



Food Junction App Analysis Report

"Evaluating Usability, Accessibility, Performance, and Design Effectiveness"

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UI/UX 3rd Year

App Information			
App Name	Category	Developer	Platform
Food Junction	Grocery	AG Grocery	Android



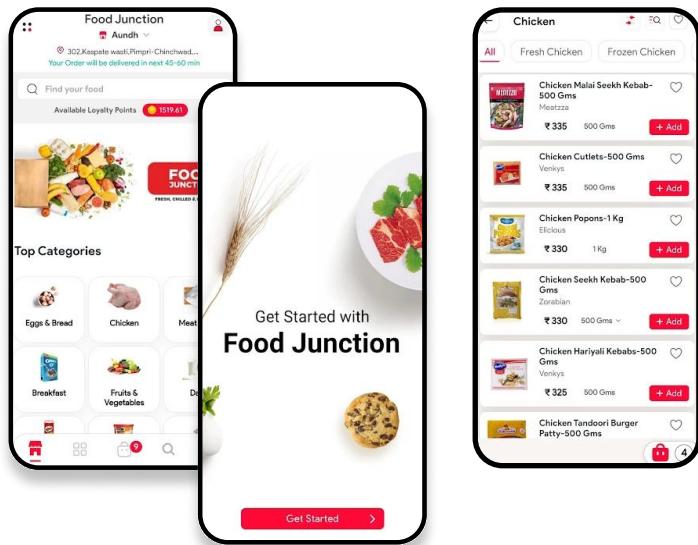
App Overview

The Food Junction app is an online grocery shopping platform designed to offer users a seamless and convenient experience in browsing, purchasing, and receiving groceries at their doorstep. The app provides a diverse selection of grocery items, including fresh produce, packaged foods, and daily essentials. With features such as product search, secure checkout, order tracking, and multiple payment options, the app aims to cater to modern consumers looking for a reliable online grocery solution.

Business Objectives

The Food Junction app aims to provide a seamless grocery shopping experience by:

- Boosting Engagement – Enhancing usability to increase retention.
- Driving Sales – Optimizing checkout to reduce cart abandonment.
- Expanding Reach – Ensuring accessibility for all users.
- Improving Efficiency – Enhancing performance, transactions, and support.
- Building Loyalty – Creating a trusted platform for repeat customers.



User Objectives

The Food Junction app ensures a fast, intuitive grocery shopping experience by focusing on:

- Easy Discovery – Quick search, filters, and structured catalog.
- Seamless Ordering – Smooth checkout and multiple payment options.
- Personalization – Saved lists, recommendations, and discounts.
- Reliable Delivery – Clear options, tracking, and timely updates.
- Transparent Pricing – No hidden fees, clear discounts.
- Secure Payments – Safe transactions and data privacy.
- Accessibility – Readable fonts, high contrast, and assistive tech support.
- Quick Support – Responsive help via chat, email, or phone.

Objectives of the UX Audit

The Food Junction UX audit aims to:

- Identify Usability Issues – Detect friction in navigation and interactions.
- Improve User Experience – Streamline the shopping journey.
- Enhance Accessibility – Ensure WCAG compliance.
- Optimize Performance – Fix slow-loading screens and technical issues.
- Increase Conversions – Reduce cart abandonment and improve checkout.
- Ensure Design Consistency – Maintain a cohesive UI.
- Provide Actionable Insights – Data-driven improvements based on user behavior

Scope of the Audit

The Food Junction UX audit assesses usability, accessibility, and performance to enhance the user experience.

Key Areas:

- UI & Visual Design – Layout, typography, branding, and Material Design compliance.
- Navigation – Menu clarity, search efficiency, and product organization.
- Usability & Interaction – Checkout flow, workflows, and user feedback.
- Accessibility – WCAG compliance, screen reader support, and touch-friendly UI.
- Performance – Load times, responsiveness, and media impact.
- Checkout & Payments – Simplicity, payment options, security, and pricing transparency.
- User Engagement – Onboarding, personalization, and retention strategies.
- Customer Support – Accessibility, response times, and feedback handling.
- Competitor Benchmarking – Industry comparison for best practices.

Limitations of the Audit

The audit focuses on the Android version of the app and does not cover iOS unless specified.



User behavior analysis is limited to publicly available metrics and heuristic evaluation, without direct user testing or analytics data.

The audit is based on an external evaluation and does not include direct access to backend systems or internal user data.

Methodology

The UX audit for the Food Junction app follows a structured approach to evaluate its usability, accessibility, performance, and overall user experience. This methodology ensures a thorough assessment, allowing for data-driven recommendations to improve the app.

1. Heuristic Evaluation
2. User Flow Analysis
3. Accessibility Assessment

Style Guide

Brand Overview

Food Junction is a modern food delivery app designed to provide a seamless ordering experience. The app focuses on usability, accessibility, and a visually engaging interface.

Brand Colors



Primary Color:
Red (#FF1E3C)
(Symbolizing passion
and appetite)



Secondary Color:
White (#FFFFFF)
(For a clean, modern
look)



Accent Color:
Dark Gray (##1C1C1C)
(Used for text and icons for
contrast)

Brand Style

- Energetic
- Friendly & Engaging
- Modern & Playful

Font & Typography

- Font Style: Sans-serif (Clean and readable)
- Body Text: 14pt
- Header Text: 22pt (Bold for emphasis)
- Label Text: 12pt

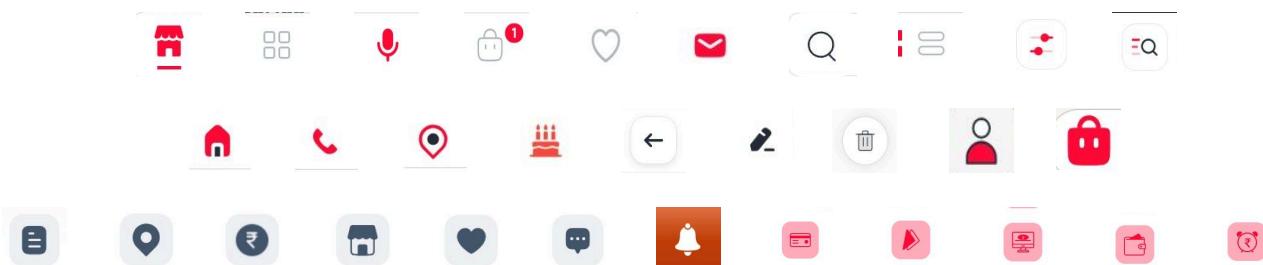
UI Elements

- Buttons: Rounded, bold, and high contrast
- Icons: Minimalist, clear, and easy to recognize
- Navigation: Bottom navigation bar for easy access

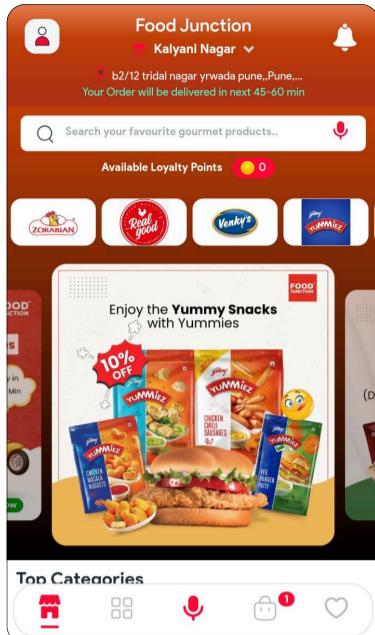
Text color	Background color
#92E0B6	
#B03317	
Contrast	
4.07	
Poor 	
Small text	
Large text	
Poor contrast for small text (below 18pt) and good contrast for large text (above 18pt or bold above 14pt). Click to fix	

Text color	Background color
#FFF9EB	
#FFFFFF	
Contrast	
1.05	
Very poor 	
Small text	
Large text	
Poor contrast for all text sizes. Click to fix	

Icon use

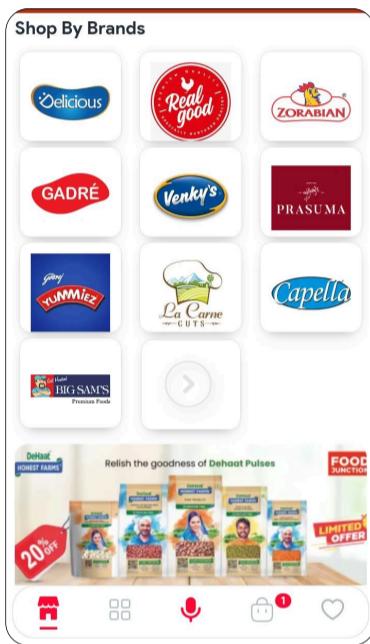


Accessibility features



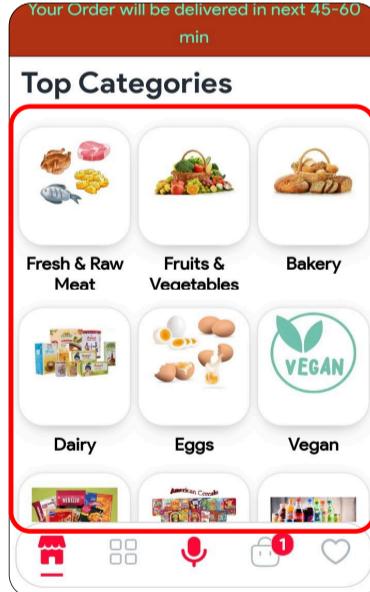
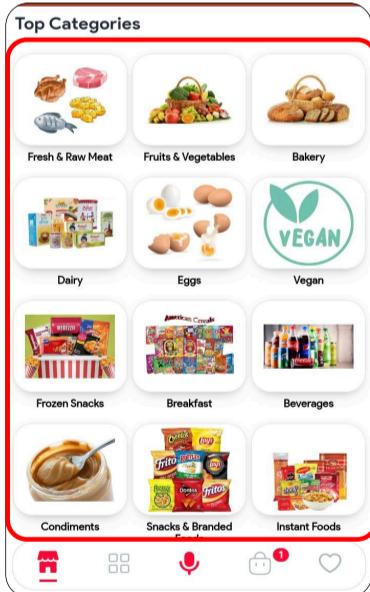
✖ Accessibility Issues

- The green text ("Your Order will be delivered in next 45-60 min") blends into the background, making it hard to read.
- Icons (notification bell, loyalty points, microphone) lack proper accessible labels.
- Loyalty points use only colors (red/yellow) without text labels, making it difficult for colorblind users to differentiate.
Suggestion: Add text indicators like "Low Points" or "High Points".
- Keyboard navigation lacks a clear focus indicator when moving between elements like the search bar and product list.
- Some text elements (especially in banners) may not adjust correctly when users increase system font size.



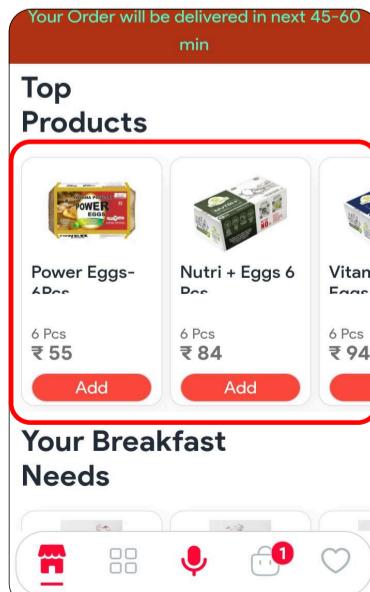
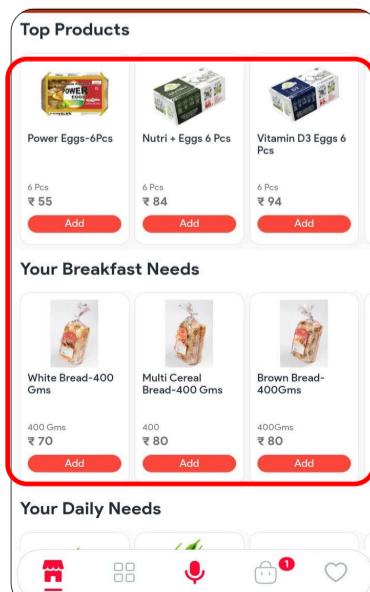
✖ Accessibility Issues

- In the scaled-up version, some text elements overlap each other, making them unreadable.
- The notification banner grows too much when the text size increases, affecting layout balance.
- Some brand icons shift position when the text size increases, disrupting the grid layout.
- No visible focus outline for users navigating with a keyboard.
- The green text inside the red notification box does not meet contrast guidelines.



✖ Accessibility Issues

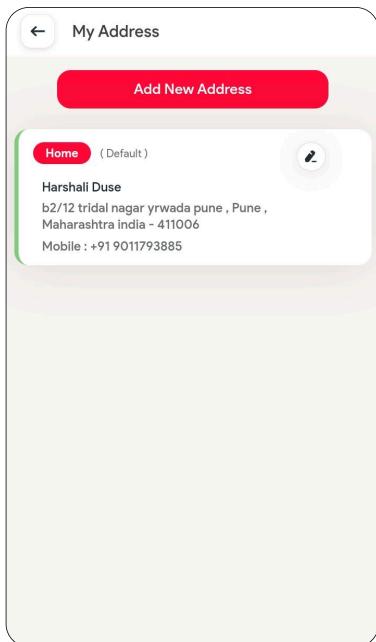
- The delivery message in the header overlaps or gets cut off when font size increases.
- When text size increases, the category/product boxes expand, leading to layout shifts.
- The UI lacks focus states for navigating via keyboard or assistive technology.
- The "Add" buttons on red backgrounds may have low contrast, making them hard to read.



✖ Accessibility Issues

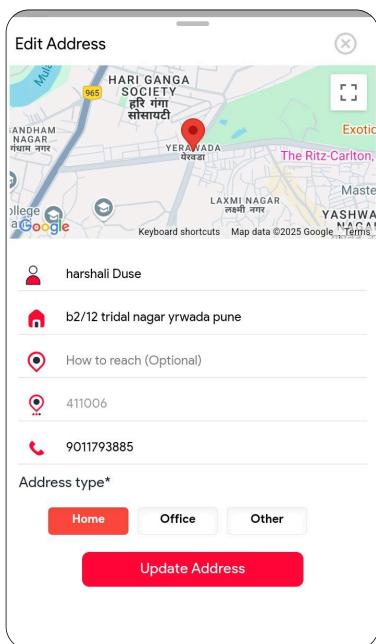
- The delivery message in the header overlaps or gets cut off when font size increases.

Accessibility features



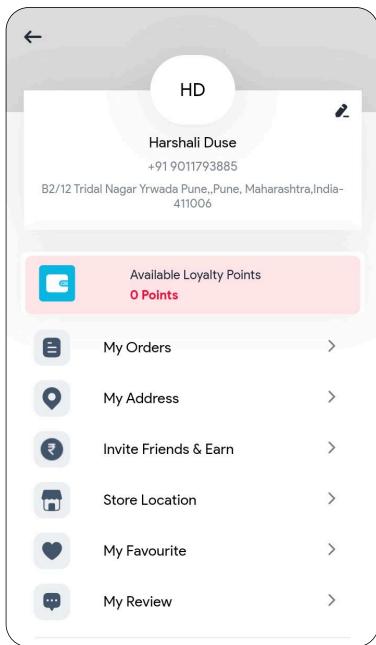
✖ Accessibility Issues

- The edit icon inside the address box is small and hard to tap.
- The text "Home (Default)" blends into the rest of the address, making it harder to distinguish.
- The address box is not aligned properly, affecting readability.



✖ Accessibility Issues

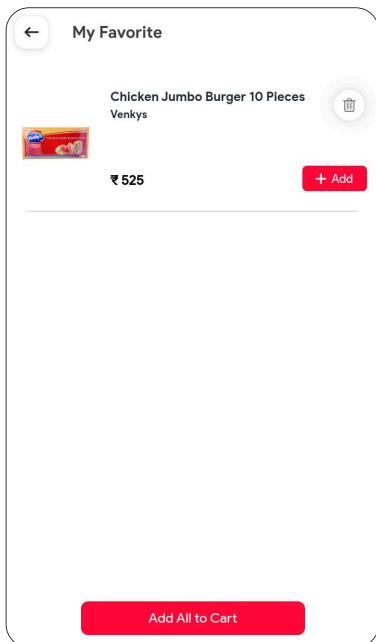
- Some icons are filled, some are outlined, making the UI inconsistent.
- The "Update Address" button is not aligned with the form elements.
- In some pages, the back button has a background, while in others, it doesn't.



✖ Accessibility Issues

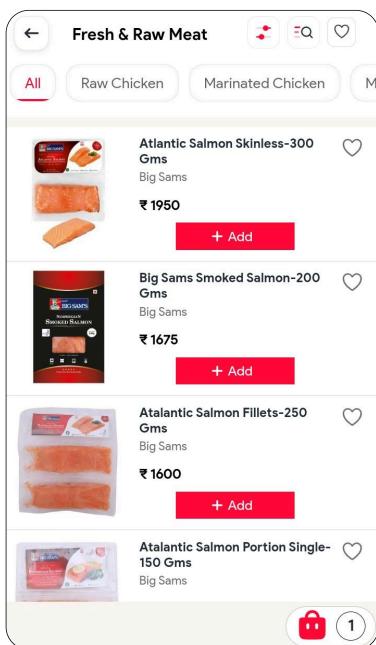
- The user's profile icon is not properly shaped or aligned.
- The same section appears in multiple places, making navigation repetitive.
- There is an edit option for profile details, but no way to edit the address.

Accessibility features



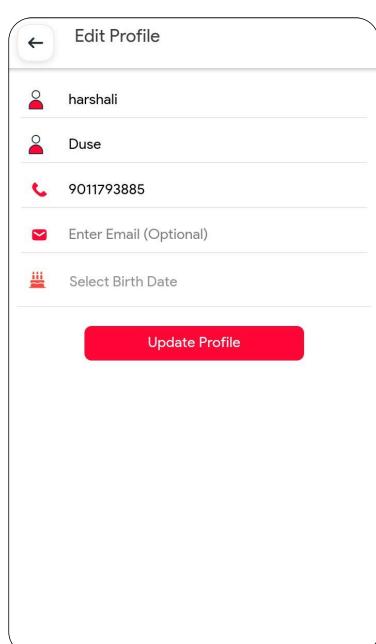
✖ Accessibility Issues

- The delete icon is in a different style from the "+ Add" button.
- The "Add All to Cart" button needs better contrast to stand out.
- Without a subtle background or separators, items blend together, making it hard to scan.



✖ Accessibility Issues

- Some icons are filled, while others are outlined, making navigation harder.
- Some food items have different spacing and alignment, reducing readability.
- The cart button is not aligned properly, which can confuse users.



✖ Accessibility Issues

- Inconsistent icon colors: Different colors for similar actions can confuse users.
- Inconsistent product item layouts: Different alignments make it hard to scan quickly.
- Cart icon placement: Not clearly distinguishable, making it harder for users to locate it quickly.
- Low contrast in certain areas: Some text might not meet WCAG contrast ratio requirements for readability.

Hierarchical Task Analysis (HTA)

Top-Level Goal: Complete an Order in the App

1. Start Application
 - 1.1. Launch the app
 - 1.2. Navigate through the splash screen
 - 1.3. View the welcome screen
- 2 . User Authentication
 - 2.1. Enter username
 - 2.2. Enter OTP
 - 2.3. Set or confirm location
- 3 .Browsing and Selecting Items
 - 3.1. Navigate to Home
 - 3.2. Browse Categories
 - 3.3. Select a Subcategory
 - 3.4. View Item List
 - 3.5. Open Item Details
 - 3.6. Decide to:
 - Add item to cart
 - Add item to favorites
- 4 .Managing Cart and Checkout
 - 4.1. Open the Cart
 - 4.2. Review items
 - 4.3. Proceed to Checkout
- 5 .Placing the Order
 - 5.1. Select delivery option
 - 5.2. Choose payment method
 - 5.3. Confirm and place order
- 6 .Order Tracking & Management
 - 6.1. View order status
 - 6.2. Track order progress
 - 6.3. Review active schedule or past orders
 - 6.4. Decide to:
 - Continue tracking
 - Close the app
- 7 .End Task
 - 7.1. Order is completed or canceled
 - 7.2. Exit the application

Story Bord



Overwhelmed with Responsibilities
Sarah, a working mother, juggles her job and household chores. She realizes the kitchen is running low on essentials but feels too exhausted to go grocery shopping.



Struggle with Limited Time
After a long day at work, Sarah barely has time to prepare dinner, let alone visit the grocery store. She worries about missing key ingredients for the week.



Discovering a Grocery Solution
While checking her phone, she sees an ad for Food Junction, which offers scheduled grocery deliveries with fresh produce and essentials.



Easy Pre-Order & Scheduling
She quickly opens the app, selects groceries for the entire week, and schedules them for doorstep delivery, saving her time and effort.



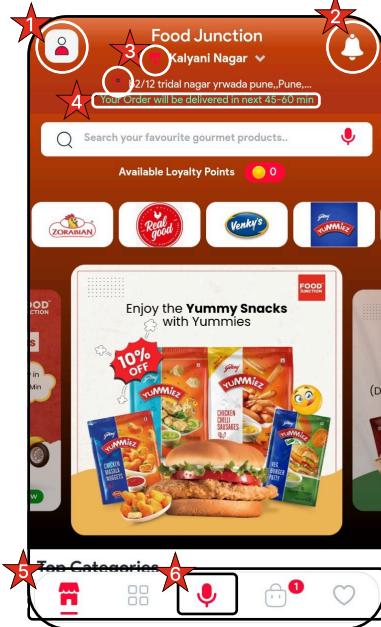
Timely Grocery Delivery
The next morning, her groceries arrive fresh and neatly packed. Sarah feels relieved that she doesn't have to rush to the store after work.



Stress-Free & More Family Time
With groceries taken care of, Sarah enjoys cooking dinner without last-minute store runs, spending quality time with her family instead of worrying about shopping.

Task Flow

Home Page



Usability

- 1 The icons lack consistency; some are filled, while others are outlined.
- 2 The icons lack color consistency, with varying shades used throughout.
- 3 Small, unlabeled icons in the bottom navigation make navigation challenging for screen reader users.
- 4 The microphone icon is unresponsive when clicked, with no action occurring.

Heuristic Evaluation

- 2 The icons lack color consistency, with varying shades used throughout.
(This issue relates to Jakob Nielsen's heuristic of "Consistency and Standards", as users expect uniform design patterns.)
- 5 Small, unlabeled icons in the bottom navigation make navigation challenging for screen reader users.
(Accessibility & Feedback – It violates accessibility principles by making navigation difficult for visually impaired users.)

Visibility

- 2 The icons appear small, possibly not meeting the 48x48 dp touch target.
- 3 The red color blends into the background, reducing visibility.
(Falls under Color & Contrast Guidelines, ensuring sufficient contrast for readability and accessibility.)
- 4 The colors are inconsistent across the design.

Style Guide

Icons appear small, possibly not meeting the 48x48 dp touch target.

- 5 The red color blends into the background, reducing visibility.

Categories Bakery

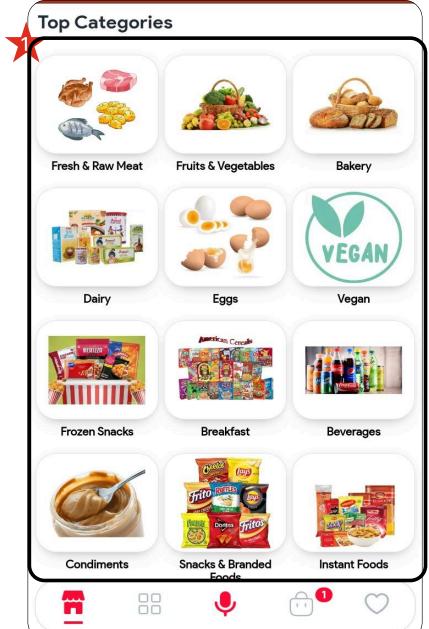
Style Guide

Typography & Readability – Labels should have a clear, legible font with proper contrast.

Heuristic Evaluation

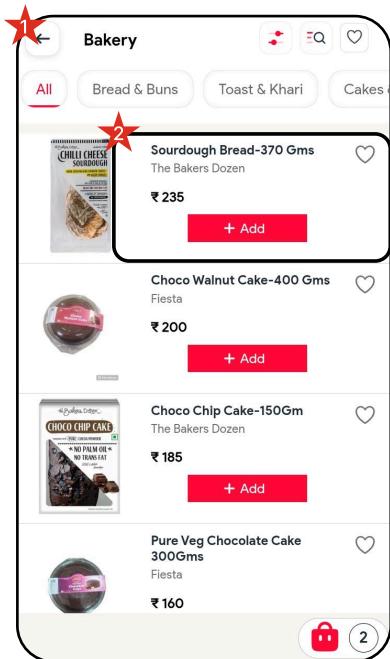
- 1 Recognition Over Recall – Users should easily recognize categories without extra effort.
- 2 Aesthetic & Minimalist Design – Avoid clutter and ensure a clean, readable UI.
- 3 Consistency & Standards – labels should follow a consistent pattern.

Top Categories



Task Flow

Bakery Add



Usability
② difficulty in navigating categories, unclear CTAs, or confusing layout, it falls under Usability.

Visibility
② about unclear product images, poor contrast, or small fonts, it falls under Visibility.

Heuristic Evaluation
Covers Consistency, Visibility of System Status, and Match Between System & Real World.

Add to cart

Visibility

① Product Image Clarity: The product image is not sharp and has a PhotoRoom watermark, reducing trust and credibility. A high-resolution image should be used.

② Price Visibility: The price (₹ 200 / 400 Gms) is placed in a small font, making it less noticeable. It should be more prominent with better contrast.

Heuristic Evaluation

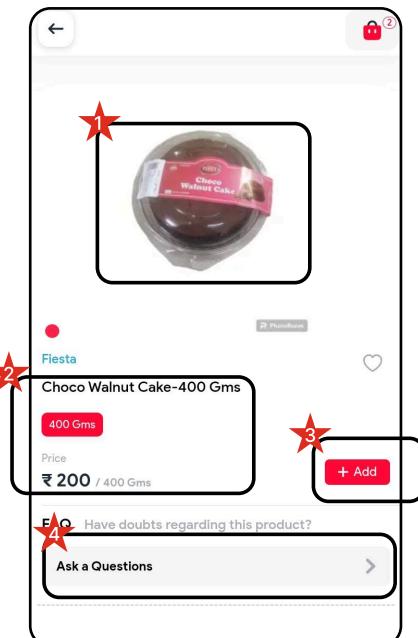
Match Between System & Real World Watermarked product image looks unprofessional

Visibility of System Status
Price is not prominent
Increase font size and improve contrast

Usability

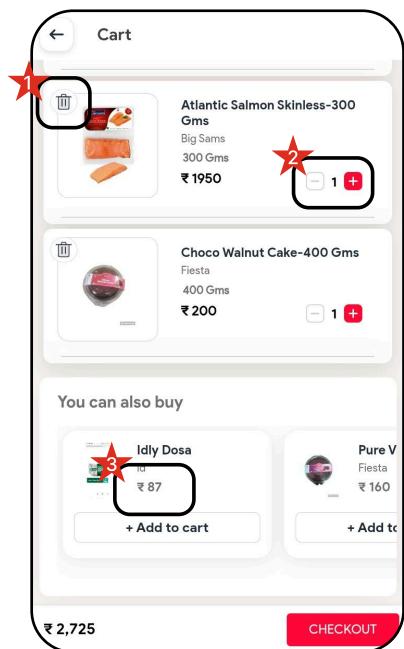
③ The "+ Add" button is small and placed on the right, making it hard to reach for some users. It should be centrally aligned or enlarged.

④ The text "Ask a Questions" is grammatically incorrect. It should be "Ask a Question" for better clarity.



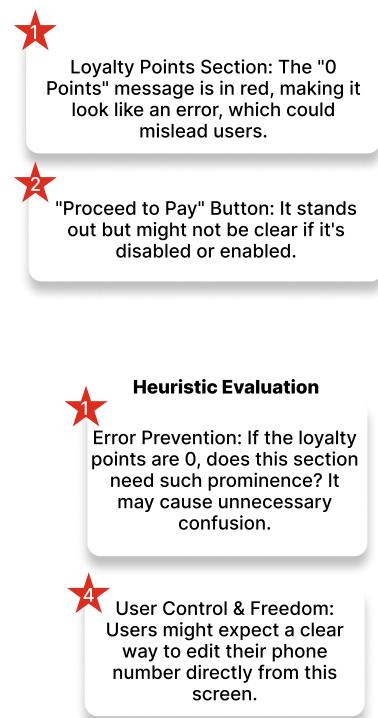
Task Flow

Checkout

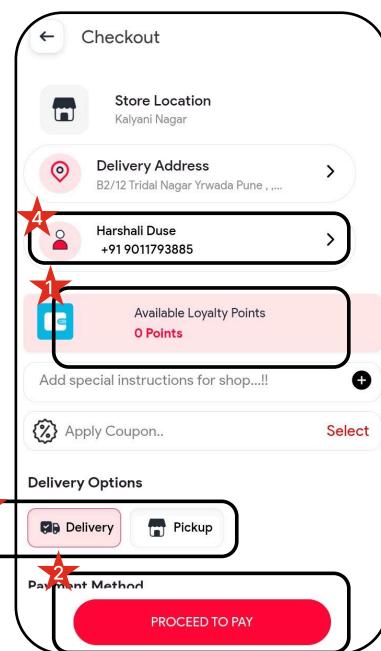


- Style Guide**
- Touch targets should be at least 48x48dp for better accessibility.
 - Buttons should have higher elevation for better visibility.
- Visibility**
- Contrast Issues: The price in black text on a dark background may reduce readability. A bolder or colored text would improve clarity.
- 1** The "Delete" (trash icon) button is small and might be hard to tap. It should have a larger touch target (48x48dp).

Order place

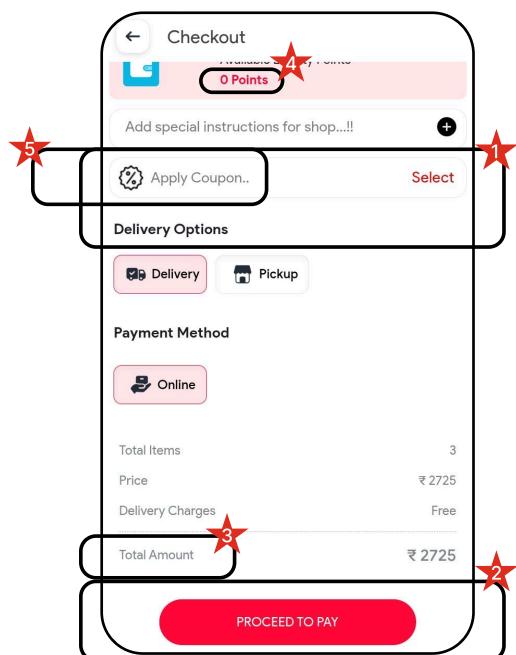


- Usability**
- Delivery & Pickup Selection: The contrast between selected and unselected options is minimal, making it harder to distinguish.



Task Flow

Order Place



- Style Guide**
- 1 Spacing & Alignment: The "Apply Coupon" section is too close to "Delivery Options," making it feel cluttered.
 - 2 Button Hierarchy: "Proceed to Pay" is the primary action but might need better contrast against the background for more clarity.
 - 3 Typography & Readability: The total price could be bolded more to enhance readability.

Heuristic Evaluation

Match Between System & Real World: Users expect an address confirmation step before payment. If that's missing, it could be confusing.

Consistency & Standards: The button for "Proceed to Pay" follows Material Design guidelines but lacks clear feedback when pressed.

Visibility

4 The "0 Points" in red might look like an error, even if it's just an indication of loyalty points balance. Consider a more neutral color.

5 The "Apply Coupon" button is not very prominent, and the "Select" text in red might not be intuitive for users who expect a dropdown or clickable button.

Payment

- Visibility**
- 1 The red background at the top with white text may reduce readability, especially for users with visual impairments. The contrast should be checked.
 - 2 The currency format "₹ 2725,00" uses a comma instead of a period, which is not the standard for Indian currency (it should be ₹ 2,725.00).
 - 3 The icons next to payment methods are visually clear, but their size and alignment could be more refined for a polished look.
 - 4 Back Button Placement: The back button is present, but it could be more visible for easy navigation.

- Style Guide**
- 4 Color & Contrast: The red-heavy design might not be the best for readability and accessibility; a softer shade or a neutral background could be better.
 - 5 Button & Card Styling: The payment options should have a more defined touch target area (48x48dp minimum per Material Design).
 - 6 Typography: The header uses all caps ("PAY FOOD JUNCTION STORE"), which is not recommended in Material Design as it reduces readability.



Competitive Analysis of Food Junction

Grocery Delivery Apps: BigBasket, Blinkit, Instacart



Accessibility Features

Dark Mode



Talk Back



Button Height



Color filter



Text truncation



Font Size



Magnification



Color Inversion



Color Correction



Findings

Visibility Issues:

- Product image is unclear with a watermark.
- Price is not prominent enough.

Usability Issues:

- "+ Add" button is small and not easily accessible.
- Incorrect button label ("Ask a Questions" → should be "Ask a Question").

Heuristic Evaluation:

- Image quality affects trust.
- Price visibility needs improvement.
- Grammar issue in FAQ button.

Style Guide Issues:

- Improve button size & placement for better accessibility.
- Increase price font size for readability.
- Fix spacing around FAQ for better UI.

Conclusion

The current UI has visibility, usability, and heuristic issues that affect user experience and trust. Key areas needing improvement include image clarity, pricing visibility, button accessibility, and text consistency.

1. Enhancing Visibility

- The product image is unclear, affecting the user's ability to verify product details.
- The price should be more prominent to improve decision-making.

1. Improving Usability

- The "+ Add" button is small, making it harder for users to interact quickly.
- The FAQ button has a grammatical issue, which affects professionalism.

1. Heuristic & Style Guide Improvements

- Poor image quality reduces credibility.
- Text alignment and spacing need adjustments for a cleaner look.
- Ensuring consistent UI elements will improve user engagement.

UI

<https://www.figma.com/design/pcpfgKco5fIYG4cRhKx49E/Untitled?>

Screen -

[node-id=396-2625&t=CMLTdx0Qt0ZfSnfj-1](#)