

# **Food delivery App**

## Food Delivery App UI/UX Assessment Report

This report analyzes the provided UI/UX screens for a Food Delivery Application, focusing exclusively on the positive design choices, user experience strengths, and effective visual execution across the key user journey.

### **1. Visual Design and Brand Strengths**

**Effective Dark Mode Implementation:** The consistent use of a dark theme provides a modern, premium aesthetic, and significantly enhances content readability by offering high contrast. This choice is particularly effective for reducing eye strain during late-night ordering.

**Purposeful Color Strategy:** The primary use of a gold/yellow accent color is highly successful. It effectively draws attention to critical information (ratings, time) and highlights all primary Call-to-Action (CTA) buttons (e.g., Proceed to Payment, Place Order Rs. 668), establishing a clear visual hierarchy.

**Clean and Consistent Typography:** The application utilizes clear, legible fonts with effective use of bolding to emphasize prices, item names, and delivery summaries, ensuring quick scannability.

### **2. Navigation and Discoverability**

**Intuitive Home Screen Layout:** The search bar and quick-access categories are prominently placed at the top, immediately enabling users to find what they need. The "Popular near you" section effectively uses visual cards to promote discovery and generate impulse purchases.

**Standard Bottom Navigation:** The fixed bottom navigation bar containing essential links (Home, Cart, Orders, Account) provides familiar and persistent navigation, allowing users to switch contexts easily without confusion.

**Clear Menu Presentation:** The Menu screen effectively groups items (e.g., Starters, Beverages) and clearly presents vital information (time, rating, price) directly on the item cards, facilitating fast ordering decisions.

### **3. Streamlined Transaction Flow**

**Transparent Cart Summary:** The Your Cart screen clearly itemizes the order, including the breakdown of costs (Subtotal, Delivery Fee, Tax, Total), ensuring transparency before the user commits to checkout.

**Comprehensive Checkout Options:** The Checkout screen is well-structured, allowing users to easily manage their delivery address, view contact details, and specify delivery instructions. The inclusion of estimated delivery times on the screen provides crucial information upfront.

**Accessible Payment Options:** The Payment Method screen clearly presents a wide array of options, including UPI/Wallets, Credit/Debit Card, and Cash on Delivery, catering to diverse user preferences. The visual presentation of the final amount (Order Summary) is clear and trustworthy.

#### 4. Post-Order Experience

Instant and Clear Confirmation: The Order Confirmed screen immediately provides the user with the Order # and a concise status ("Order Preparing"), offering reassurance right after purchase.

Transparent Order Tracking: The visual tracking status ("Order Preparing," "On the way") alongside the clear Estimated Delivery time (e.g., 4:45 pm) provides excellent visibility into the order's journey.

Organized Account Management: The My Account screen is well-organized, offering quick access to key personal and historical data, such as Past Orders, Saved Address, and Payment Method, enhancing self-service capability.