

McDonald's McDelivery India Website: UI/UX Analysis and Recommendations

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Background: Computer Science and Engineering student with a strong passion for User Experience (UX) and Interface (UI) design.

Introduction

This document presents an analysis of several user experience (UX) and user interface (UI) inconsistencies observed on the McDonald's McDelivery India website (mcdelivery.co.in). The goal is to highlight areas where minor structural and visual adjustments can lead to a significantly smoother, more professional, and more efficient ordering experience for the customer.

The recommendations below are based on best practices for visual hierarchy, space utilization, and navigational efficiency. This project serves as a case study to demonstrate practical skills in identifying real-world UX problems and delivering actionable, user-centric design solutions.

UI/UX Inconsistencies and Proposed Solutions

The analysis focuses on seven areas where the current design presents challenges to usability and visual balance.

1. Inconsistent Spacing Between Menu and Cart Preview

Issue	Current UX/UI Observation	Proposed Solution
Visual Imbalance	<p>There is an excessive, clearly visible empty space between the main menu item list and the Cart Preview area on the right. This gap breaks the visual flow, makes the layout feel disjointed, and wastes valuable horizontal screen space that could be used for product display.</p>	<p>Eliminate the gap to unify the visual layout. By reducing the space, the main menu area and the cart feel like components of a single, coherent application. This improves information density and structural alignment.</p>

2. Search Bar Positioning and Sizing

Issue	Current UX/UI Observation	Proposed Solution
Uneven Layout	The search bar is placed too far to the left, resulting in a large, unutilized empty space in the center of the header. This creates an uneven and slightly off-center impression in a high-traffic area of the site.	Increase the search bar's width slightly to provide better visual weight. Reposition the bar slightly towards the center to balance the elements on the left (e.g., Logo/Nav) and the empty space on the right, achieving a more centered and balanced look without disrupting necessary left-aligned elements.

3. Asymmetrical Cart Preview Margins

Issue	Current UX/UI Observation	Proposed Solution
Lack of Polish	The spacing (margins/padding) on the left and right sides of the Cart Preview column is unequal. While a minor detail, this lack of symmetry is noticeable and detracts from the professional polish expected of a global brand.	Ensure equidistant spacing (equal left and right margins/padding) around the Cart Preview element. This establishes visual symmetry and reinforces a clean, professional layout.

4. Sidebar Menu Disappears While Scrolling Down

Issue	Current UX/UI Observation	Proposed Solution
Poor Usability/Scroll Fatigue	The primary Category Sidebar Menu scrolls off-screen with the main content. This forces customers to scroll all the way back up to switch categories,	Implement a fixed, persistent Sidebar Menu. The sidebar should remain static on the screen during vertical scrolling. This allows

	creating unnecessary friction, especially for large menus or long pages.	the customer to instantly jump between product categories without interrupting their flow, significantly improving the user experience and reducing the effort required to navigate.
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5. Text Compression Above Cart Preview

Issue	Current UX/UI Observation	Proposed Solution
Visual Compression	There is insufficient vertical space between the navigation/header elements above and the "Your Cart" / "Clear All" text. This causes visual compression, making the cart header feel cramped and disconnected from the rest of the layout.	Increase the top margin/padding above the "Your Cart" title and "Clear All" link. This introduces necessary white space, clearly separating the cart content from the global header elements and improving readability.

6. Wasted and Excessive Space Under the Cart Preview

Issue	Current UX/UI Observation	Proposed Solution
Wasted Space	The Cart Preview area, which displays selected items, is vertically limited, resulting in significant unused, non-functional space beneath it. This wasted space looks awkward and limits the customer's ability to review their order at a glance.	Increase the overall height of the Cart Preview container. The height should be maximized to show more items simultaneously, reducing the need for vertical scrolling within the cart itself, thus making order review faster and more transparent.

7. Unnecessary Scrolling to See Food Details

Issue	Current UX/UI Observation	Proposed Solution
Excessive Scrolling	The current food details pop-up often has a square or restrictive shape, requiring the user to scroll down to see key information (ingredients, calories and weight). This adds unnecessary micro-interactions.	Redesign the pop-up to be a rectangle. The increased horizontal space allows for better presentation of all critical food details (name, price, description, nutritional info) on a single screen without immediate scrolling, resulting in a superior, information-dense UX.

Visuals of Inconsistencies and Redesigns

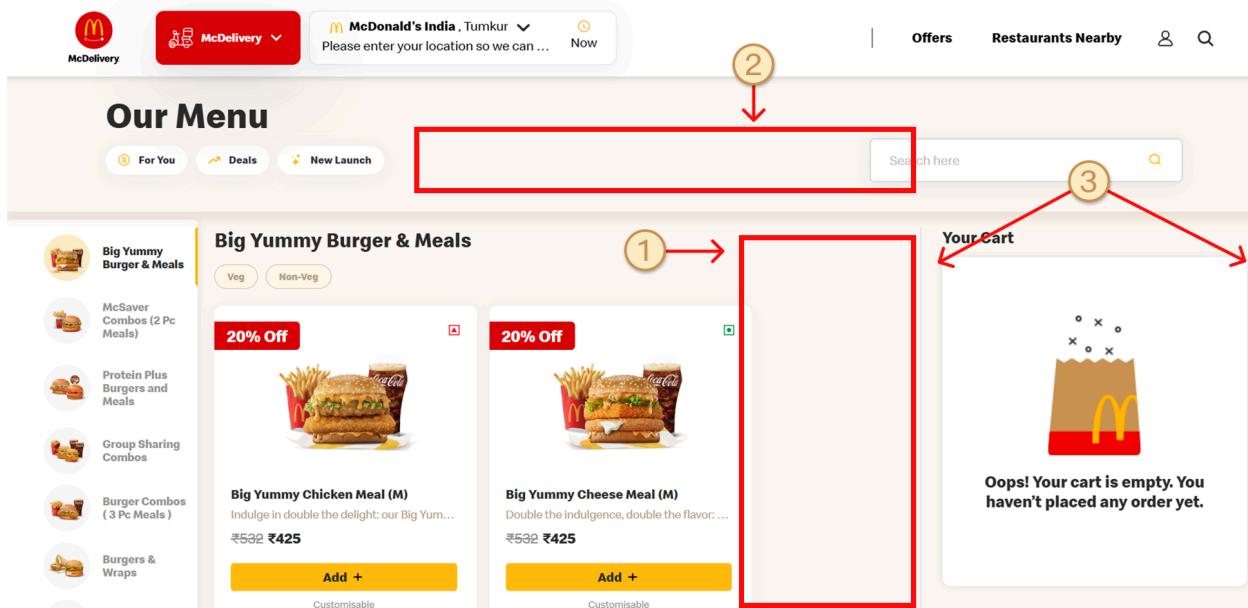
Current McDelivery Website (Full View)

Current McDelivery website, full view, no markings.

The screenshot shows the McDonald's India McDelivery website. At the top, there is a navigation bar with the McDonald's logo, a search bar asking for location input, and links for Offers, Restaurants Nearby, and user profile. Below the header, the main menu is titled "Our Menu" with sections for "For You", "Deals", and "New Launch". A search bar is also present here. The "Big Yummy Burger & Meals" section features two meal deals with "20% Off" labels: "Big Yummy Chicken Meal (M)" and "Big Yummy Cheese Meal (M)". Each deal includes an image of the meal and a price of ₹425. Below these are "Add +" buttons and a note about customizability. To the right, a "Your Cart" section displays a small icon of a shopping bag with a sad face and the message "Oops! Your cart is empty. You haven't placed any order yet."

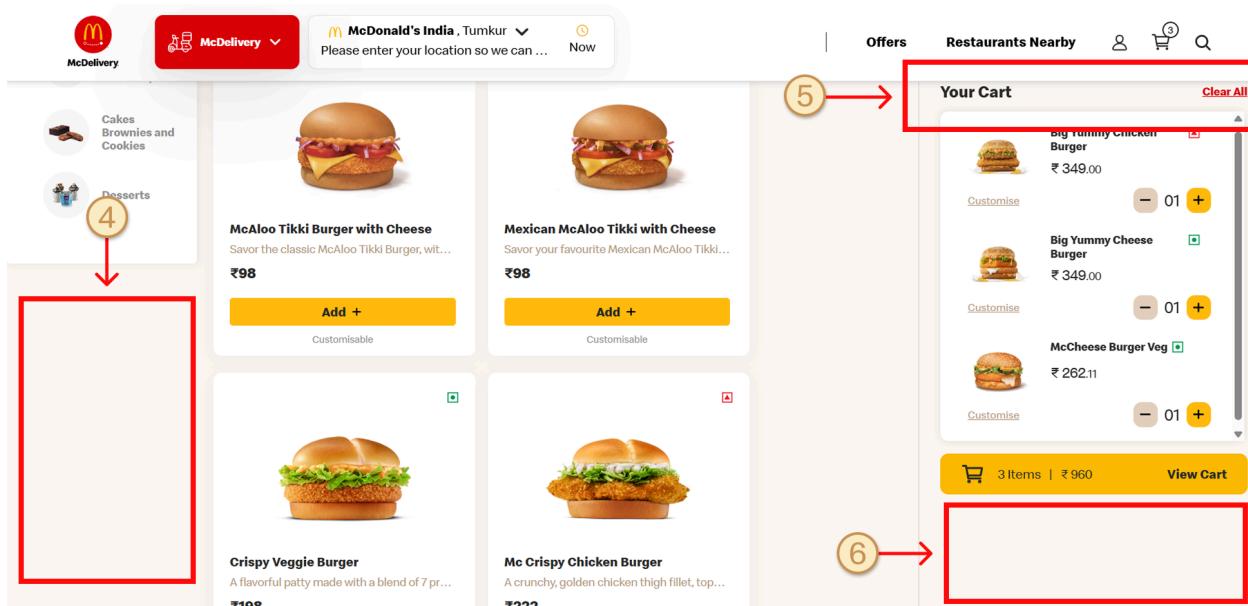
Issues 1-3: Visual Imbalances and Spacing Inconsistencies

Current website marked for the first three issues (Spacing, Search Bar, Cart Margins).



Issues 4-6: Navigational Friction and Cart Layout Problems

Current website marked for issues 4, 5, and 6 (Scrolling Menu, Cart Header Compression, Wasted Cart Space).



Redesign: Top-Fold Layout Enhancements

Redesigned website showing fixes for issues 1-6 (initial view).

The screenshot shows the McDonald's India website. At the top, there is a navigation bar with the McDonald's logo, 'McDelivery' buttons, a dropdown for 'McDonald's India, Tumkur', a search bar with placeholder text 'Please enter your location so we can ... Now', and links for 'Offers' and 'Restaurants Nearby'. Below the navigation is a search bar with tabs for 'For You', 'Deals', and 'New Launch'. A large 'Our Menu' section is centered, featuring a 'Burgers & Wraps' category with three items: 'Big Yummy Chicken Burger', 'Big Yummy Cheese Burger', and 'Chicken Maharaja Mac Burger'. Each item has an 'Add' button and nutritional information. To the left of the menu is a sidebar with categories like 'Big Yummy Burger & Meals', 'McSaver Combos (2 Pc Meals)', etc., and to the right is a 'Your Cart' section showing an empty bag icon and the message 'Oops! Your cart is empty. You haven't placed any order yet.'

Redesign: Scroll View with Persistent Sidebar (Empty Cart State)

Redesigned website, scrolled down view, empty cart.

This screenshot shows the same McDonald's India website as above, but the page has been scrolled down. The top navigation and sidebar remain visible on the left. The main content area displays a different set of burgers from the 'Burgers & Wraps' category: 'Mexican McAlloo Tikki with Cheese', 'Crispy Veggie Burger', and 'Mc Crispy Chicken Burger'. The 'Your Cart' section on the right is identical to the first screenshot, showing an empty cart and the message 'Oops! Your cart is empty. You haven't placed any order yet.'

Redesign: Scroll View with Persistent Sidebar (Items in Cart State)

Redesigned website, scrolled down view, 3 items in cart.

The screenshot shows a redesigned McDonald's India website interface. At the top, there is a header with the McDonald's logo, delivery options (McDelivery), and a search bar asking for location input. Below the header, a persistent sidebar on the left contains a vertical list of menu categories with corresponding icons: Big Yummy Burger & Meals, McSaver Combos (2 Pc Meals), Protein Plus Burgers and Meals, Group Sharing Combos, Burger Combos (3 Pc Meals), Burgers & Wraps (which is highlighted in yellow), Fries & Sides, Coffee & Beverage (Hot and Cold), Cakes Brownies and Cookies, and Desserts. The main content area displays a grid of burger and wrap options under the heading 'Burgers & Wraps'. Each item card includes a thumbnail, name, description, price, an 'Add' button, and a 'Customisable' link. A promotional banner for '10% Off' is visible. To the right, a large box titled 'Your Cart' shows three items added: 'Big Yummy Chicken Burger' (₹349), 'Big Yummy Cheese Burger' (₹349), and 'McCheese Burger Veg' (₹262). Each cart item has a 'Customise' link, a quantity selector (set to 01), and a '+' button. The total count '3 items' and total value '₹960' are at the bottom of the cart box, along with a 'View Cart' button. Navigation links for 'Offers' and 'Restaurants Nearby' are also present at the top right.

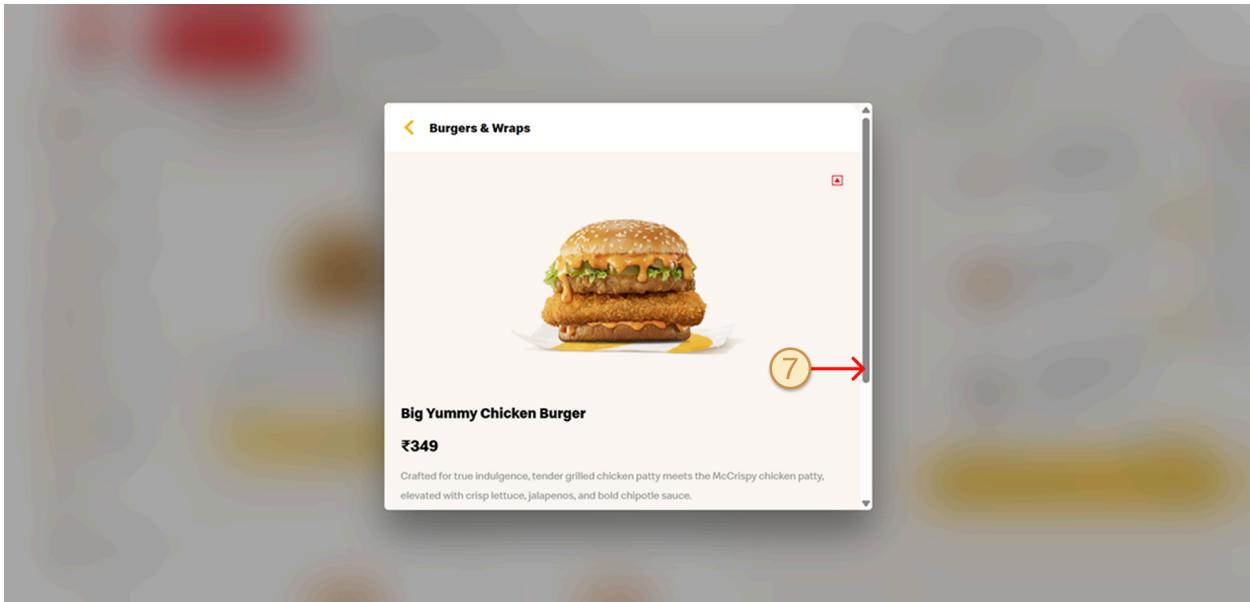
Redesign: Sticky Element Behavior (Menu Scrolls with Content End)

Redesigned website, scrolled to the bottom to show sidebar menu release when menu items end, scrolling up sidebar menu, item list and card preview together.

This screenshot shows a redesigned McDonald's India website with a sticky sidebar menu. The sidebar remains fixed on the left side of the screen as the user scrolls down, listing the same categories as the previous version: Burgers & Wraps, Fries & Sides, Coffee & Beverage (Hot and Cold), Cakes Brownies and Cookies, and Desserts. The main content area features a grid of burger cards with details like name, price, and an 'Add' button. At the bottom of the page, there is a yellow promotional section with a QR code, a download app button, and text encouraging users to share their experience. The footer contains links for Privacy Policy, Terms & Conditions, Corporate Website, Faq, Bug Bounty, Site Map, Veg Burgers, Non Veg Burgers, Nutrition Info, All Restaurants, and a note about calorie requirements. It also includes the FSSAI Central License Number (10014022002648) and Copyright information (Copyright 2025 H.R.P.L.). Social media icons for Facebook, Instagram, and Twitter are located at the very bottom right.

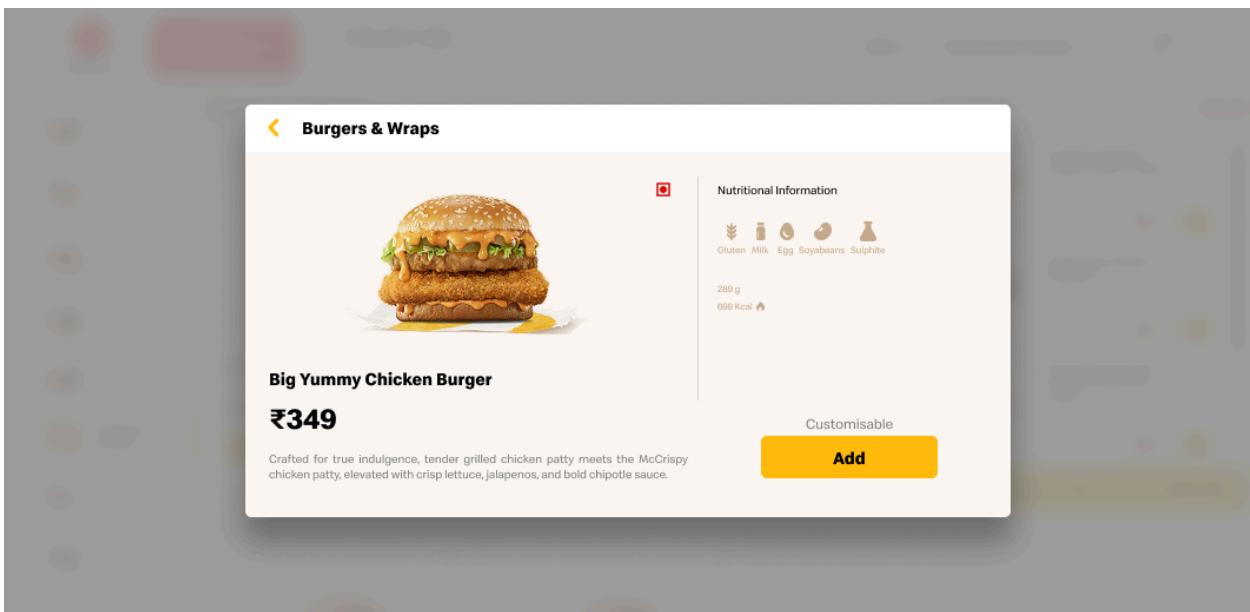
Issue 7: Current Food Details Pop-up (Excessive Vertical Scrolling)

Current Food Details Pop-up (Issue 7) with markings.



Redesign: Optimized Rectangular Food Details Pop-up

Redesigned Food Details Pop-up (Solution 7).



Conclusion

The proposed design revisions collectively address significant usability shortcomings and visual inconsistencies present on the current McDelivery platform. By maximizing content visibility, establishing precise visual hierarchy, and eliminating key friction points—such as the distracting menu gap, the unbalanced header, and the critical issue of the disappearing category sidebar—the interface transforms from functional to intuitive. The shift to a fixed, persistent navigation model is projected to significantly reduce customer scroll fatigue and decrease time-to-order, thereby contributing to a superior, modern, and highly efficient ordering experience for the McDelivery customer.

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