

# Experiment No. 8

## Development of a Food Delivery Mobile App Workflow Using Wireframes

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### Procedure

**Tool Used:** Balsamiq Wireframes

**Tool Website:** <https://balsamiq.com>

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### Step 1: Define the User Experience Flow

**1. Identify Main App Screens:**

- Welcome / Category Selection Page
- Item Selection Page (Deserts)
- Cart / Order Review Page
- Final Confirmation Page

**2. Outline the App Journey:**

- The user is greeted with a personalized welcome and asked what they'd like to eat.
  - The screen presents food categories such as Veg, Non-Veg, Snacks, Deserts, and Lunch.
  - After selecting a category (e.g., Deserts), the user can choose specific items (e.g., ice cream, cakes, milkshake) and adjust quantities.
  - Once items are chosen, the user proceeds to checkout or continues browsing.
  - An order summary is shown with total pricing and payment options.
  - Upon confirmation, the app displays estimated delivery time and tracking options.
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### Step 2: Design Wireframes in Balsamiq

**1. Setup Instructions:**

- Download and install Balsamiq from the official site.
- Start a new wireframe project for the food delivery flow.

**2. Screen Creation:**

- Build separate wireframes for each app screen.
- Use standard UI elements: category buttons, text inputs, counters, confirmation icons, maps, etc.

**3. Navigation Flow:**

- Arrange screens in sequence to represent real user navigation.
  - Use arrows or connectors to show movement between steps.
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## Screen Descriptions and Flow

- 1. Home / Category Selection (Wireframe 1):**
    - Personalized greeting (e.g., "Hello Sree!").
    - Prompt asking "What do you want to eat?" with a search bar.
    - Large clickable buttons for categories: VEG, NON VEG, SNACKS, DESERTS, LUNCH.
  - 2. Deserts Selection (Wireframe 2):**
    - Page header labeled "DESERTS."
    - Options shown with icons: Ice Cream, Cakes, Milkshake.
    - Quantity selectors allow users to increment/decrement items.
    - Buttons available to either continue shopping or proceed to checkout.
  - 3. Order Summary (Wireframe 3):**
    - Lists selected items and quantities with edit (plus/minus) and delete options.
    - Shows total cost (e.g., \$15).
    - Two action buttons: "Proceed to Pay" and "Confirm Order."
  - 4. Order Confirmation (Wireframe 4):**
    - Confirmation message: "Order Confirmed."
    - Estimated delivery time (e.g., "Arriving in 37 mins").
    - Thank you note and emoji for customer satisfaction.
    - "Track Your Order" button with embedded map showing delivery location.
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## Output

The wireframes created using Balsamiq effectively represent a complete food ordering experience on a mobile app:

- **Initial Screen:** Offers intuitive category browsing and search functionality.
- **Selection Screen:** Enables detailed food choices with adjustable portions.
- **Review Screen:** Provides a clear order breakdown and transaction initiation.
- **Final Screen:** Confirms purchase and enables delivery tracking.

This app wireframe set delivers a user-friendly journey from browsing to order confirmation and enhances the overall food delivery experience.

