



L O V E L Y
P R O F E S S I O N A L
U N I V E R S I T Y

NAME : MOHAMMED FAIZAN

REG NO : 12115149

SUBJECT : IXD801

SECTION : KO364

ROLL NO : A36



1. PROBLEM STATEMENT IDENTIFIED

**“ALLERGEN AWARENESS AND
INGREDIENT TRANSPARENCY”**

EXAMPLES

Sophia, a busy mom, used a food app to order a meal for her son, who had a peanut allergy. Unbeknownst to them, the sandwich they ordered had peanut sauce. After a few bites, the boy's throat started swelling, and he struggled to breathe. Sophia rushed him to the hospital where he received immediate treatment. If the app had highlighted peanut options in Allergen Icons:, this situation could have been avoided.



2. OBJECTIVES:

- 1) IMPROVE ALLERGEN AWARENESS**

- 2) ENHANCE INGREDIENT TRANSPARENCY**

- 3) CUSTOMIZATION AND PERSONALIZATION**

- 4) USER-FRIENDLY DESIGN:**



TARGET AUDIENCE:

1) ALLERGY-AFFECTED INDIVIDUALS:

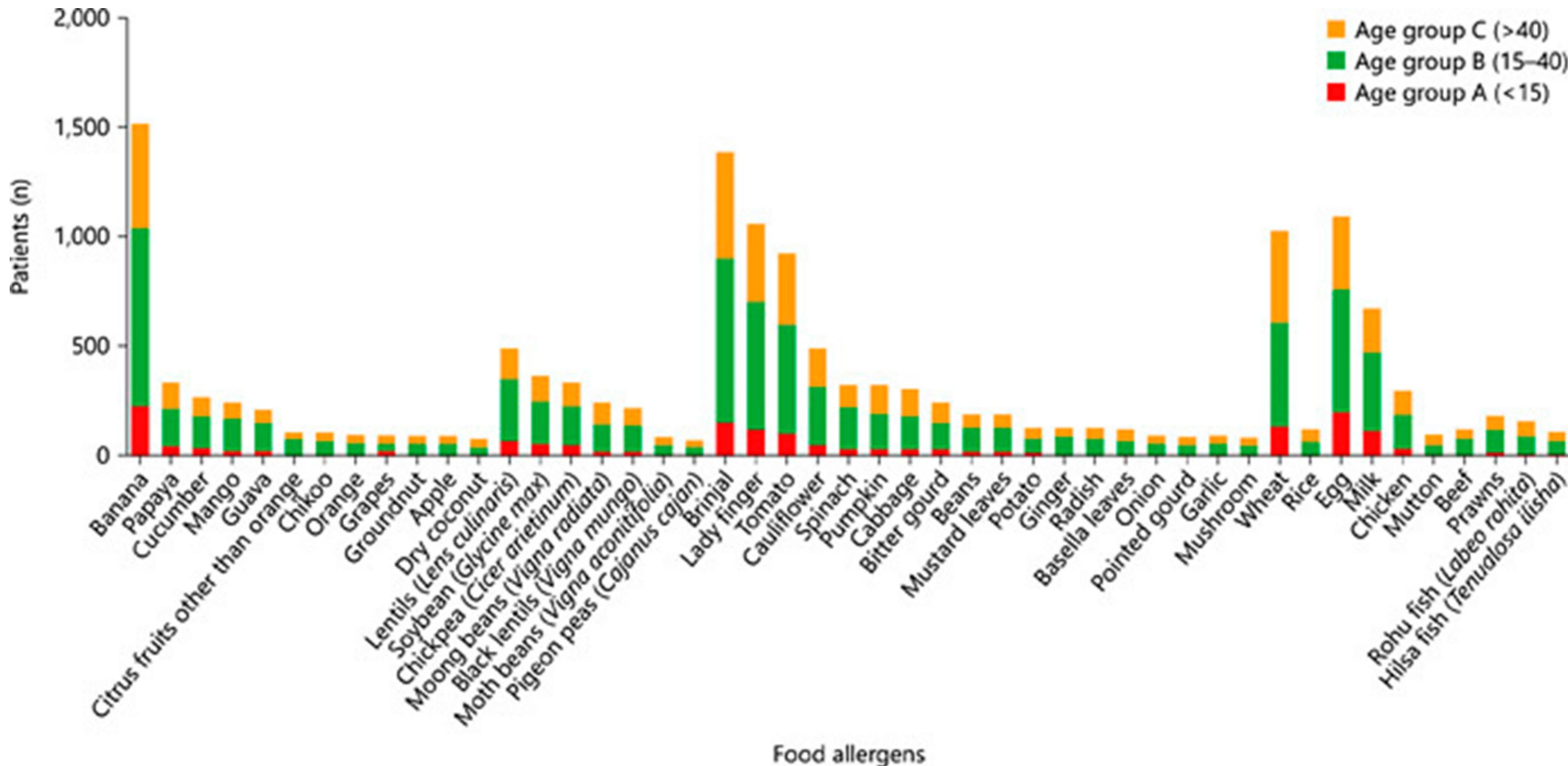
2) HEALTH-CONSCIOUS CONSUMERS:

3) FOOD APP DEVELOPERS:

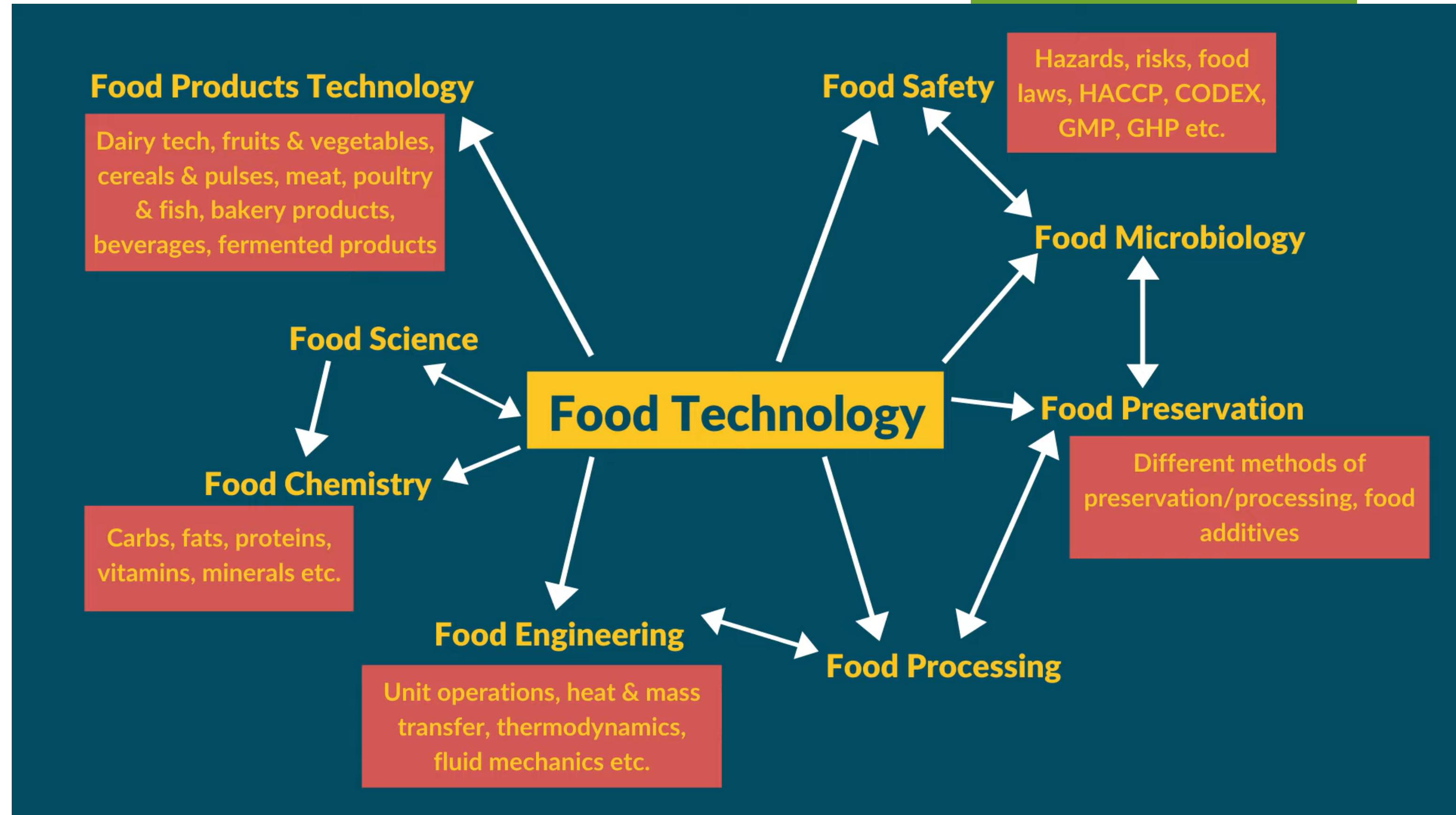
4) RESTAURANTS AND SERVICES:



A HOSPITAL-BASED SURVEY ON FOOD ALLERGY IN THE POPULATION OF KOLKATA, INDIA



3. BRAINSTORMING & MIND MAPPING



3. BRAINSTORMING & MIND MAPPING



4. Case Study: Enhancing User Experience and Addressing Allergen Concerns in a Food-Tech App



Introduction:

- In the realm of user experience design for food technology applications, ensuring the inclusivity and safety of all users is of paramount importance. This case study examines the challenges and solutions in presenting recipe ingredients and accommodating allergic concerns within a food-tech app. The chosen focus is on a specific recipe with multiple cooking methods, where ingredient visibility can significantly impact users' well-being.

Challenges:

Allergen Concerns:

- Users with allergies or dietary restrictions heavily rely on accurate ingredient information to make safe choices. The absence of this information can lead to accidental consumption of allergens, resulting in health complications.

User Engagement:

- Incomplete ingredient details can discourage users from trying out recipes. An engaging user experience is essential for retaining users and encouraging them to explore different cooking methods.

Legal Compliance:

- Many jurisdictions require food-related applications to disclose allergen information to promote user safety and prevent legal issues.

Implementation:

Allergen Icons:

- Incorporate recognizable icons representing common allergens (e.g., nuts, dairy, gluten) within the ingredient list. Upon clicking an icon, users can receive more information about the allergen.

User Preferences:

- Allow users to customize their ingredient visibility preferences based on dietary restrictions. Implement filters that hide or highlight specific allergens, ensuring a personalized experience.

Comprehensive Ingredient Display:

- Create a dedicated section for each cooking method within the recipe page.
- Include allergen labels next to each ingredient, using recognizable icons and color coding.

5. COMPETITIVE ANALYSIS



COMPANY	ZOMATO	SWIGGY	BLINKIT
Color Scheme	Red/Attractive	Orange-Yellow/ Hunger	Orange-Green /Fresh
Design	Minimalist aesthetics	Clean and corporate	Material Design
Delivery Time	10-30 minutes of ordering	10-30 minutes of ordering	30-40 minutes of ordering
User Experience	Simplicity and Accessibility	Efficiency and Speed	Efficiency and Speed
Availability	Android, iOS, Web	Android, iOS, Web	Android, iOS, Web

6-GOOGLE SURVEYS

Untitled form - Google Forms +

docs.google.com/forms/d/1UJby2w5w-Klu3eiAeamxVw_-3U29eWs4grItLU0ig8U/edit

Gmail sites for html CGPA Booster What Are the 20 M... Untitled form - Goo... Hitbullseye Student... LPU Continuous As... Bard Fig: Food Scanner... Student Dashboard LPU Live Training For 2025 G...

Untitled form Send :

Questions Responses 16 Settings

Food allergy and Ingredients Survey

"Help us improve your recipe app experience! Share your thoughts on food allergies, ingredient information, and cooking preferences to enhance our app's usability and cater to your needs."

This form is automatically collecting emails from all respondents. [Change settings](#)

Email Address *

Short answer text

Your Full Name *

Short answer text

+

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Image

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Table

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Search

File Explorer

Google Photos

Google Sheets

Google Slides

Google Forms

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23-08-2023

6-GOOGLE SURVEYS

Untitled form - Google Forms +

docs.google.com/forms/d/1UJby2w5w-Klu3eiAeamxVw_-3U29eWs4grItLU0ig8U/edit

Gmail sites for html CGPA Booster What Are the 20 M... Untitled form - Goo... Hitbullseye Student... LPU Continuous As... Bard Fig: Food Scanner... Student Dashboard LPU Live Training For 2025 G...

Untitled form Send :

Questions Responses 16 Settings

Your Registration Number*

Short answer text

Course *

Short answer text

Gender*

Male

Female

What do you like? *

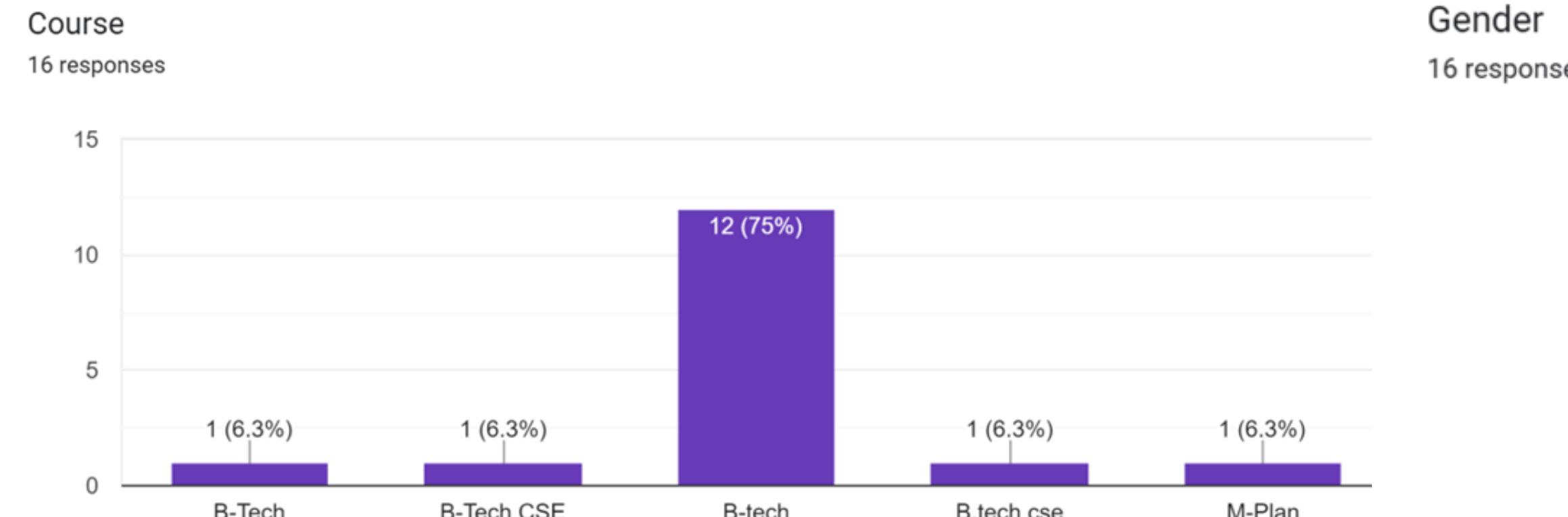
28°C Cloudy Search ENG IN 21:47 23-08-2023

The screenshot shows a Google Forms survey titled "Untitled form". It consists of three questions: "Your Registration Number*" (short answer), "Course *" (short answer), and "Gender*" (radio buttons for Male and Female). A sidebar on the right provides additional form creation tools. The browser toolbar at the top includes links to various Google services like Gmail and Drive, along with system status icons at the bottom.

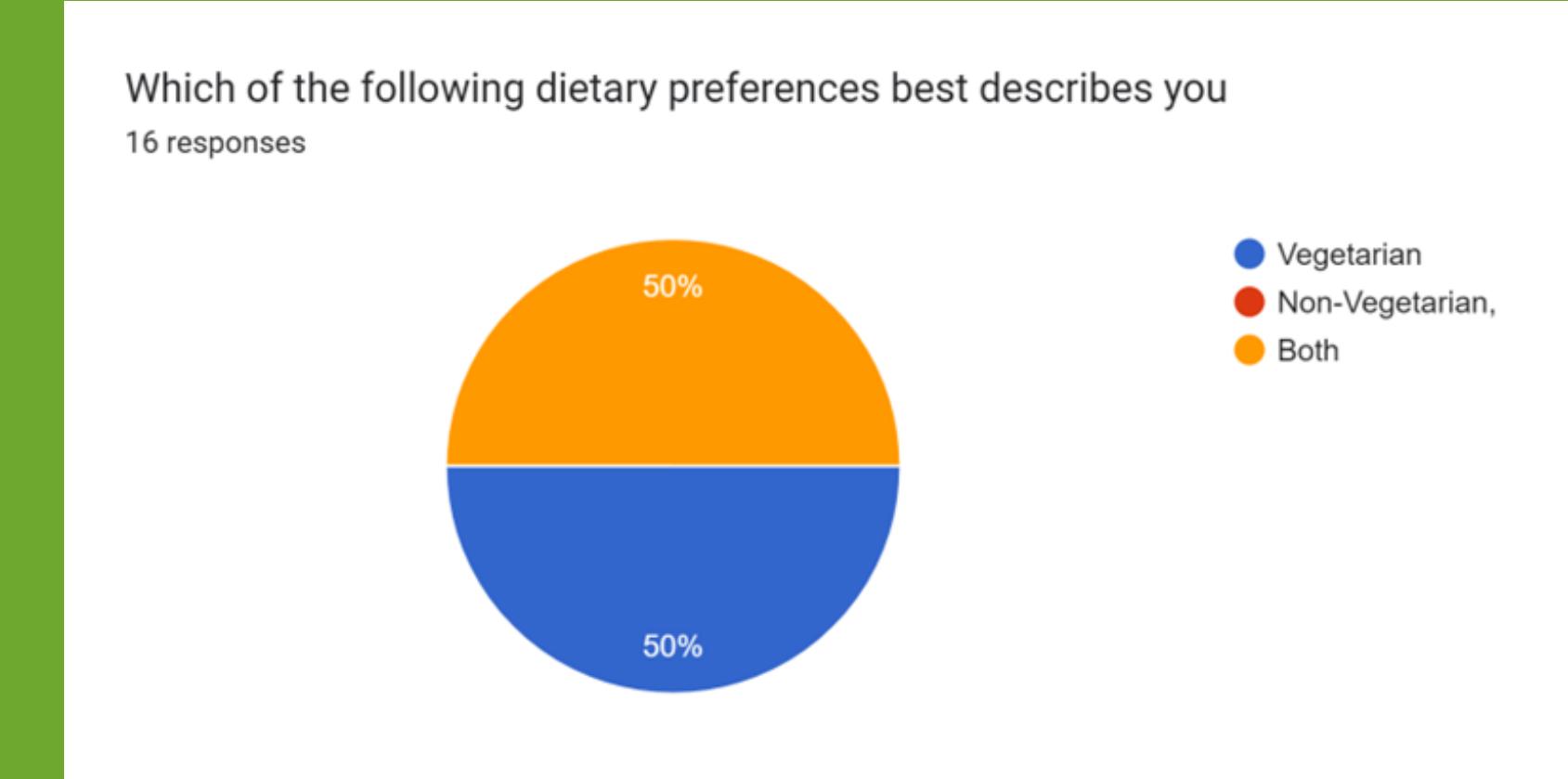
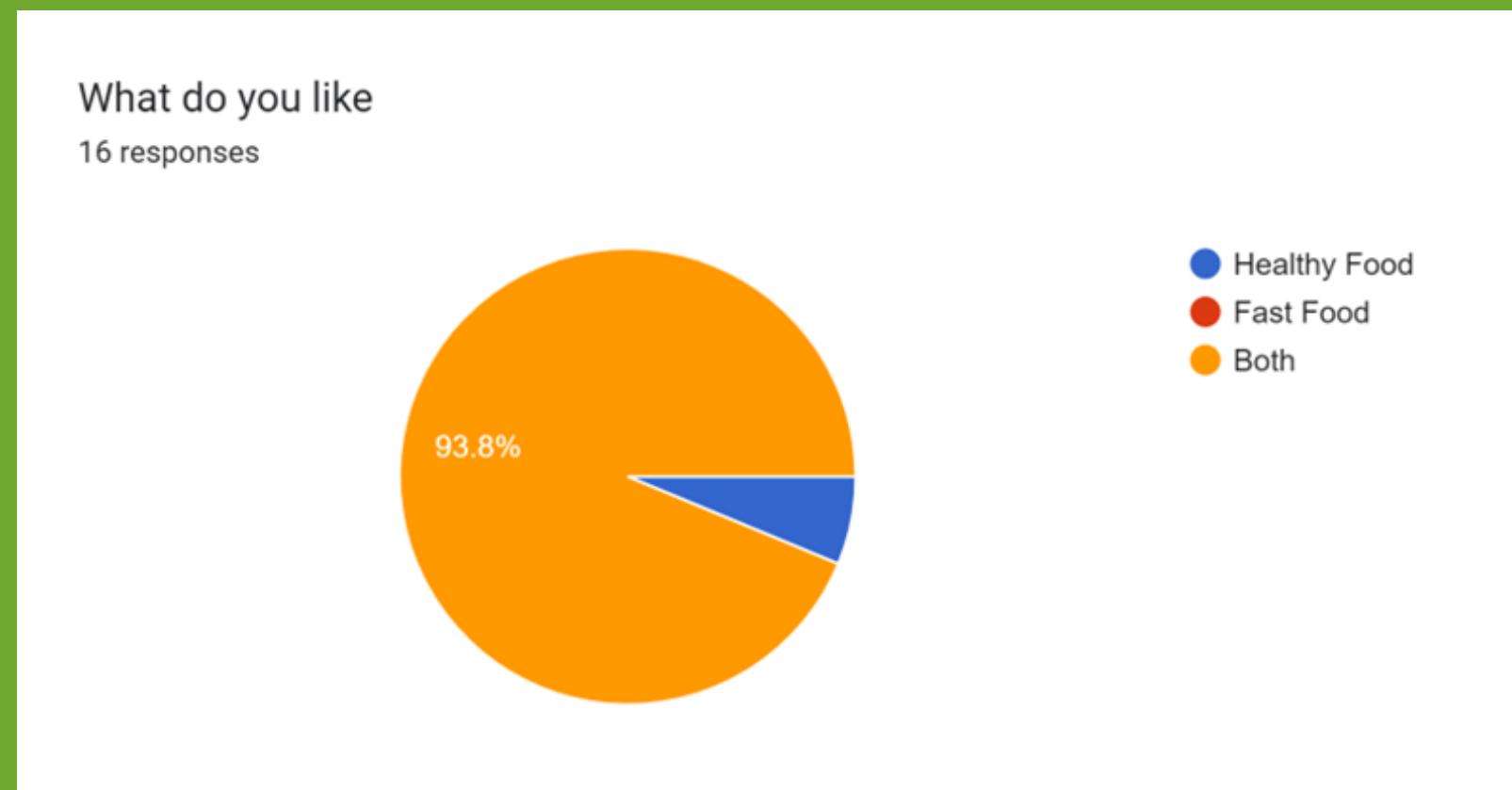
6-GOOGLE SURVEYS

NAMES OF RESPONSES

Abhishek Kumar, Anudeep, Sujeet kumar,
Samriddh Yadav, Gautam kumar, Jashwanth, Vibhu
Raj Ashish Kumar, Moumita patra, Bhanu Prakash,
Pentakota Jaswanth, Vaishnavi Rathore, Shubam
kumar, Awneesh Lohan, Rocky Singh, Shankar shiv



6-GOOGLE SURVEYS



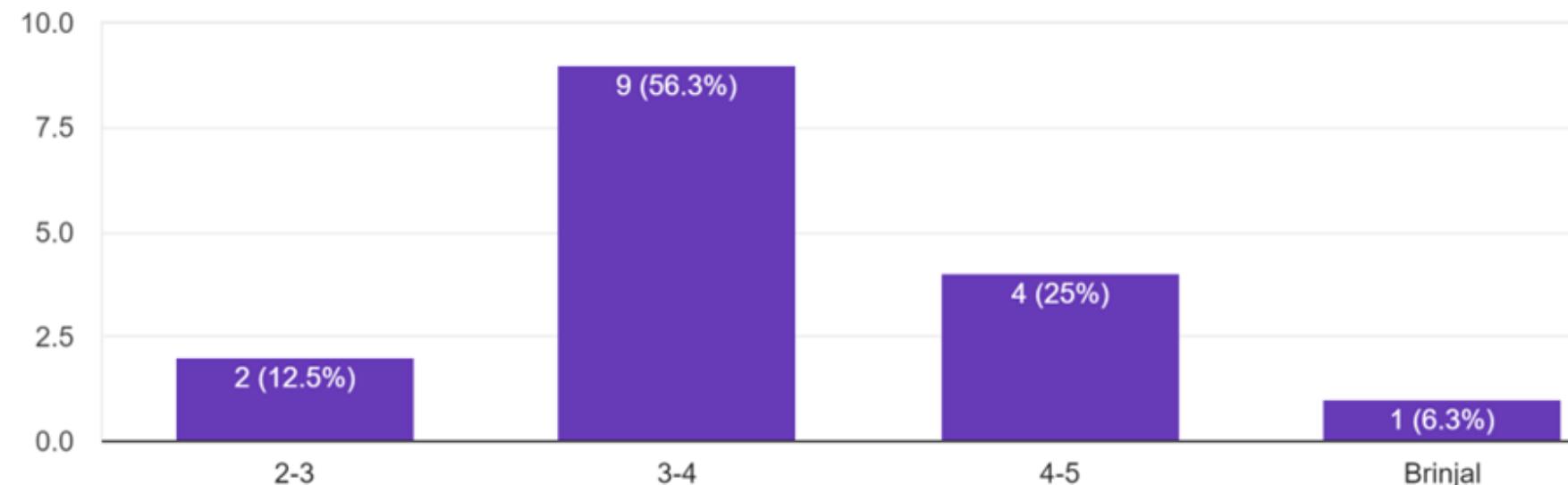
**Q DO YOU HAVE ANY ALLERGIES
TO SPECIFIC FOODS OR
INGREDIENTS? IF YES, PLEASE
SPECIFY**

**FISH
BRINJAL
EGG,MEAT**

6-GOOGLE SURVEYS

How frequently do you use food apps to discover and try new recipes? (days)

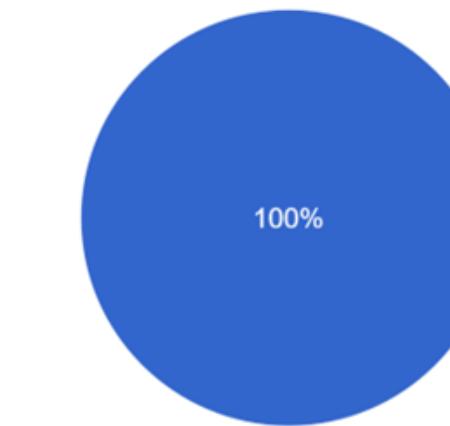
16 responses



Have you ever faced difficulties in finding ingredient lists and cooking methods while using food apps?

16 responses

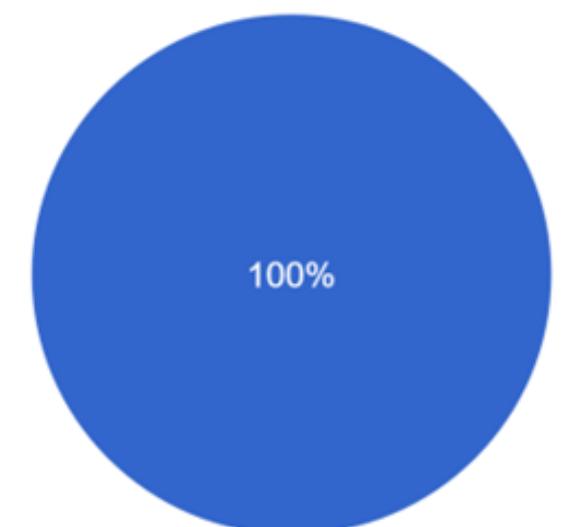
Yes
No



Would you prefer if the app showed multiple cooking methods for a single recipe?

16 responses

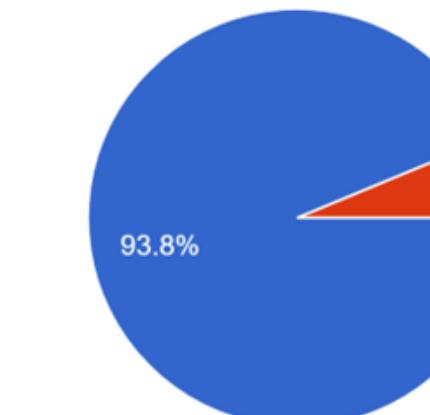
Yes
No



Have you encountered any instances where lack of ingredient information in a recipe app caused inconvenience or health concerns?

16 responses

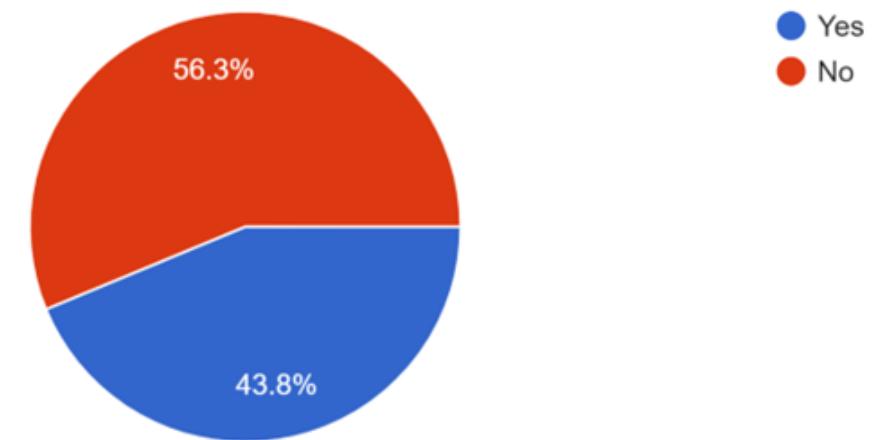
Yes
No



6-GOOGLE SURVEYS

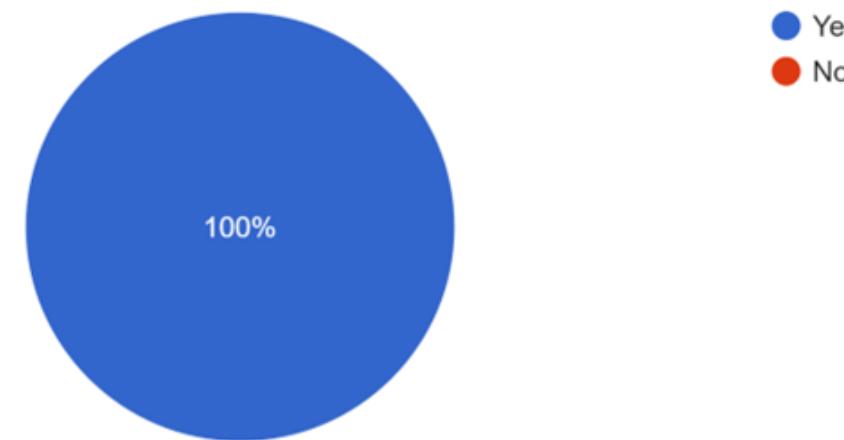
How likely are you to continue using a food app that doesn't provide ingredient information, especially considering allergies or dietary restrictions?

16 responses



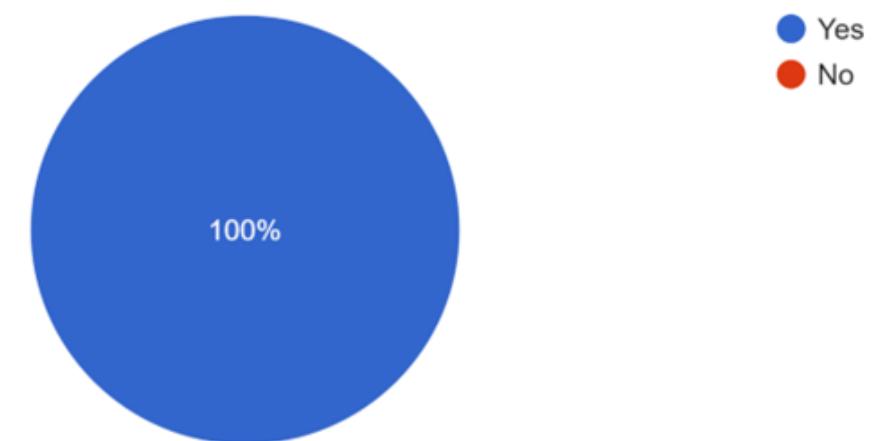
Would you find it beneficial if the app allowed users to customize ingredient visibility based on allergies and preferences?

16 responses



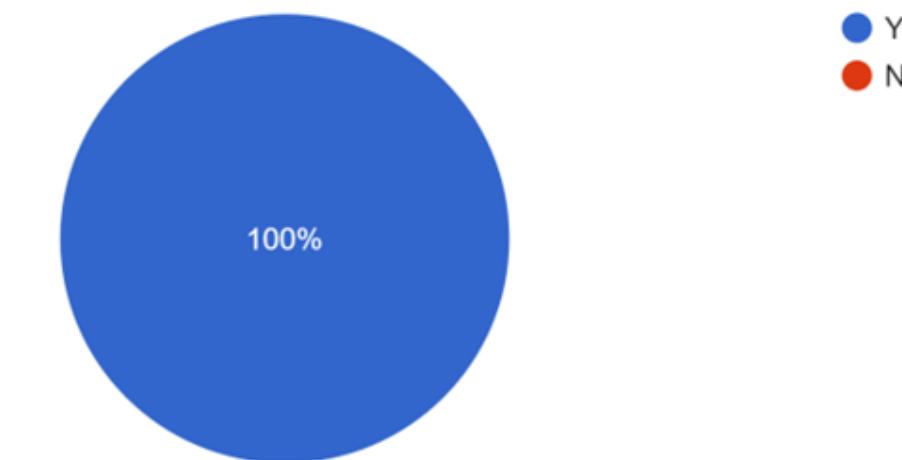
Would you appreciate a feature that highlights allergens in a recipe (allergen logo), making them more visible to users?

16 responses



If you had the option, would you like to filter out recipes that contain allergens you need to avoid?

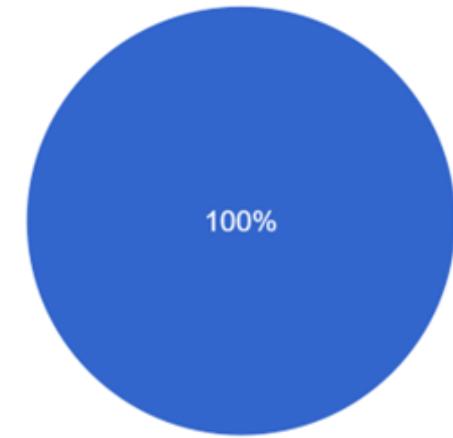
16 responses



6-GOOGLE SURVEYS

Do you find it challenging to identify potential allergens when a recipe has complex ingredient names?

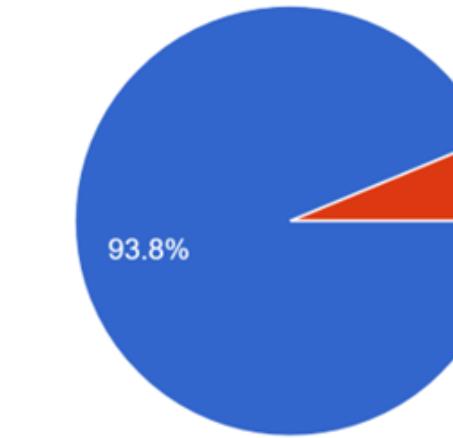
16 responses



● Yes
● No

Would you value an app that provides personalized allergen alerts based on your specified allergies?

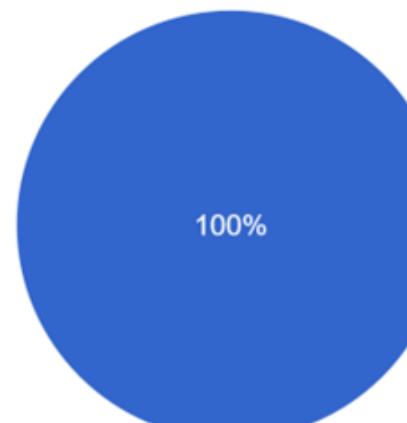
16 responses



● Yes
● No

Do you think there's a need for recipe apps to collaborate with allergists or nutritionists to ensure accurate allergen information?

16 responses



● Yes
● No

6-GOOGLE SURVEYS

Q IN YOUR OPINION, WHAT IMPROVEMENTS CAN BE MADE TO RECIPE APPS TO BETTER ADDRESS THE NEEDS OF INDIVIDUALS WITH ALLERGIES OR DIETARY RESTRICTIONS?

RESPONSES

INDEGRIDENTS SHOULD BE THERE WHEN ORDER FOOD

ALLERGY INDEGRIDENTS POP UP WHEN ORDER FOOD

ALLERGY FILTER SHOULD THERE FOR HEALTH SAFETY

ALLERGY FILTER AND INGREDIENTS SHOULD BE THERE

MAYBE ALLERGIC LOGO

ALLERGY ICONS

ALLERGEN LOGO AND INGREDIENTS SHOULD BE THERE

YES

NO

7. INTERVIEW

WITH ROCKY SINGH



7. INTERVIEW

WITH SAMRIDDH YADAV



7. INTERVIEW

WITH SUJEET KUMAR



7. INTERVIEW

WITH AWNEESH LOHAN



7. INTERVIEW

WITH ABHISHEK KUMAR



8. USER PERSONA



ABHISHEK KUMAR

- Name: ABHISHEK KUMAR
- Age: 21
- Education: Pursuing B.Tech at Lovely Professional University (LPU)
- Diet: Vegetarian
- Allergy: Allergic to fish products

Abhishek Kumar, a 21-year-old student from Lovely Professional University. With a keen passion for cutting-edge technology and innovation, Abhishek consistently seeks out the latest advancements that shape our world. Beyond his academic pursuits, his vibrant curiosity extends to the realms of new tech, where he envisions groundbreaking possibilities. However, it's worth noting that amidst his adventurous spirit, Abhishek maintains a cautious distance from fish due to his allergy.

GOALS

- Spearhead transformative technological solutions
- Bridge academia and industry for innovation

MOTIVATIONS

- Curiosity and passion for cutting-edge tech
- Desire to create lasting impact

"Embracing innovation is my journey, but I've learned that just as in life, I must also steer clear of allergens that hinder my path."

FRUSTRATIONS

- Bureaucratic hurdles stifling innovation
- Outdated systems not embracing new tech

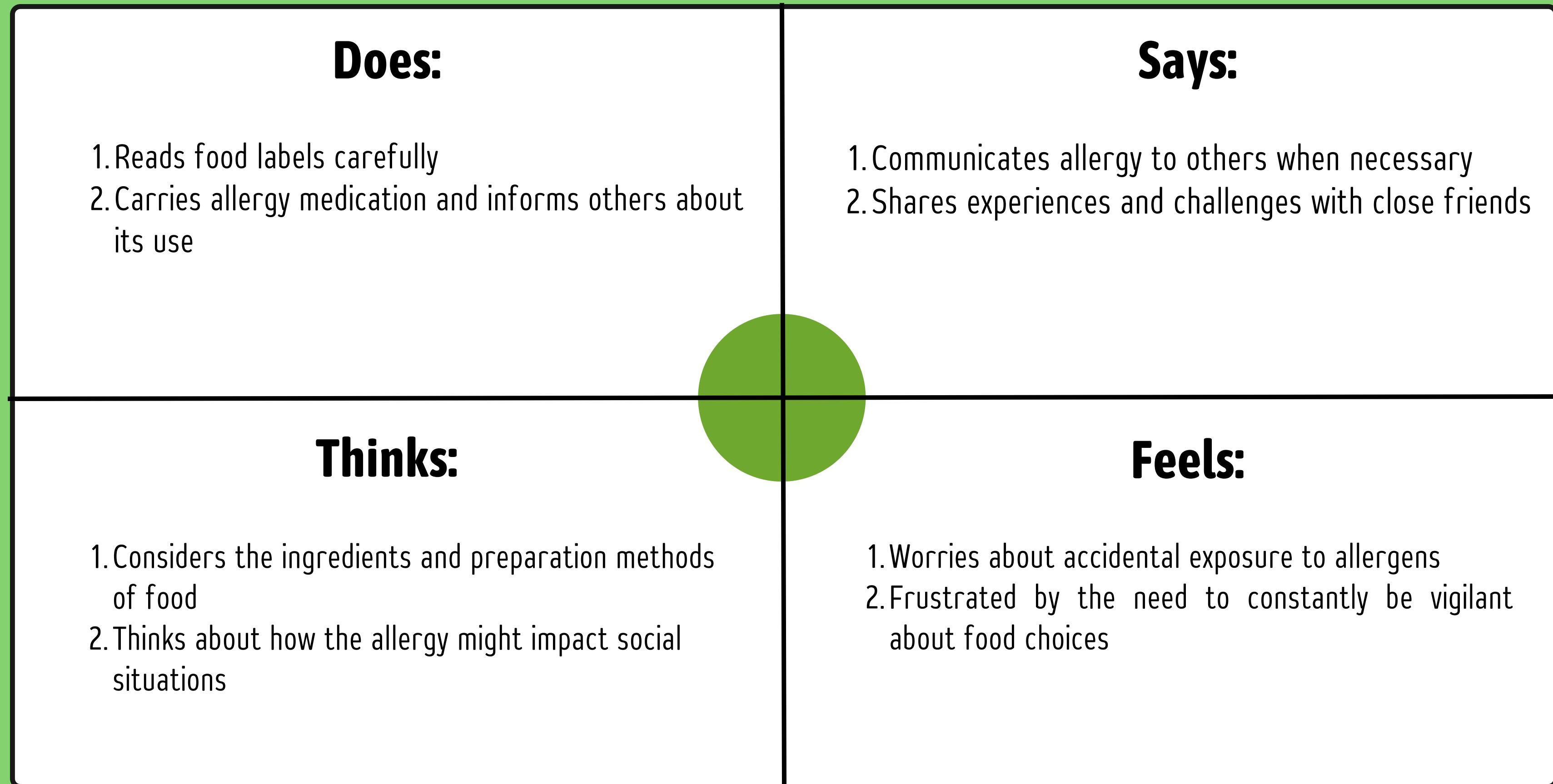
PERSONALITY

- Enthusiastic and adventurous
- Curious and visionary thinker
- Cautious and diligent in his pursuits

INTERESTS

- Coding
- Watching Movies

9. EMPATHY MAPPING



8. USER PERSONA



Awneesh Lohan

- Name: Awneesh Lohan
- Age: 21
- Education: Pursuing B.Tech at Lovely Professional University (LPU)
- Diet: Vegetarian
- Allergy: Allergic to meat products

Awneesh Lohan is a 21-year-old student enrolled in the B.Tech program at Lovely Professional University (LPU). He is passionate about technology and dreams of creating innovative solutions that can positively impact the world. Awneesh is known among his peers for his dedication to both his studies and his personal values. As a vegetarian, he strongly believes in the ethical treatment of animals and wants to raise awareness about the importance of a cruelty-free lifestyle.

GOALS

- Health and Wellness:
- Achieve optimal performance in sports and physical activities.

MOTIVATIONS

- Cultural or Religious Beliefs
- Belief that a plant-based diet enhances athletic performance.

"In a country like India, where extending kindness and respect to animals is ingrained in our culture, choosing vegetarianism isn't a constraint; it's a harmonious path aligning with our values and the well-being of our shared planet."

FRUSTRATIONS

- Limited availability of vegetarian options in certain sports venues.
- Dealing with societal pressures to conform to conventional diets.

PERSONALITY

- Helpful
- self-confident
- Animal Lover
- Energetic

INTERESTS

- Arm Wrestling
- Sports

9. EMPATHY MAPPING

Does:

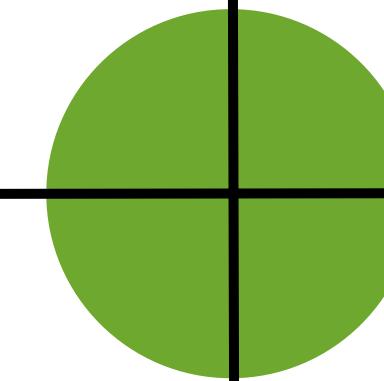
1. Engages in regular physical activities like running, playing and arm wrestling.
2. Explores new vegetarian recipes and cooking methods to keep his meals interesting and nutritious.

Says:

1. I love playing sports and being active, it's my way of staying fit and having fun.
2. I prefer plant-based foods because they make me feel energized and healthy.

Thinks:

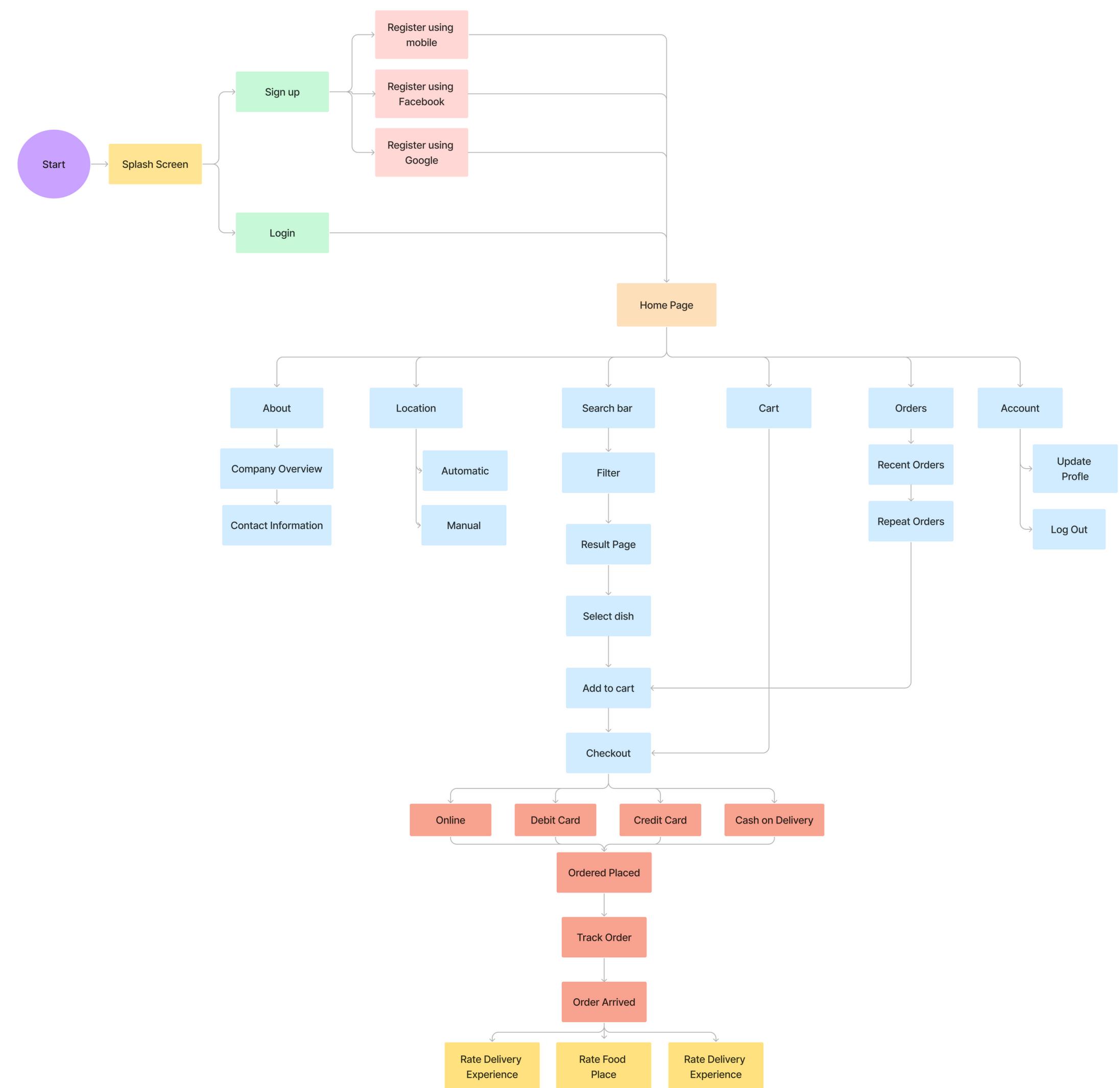
1. "I wonder if there are enough protein sources in my diet to support my active lifestyle."
2. "I hope I'm making a positive impact on the environment by not eating meat."



Feels:

1. Proud of his dietary choices and their impact on animals and the planet.
2. Empathetic towards the suffering of animals in the meat industry.

10. Current User Flow



11. INSIGHTS

Personalization: The dietary preferences and allergen filters allow users to customize their recipe suggestions according to their needs.

Ingredient Transparency Simplified: Clear ingredient lists provide users with upfront information, simplifying the decision-making process and ensuring compatibility with their dietary choices.

Safety Through Customization: With the ability to specify allergens, the app creates a safety net for users, ensuring they can explore recipes without the fear of accidentally consuming allergens.

Educational: The step-by-step method and allergen information educate users about cooking techniques and allergen considerations.

12. REDEFINE DESIGN BRIEF

BEFORE

The screenshot shows a Zomato listing for 'Pizza Virus'. At the top, there's a search bar and navigation links for 'Log in' and 'Sign up'. Below the header, a large image of a pizza is displayed, surrounded by smaller images of various pizzas. The main title 'Pizza Virus' is in bold black text. Below it, the category 'Pizza' and location 'Phagwara Locality, Phagwara' are listed. A note indicates the place 'Closes in 28 minutes - 11am – 12midnight (Today)'. At the bottom, there are three buttons: 'Direction', 'Bookmark', and 'Share'. Below these buttons are links for 'Overview', 'Order Online', 'Reviews', and 'Photos'.

AFTER

The screenshot shows the same Zomato listing for 'Pizza Virus' after a redesign. The layout is more organized and visually appealing. The large image of the pizza is the central focus, with smaller images of pizzas to its right. The title 'Pizza Virus' is at the top, followed by the category 'Pizza' and location 'Phagwara Locality, Phagwara'. A note indicates the place 'Closes in 28 minutes - 11am – 12midnight (Today)'. Below the title, there are three buttons: 'Direction', 'Bookmark', and 'Share'. To the right of the main image, there's a section titled 'Ingredients' with two lists: 'For the Pizza Dough:' and 'For the Pizza Sauce:', each with a bulleted list of ingredients. At the bottom, there are four tabs: 'Overview', 'Order Online', 'Reviews', and 'Photos'. A search bar at the very bottom allows users to 'Search within menu'.

12. REDEFINE DESIGN BRIEF

BEFORE

Best in Pizza (10)

Eggless Hot Chocolate Brownie (3)

Pasta (4)

Baked Pasta (4)

Delicious Waffles (2)

Acute Hunger Pizza [8 Inches] (12)

Moderate Hunger Pizza [8 Inches] (12)

Chronic Hunger Pizza [10 Inches] (10)

Garlic Breads (3)

Dessert (3)

French Fries (3)

Crispy Chicken (3)

Match Day Combos [pv] (10)

Tornados (2)

Perfect Combos (4)

Prime Hunger (12 Inches) (11)

Order Online

⌚ Live track your order | ⏳ 50-min

50% OFF up to ₹100 use code MUNCH50

Flat ₹125 OFF use code GET125OFF

Flat ₹100 OFF use code PAYTMWALLET

50% OFF up to ₹120 use code SIMPLNEW

Best in Pizza

- Veg Special Acute Hunger Pizza [8 Inches]
★★★★★ 34 votes
₹195
- Capsicum Pizza [8 Inches]
★★★★★ 74 votes
₹150
- Chicken Sausage Pizza [8 Inches]
★★★★★ 23 votes
₹240
[Non-veg]
- Corn Pizza [8 Inches]
★★★★★ 211 votes
₹180
- Margherita Acute Pizza [8 Inches]
★★★★★ 221 votes
₹150

Best in Pizza (10)

Eggless Hot Chocolate Brownie (3)

Pasta (4)

Baked Pasta (4)

Delicious Waffles (2)

Acute Hunger Pizza [8 Inches] (12)

Moderate Hunger Pizza [8 Inches] (12)

Chronic Hunger Pizza [10 Inches] (10)

Garlic Breads (3)

Dessert (3)

French Fries (3)

Crispy Chicken (3)

Match Day Combos [pv] (10)

Tornados (2)

Perfect Combos (4)

Prime Hunger (12 Inches) (11)

Order Online

⌚ Live track your order | ⏳ 50-min

50% OFF up to ₹100 use code MUNCH50

Flat ₹125 OFF use code GET125OFF

Flat ₹100 OFF use code PAYTMWALLET

50% OFF up to ₹120 use code SIMPLNEW

Best in Pizza

- Veg Special Acute Hunger Pizza [8 Inches]
★★★★★ 34 votes
₹195
- Capsicum Pizza [8 Inches]
★★★★★ 74 votes
₹150
- Chicken Sausage Pizza [8 Inches]
★★★★★ 23 votes
₹240
[Non-veg]
- Corn Pizza [8 Inches]
★★★★★ 211 votes
₹180
- Margherita Acute Pizza [8 Inches]
★★★★★ 221 votes
₹150
- Masala Chicken Pizza [8 Inches]
★★★★★ 141 votes

Method:

1. Prepare the Dough:
 - In a bowl, combine warm water, sugar, and active dry yeast. Let it sit for about 5-10 minutes until it becomes frothy.
 - In a large mixing bowl, combine flour and salt. Make a well in the center and add the yeast mixture and olive oil.
 - Mix until the dough comes together, then knead on a floured surface for about 5-7 minutes until smooth and elastic.
 - Place the dough in a lightly oiled bowl, cover with a damp cloth, and let it rise for about 1-2 hours or until it doubles in size.
2. Make the Pizza Sauce:
 - In a bowl, combine the crushed tomatoes, dried oregano, dried basil, garlic powder, salt, and pepper. Mix well to create the pizza sauce.
3. Preheat the Oven:
 - Preheat your oven to the highest temperature it can go, usually around 475°F (245°C).
4. Shape and Assemble the Pizza:
 - Punch down the risen dough and roll it out on a floured surface to your desired thickness.
 - Transfer the rolled-out dough to a pizza stone or baking sheet.
 - Spread a generous layer of the pizza sauce over the dough, leaving a small border around the edges.
5. Add Toppings:
 - Sprinkle a layer of shredded mozzarella cheese over the sauce.
 - Add your desired toppings, such as pepperoni, sliced vegetables, or any other ingredients you like.
6. Bake the Pizza:
 - Carefully transfer the pizza to the preheated oven and bake for about 12-15 minutes, or until the crust is golden and the cheese is bubbly and slightly browned.
7. Serve and Enjoy:
 - Once baked, remove the pizza from the oven and let it cool slightly before slicing.
 - Serve your delicious homemade pizza slices and enjoy!

13. FEATURE LIST:

1) USER PREFERENCES

- ALLOW USERS TO CREATE PROFILES WITH THEIR DIETARY PREFERENCES AND ALLERGIES.**

2) ALLERGEN FILTER AND ICON

- IMPLEMENT FILTERS THAT ALLOW USERS TO SEARCH FOR ALLERGEN-FREE RECIPES.**
- DISPLAY CLEAR ICONS NEXT TO EACH RECIPE INDICATING THE PRESENCE OF COMMON ALLERGENS LIKE NUTS, DAIRY, GLUTEN, ETC.**

3) INGREDIENTS LIST

- INCLUDE A DETAILED LIST OF ALL INGREDIENTS REQUIRED FOR EACH RECIPE.**

4) COOKING METHODS

- OFFER DETAILED STEP-BY-STEP INSTRUCTIONS FOR EACH COOKING METHOD TO ENSURE USER SUCCESS.**

I4. SCENARIO BUILDING

Senerio

John, a health-conscious individual, frequently uses a food app to order salads. He unknowingly ordered a salad that contained gluten, to which he is intolerant. This led to digestive discomfort and disrupted his day.

Solution

In OrderSafe John can implement a dietary preference filter. When John searches for salads, the app could display a clear salad with gluten-free according to his preference .

I4. SCENARIO BUILDING

Senerio

Maria is a vegetarian who relies on a food delivery app for her meals.

One day, she ordered a soup labeled as "vegetable soup," but it turned out to be made with chicken broth. She threw the meal, feeling frustrated and angry.

Solution

In OrderSafe website displays the primary ingredients in a dish when users select a dish. In Maria's case, she would have seen "chicken broth" in the ingredient list, ensuring she selects only vegetarian options.

I4. SCENARIO BUILDING

Senerio

Lisa is a parent of a child with multiple food allergies, including nuts, dairy, and eggs. She ordered a muffin from a restaurant on a food app, assuming it was safe for her child. However, the muffin contained traces of nuts, leading to an allergic reaction.

Solution

In OrderSafe, "Allergen-Icons" system for restaurants. These icons will represent specific allergens such as nuts, dairy, and eggs. This visual representation will give peace of mind to parents like Lisa when ordering food for their allergic children, helping them easily identify safe options

15. SPECIFICATION

Name: OrderSafe.com

Target User Group

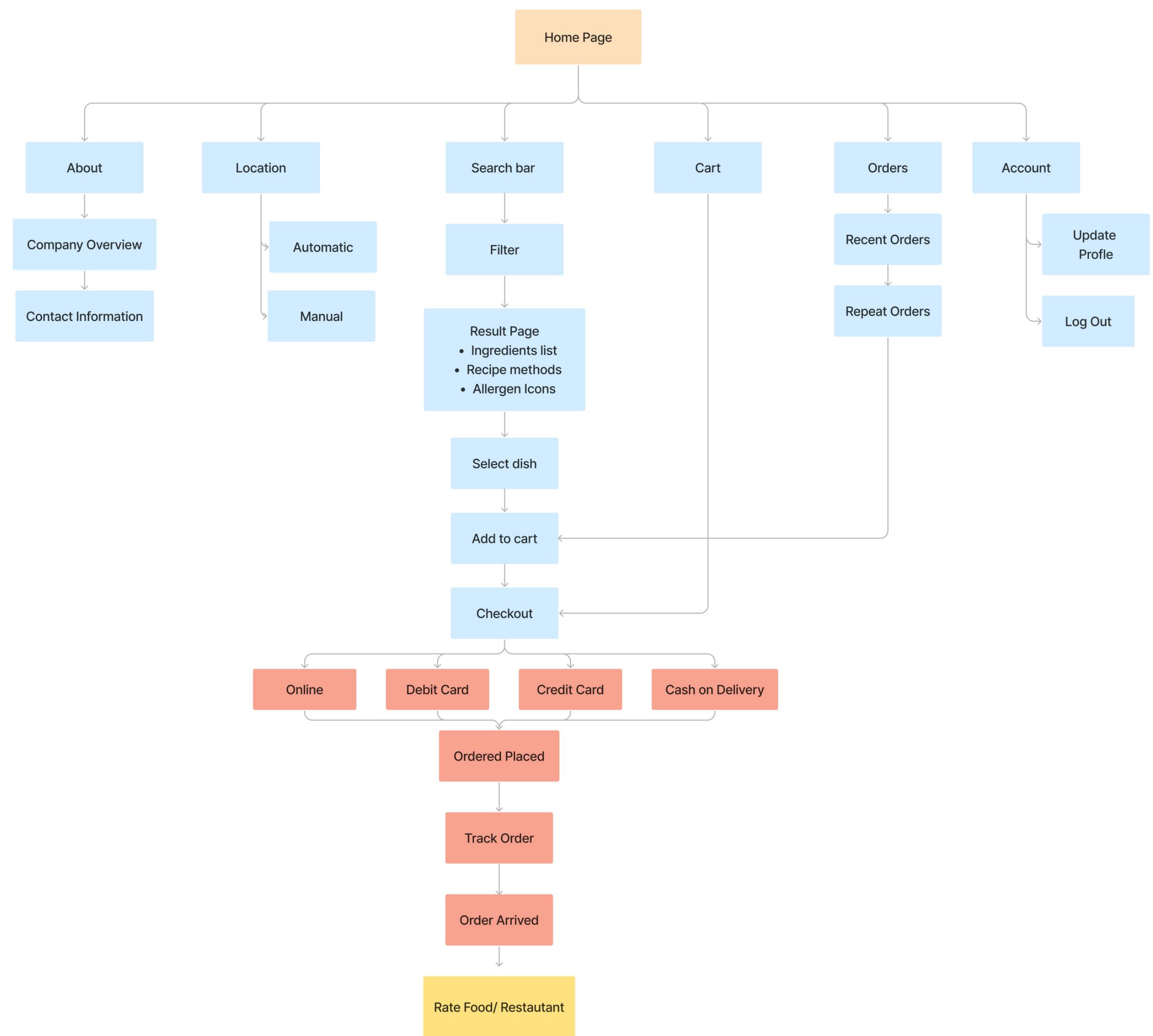
- Age: Adults aged 18-60+
- Gender: Both genders
- Allergy-Affected Individuals
- Health-Conscious Consumers

MARKET:

The food allergy ingredients transparency market has the potential to become a multi-billion dollar industry in the coming years from 2023-28.

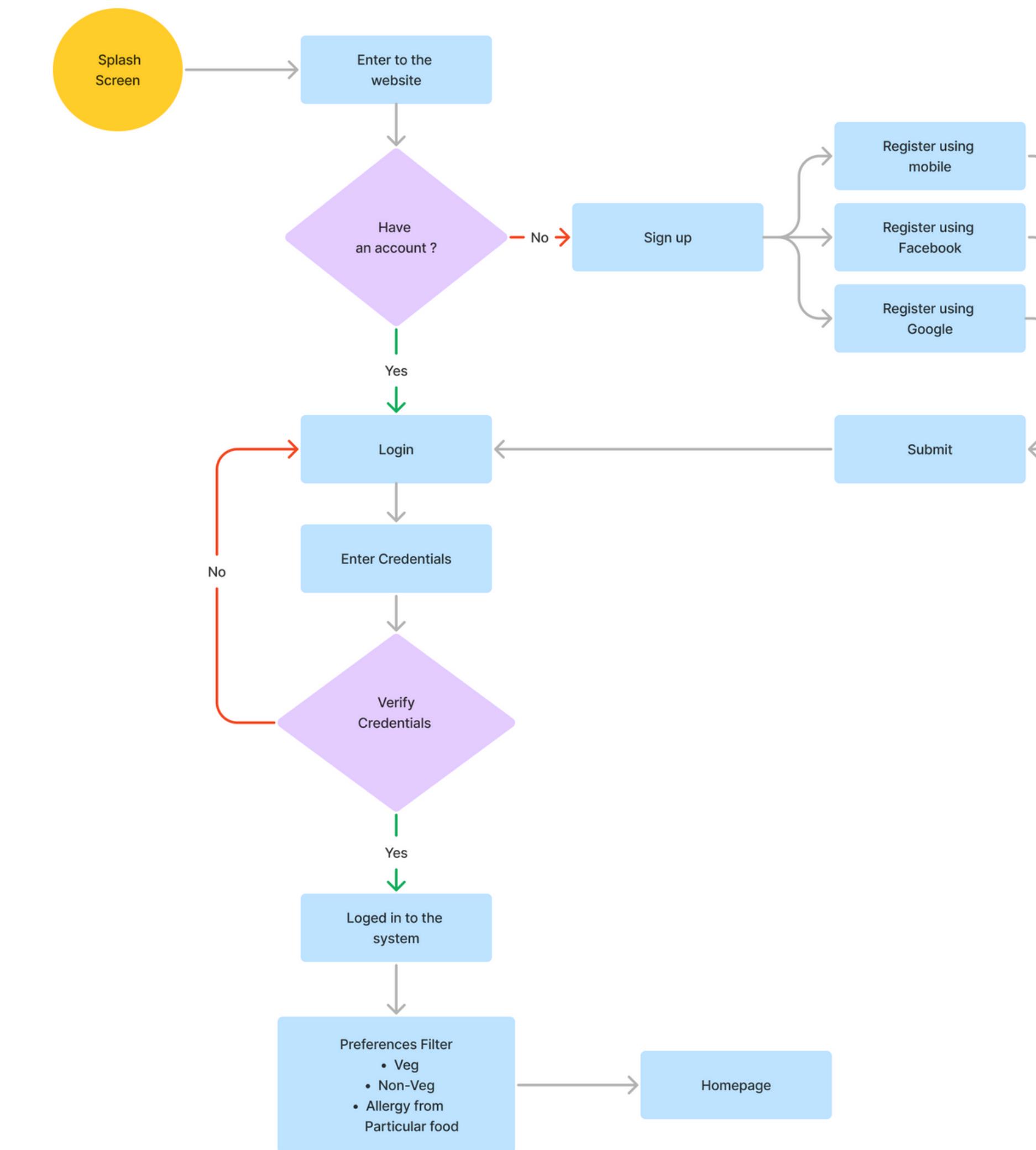


16. Information Architecture (IA)



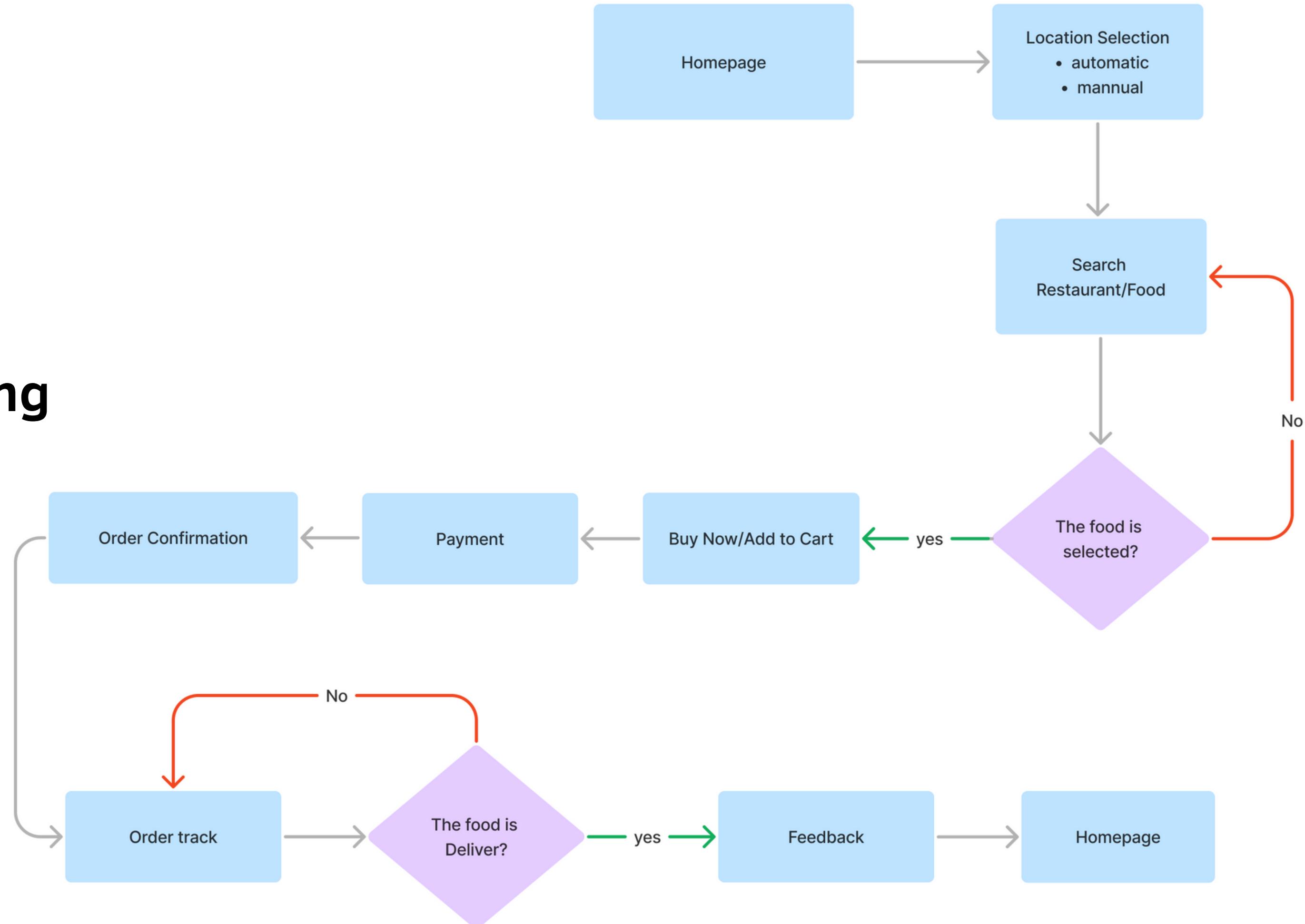
17. New User Flow

1) Login/Sign Up Userflow:



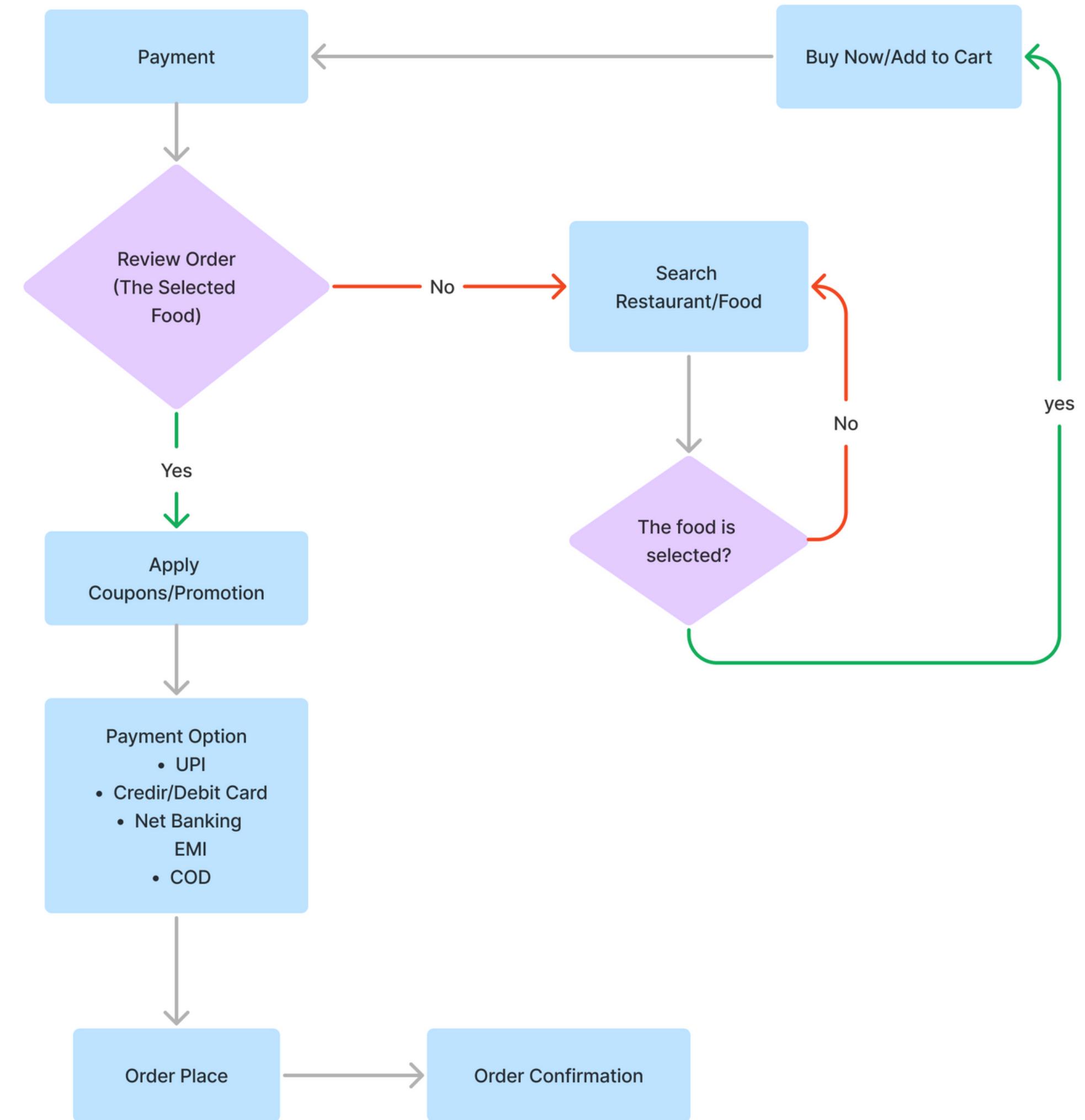
17. New User Flow

2) Food Ordering Userflow:



17. New User Flow

3) Payment Userflow:

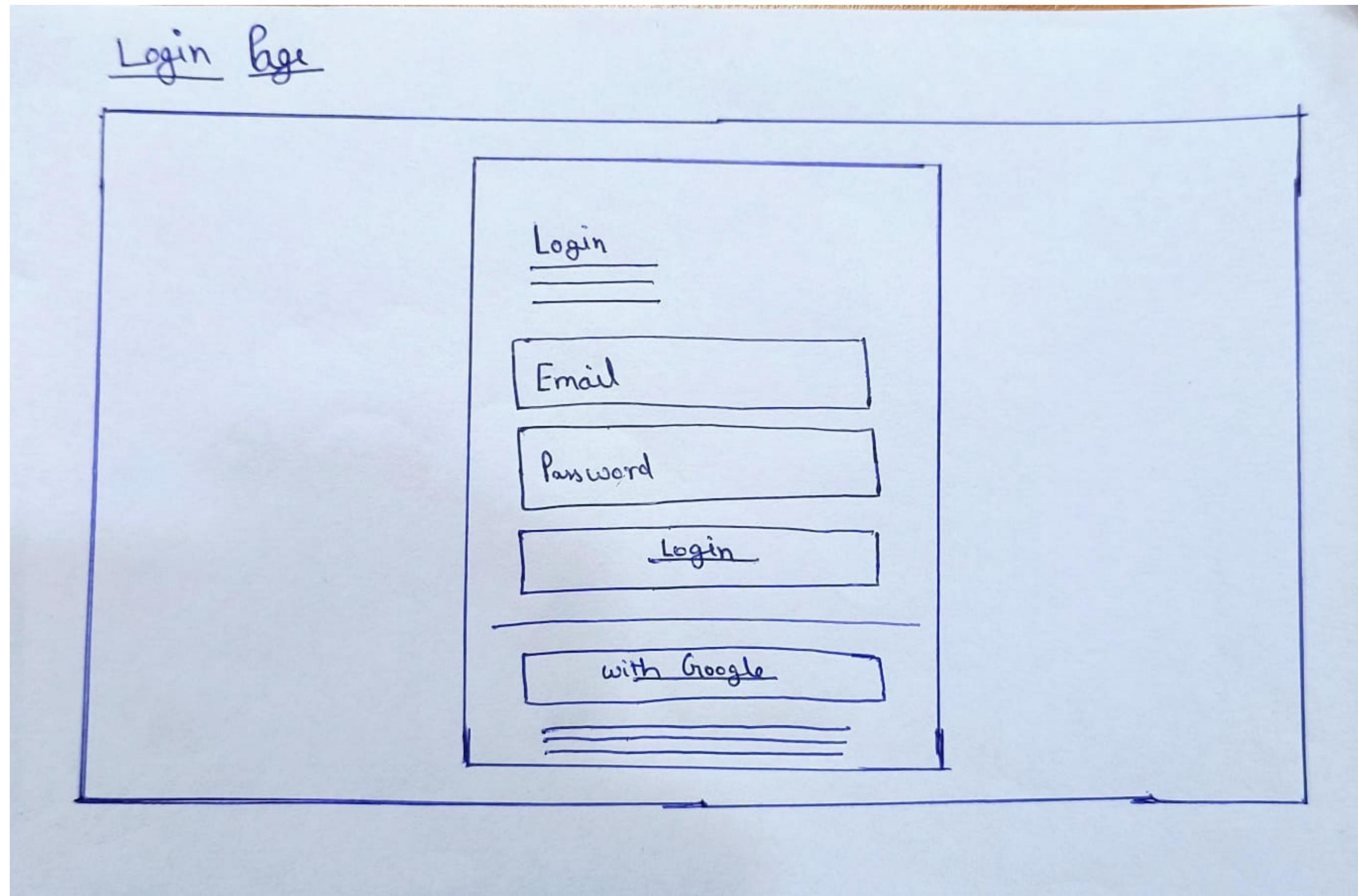


18.

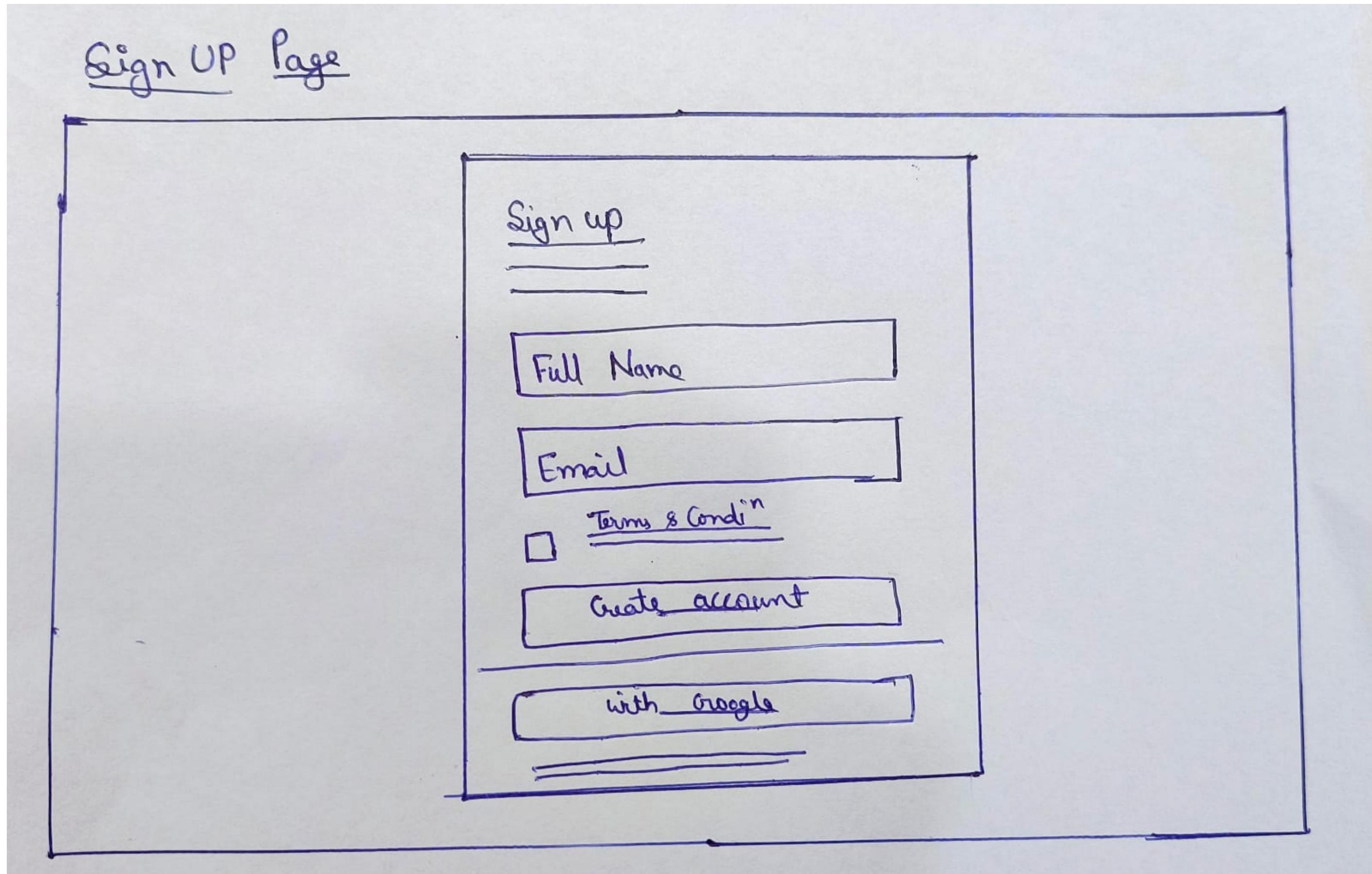
Business Model Canvas - OrderSafe.Com

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> • Investors and Shareholders • Restaurants/Food Outlets • Delivery partners • Technology Partner(App, Website) 	<ul style="list-style-type: none"> • Managing various users (Restaurants, Customers, Delivery Partners). • Managing orders • Managing payments • Signed agreement with new Restaurants and Food Outlets • Hire more delivery partners 	<p>For Customers</p> <ul style="list-style-type: none"> • Access to multiple restaurants Via single platform • Doorstep delivery in any weather • 24/7 Food Delivery • Real-time order tracking • Fast Delivery • No minimum order requirement • Various payment methods <p>For Restaurants</p> <ul style="list-style-type: none"> • Easy Customer Reach • Easy Delivery • Zero marketing cost • Maximized revenue generation 	<ul style="list-style-type: none"> • Discounts ,Offers and Coupons • Reward/Referral • 24*7 customer support (ChatBot/Call) • Complaint Portal • Notification (Email, Msg etc) 	<ul style="list-style-type: none"> • 5 to 60+ years. • Person who have allergy and want online food delivery from restaurants at their doorstep. • People who want special offer and discounts on food and drinks at dining.
Key Resources	Channels			
<ul style="list-style-type: none"> • Restaurants and Food Outlet • Delivery Partner • Technology (App, Website, Datacenter etc.) 	<ul style="list-style-type: none"> • Mobile Apps • Website • Social media (Facebook, YouTube, Instagram, WhatsApp etc.) • Advertisement • Workshops, Poster, Seminar 			
Cost Structure	Revenue Streams			
<ul style="list-style-type: none"> • R&D Cost on Technology (Development, Deployment & Maintenance) • Payroll expenses (Investor, Employees and Delivery partners) • Marketing and Advertising operations • Cost on (Discounts, Offers, Coupon codes) 	<ul style="list-style-type: none"> • Some % of Commission charges on Per Order from Restaurant partners. • Marketing & promotion charges from Restaurant partners. • Third-party advertisements. • Subscription Fee from Prime User • Standard Delivery Fee. 			

18. Low Fed Wireframe for Website



18. Low Fed Wireframe for Website



18. Low Fed Wireframe for Website

Preference Page

Preference

Veg

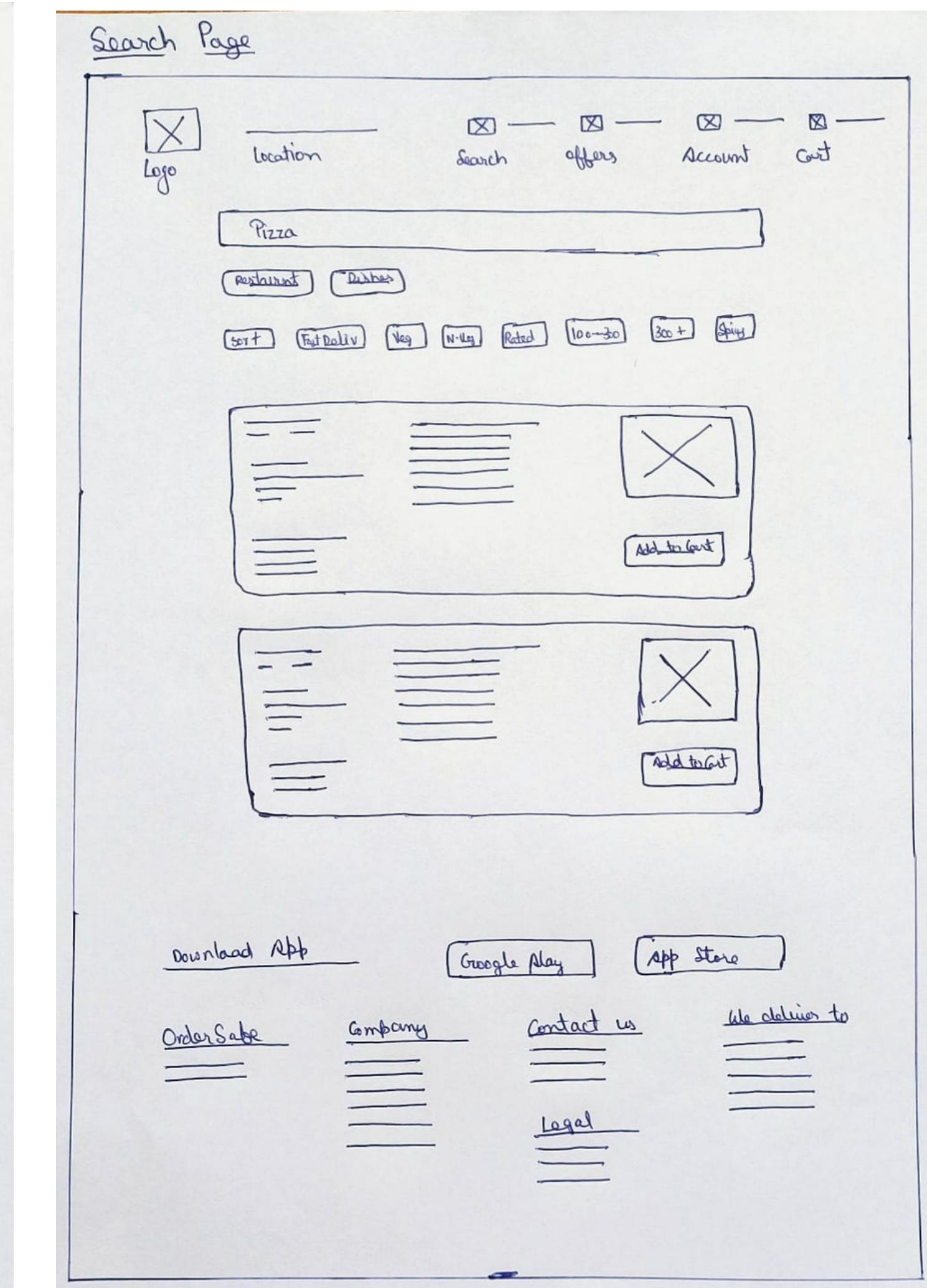
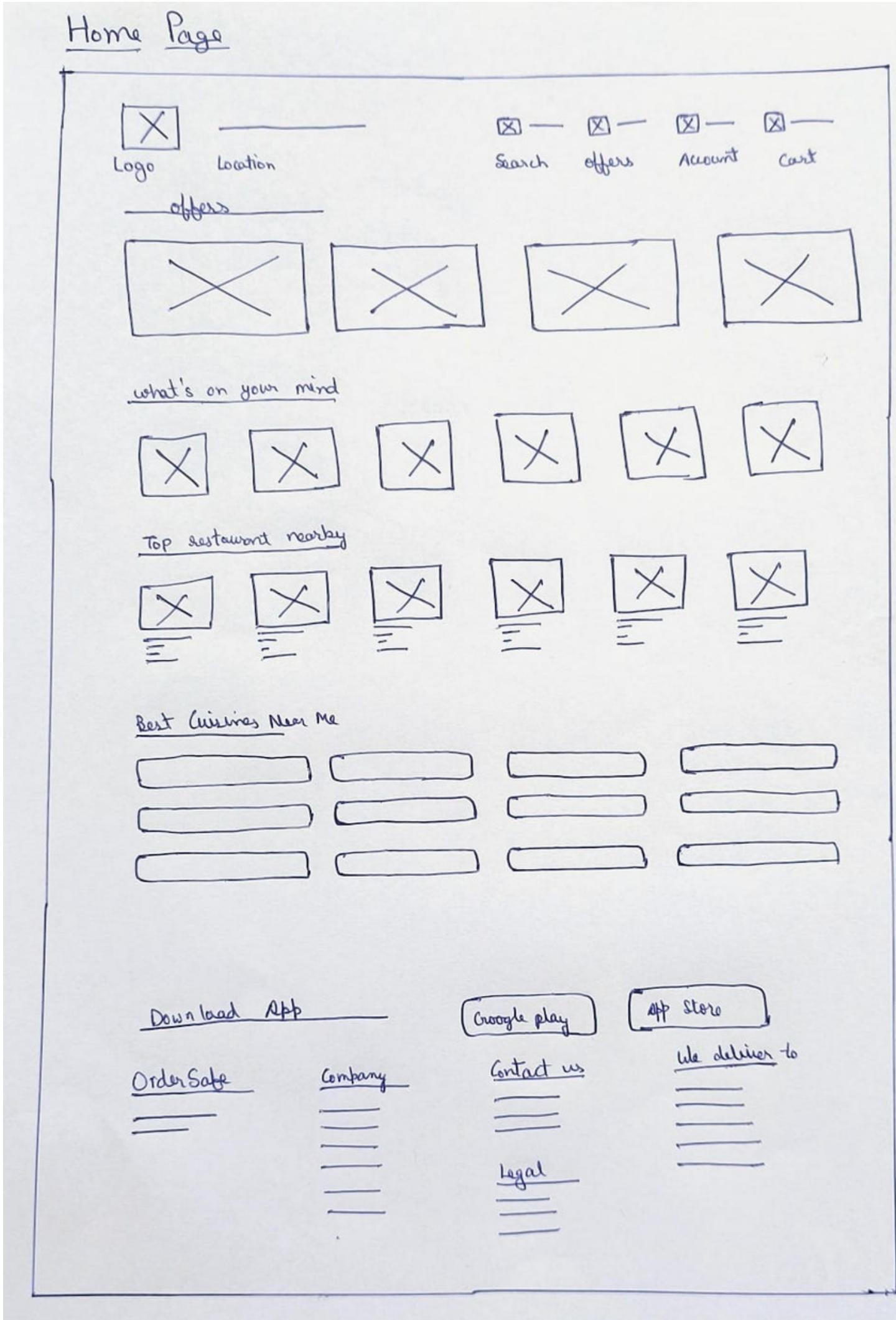
Non Veg

Both

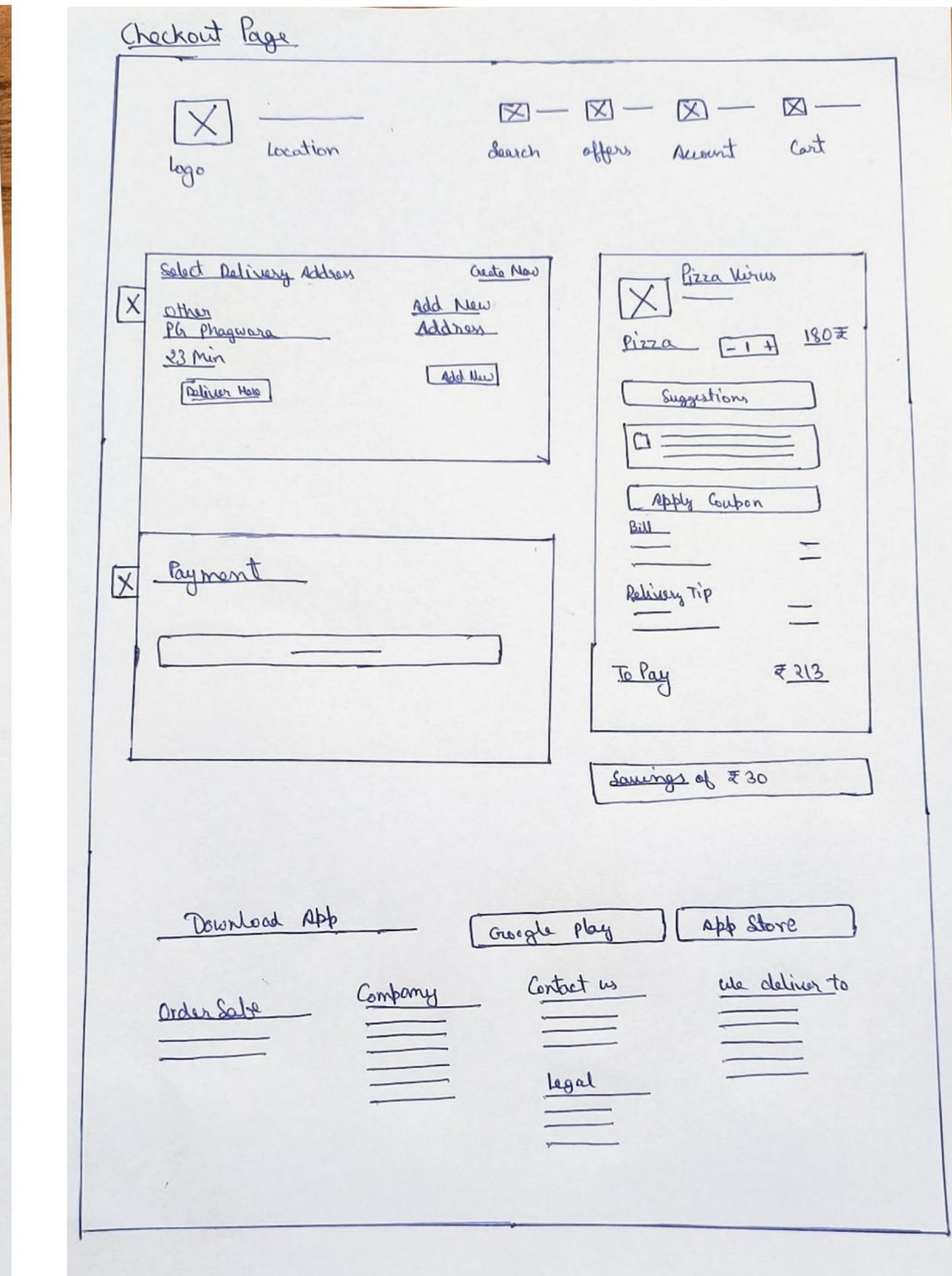
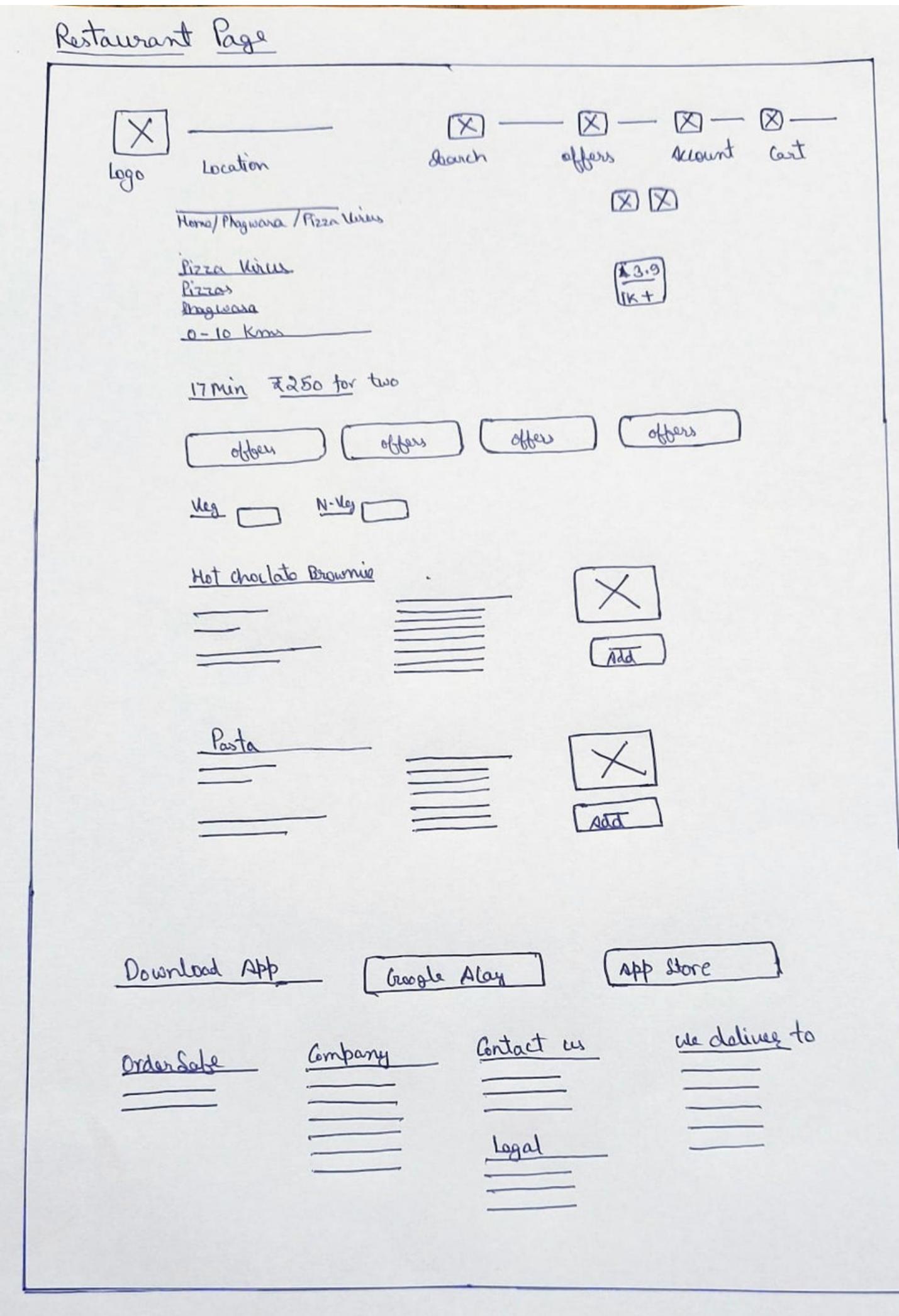
Any Allergy

Submit

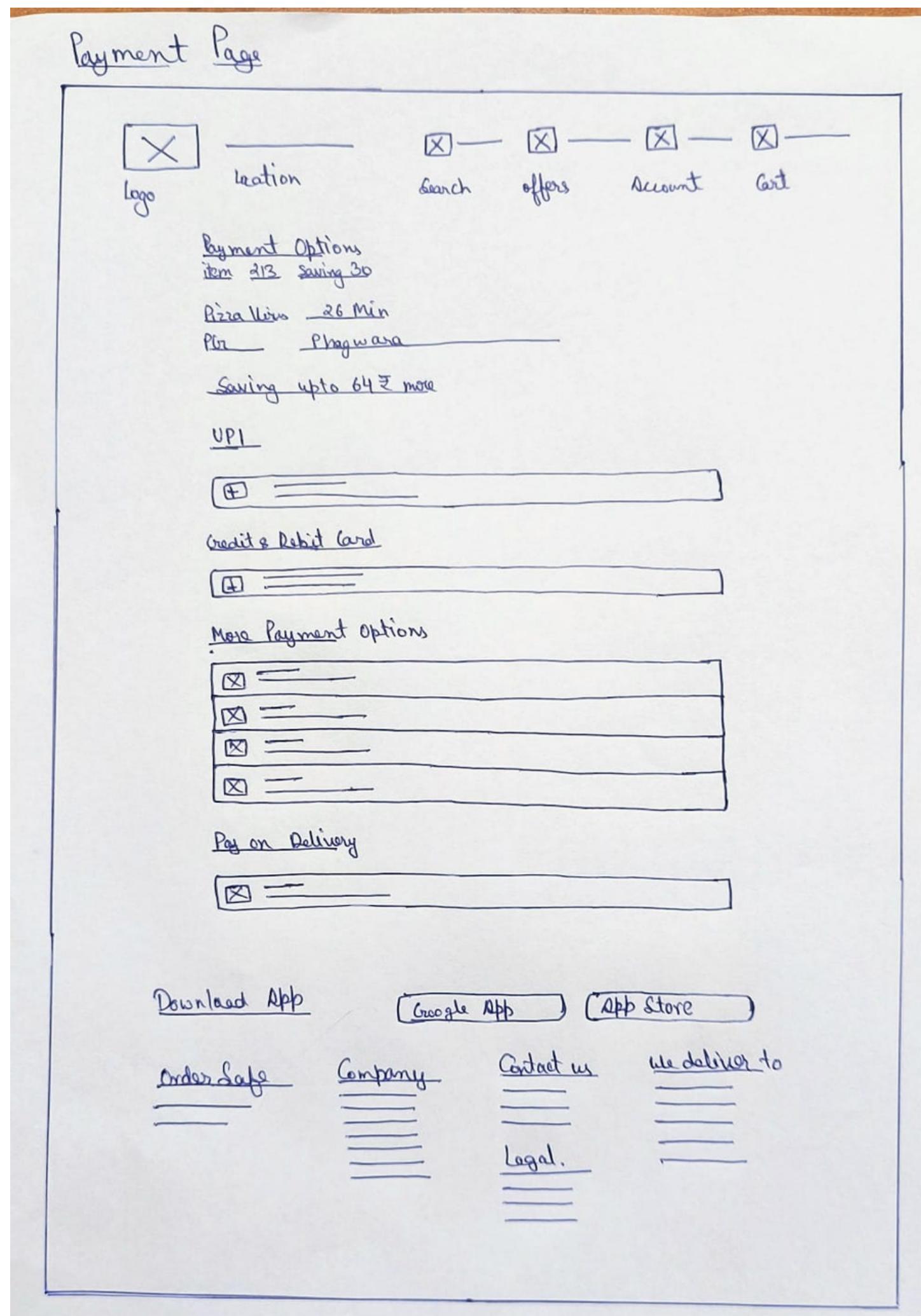
18. Low Fed Wireframe for Website



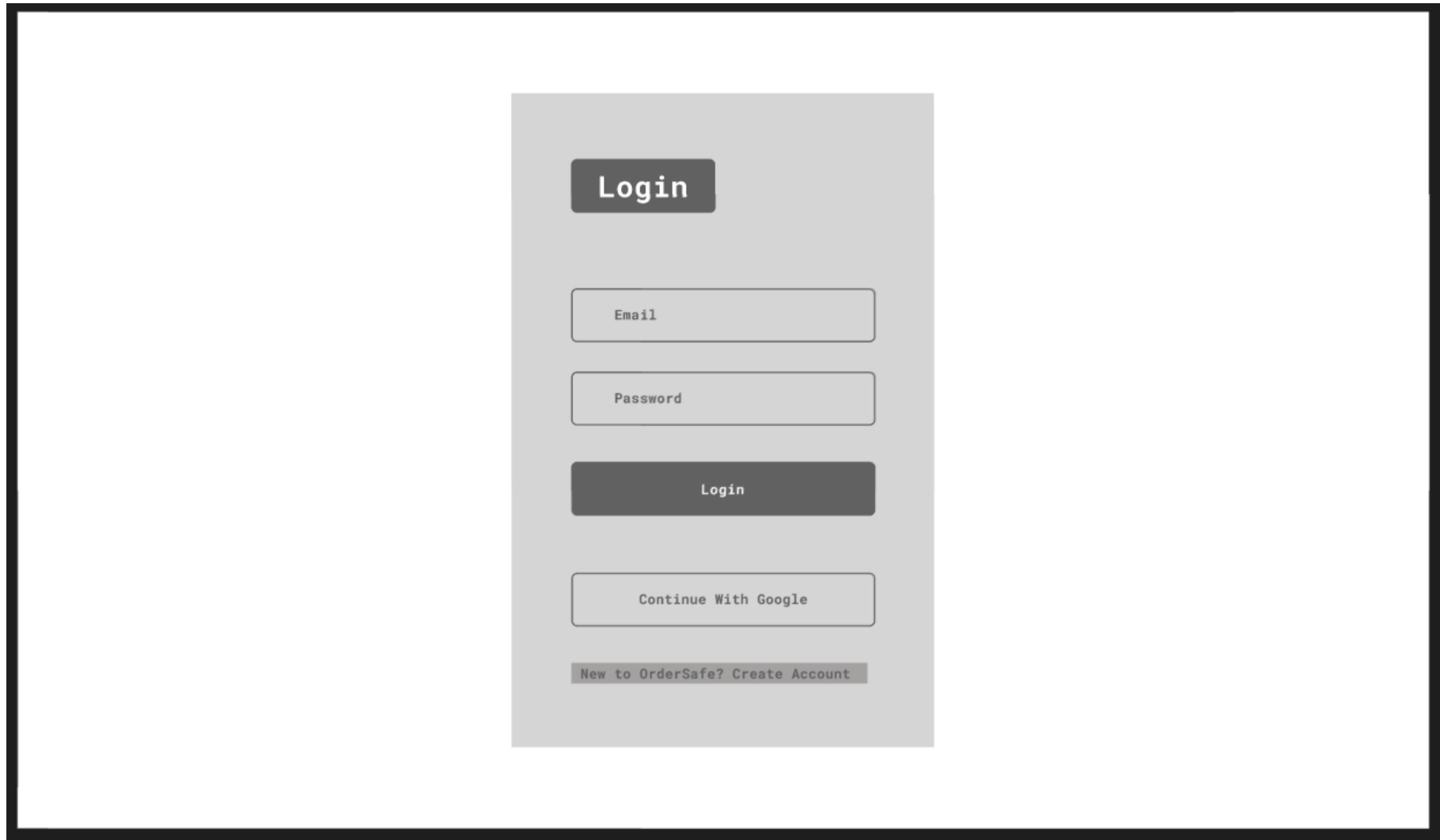
18. Low Fed Wireframe for Website



18. Low Fed Wireframe for Website



19. High Fed Wireframe for Website



19. High Fed Wireframe for Website

The wireframe shows a dark header and footer surrounding a central light gray sign-up form. The form includes fields for Full Name and Email, a terms and conditions checkbox, a Create Account button, a Continue With Google button, and a Log in link.

Sign up

Full Name

Email

I agree to OrderSafe's Terms and Conditions.

Create Account

Continue With Google

Already Have an account? [Log in](#)

19. High Fed Wireframe for Website

The wireframe shows a modal dialog titled "Preference". It contains three checkboxes: "Veg", "Non Veg", and "Both". Below the checkboxes is a text input field labeled "Any Allergy". At the bottom is a "Submit" button.

Preference

Veg

Non Veg

Both

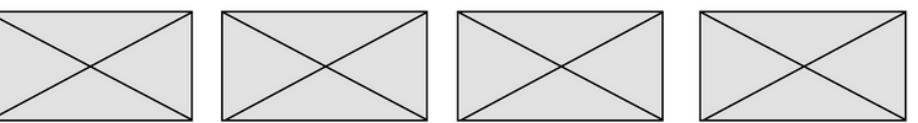
Any Allergy

Submit

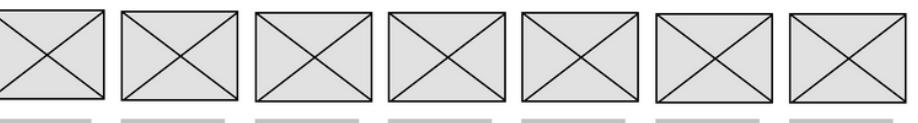
19. High Fed Wireframe for Website



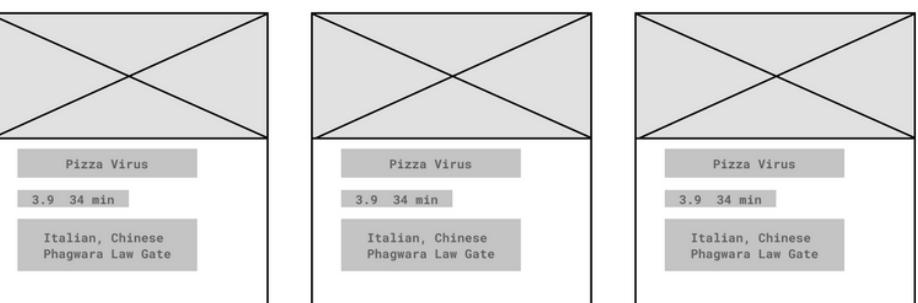
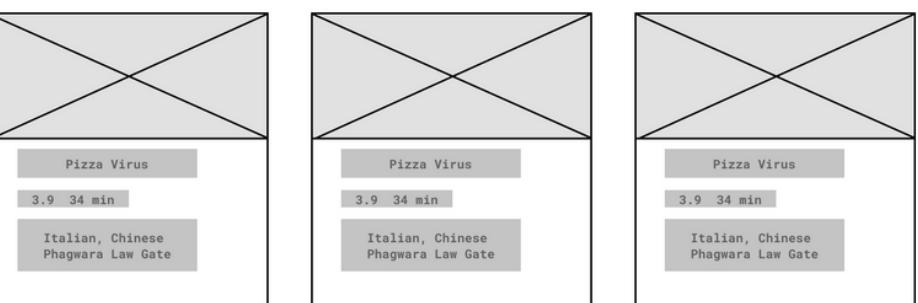
Best Offers for you



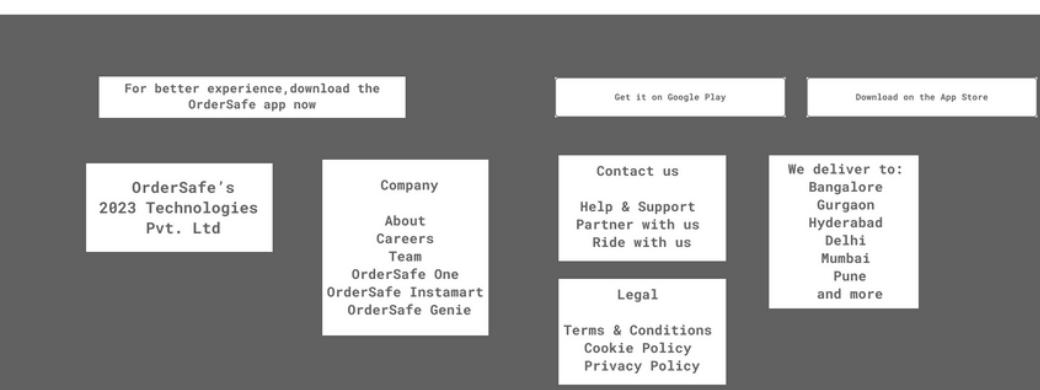
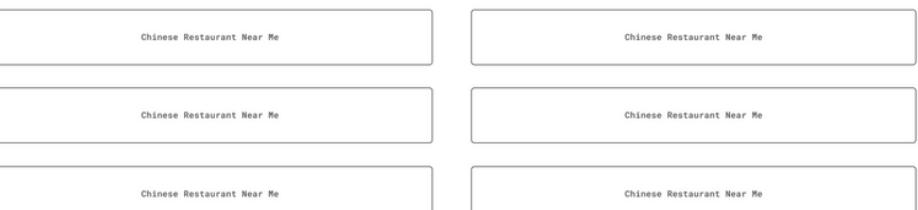
Mohammed, what's on your mind?



Top restaurant chains in Phagwara



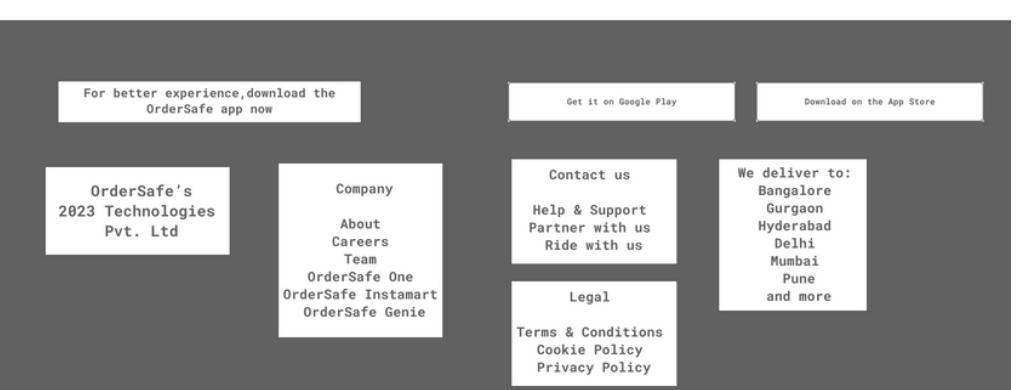
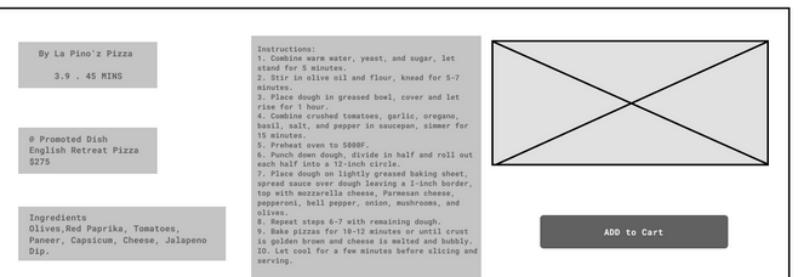
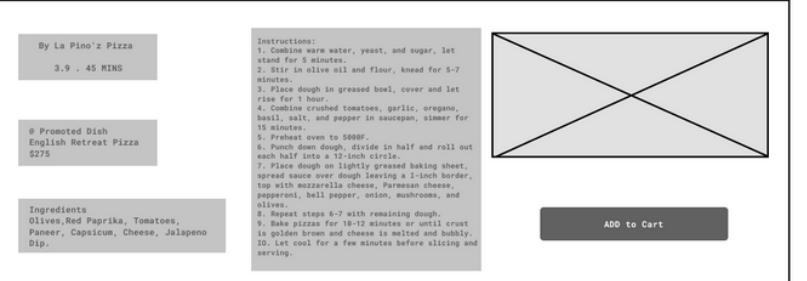
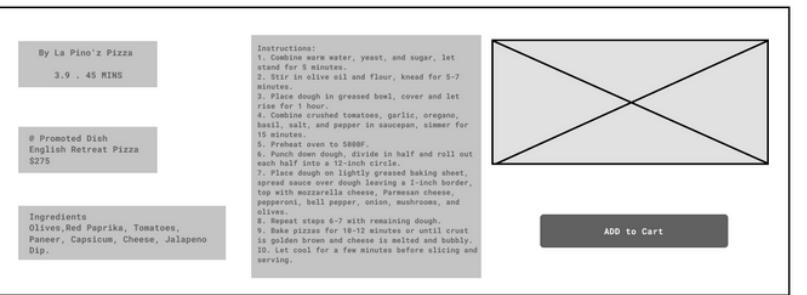
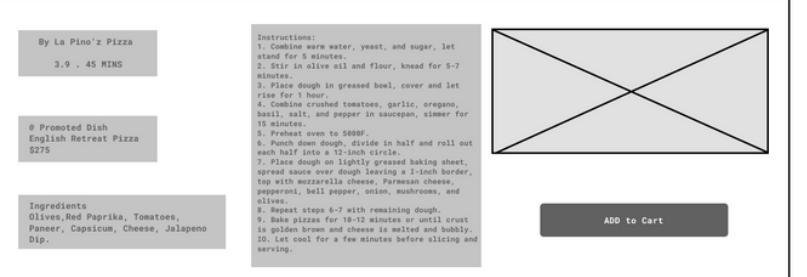
Best Cuisines Near Me



Pizza

Restaurant Dishes

Sort by Fast Delivery Veg Rated 4+ Rs 100-Rs 250 Rs 250+ Spicy



19. High Fed Wireframe for Website



Home/Phagwara/Pizza Virus

Secure Checkout

Pizza Virus
Italian, Chinese
Phagwara Law Gate,
0.4 km

3.9
1K+
ratings

45 min \$250 for two

@ FLAT OFF
USE FLAT125 1 ABOVE ?549

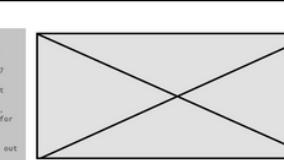
@ FLAT OFF
USE FLAT125 1 ABOVE ?549

@ FLAT OFF
USE FLAT125 1 ABOVE ?549

Veg NonVeg

By La Pino'z Pizza
3.9 . 45 MINS

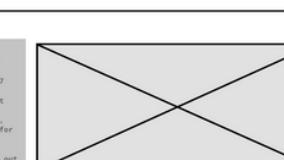
Instructions:
1. Combine warm water, yeast, and sugar, let stand for 5 minutes.
2. Stir in olive oil and flour, knead for 5-7 minutes.
3. Place dough in greased bowl, cover and let rise for 1 hour.
4. Combine crushed tomatoes, garlic, oregano, basil, salt, and pepper in saucepan, simmer for 15 minutes.
5. Preheat oven to 500°F.
6. Punch down dough, divide in half and roll out each half into a 12-inch circle.
7. Place dough on lightly greased baking sheet, spread sauce over dough leaving a 1-inch border, top with mozzarella cheese, Parmesan cheese, pepperoni, bell pepper, onion, mushrooms, and olives.
8. Repeat steps 6-7 with remaining dough.
9. Bake pizzas for 10-12 minutes or until crust is golden brown and cheese is melted and bubbly.
10. Let cool for a few minutes before slicing and serving.



ADD to Cart

By La Pino'z Pizza
3.9 . 45 MINS

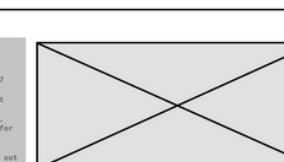
Instructions:
1. Combine warm water, yeast, and sugar, let stand for 5 minutes.
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8. Repeat steps 6-7 with remaining dough.
9. Bake pizzas for 10-12 minutes or until crust is golden brown and cheese is melted and bubbly.
10. Let cool for a few minutes before slicing and serving.



ADD to Cart

Delivery address
Other
Naira PG, Nanak Nagri, Punjab
144411, India
48 MINS

Change

Add new

Choose payment method

PROCEED TO PAY

Paneer Pizza
PPR Market

Paneer Pizza - 1 + \$180

Any Suggestions

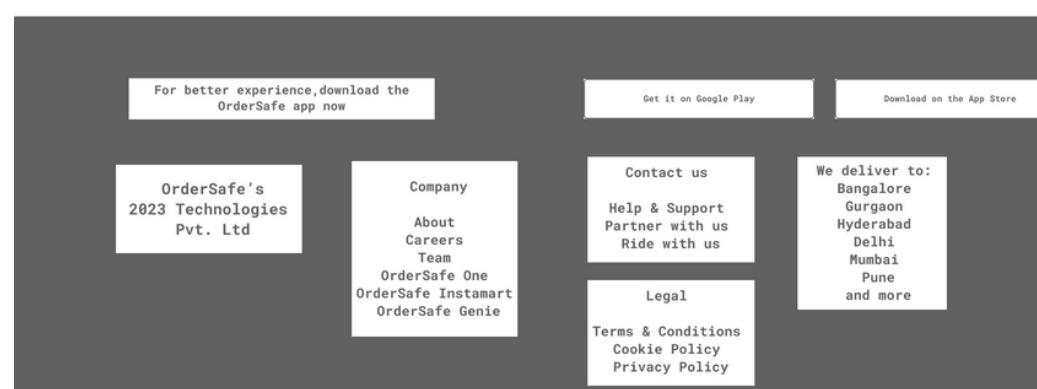
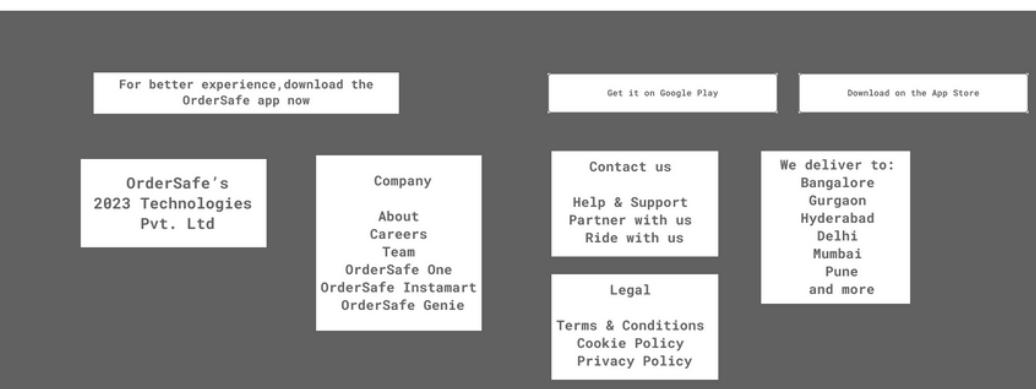
Opt in for No-contact Delivery
Unwell, or avoiding contact? Please select no-contact delivery. Partner will safely place the order outside your door (not for COD)

Apply Coupon

Bill Details
Item Total \$129
Delivery Fee 114.9 kms \$67
Delivery Tip Platform fee \$3
GST and Restaurant Charges \$33.24

TO PAY \$202

Savings of \$30



19. High Fed Wireframe for Website

The wireframe shows a top navigation bar with a logo, 'Naira PG Nanak Nagri, Punjab', and links for 'Search', 'Offers', 'Account', and 'Cart'. Below this is a 'Payment Options' section with a summary: '1 item · Total: \$202 · Savings of \$30'. It lists two items: 'Paneer Pizza | Delivery in: 52 mins' and 'Other | Naira Pg, Nanak Nagri, Punjab 144411, India'. A button below says 'Save upto 70 more with payment offers'. The main content area is a large box divided into sections: 'UPI' (with '+ Add New UPI ID'), 'Credit & Debit Cards' (with '+ Add New Card'), 'More Payment Options' (listing 'Wallets', 'Pluxee/Sodexo', 'Netbanking', and 'Pay Later'), and 'Pay on Delivery' (with 'Pay on Delivery (Cash/UPI)').

The footer features a dark background with white text. At the top, it says 'For better experience, download the OrderSafe app now' with links to 'Get it on Google Play' and 'Download on the App Store'. Below this are four columns of links: 'OrderSafe's 2023 Technologies Pvt. Ltd', 'Company (About, Careers, Team, OrderSafe One, OrderSafe Instamart, OrderSafe Genie)', 'Contact us (Help & Support, Partner with us, Ride with us)', and 'Legal (Terms & Conditions, Cookie Policy, Privacy Policy)'. To the right, it says 'We deliver to:' followed by a list of cities: Bangalore, Gurgaon, Hyderabad, Delhi, Mumbai, Pune, and more.

20. Style Guide

TYPOGRAPHY

FONT

Playfair Display

Poppins

HEADLINES

Desktop

Headline 1

Bold, 56/110%

Headline 2

Bold, 48/120%

Headline 3

Bold, 32/120%

Headline 4

Bold, 24/120%

Headline 5

Bold, 18/120%

BODY

Body-1

Regular, 18/140%

Body-2

Regular, 16/140%

BUTTONS

Login

Sign-up

COLORS



#000000



#7F7F7F



#E8E8E8

ICONS



**21. Figma Link
(high fade,
style guide,
UI screens)**

**[https://www.figma.com/file/5iSNQZxR2lVWiBk0jLJ5WC/Untitled?
type=design&node-id=0%3A1&mode=design&t=J2KsbOERxWKkhLOU-1](https://www.figma.com/file/5iSNQZxR2lVWiBk0jLJ5WC/Untitled?type=design&node-id=0%3A1&mode=design&t=J2KsbOERxWKkhLOU-1)**



THANK YOU