FoodPanda –

We have chosen FoodPanda as one of our competitors as the company is one of the most successful in the food delivery field.

FoodPanda is a food delivery company established in Singapore. The two main colors used by the company are pink and white which gives off a vibrant feel. Looking into the phone application by FoodPanda, there are 2 primary tabs which are mainly used.
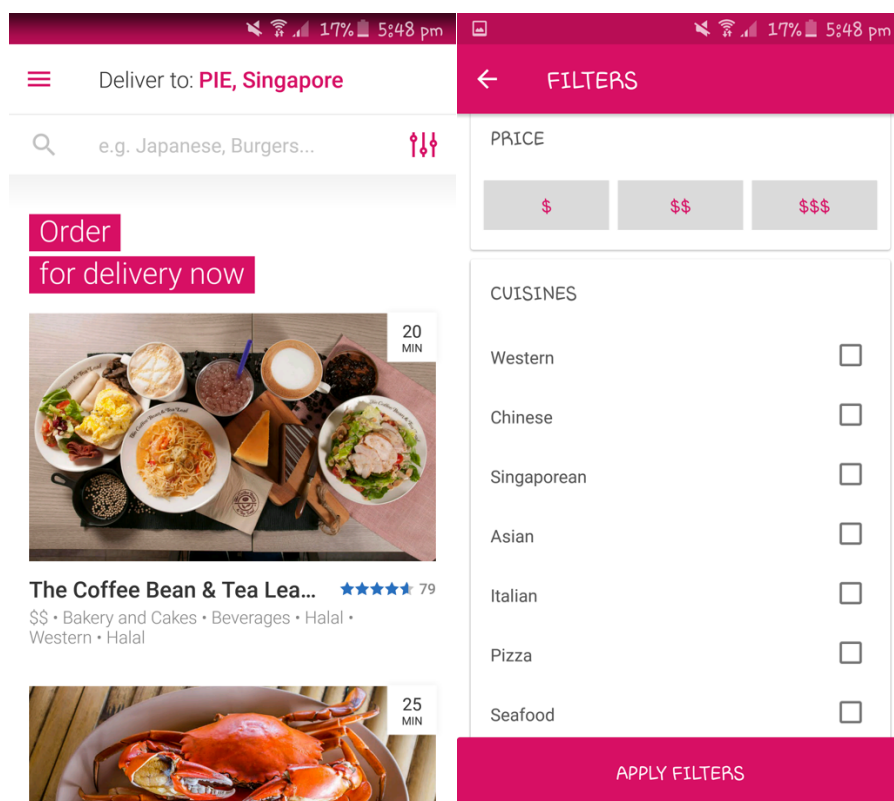
The ordering page is the first page that greets the user. For each recommendation, the users are presented with a picture that visually aids them with what the meal looks like.

At the corner of the picture is also an estimated time for delivery depending on where the user wishes for the meal to be delivered to. Below the picture, listed are the name of the shop, the price

range represented in the number of dollar signs, tags related to the dish/meal and also ratings from other users.

By clicking on the small "filters" button located beside the search bar, users will be relocated to a different tab. This allows users to narrow down their search for food so that they will be able to find something suitable for them promptly. The filters included are the price range of the food and also tags which includes different genres of food and types of dishes.

Overall, the FoodPanda application has a very neat and simple design interface that allows users to navigate through the app easily.

UberEats –
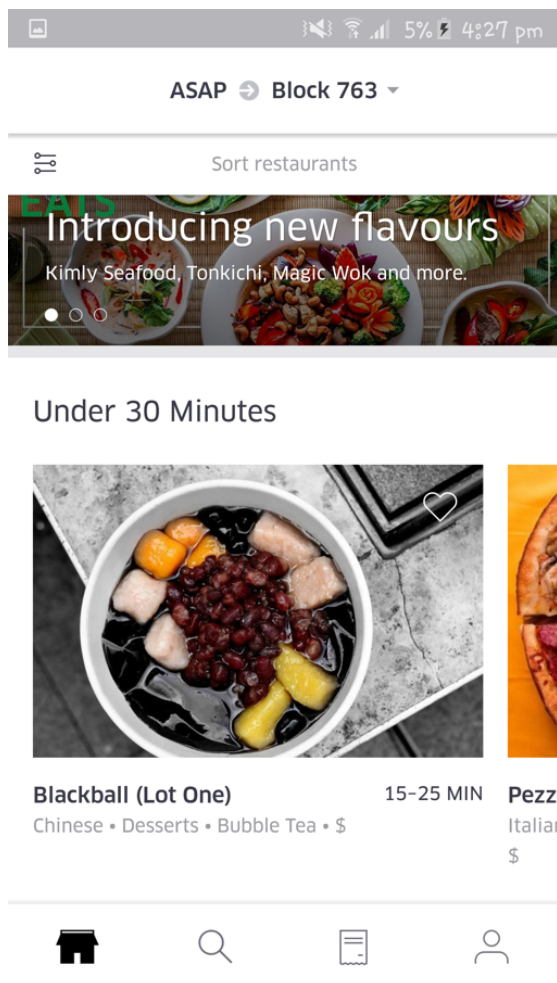
Ubereats, just like foodpanda, is another food delivery company who are quite successful in the food delivery field. The company uses black and white as their primary colors, making the application feel classier.

On the phone application of Ubereats, the ordering menu consists of recommendations from the app.

Food recommendations are classified under the amount of time taken to deliver to the location entered by the user. Information such as the location of the shop, tags related to the dish and also the price range are shown at the bottom of each food recommendations. Users can also choose to "Like" a dish which also acts as a bookmark so that the user can easily access it again in the future.
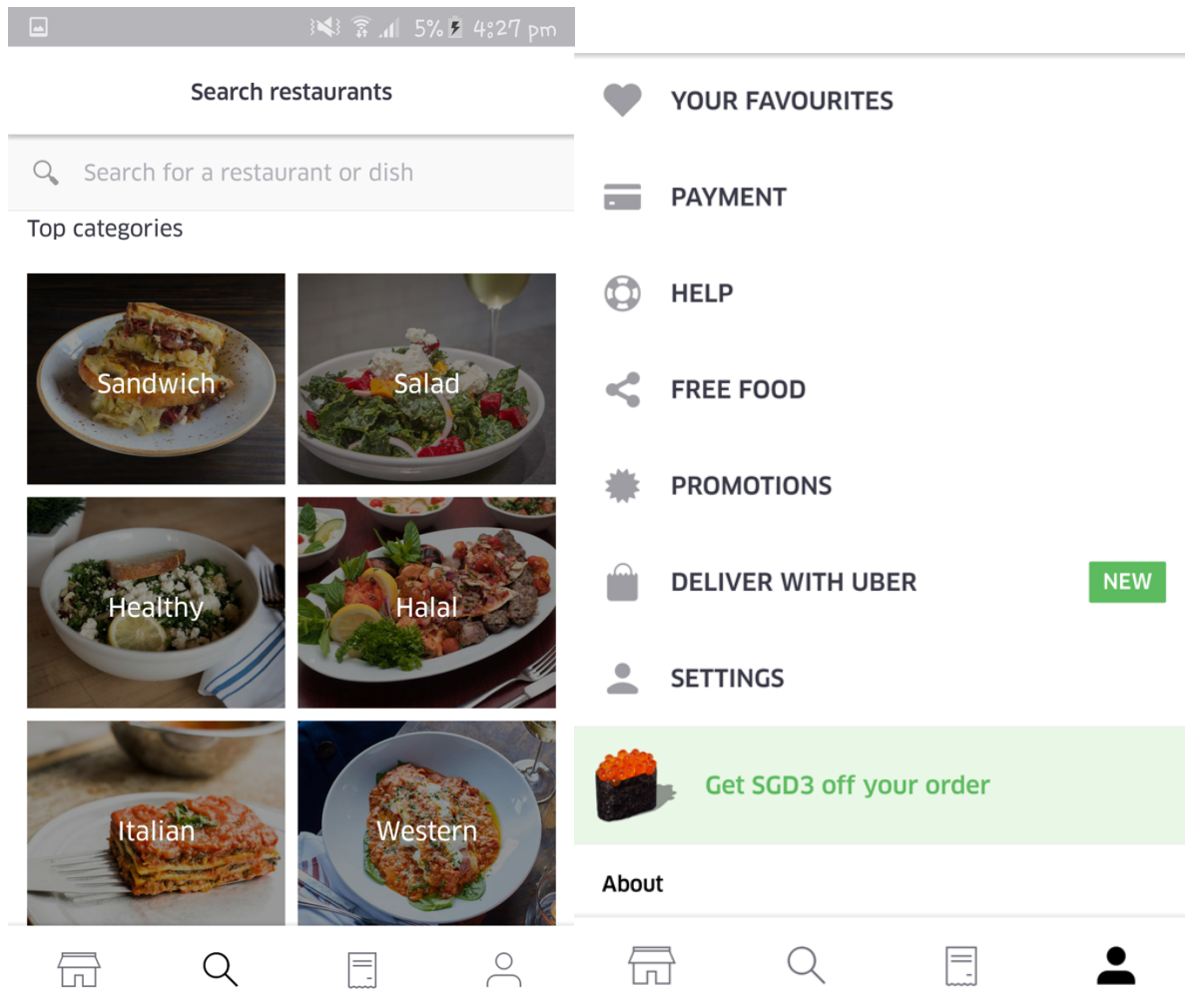
Under the search tab, users can search for more specific types of food which are classified under different categories. Users may pick different tags/categories to narrow down their search for food so that they are able to make a better and faster choice.

In the accounts tab, the subtabs are neatly organized. Users are able to revisit their favorited dishes, choose a variety of payment methods, enter promotions, get help regarding the application and also change some user interface settings if it is not to the users' liking.

Overall, the UberEats application is made simple yet detailed, allowing users to narrow down their search even more to find a dish that they want. UberEats gives users the freedom tweak several aspects of the application to enhance the user's experience with the application.

Our app will borrow elements from these two apps, repurposing it for our own app to order food from the menu in advance.