YUMSPACE

A Modern Casual Restaurant App

YumSpace is a modern-casual restaurant mobile app designed to create a warm and delightful food-ordering experience.

YUMSPACE
Find Your Next Yum!
Offers for you

UI/UX Case Study

Tools Used :

This project includes the full design cycle: Research reasoning, UX strategy, design system creation, UI execution, and interactive flows.

About This Project

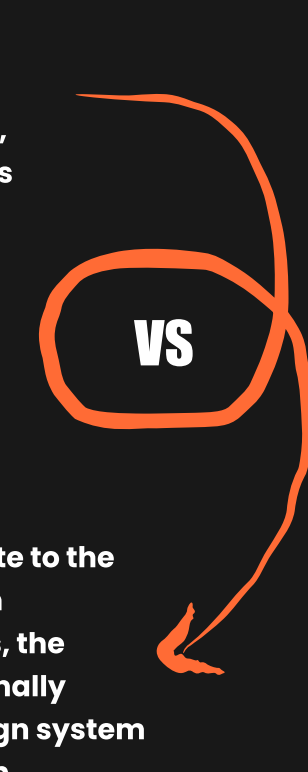
YumSpace is a modern-casual restaurant mobile app designed to create a warm and delightful food-ordering experience. My goal was to build an app that feels welcoming, visually comforting, and easy to use — especially for users who want quick access to good food without complexity or clutter.

Context

I wanted to design a food-ordering experience rooted in warmth, simplicity, and emotional connection. Most food apps feel transactional or overwhelming — I wanted YumSpace to feel like a calm space where food discovery is joyful and stress-free.

Problem Statement

Food apps today face several common design challenges — cluttered screens, poor hierarchy, inconsistent visuals, and emotionally flat interfaces. With too many options and lengthy, confusing flows, users often feel overwhelmed instead of supported. What people really want is an experience that feels quick, warm, and intuitive: clear structure, simple choices, and a design that balances delight with usability.



Solution

YumSpace is designed to be minimal, warm, and playfully inviting — an antidote to the cluttered and noisy feel of many food apps. By using a soft color palette with an appetizing orange, strong visual hierarchy, and larger, accessible components, the interface feels instantly comfortable. Familiar navigation patterns and emotionally expressive screens make the app intuitive and engaging. With a cohesive design system and smooth flows from discovery → ordering → tracking, YumSpace delivers an experience that feels human, simple, and joyful.

Project Goals

- Ensure clarity, comfort, and accessibility for all user types
- Make the app feel warm and casual, not corporate
- Establish a strong, memorable brand identity
- Create an inclusive and friendly food-ordering experience
- Build a consistent and scalable design system
- Reduce friction across the ordering journey

RESEARCH PART

User Persona

Name: Aanya Sharma
Age: 22
Occupation: Student
Location: Urban / City
Tech Comfort: High

Aanya is a busy student who juggles classes, assignments, and part-time work. She orders food frequently — mostly quick meals during breaks or late-night study sessions.

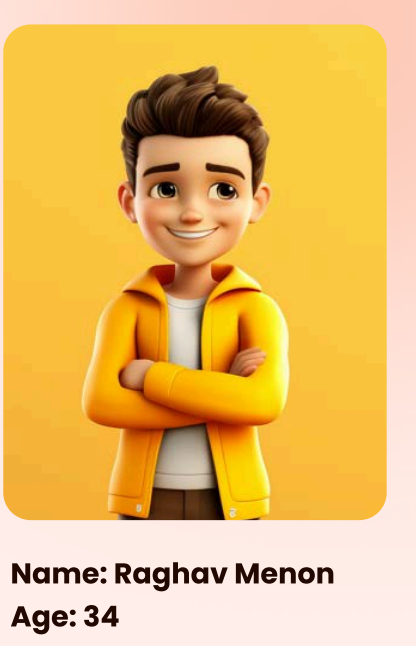
Goals:

- Order food fast, with minimal steps
- Find affordable options
- Explore new dishes effortlessly
- Track delivery in real-time
- Reorder previous meals quickly

Pain Points:

- Confusing menus
- Too many choices with no organization
- Cold/boring UI
- Tiny buttons and inaccessible UIs
- Slow-loading screens

Raghav works long hours and orders lunch/dinner often during workdays. He values clarity, speed, and reliability over aesthetics.



Name: Raghav Menon
Age: 34
Occupation: Professional
Location: Metro City
Tech Comfort: Moderate

Goals:

- Clean, readable interface
- Clear categories and prices
- Quick reorder options
- Reliable tracking
- Hassle-free checkout

Pain Points:

- Crowded apps with too many banners
- Hidden costs
- Unclear customization options
- Slow navigation
- Apps trying to upsell aggressively

Target Audience

YumSpace is designed for:

- Students
- Working professionals
- Families
- Older adults
- Anyone who regularly orders food but wants a simplified, warm experience

UX Analysis (Reasoning)

From observing common apps, I noted:

- Clutter leads to decision fatigue
- Cold colors eliminate emotional appeal
- Tiny components reduce accessibility
- Hidden filters slow down search

YumSpace solves this with:

- Soft orange tones
- Spacious layout
- Clear CTAs
- Simple, intuitive navigation
- Inclusive UI sizes

Brainstorming

My Approach

I approached this project by establishing these four foundations:

- Warm emotional tone
- Minimal UI
- Scalable systems
- Reduced cognitive load
- Fast path to ordering

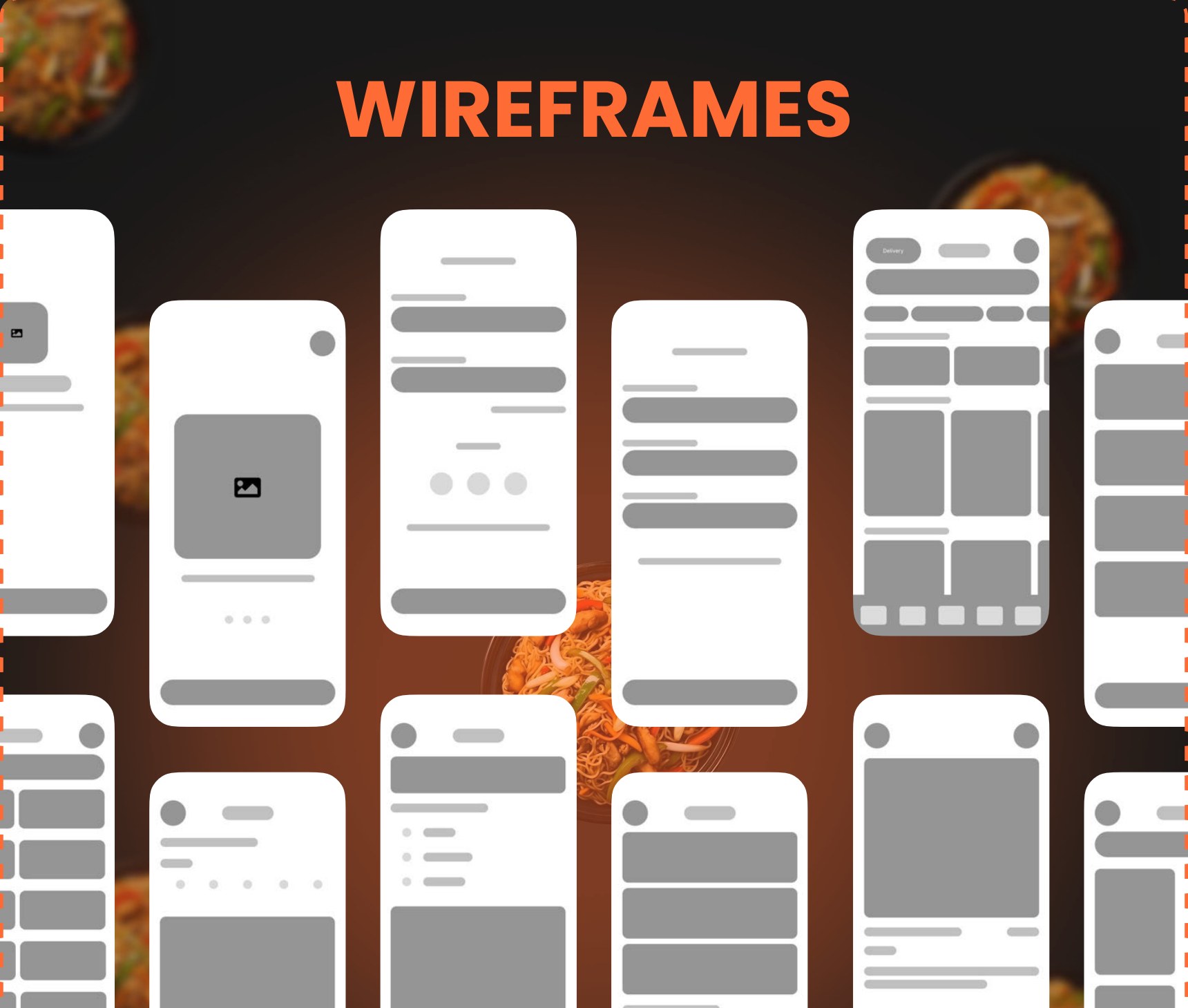
I prioritized clarity and user comfort above all.

Possible Solutions

- Deliver value quickly with simple onboarding
- Create a layout system that users can scan in seconds
- Craft a visually consistent system
- Build components once — reuse everywhere
- Use color psychology to make users feel at ease

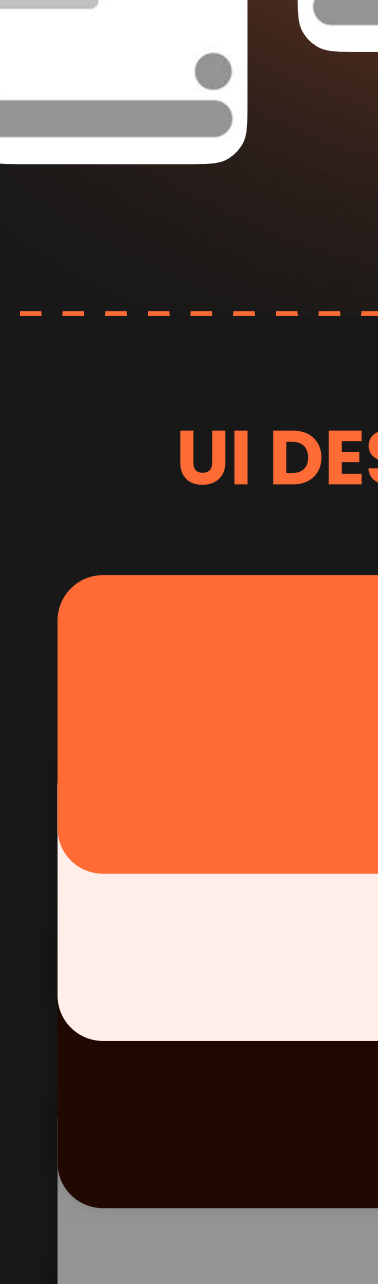
I explored multiple UI styles but chose Playful Modern Minimal, as it aligned best with the brand tone.

WIREFRAMES



UI DESIGN STYLE GUIDE

YUMSPACE Color guide

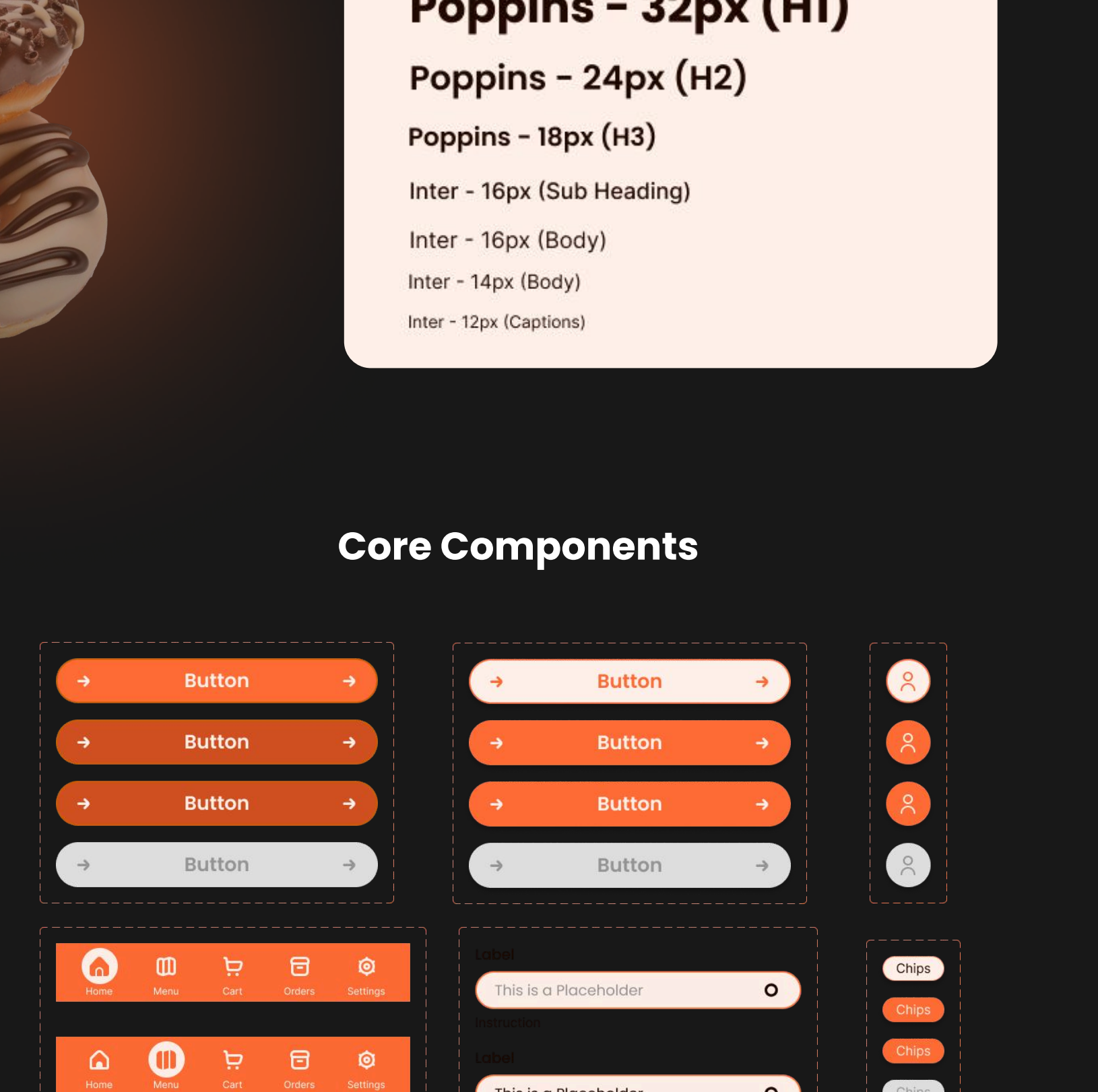


Primary - #FF6B35
Secondary - #FFF4EB
Text Colour 1 - #220900
Disabled Text Colour - #959595
Success Colour - #00B31B
Alert Colour - #FF0004
Disabled Colour - #DDDDDD

YUMSPACE Typography guide

Poppins - 32px (H1)
Poppins - 24px (H2)
Poppins - 18px (H3)
Inter - 16px (Sub Heading)
Inter - 16px (Body)
Inter - 14px (Body)
Inter - 12px (Captions)

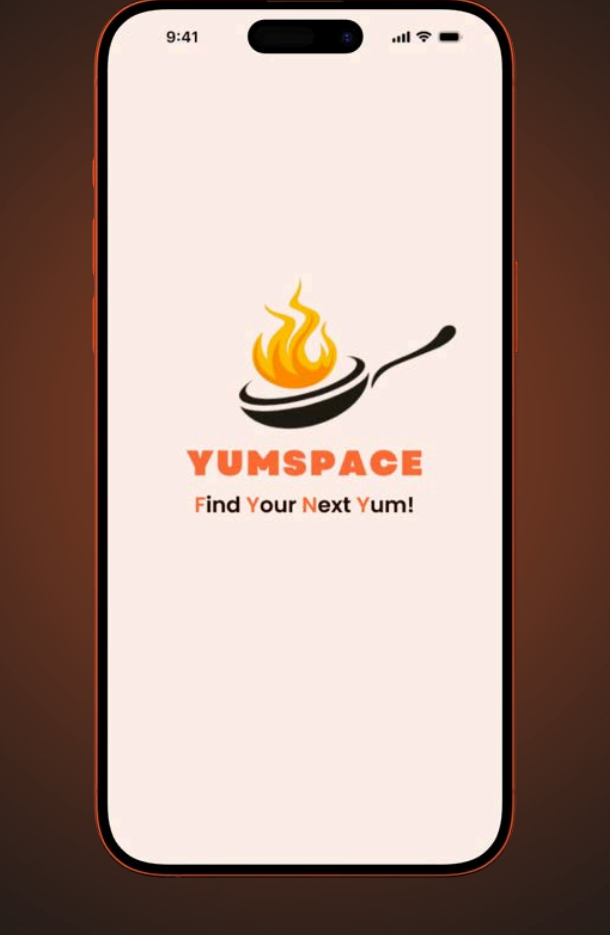
Core Components


Button
Button
Button
Button
This is a Placeholder
This is a Placeholder
This is a Placeholder
This is a Placeholder
This is a Placeholder
Food name
Rs.200

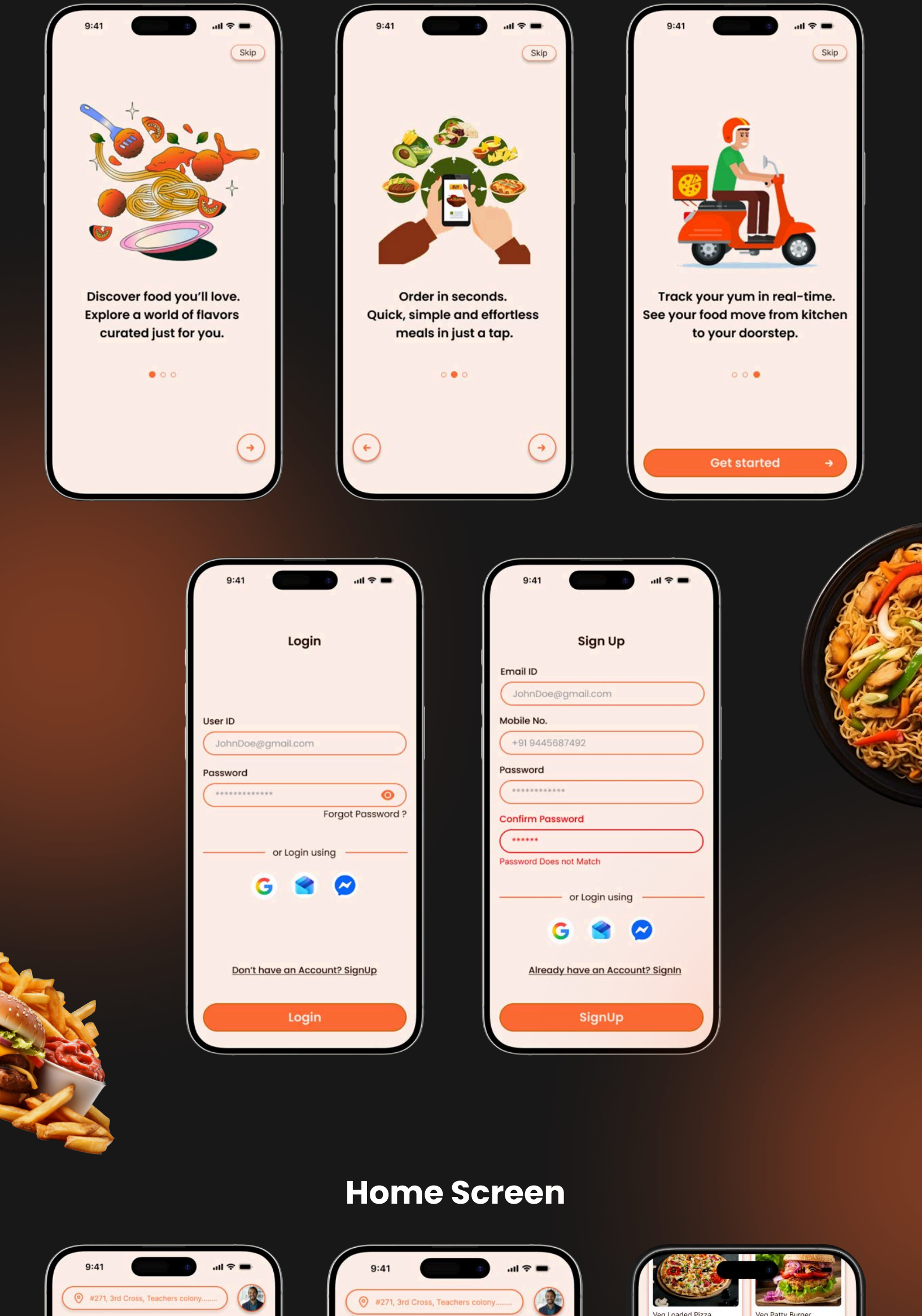
The entire UI design is built on these foundations.

HIGH FIDELITY SCREENS

Splash Screen


YUMSPACE
Find Your Next Yum!

Onboarding Screen



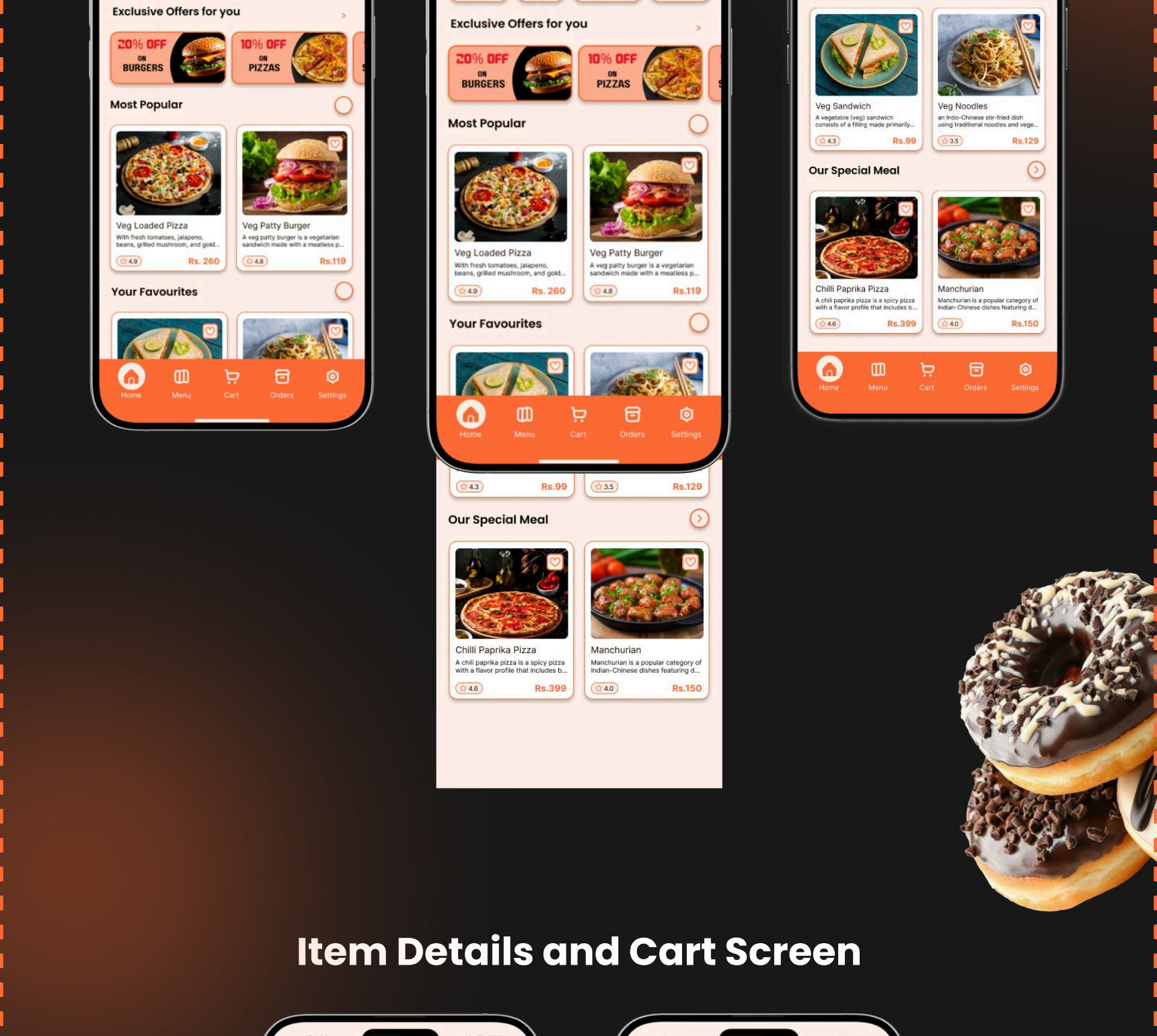
Discover food you'll love. Explore a world of flavors curated just for you.

Order in seconds. Quick, simple and effortless meals in just a tap.

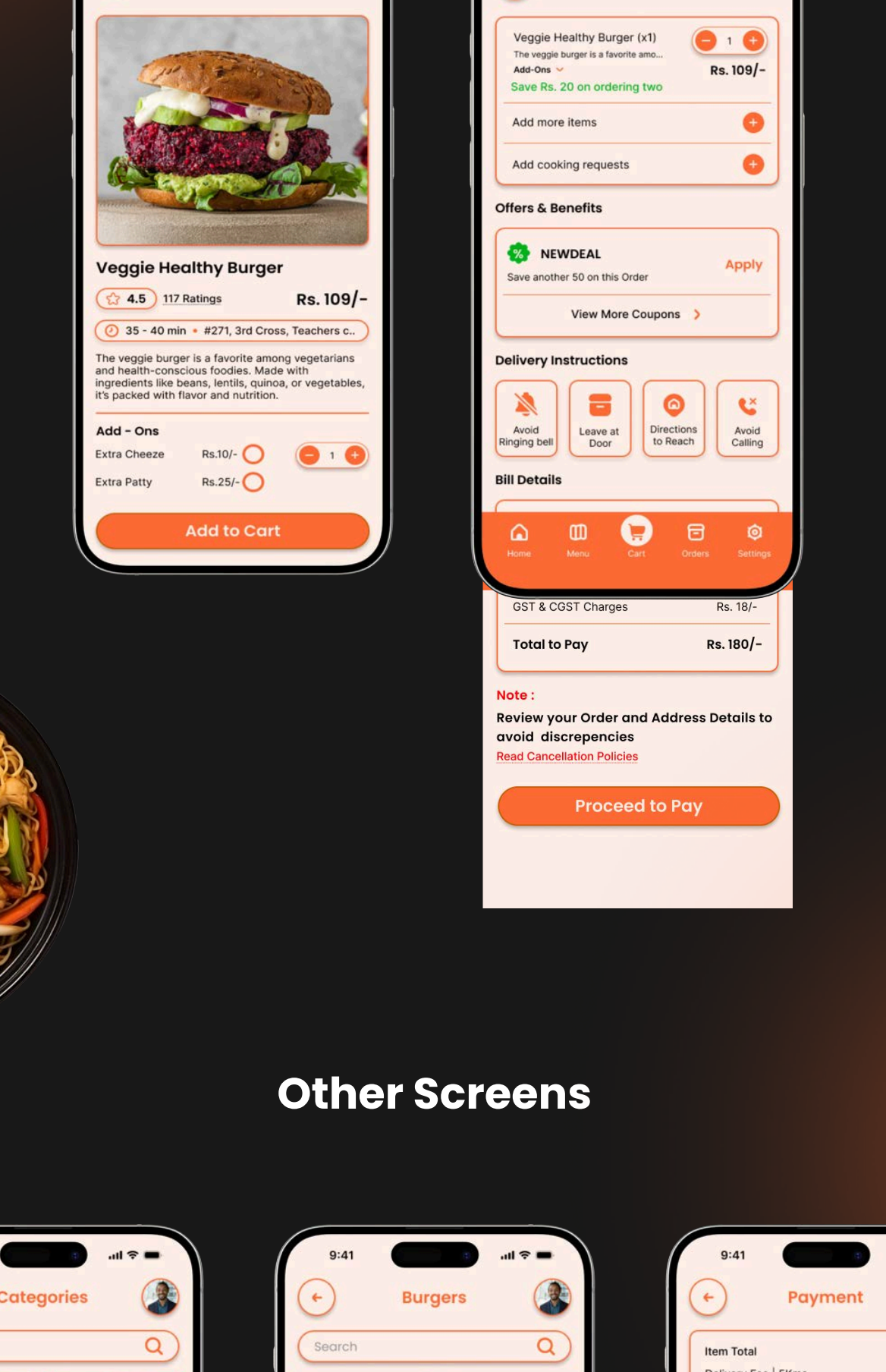
Track your yum in real-time. See your food move from kitchen to your doorstep.

Skip
Get started
Login
User ID
Password
Forgot Password?
or Login using
Don't have an Account? Signup
Login
Sign Up
Email ID
Mobile No
Password
Confirm Password
Password does not match
or Login using
Already have an Account? Signin
SignUp

Home Screen


Burgers
Pizza
Sandwich
Starters
Exclusive Offers for you
20% OFF ON BURGERS
10% OFF ON PIZZAS
Most Popular
Veg Loaded Pizza
Veg Patty Burger
Your Favourites
Our Special Meal

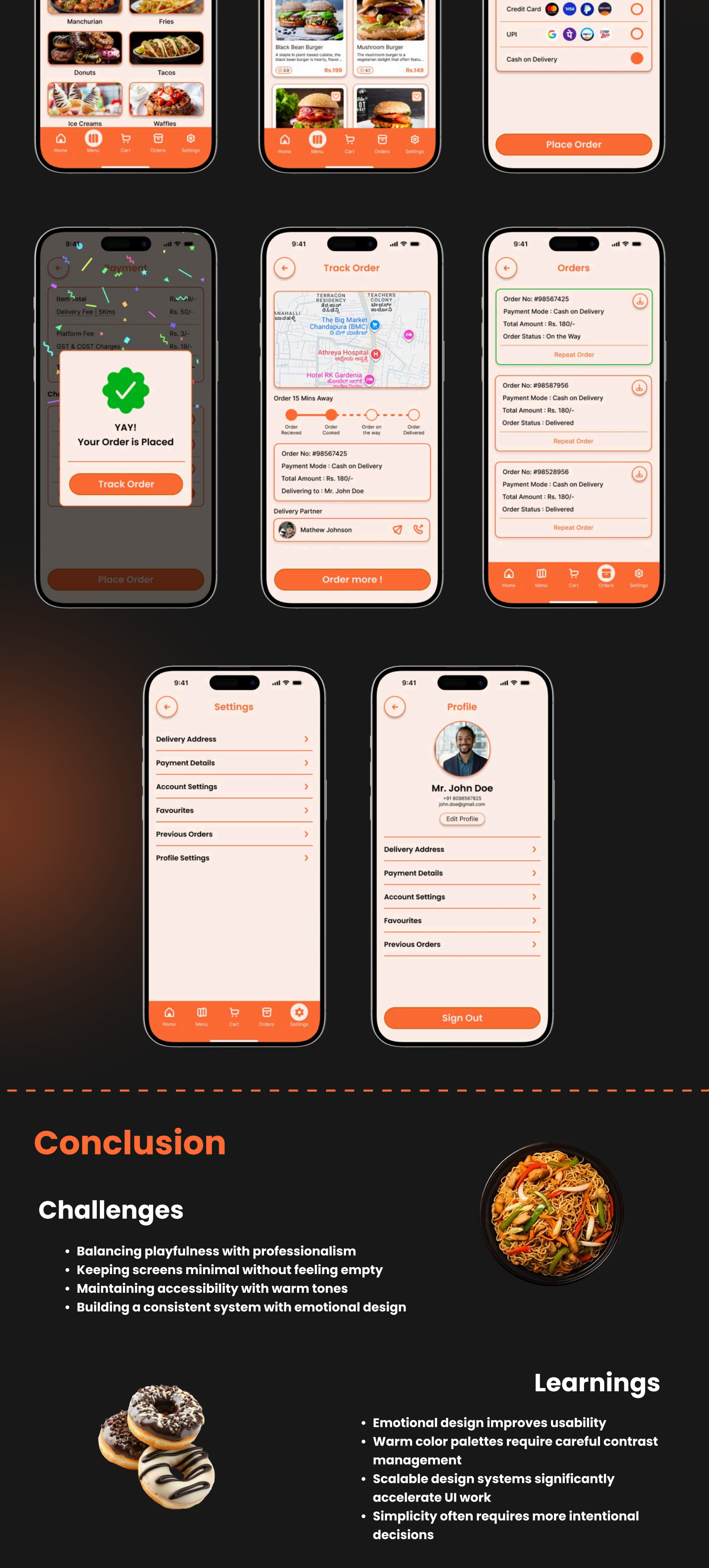
Item Details and Cart Screen


Veggie Healthy Burger
4.5
Rs. 109/-
Add - Ons
Extra Cheese
Extra Patty
Add to Cart
Cart
Offers & Benefits
NEWDEAL
Apply
View More Coupons
Delivery Instructions
Bill Details
Total to Pay
Rs. 180/-

Note: Review your Order and Address Details to avoid discrepancies

Proceed to Pay

Other Screens


Categories
Burgers
Pizzas
Sandwich
Noodles
Manchurian
Fries
Donuts
Tacos
Ice Creams
Waffles
Burgers
Payment
Item Total
Delivery Fee
Platform Fee
GST & COST Charges
Total to Pay
Rs. 180/-
Choose Payment Method
Debit Card
Credit Card
UPI
Cash on Delivery
Place Order
YAY!
Your Order is Placed
Track Order
Track Order
Orders
Settings
Delivery Address
Payment Details
Account Settings
Favourites
Previous Orders
Profile Settings
Profile
Mr. John Doe
Edit Profile
Delivery Address
Payment Details
Account Settings
Favourites
Previous Orders
Sign Out

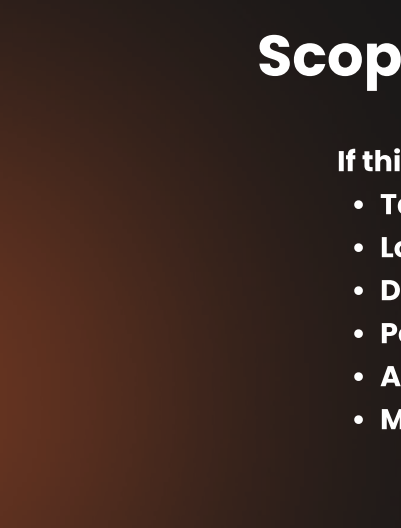
Conclusion

Challenges

- Balancing playfulness with professionalism
- Keeping screens minimal without feeling empty
- Maintaining accessibility with warm tones
- Building a consistent system with emotional design

Learnings

- Emotional design improves usability
- Warm color palettes require careful contrast management
- Scalable design systems significantly accelerate UI work
- Simplicity often requires more intentional decisions



Outcomes

- A clean, accessible, inviting food app
- Strong brand identity
- Cohesive design system
- Smooth, predictable UI flows
- A product that feels warm instead of transactional

Scope of Improvements

If this were a real product, I would explore:

- Table booking
- Loyalty & reward system
- Dark mode
- Personalized recommendations
- Accessibility presets (larger text modes)
- Multi-language support

Thank you for watching!!

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