

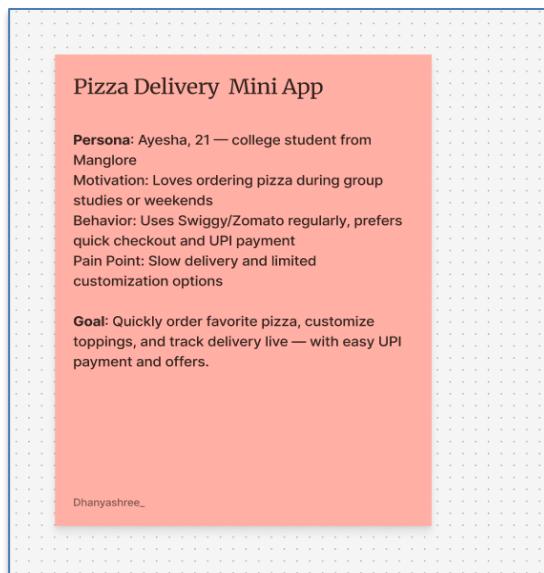
Pizzeria Mini App — UI/UX Case Study

1 Overview & App Goal

The Pizzeria Mini App aims to simplify online pizza ordering through an intuitive, minimal, and fast mobile experience. Users can browse pizzas, customize toppings, pay easily using UPI, and track their delivery in real time. The goal is to provide a delightful, seamless ordering experience focused on speed, comfort, and visual appeal.

2 Target User Persona

Below is the user persona designed to represent the target audience for this mini app:

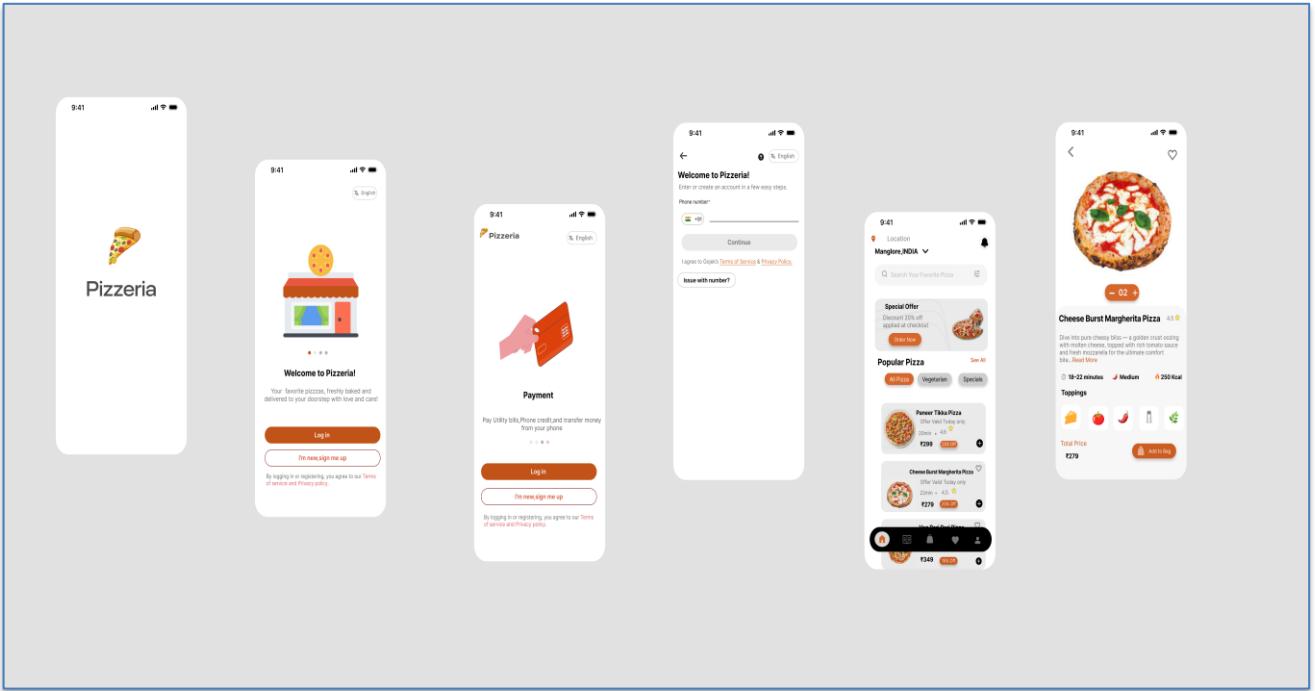


Picture-1: User Persona

3 App Screens

The following screens were designed in Figma to illustrate the user flow and key interactions:

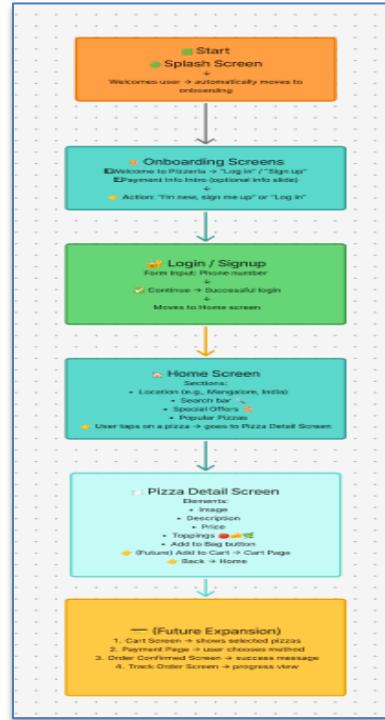
- Splash Screen
- Onboarding Screens
- Login / Signup Screen
- Home Screen (with pizza listings)
- Pizza Detail Screen



Picture-2: Pizza Delivery Application UI

>User Flow

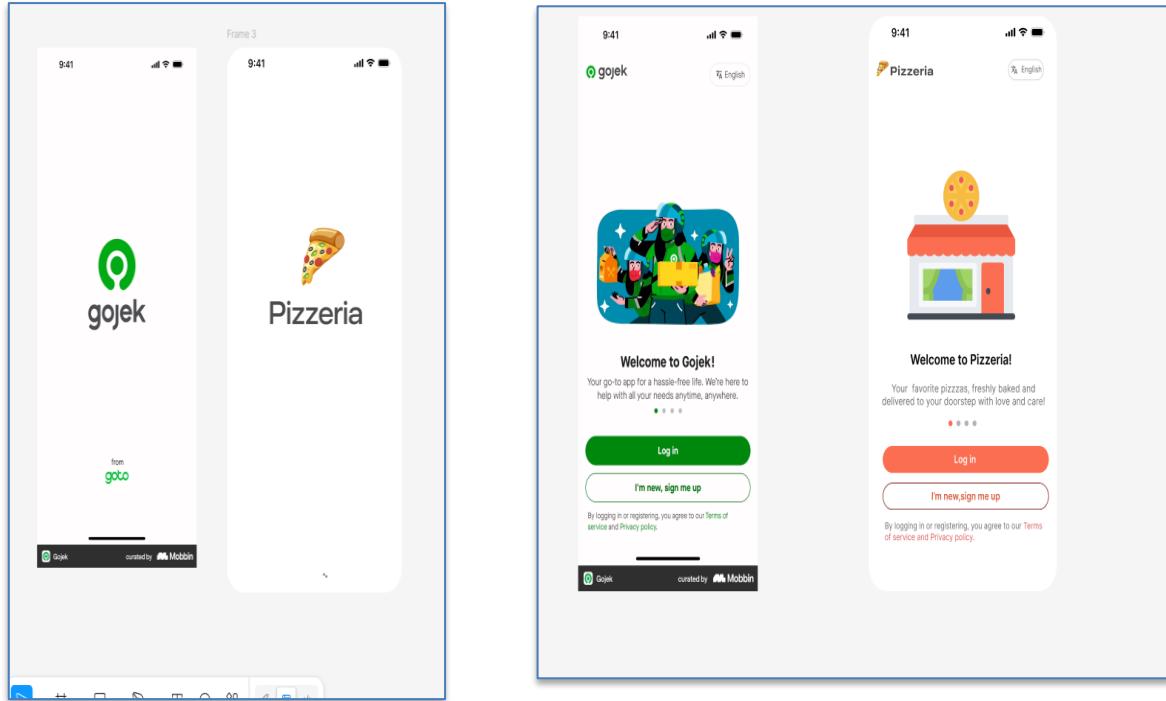
The FigJam flow below visualizes the steps a user takes from opening the app to completing an order:



Picture-3: User Flow Using FigJam

5 UI Inspiration (Mobbin Reference)

Design inspiration for the payment and onboarding screens was taken from Mobbin's curated design library. It helped establish a modern, clean visual flow for the Pizzeria app.



Picture-4&5: Mobbin Inspiration

6 Design System

The design system defines color palette, typography, icons, and spacing to ensure a consistent look and feel.

- Primary Color: #FF6B35 (Pizza Orange)
- Secondary Color: #FFEBC4 (Cream)
- Font: Inter / Poppins
- Icons: Flat / Outline style
- Buttons: Rounded, high-contrast

7 Reflection & Next Steps

This version covers the primary user journey from onboarding to pizza ordering. Future enhancements will include payment confirmation, live delivery tracking, and personalized offers. After completing my next project, I'll revisit this app for visual polish and advanced UX improvements.