

# NED EATS UI UX Report

By


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## **Project Overview**

### **Project Name & Brief Description**

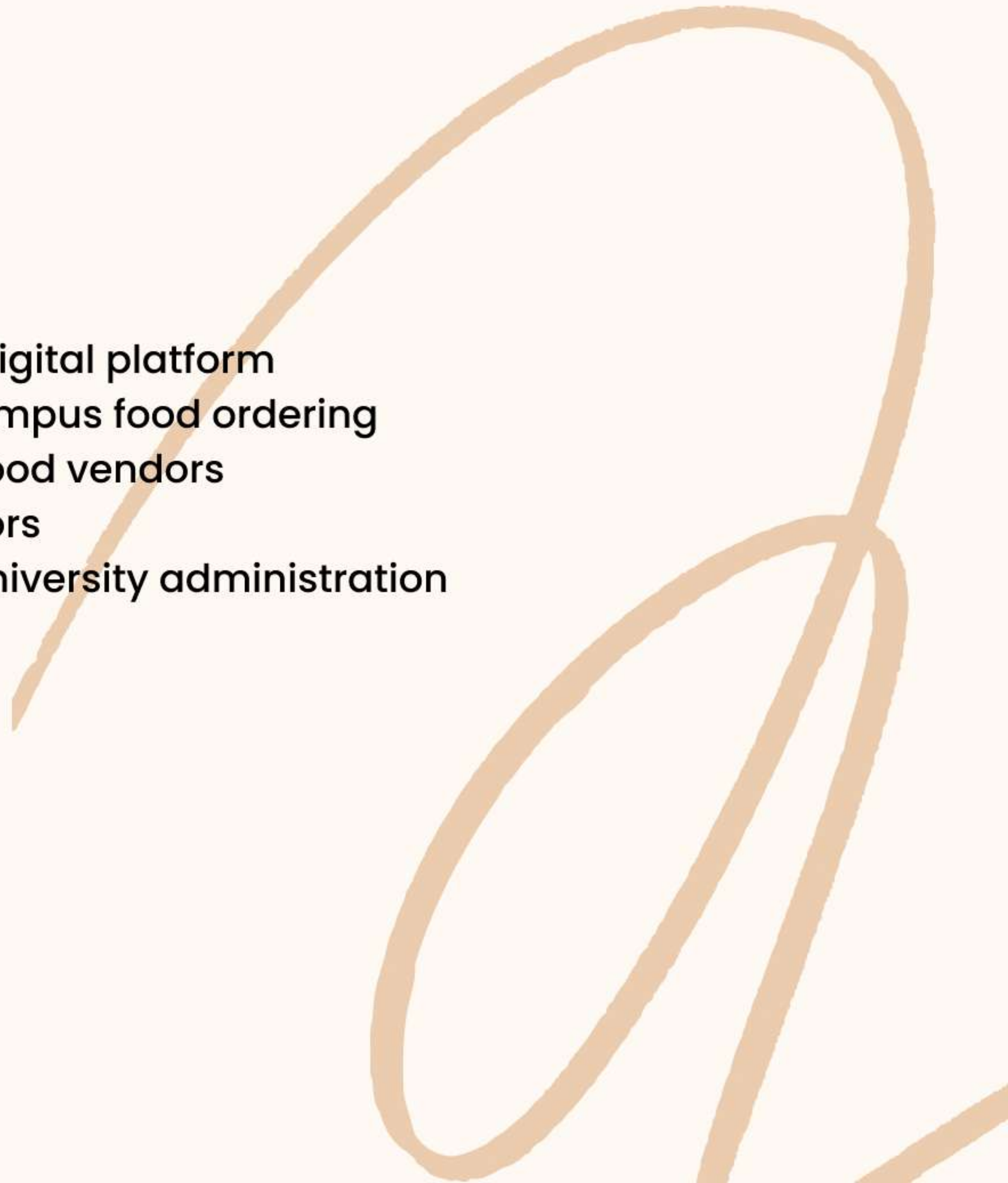
NED Eats - A comprehensive digital platform that connects all canteens across NED University into a unified food ordering system. The platform enables students and professors to browse menus from multiple campus canteens, place orders, make payments, and manage food services through both customer-facing interfaces and administrative dashboards.

A decorative orange brushstroke is located in the bottom right corner of the slide, consisting of several overlapping, curved lines.



## RESEARCH AIM

Centralize all NED University canteen services into one digital platform  
Eliminate physical queues and reduce wait times for campus food ordering  
Provide seamless payment integration for all campus food vendors  
Enable efficient order management for canteen operators  
Deliver comprehensive analytics and control tools for university administration

An abstract graphic consisting of several thick, hand-drawn orange lines. One line starts from the bottom left, curves upwards and to the right, then loops back down and to the left. Another line starts from the middle left, curves upwards and to the right, then loops back down and to the left. A third line starts from the bottom right, curves upwards and to the left, then loops back down and to the right. These lines overlap and create a sense of movement and flow on the right side of the slide.

# Target Audience / User Personas

## Primary Persona: NED University Students

- Engineering and technology students, ages 18–25
- Need quick food ordering between classes and study sessions
- Budget-conscious, prefer affordable campus dining options
- Tech-savvy with high smartphone usage

## Secondary Persona: NED University Professors

- Faculty members, ages 30–60
- Need convenient meal ordering during teaching breaks
- Value reliability and quality in food service
- Moderate to high tech comfort level

# Competitive Analysis

## Direct Competitor:

Foodpanda - Third-party delivery focusing on universities

- Strengths: Established payment system, wide restaurant network
- Weaknesses: High delivery fees, not campus-specific
- Key Features: Real-time tracking, multiple payment options

- Adopted card-based menu layouts similar to modern food delivery apps
- Implemented clear visual hierarchy inspired by e-commerce best practices
- Orange color scheme chosen for energy and appetite appeal
- Grid-based canteen selection following successful marketplace patterns



[Link To Research Guide](#)



# User Needs & Pain Points

## Core User Needs:

- Quick food ordering without leaving campus
- Clear menu visibility with pricing and images
- Reliable payment processing
- Order tracking and confirmation
- Multiple canteen options in one platform

## Pain Points:

- Long physical queues during peak hours (lunch breaks, between classes)
- Limited payment options (cash-only systems)
- Inconsistent food availability information
- Time constraints between academic schedules
- Lack of centralized campus food information

# Platform-Specific Considerations

## Website Features

- Hover effects on interactive elements
- Larger click targets suitable for mouse interaction
- Multi-column layouts taking advantage of screen real estate

## Mobile App Adaptations

- Touch-friendly button sizes (minimum 44px)
  - Single-column layouts for easier thumb navigation
  - Simplified navigation patterns optimized for small screens
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# UI Design

## Neutral Colors:

- Dark Gray (#333333) - Primary text, navigation headers
- Medium Gray (#666666) - Secondary text, descriptions
- Light Gray (#F8F8F8) - Background sections, card backgrounds
- White (#FFFFFF) - Main content areas, form backgrounds

## Color Palette & Usage

### Primary Colors:

- Primary Orange (#FF6B35) - Main brand color, primary buttons, call-to-action elements
- Secondary Orange (#FF8F5C) - Hover states, secondary buttons, accent elements
- Light Orange (#FFB088) - Background highlights, card hover effects

## Typography & Font Hierarchy

Primary Font Family: Sans-serif system font & Roboto

### Hierarchy Observed:

- H1 (Main Headers): ~24px, Bold weight - Page titles, canteen names
- H2 (Section Headers): ~20px, Medium weight - "Shopping Cart", "Payment"
- H3 (Item Names): ~16px, Medium weight - Food item titles
- Body Text: ~14px, Regular weight - Descriptions, form labels
- Price Text: ~16px, Bold weight - Pricing information
- Button Text: ~14px, Medium weight - Action buttons

## Input Fields

Text Inputs: Clean, minimal design with subtle borders  
Form Layout: Vertical stacking with clear labels  
Validation States: Error messaging with red accent colors

## Cards

Food Item Cards:

- Image at top, title and price below
- Hover states with subtle elevation
- Grid layout for efficient space usage

Canteen Selection Cards:

- Large hero images representing each canteen
- Clear titles and brief descriptions
- Equal height for visual consistency

## Buttons

Primary Button (Orange):

- Used for main actions like "Add to Cart", "Place Order"
- Rounded corners, bold text, full width on mobile

Secondary Button (White/Gray border):

- Used for alternative actions
- Maintains visual hierarchy without competing with primary actions

## Navigation

Main Navigation: Clean horizontal layout  
Breadcrumbs: Present in admin sections for complex navigation  
Mobile Navigation: Simplified, touch-friendly interface

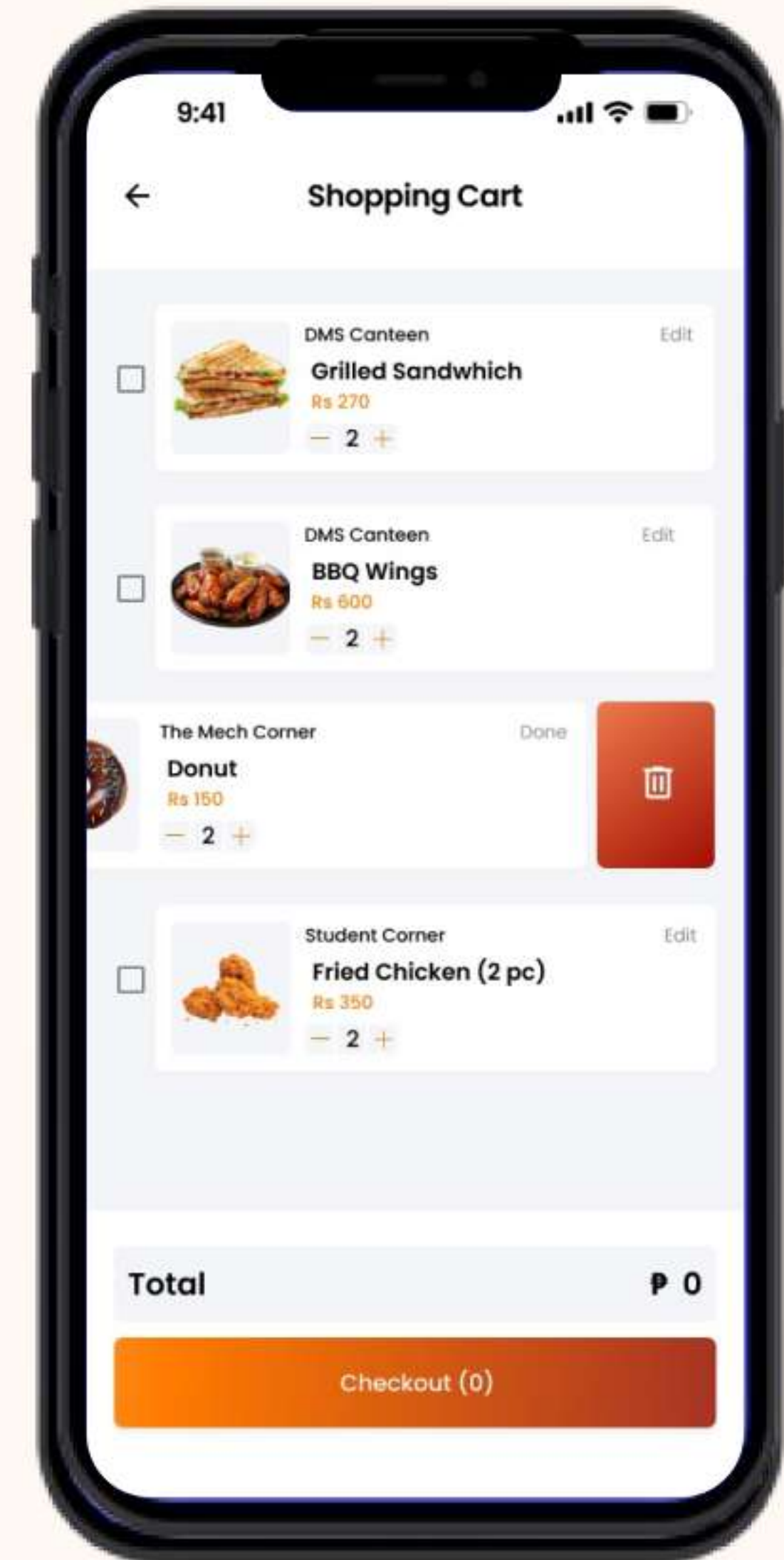
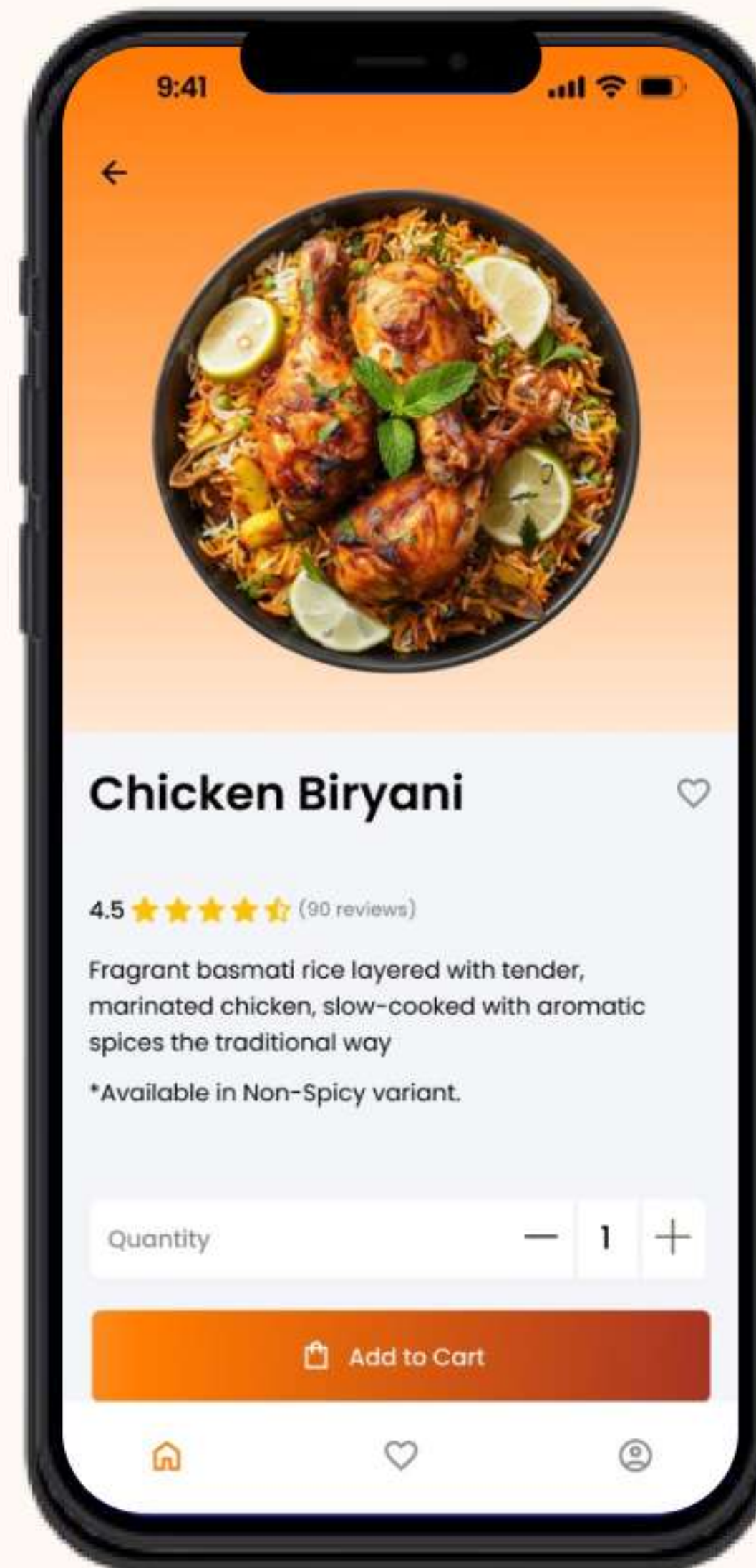
Data Display

Shopping Cart: List view with quantity controls and pricing breakdown  
Admin Dashboard: Chart-based analytics with data tables  
Order Confirmation: Clear summary format with status indicators



Screens Being Tested

# Insight Into The Designs





**Thank You**