Product Management Assignment

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Topic: Online App I Admire — Zomato

App Overview

App Chosen: Zomato

Category: Food Delivery & Restaurant Discovery

Platform: Mobile & Web

Zomato is one of the most user-friendly and innovative food delivery apps. It not only focuses on ease of use but also pays attention to personalization, engagement, and efficiency in the food ordering process.

Features I Admire

Leftover Food at Discounted Prices

What it is: Occasionally, food from cancelled orders is made available to other users at a lower price.
Why I like it: This reduces food wastage and creates a win-win for both restaurants and budget-conscious users.
Design Touch: The small thumbnail of the food item makes the offer more convincing and visually appealing.

Veg/Non-Veg Toggle

What it is: A toggle switch to filter between vegetarian and non-vegetarian food.
Why I like it: It helps people with specific dietary preferences (e.g., vegetarians or those observing fasting days) to browse more efficiently.

Friends Recommend Section

What it is: A feature that shows restaurants or dishes recommended by friends.
Why I like it: Builds trust and adds a layer of social proof. It encourages trying out new options based on peer recommendations.

Visual Cuisine Filters

What it is: Food categories shown with clear, relatable icons (like pizza, Chinese, waffles, etc.).
Why I like it: Makes the UI more intuitive and helps users quickly identify and filter based on what they're craving.

Engaging Notifications

What it is: Fun and witty app notifications that prompt users to open the app.
Why I like it: These notifications feel less like spam and more like a playful nudge, keeping the experience light and engaging.

Conclusion

Zomato combines user-centric design with practical functionality. From reducing friction in decision-making to increasing trust through social features, the app is a great example of how thoughtful product design can improve everyday experiences.