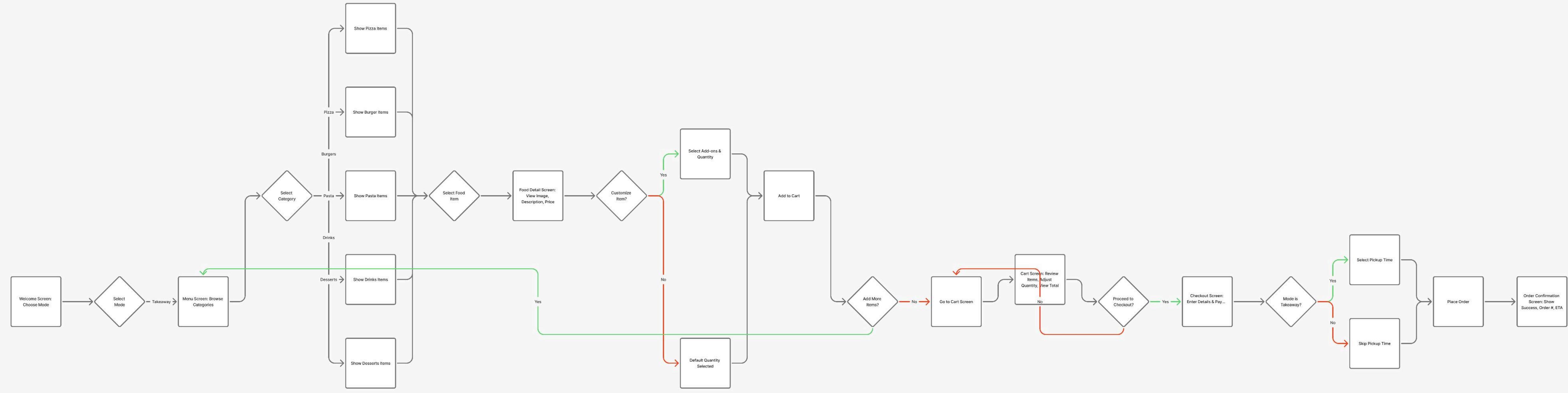
Goals: Order food quickly, find affordable items

Pain Points: Slow menus, unclear prices

Needs: Simple UI, fast checkout, food photos



Flow chart



User Journey

Thank You

Thank you for viewing!

Feedback is welcome 😊