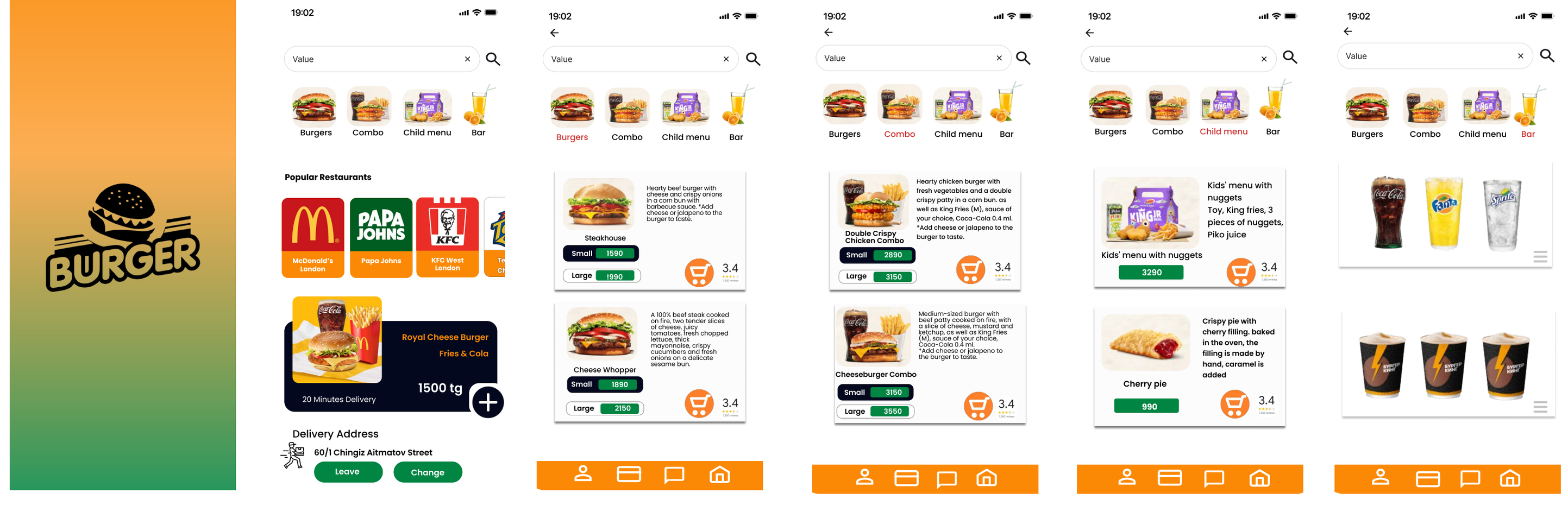
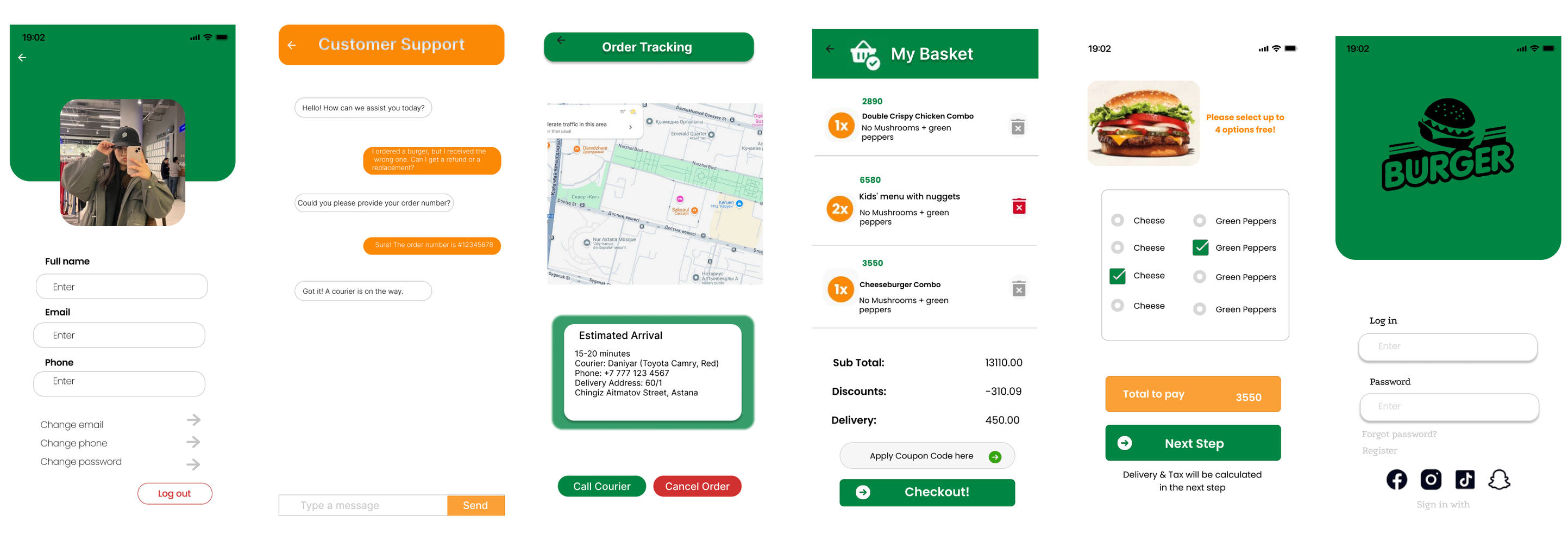

BURGER
19:02
Value
Burgers
Combo
Child menu
Bar
Popular Restaurants
McDonald's London
Papa Johns
KFC West London
Royal Cheese Burger
Fries & Cola
1500 tg
20 Minutes Delivery
Delivery Address
60/1 Chingiz Aitmatov Street
Leave
Change
Steakhouse
Small 1590
Large 1990
3.4
Cheese Whopper
Small 1890
Large 2150
Double Crispy Chicken Combo
Small 2890
Large 3150
Cheeseburger Combo
Small 3150
Large 3550
Kids' menu with nuggets
3290
Cherry pie
990


Full name
Enter
Email
Enter
Phone
Enter
Change email
Change phone
Change password
Log out
Customer Support
Type a message
Send
Order Tracking
Call Courier
Cancel Order
My Basket
2890
Double Crispy Chicken Combo
No Mushrooms + green peppers
6580
Kids' menu with nuggets
No Mushrooms + green peppers
3550
Cheeseburger Combo
No Mushrooms + green peppers
Sub Total: 13110.00
Discounts: -310.09
Delivery: 450.00
Apply Coupon Code here
Checkout!
Please select up to 4 options free!
Cheese
Green Peppers
Total to pay 2550
Next Step
Delivery & Tax will be calculated in the next step
BURGER
Log in
Password
Forgot password?
Register

Hello! How can we assist you today?

I ordered a burger, but I received the wrong one. Can I get a refund or a replacement?

Could you please provide your order number?

Sure! The order number is #12345678

Got it! A courier is on the way.

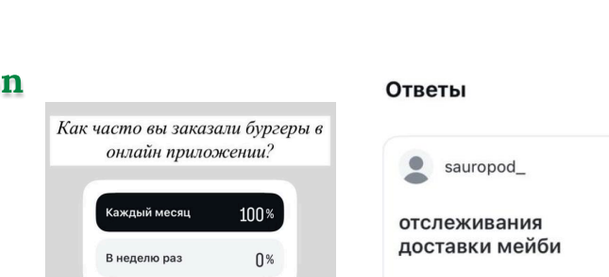
Estimated Arrival
15-20 minutes
Courier: Daniyar (Toyota Camry, Red)
Phone: +7 777 123 4567
Delivery Address: 60/1
Chingiz Aitmatov Street, Astana

1. Choosing a theme Project Topic: The Swiftdropt Burger Delivery App

2. Problem statement Task: Creating a user-friendly mobile application for

fast and reliable burger delivery with an emphasis on user experience, easy navigation and quick order.

3. Data Collection


Как часто вы заказали бургеры в онлайн приложении?
Каждый месяц 100%
В неделю раз 0%

Ответы
sauropod_
отслеживания доставки мейби
Ответить

4. Making hypotheses

1. If the user sees the delivery status (ETA, courier name, car), this increases their trust in the application and reduces the number of support requests.
2. If the user can remove/add ingredients (for example, without mushrooms, + tomatoes), then they are more likely to place an order, as they feel in control of the choice.
3. If the application has a quick chat with the operator, the user does not leave when a problem occurs, but solves it within 5 minutes.
4. If profitable combos and promotions are displayed on the main screen, the average receipt increases because users choose ready-made kits.
5. If you add the ability to save favorite orders (favorites), the user will make repeat orders more often and faster.

5. Competitive analysis

	Yandex	Wolt	Glovo	Swiftdropt
Online payment	+	+	+	+
Order tracking	+	+	+	+
Fast registration	-	+	+	-
Live chat support	-	-	+	+
Loyalty program	+	-	-	-
Combo meals&promotions	+	+	+	+
Wide restaurant selection	+	+	+	-
Apple Pay/GPay support	+	+	+	-

6. User Stories

1. As a new user, I want to register quickly using my name and phone number, so I can start ordering right away.
2. As a hungry customer, I want to browse a menu of burgers and combos, so I can easily choose what I want to eat.
3. As a user, I want to customize my burger (e.g. remove mushrooms, add cheese), so I can order it exactly how I like.
4. As a customer, I want to see pictures, names, and prices of meals, so I can make better and faster choices.
5. As a user, I want to add items to my cart and see the total cost before checking out.
6. As a user, I want to pay for my order online, so I don't need to deal with cash when it arrives.
7. As a customer, I want to see estimated delivery time and courier info, so I know when and who is delivering my food.
8. As a user, I want to be able to call or cancel the delivery from the tracking screen if needed.
9. As a user, I want to contact customer support through in-app chat, so I can quickly solve any issues.
10. As a returning customer, I want to log in and see my profile, so I can manage my account easily.

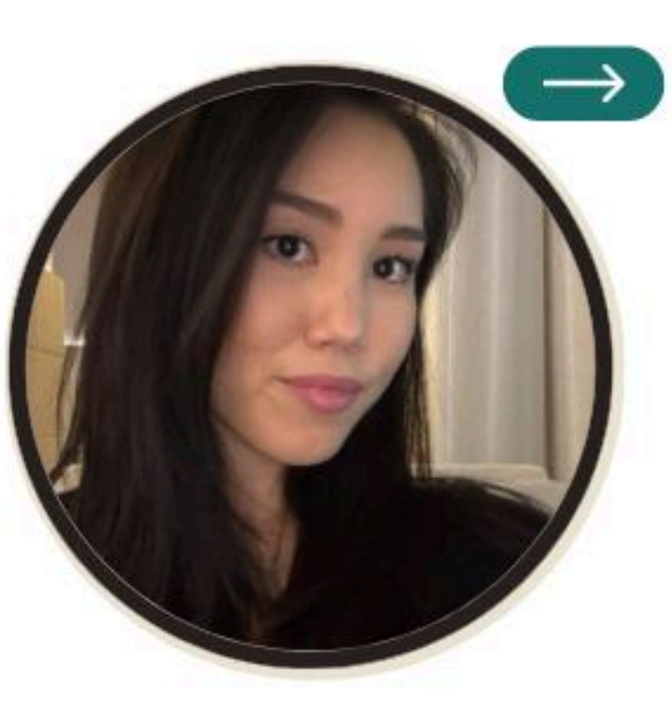
7. User Personas

USER PERSONAS

MADINA **Fast food lover**

Age: 20 years old
City: Astana
Job: Student

Madina often orders burgers during late-night study sessions or while hanging out with friends. She values fast delivery and good combo deals. Convenience is key — she prefers apps where she can order in just a few taps.



Goals
Get food quickly and easily
Save money with combo deals

Barriers
Complicated ordering process
Limited vegetarian options

Motivation
Tasty food + fast delivery
Combos that save money

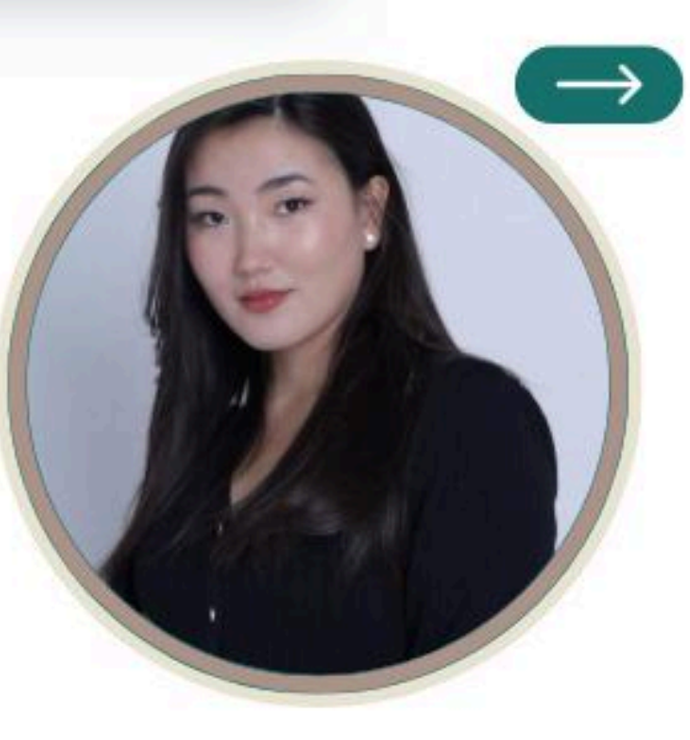
Channels
Social media ads
Student group chats

USER PERSONAS

INDIRA **Busy office worker**

Age: 31 years old
City: Almaty
Job: Project Manager

Indira works long hours and often skips meals during the day. He usually orders lunch to his office and prefers a clean UI and quick reorder options. He values apps that save him time.



Goals
Order in under 2 minutes
Track delivery live

Barriers
Slow apps
No delivery to office areas

Motivation
Efficiency and clarity in the app
Business lunch menus

Channels
Corporate discounts
Office email newsletters

USER PERSONAS

AIGANYM **Young mom**

Age: 27 years old
City: Shymkent
Job: Freelance designer

Aiganym orders food for herself and her child. She needs reliable delivery and prefers clear allergens and ingredient info. She loves when she can order in advance and schedule delivery time.

Goals
Plan meal delivery ahead
Order safe food for kids

Barriers
No ingredient details
Inconsistent delivery time

Motivation
Scheduled delivery
Family-friendly meals

Channels
Instagram moms' blogs
Parenting apps

8. Research to test your hypotheses (quantitative and qualitative research)

Quantitative Research

Would you like to see the delivery status (ETA, courier name, car)?	Yes	No
Do you need to remove or add ingredients to the burger?	Yes	No
How important is it to have a chat with the operator when there is a problem with the order?	Yes	No
Do you order more often if there are combos/discounts on the home screen?	Yes	No
Would you like to be able to save your favorite orders?	Yes	No

Qualitative Research

Do you feel calmer when you know where the courier is?

Do you remember if you didn't place an order because you couldn't change the line-up?

Would you like to have a quick chat button in the app?

Do you pay attention to combos or discounts when logging into the app?

Do you have a favorite burger/combo that you order over and over again?

9. Preparing interview questions

1.How do you usually choose what to order?

(What influences your choice: price, composition, appearance, delivery time, etc.?)

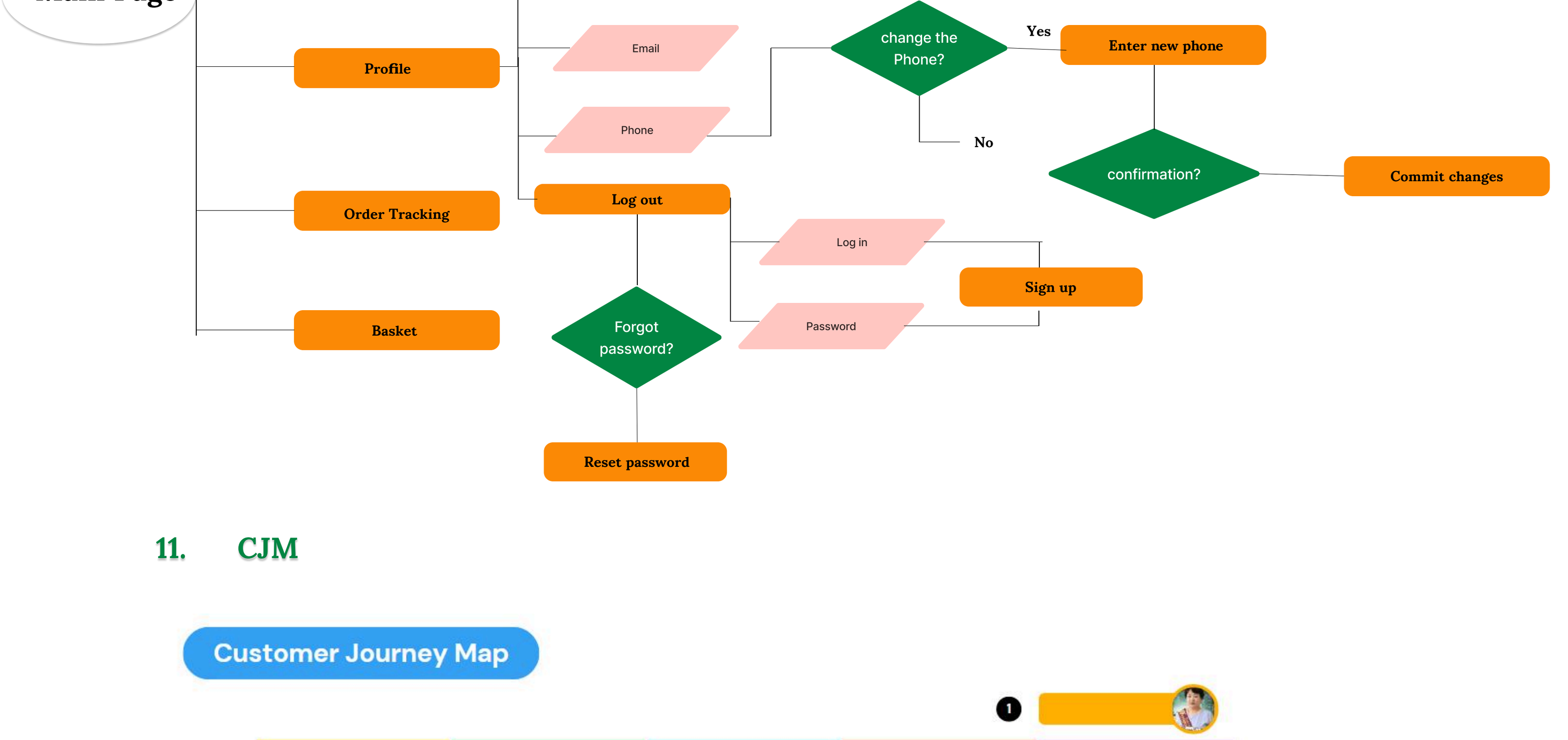
2.How important is it for you to be able to change the composition of a dish (for example, to remove ingredients)?

(Have you ever refused an order because you couldn't change the composition?)

3.Do you feel confident when you know the delivery status and courier information?

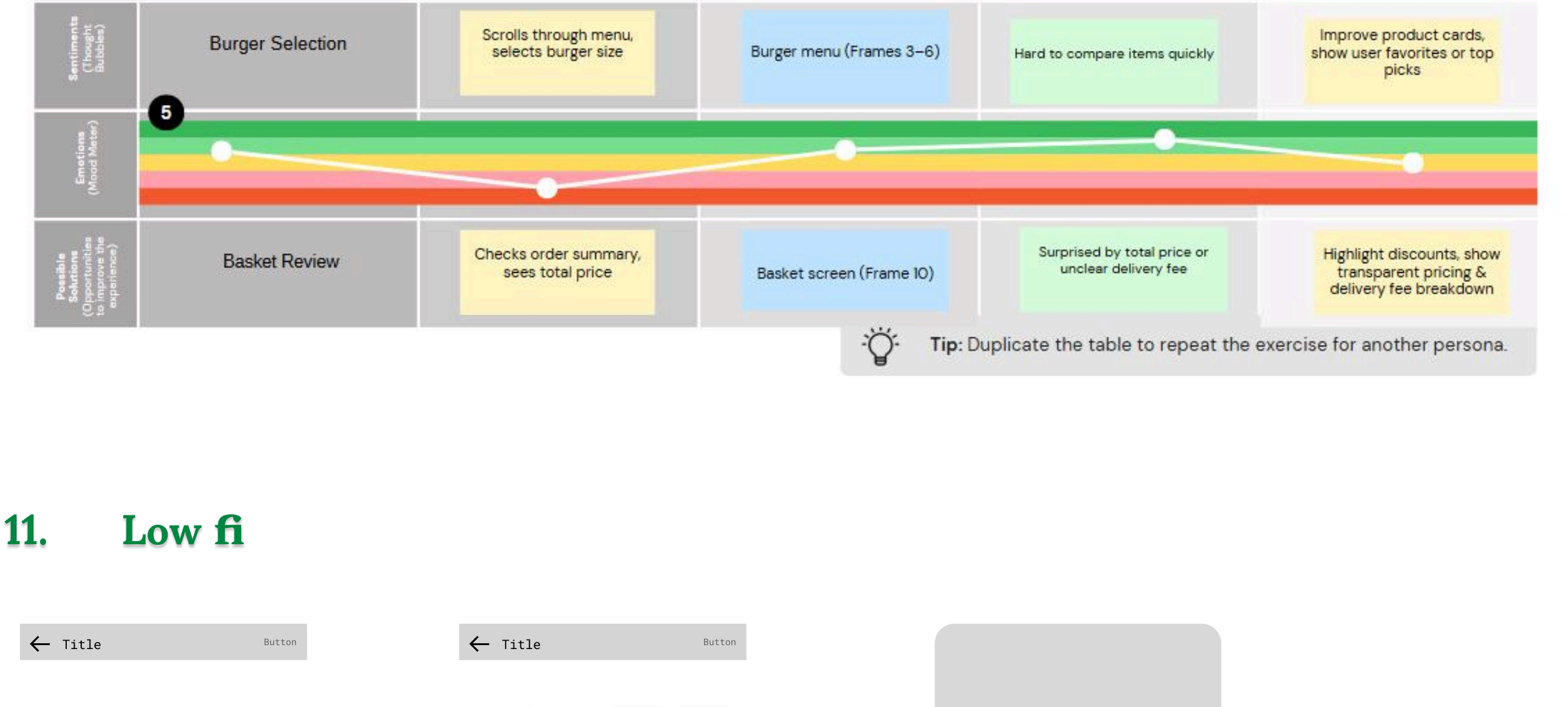
(Does this increase your trust in the app?)

10. User flow (5 сценариев)


Main Page
Home page
Burger
Combo
Child menu
Bar
change the composition?
Yes
Change
No
Basket
CTA
Customer support
Profile
Full name
Email
Phone
change the Phone?
Yes
Enter new phone
No
confirmation?
Commit changes
Log out
Log in
Password
Sign up
Forgot password?
Reset password
Order Tracking
Basket

11. CJM

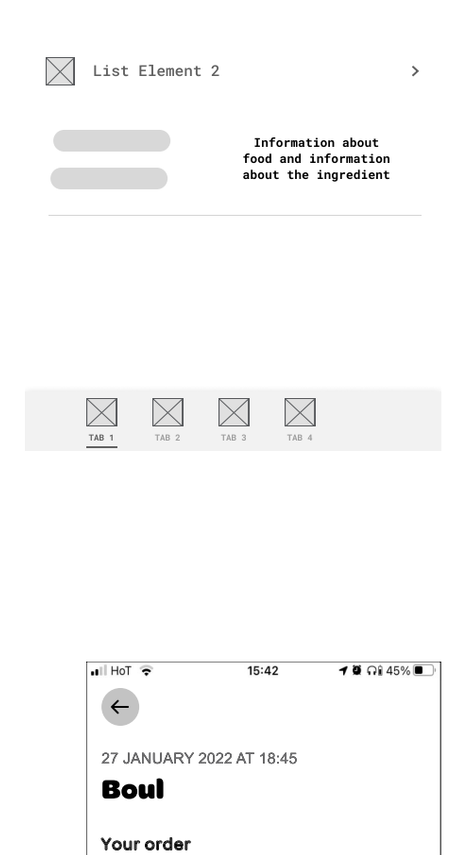
Customer Journey Map

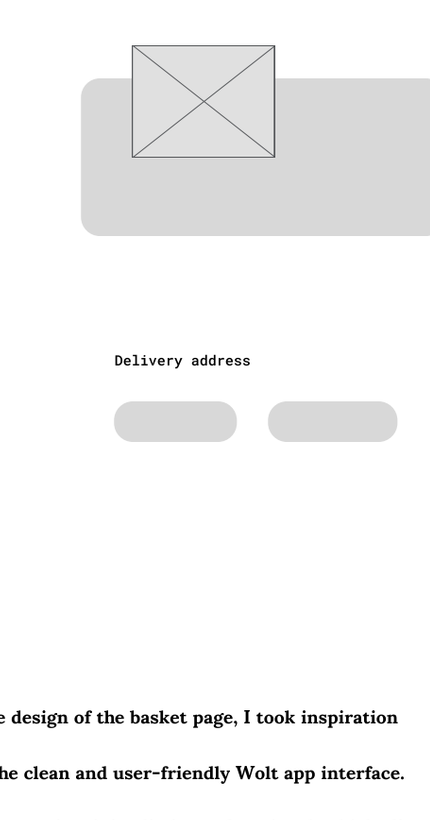


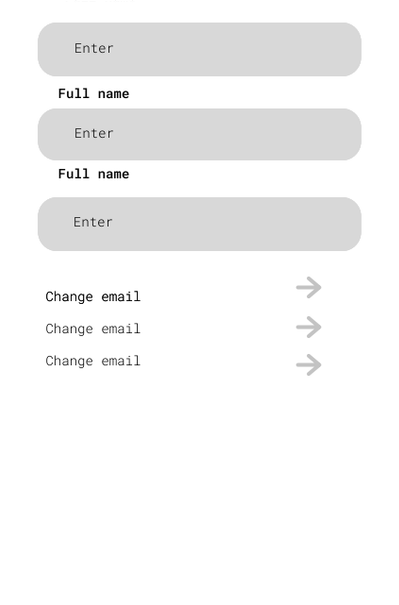
	③ Add the customer journey phase here	User Actions	Touchpoints	Emotions & Pain Points	Opportunities for Improvement
User Actions (Activities)	④ App Login	Enters login and password	Login screen (Frame 12)	Might forget password, no social login	Add social login options (Google, Apple, etc.), Face ID support
Touchpoints (Interaction Points)	Browsing	Views available estaurants and categories	Home screen (Frame 2)	Too many options, no clear filters	Add filters (by rating, distance, delivery time)
Sentiments (Thought Bubbles)	Burger Selection	Scrolls through menu, selects burger size	Burger menu (Frames 3–6)	Hard to compare items quickly	Improve product cards, show user favorites or top picks
Emotions (Mood Meter)	⑤				
Possible Solutions (Opportunities to improve the experience)	Basket Review	Checks order summary, sees total price	Basket screen (Frame 10)	Surprised by total price or unclear delivery fee	Highlight discounts, show transparent pricing & delivery fee breakdown

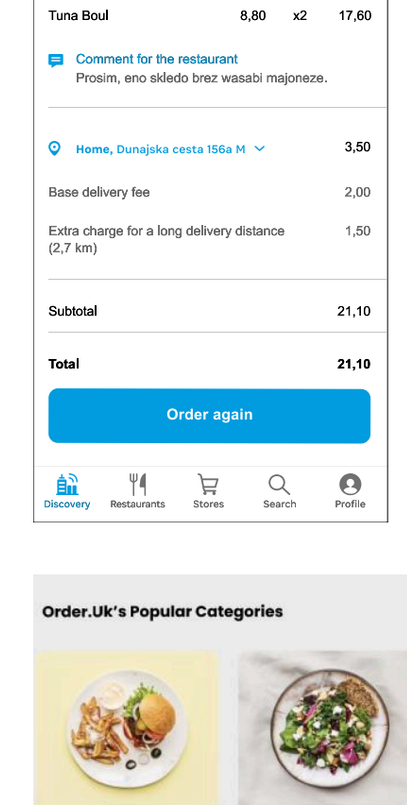
Tip: Duplicate the table to repeat the exercise for another persona.

11. Low fi

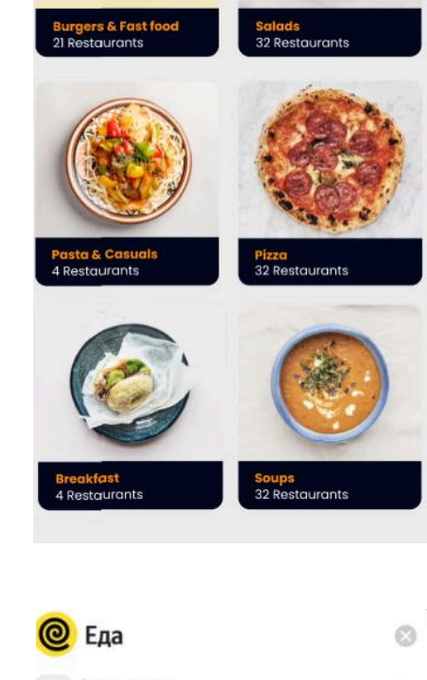

Title
Button
List title
Information about food and information about the ingredient
List Element 2
TAB 1
TAB 2
TAB 3
TAB 4


Title
Button
Popular Restourants
Delivery address


Full name
Enter
Change email


27 JANUARY 2022 AT 18:45
Boul
Your order
Ordered items 17,60
Tuna Boul 8,80 x2 17,60
Comment for the restaurant
Prosim, eno skledo brez wasabi majoneze.
Home, Dunajska cesta 156a M 3,50
Base delivery fee 2,00
Extra charge for a long delivery distance (2,7 km) 1,50
Subtotal 21,10
Total 21,10
Order again

For the design of the basket page, I took inspiration from the clean and user-friendly Wolt app interface. Their layout is minimalistic yet functional, which aligns well with my goal to make the burger ordering experience smooth and intuitive.


Order.Uk's Popular Categories
Burgers & Fast food
21 Restaurants
Salads
32 Restaurants
Pasta & Casuals
4 Restaurants
Pizza
32 Restaurants
Breakfast
4 Restaurants
Soups
32 Restaurants

While designing the menu screen in my Swiftdropt app, I was inspired by a UI template project that featured clean, well-structured layout examples for food delivery services.

Еда
улица Адольфа Янушкевича, 4А
Оставить
Изменить
Поиск
−40% на блюда ресторана
Рестораны
Магазины

The main screen of my Swiftdropt app was inspired by the user experience and layout of Yandex Eats, a popular food delivery service.