

Food Delivery App Prototype Using Proto.io

AIM

The aim of this project is to design and develop a food delivery mobile application prototype using Proto.io that integrates both familiar and unfamiliar navigation elements. The usability of these elements is evaluated among different user groups to analyze ease of use and user experience.

INTRODUCTION :

This prototype consists of three main screens:

1. Login Page
2. Home Page
3. Profile Page

The application is designed to provide a smooth and user-friendly food ordering experience while also introducing innovative navigation techniques to enhance usability.

Familiar and Unfamiliar Navigation in UI/UX Design

Familiar Navigation

Familiar navigation includes commonly used design elements that users regularly encounter in mobile applications. These elements reduce the learning curve and improve usability.

Examples Used in This Prototype:

- Login & Create Account buttons
- Search bar with icon
- Back arrow navigation
- Profile icon
- Edit Profile option
- Settings & Logout buttons
- Category-based food selection

These elements are intuitive and help users interact comfortably with the application.

Unfamiliar Navigation

Unfamiliar navigation includes innovative or less commonly used UI elements that may enhance interaction but require user adaptation.

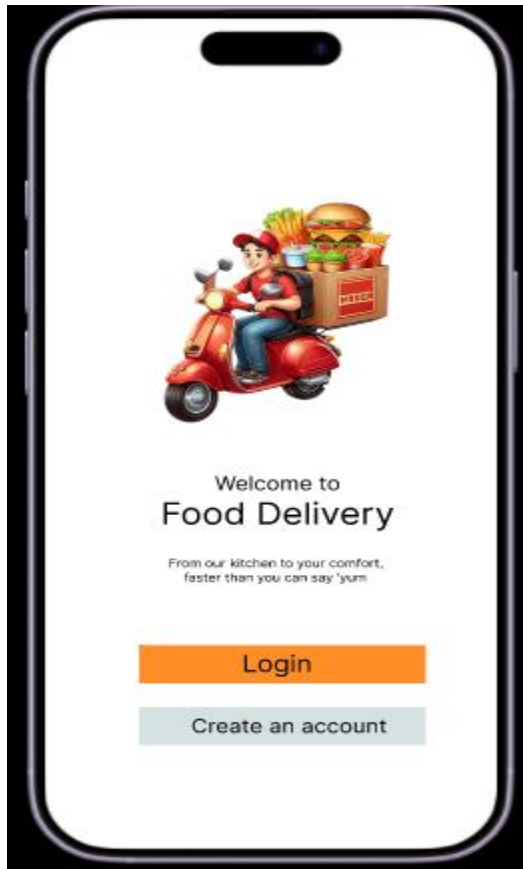
Examples Used in This Prototype:

- Dynamic scrolling food categories
- Interactive food item circular layout
- Hidden expandable profile options
- Visual-based category selection instead of text-only menu
- Possible gamification (progress-based profile completion concept)

These elements make the interface modern and engaging but may require slight learning.

Screen-wise Description

1 Login Page



Features:

- Welcome message
- Illustration for visual appeal
- Login button

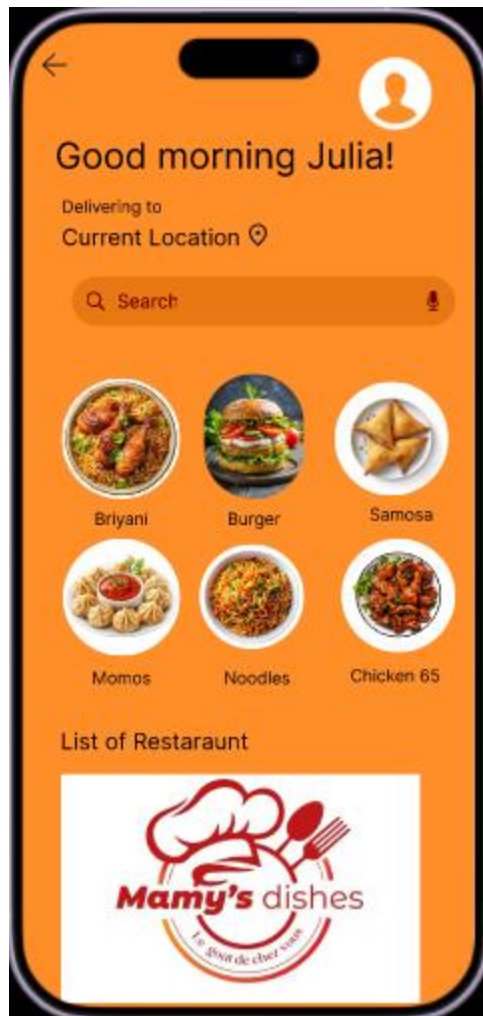
Familiar Elements:

- Standard login button placement
- Clear CTA (Call to Action)

Usability:

Users easily understand how to proceed because of the traditional layout.

2 Home Page



Features:

- Greeting message (Good Morning, Julia)
- Current location display
- Search bar
- Food categories (Biryani, Burger, Samosa, etc.)
- Restaurant list

Familiar Elements:

- Search bar at top
- Location indicator
- Category icons

Unfamiliar Elements:

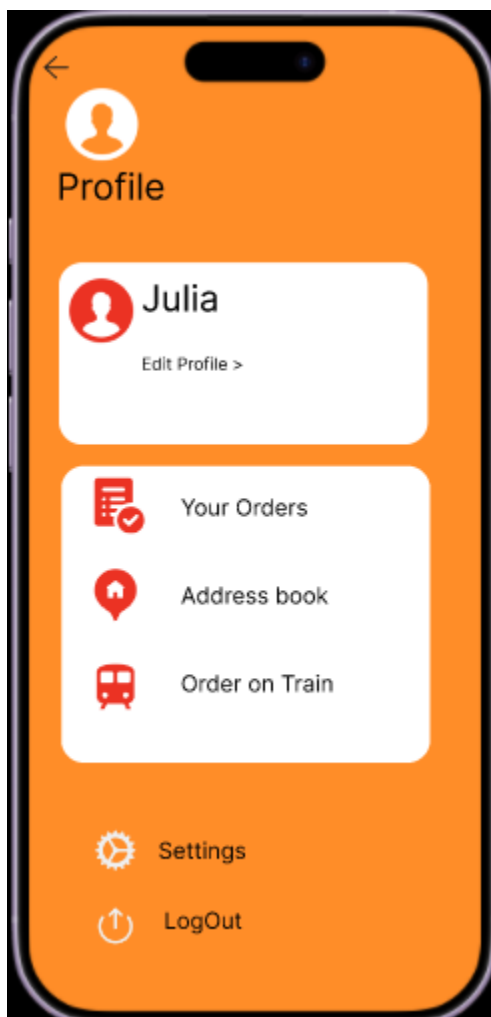
- Circular food layout
- Visual-heavy category browsing

Usability Evaluation:

Younger users adapted quickly.

Older users preferred text labels along with images.

3 Profile Page



Features:

- Profile section with image
- Edit Profile option
- Orders history
- Address book
- Settings
- Logout

Familiar Elements:

- Profile card
- Settings icon
- Logout button

Unfamiliar Elements:

- Compact grouped options
- Visual icon-based navigation

Usability Evaluation:

Most users found profile navigation simple.
Some users initially searched for a bottom navigation bar.

- Needed more text guidance
- Preferred traditional menu style

Conclusion

The prototype successfully combines familiar and unfamiliar navigation elements. Familiar components ensured ease of use, while innovative features enhanced visual appeal and engagement. Usability testing showed that balancing traditional patterns with creative elements improves overall user experience.