UX Case Study – Zomato App

1.Introduction

Zomato is one of India's leading food delivery and restaurant discovery platforms, serving millions of users daily. As a high-frequency app, its UX plays a critical role in user retention, satisfaction, and conversion. This case study provides a comprehensive professional analysis of Zomato's user journey, evaluates its strengths and shortcomings, and proposes actionable improvements supported by sketches and UX reasoning.

Problem Statement

While Zomato offers a seamless delivery experience, users often face friction during browsing, price comparison, coupon application, and long-menu navigation. This study identifies touchpoints where UX can be optimized to enhance efficiency and clarity.

Objective

- Improve discoverability of deals and restaurant information
- Reduce cognitive load during browsing
- Provide faster menu navigation
- Increase overall user satisfaction and reduce decision fatigue Zomato is one of India's most widely used food delivery and restaurant discovery apps. This case study analyzes the user journey, identifies strengths and weaknesses, and proposes UX improvements to enhance usability, satisfaction, and conversion rates.

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2. User Journey

A detailed breakdown of the end-to-end interaction flow:

Step 1: App Launch & Onboarding

- User opens the app and lands on a personalized homepage.
- Location auto-detected.
- Recommendations based on time of day and past orders.

Step 2: Exploration & Discovery

- User scrolls through categories (Trending, Offers, Pure Veg, Budget Meals).
- Utilizes filters and sorting options.
- May switch to dine-out/offers sections.

Step 3: Decision-Making Stage

- User checks price, rating, reviews, delivery time, and discount.
- Views menu images and portion details where available.

Step 4: Item Selection & Customization

- User adds items, selects add-ons, spice level, and quantity.
- System suggests upsells (combos, beverages).

Step 5: Cart Review & Checkout

- User reviews taxes, delivery charges, cooking instructions.
- Applies available coupons.
- Chooses payment mode.

Step 6: Order Tracking

- Receives real-time restaurant preparation updates.
- Tracks delivery partner via live GPS.

Step 7: Post-Order Feedback

- User submits rating, written review, and issue reports.

Receives refund or compensation if needed.

3. Strengths

3.1 Strong Visual Design System

- High-quality food images that drive appetite appeal.
- Consistent color palette enhancing recognizability.
- Clean iconography.

3.2 Personalized Experience

- AI-driven recommendations.
- Time-based suggestions (breakfast, late night).
- Smart reorder promoting repeat purchases.

3.3 Efficient Order Tracking

- Accurate delivery partner location.
- Step-by-step progress updates.
- Clear ETA estimates.

3.4 Extensive Filtering & Sorting System

- Veg-only, ratings, delivery time, budget filters.
- Helps narrow choices quickly.

3.5 High Usability Standards

- Clear CTA buttons (Add, Proceed to Pay).
- Seamless transitions.
- Fast loading screens.

4. Weaknesses

>Cluttered Homepage

- Too many banners and offer sections.
- Overloads new users with choices.

>Hidden or Late-Stage Offers

- Discounts become visible only at checkout.
- Users prefer upfront clarity.

>Long Menu Scrolling Fatigue

- Restaurants with large menus create excessive scrolling.
- No quick category jump.

>Image Availability

- Not all dishes have photos.
- Increases uncertainty in ordering.

>Cognitive Load During Price Comparison

- Comparing restaurants is difficult due to dispersed information.

>Information Overload on Home Screen

Too many banners, offers, and sections can overwhelm new users.

>Hidden Coupon Options

Discounts are visible only at the cart stage, reducing transparency.

>Long Menu Scrolling

Some restaurants have very long menus, making it tiring for users to navigate.

5. Suggested Improvements (Enhanced Professional Version)

5.1 Improvement 1: Clean, Priority-Based Home Screen Layout

UX Issue:

Users experience banner overload, reducing clarity.

Proposed Solution:

- Reduce promo banners to one rotating carousel.
- Add priority-based top categories.
- Implement a minimalist home feed.

Expected Impact:

- Reduced cognitive load.
- Faster browsing decisions.
- Improved first-time user retention.

5.2 Improvement 2: Transparent Deal Visibility on Restaurant Cards

UX Issue:

Coupons appear too late in the journey.

Proposed Solution:

- Add an “Upfront Offers” tag directly on the restaurant listing.
- Color-coded badges to highlight savings.

Expected Impact:

- Increased click-through on offer-heavy restaurants.
- Higher user trust due to transparency.

5.3 Improvement 3: Smart Menu Navigator for Faster Access UX

Issue:

Long menu scrolling leads to frustration.

Proposed Solution:

- Sticky vertical menu navigation.
- Category shortcuts on the right side.
- Smooth scroll animation when jumping sections.

Expected Impact:

- 30–40% faster item discovery.
- Reduced drop-off rates on large-menu restaurants.

5.4 Bonus Improvement: Enhanced Review Summaries

- Use AI to summarize top reviews.
- Highlight common feedback trends.
- Reduce reading time.

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5.6 Bonus Improvement: Predictive Add-On Suggestions

- Recommend beverages, desserts based on order history.
- Smart upselling without overwhelming the user.
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Improvement 1: Simplified Home Screen Layout

Reduce the number of promo banners, reorganize categories, and improve hierarchy.

Improvement 2: Visible Deals Early

Add a "View Discounts" button on each restaurant card.

SAMPLE SKETCHES AND MOCKUPS

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6.Conclusion

Zomato delivers an efficient food-ordering experience, but reducing clutter, improving coupons visibility, and enabling faster menu navigation can significantly enhance user satisfaction. The suggested improvements create a cleaner, faster, and more intuitive user journey.

Additional Professional Enhancements

Competitor Insight (Zomato vs Swiggy)

- **Zomato Strength:** More detailed restaurant info and visuals.
- **Swiggy Strength:** Faster checkout with fewer steps.
- **Opportunity:** Zomato can adopt Swiggy's faster, simplified flow.

More Improvement Suggestions

- **Smart Reorder Button:** One-tap reorder on the home screen.
- **Context-Aware Recommendations:** Breakfast items only in the morning, healthy options at night.
- **Predictive Cart:** Suggest add-ons based on order patterns (e.g., "Want cold coffee with this sandwich?").

End of UX Case Study Report