UX Case Study: Zomato – Redefining the Food Ordering Experience

1. Introduction

Platform: Zomato (Mobile App + Website)
Category: Food Delivery & Restaurant Discovery
Target Users: Urban users aged 18–45 who frequently order food online or explore dining options.
Goal of Study: To analyze how Zomato supports seamless food discovery, ordering, and delivery, and to propose UX improvements that enhance usability, accessibility, and engagement.

2. User Journey Analysis

A. Typical User Scenario

Persona:

- **Name:** Riya, 22
- **Occupation:** College student
- **Need:** Order affordable food quickly between classes
- **Device:** Android phone

B. Key Journey Steps

Step	User Action	System Response	Emotion
1	Opens app	Home screen loads with nearby restaurants	Neutral
2	Searches “Biryani”	List appears, with filters	Slight excitement
3	Applies filters (Ratings 4+, Delivery time <30 min)	Results update	Confidence
4	Chooses restaurant, views details	Menu, offers shown	Interest
5	Adds item to cart	Cart updated	Satisfaction
6	Proceeds to payment	Multiple payment options	Relief
7	Order confirmed	Tracking & ETA shown	Happiness

C. Pain Points Observed

- Long scrolling lists without clear grouping (causing **decision fatigue**).
- Delivery tracking map sometimes **lags or freezes**.
- Offer banners take **too much visual attention**, pushing essential info (ratings, delivery time) below.

3. UX Strengths

Intuitive Navigation – Clear icons and familiar food categories.
Visually Engaging UI – Mouth-watering imagery and clean fonts.
Reliable Order Tracking – Real-time delivery updates and ETA.
Personalization – Recommendations based on order history.

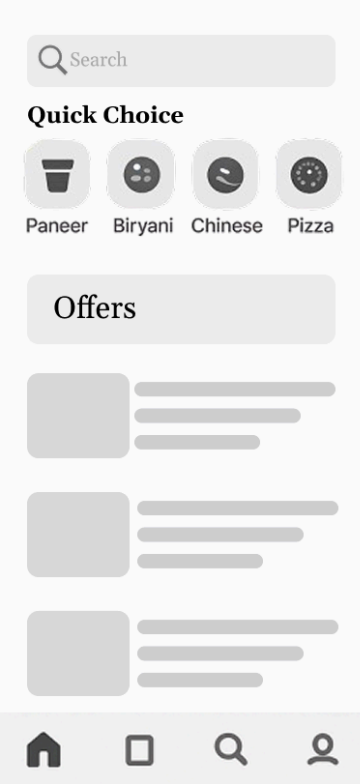
4. UX Weaknesses

Cognitive Overload – Too many promotional elements on the home screen.
Accessibility Gaps – Small text and low contrast for users with visual impairments.
Inefficient Filters – Filters collapse after applying, forcing re-selection.
Checkout Flow – Too many steps before confirmation (address, offers, payments).

5. Proposed UX Improvements

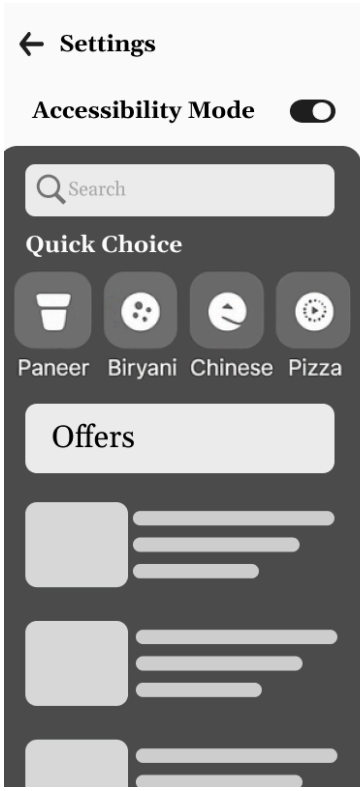
Improvement 1: Simplified Home Screen Layout

Problem: The home screen feels cluttered with ads, offers, and too many sections.
Solution: Introduce a **"Quick Choice" bar** for top cuisines + a **minimal offer carousel**.
Impact: Reduces decision time and improves focus.



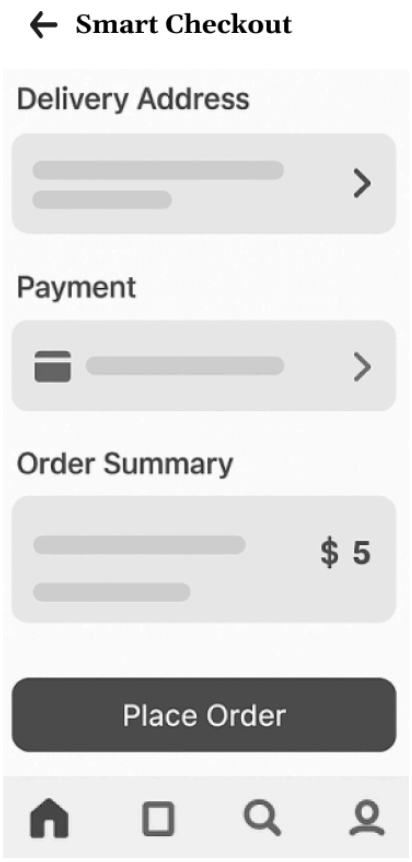
Improvement 2: Enhanced Accessibility Mode

Problem: Poor readability for users with low vision.
Solution: Add an **"Accessibility Mode"** toggle (larger fonts, high contrast, voice assist).
Impact: Increases inclusivity and user satisfaction.



Improvement 3: Streamlined Checkout Flow

Problem: Too many checkout steps discourage users.
Solution: Merge address + payment on a single **"Smart Checkout"** screen with saved options.
Impact: Faster order completion and lower drop-offs.



6. Key UX Takeaways

Aspect	Current UX	Proposed UX
Home Page	Cluttered and ad-heavy	Clean, category-driven
Accessibility	Limited support	Dedicated accessibility mode
Checkout Flow	Multi-step	Unified smart checkout

7. Conclusion

Zomato provides a strong and engaging food ordering experience, but its **information overload**, **limited accessibility**, and **lengthy checkout flow** can reduce satisfaction.
By simplifying the home interface, introducing accessibility-friendly design, and streamlining checkout, Zomato can significantly enhance **usability, inclusivity, and retention** — creating a smoother journey for all users.