

High-Fidelity Prototype: Design Principles Alignment

Introduction

The high-fidelity prototype developed for the Yummy food delivery application reflects the needs, expectations, and pain points of the persona. The design focuses on creating a visually polished, intuitive, and seamless user experience while ensuring functionality across essential screens such as Home, Search, Orders, Cart, and Checkout. This document explains how specific design choices align with five core design principles: Consistency, Feedback, Visibility, User Control & Flexibility, and Aesthetic Minimalism. The explanation below has been expanded to span approximately three pages for academic submission.

1. Consistency

Consistency is a fundamental design principle that ensures users do not have to relearn interactions on every screen. In the prototype:

- The color palette remains uniform across the home screen, detail pages, orders page, cart section, and checkout interface. This creates visual continuity.
- Icons such as Search, Cart, Favorites, and Profile maintain identical shapes and stroke thickness across screens.
- Typography hierarchy is clearly maintained: titles use bold, large fonts; item names use medium-weight text; and descriptions use smaller, neutral-weight fonts.
- Interactive components — buttons, toggle elements, location settings, and input fields — follow consistent shape and spacing rules (rounded corners, similar padding).
- The card layout used for displaying food items (image at top, name, rating, and price below) remains the same across all categories such as “Top Picks,” “Most Preferred,” and “Healthy Choices.”

This reduces cognitive load and provides predictable navigation, making the app intuitive even for first-time users.

2. Feedback

Feedback ensures that the system communicates the result of a user action. In the Yummy prototype:

- When the user adds an item to the cart, a subtle animation and a cart counter increment provide confirmation.
- During checkout, if the user chooses to modify their delivery location, the updated address appears instantly in the address section.
- Buttons such as “Place Order,” “Continue,” and “Apply Promo” change states (color change, shadow, or opacity) when tapped, indicating responsiveness.
- A loading indicator appears briefly when switching between main pages such as Home, Orders, and Search, signaling that the system is processing the request.
- Error feedback is integrated: if the user enters an invalid email during account creation, the field is highlighted and an error note appears.

These design choices ensure that the user always understands what is happening, avoiding confusion or accidental actions.

3. Visibility of System Status

Visibility ensures users can understand where they are and what actions are available at any moment. In the prototype:

- The Home page prominently displays the location at the top. This is crucial since the persona often changes delivery areas.
- The Search bar remains accessible at the top of multiple screens, reinforcing quick navigation.
- Categories such as Pizza, Dosa, Pasta, Fries, and Burgers are visually placed in scrollable horizontal tabs with icons for quick scanning.
- The delivery estimation (e.g., “Standard | 30–40 mins”) is clearly visible before placing the order.
- In the cart, all item details — quantity, price, customizations — are displayed clearly with edit icons.
- The final bill breakdown (subtotal, taxes, delivery charges, total amount) is placed in a clearly separated container at the bottom.

This deliberate prioritization of visual clarity supports efficient decision-making and reduces user mistakes.

4. User Control and Flexibility

This principle respects the user’s ability to modify actions and recover from unintended interactions. The persona often changes their location after ordering, so the prototype ensures:

- The “Change Location” option is visible both before and after items are added to the cart.
 - Users can modify food customizations (like extra ghee, added toppings) directly from the cart.
 - The promo code section allows users to remove, edit, or replace entered codes.
 - The order review page provides options to update payment method, adjust items, or switch between delivery modes.
 - Navigation is non-linear — a user can jump from Orders → Home → Cart without losing data.
 - During sign-up, multiple options (Email, Google, Apple) provide flexibility and reduce friction.
- These features support autonomy, letting users adapt the flow to fit their needs rather than forcing a rigid sequence.

5. Aesthetic and Minimalist Design

Aesthetic minimalism enhances usability by eliminating unnecessary clutter. In the Yummy app:

- The visual layout uses ample white space, preventing the screen from feeling crowded.
- Item cards display only essential details — image, title, short description, and price — while additional details appear only upon expanding or selecting the item.
- Colors are used sparingly: primary buttons use a single accent color, while backgrounds stay neutral.
- Icons simplify navigation by replacing long text labels where unnecessary.
- The cart and checkout screens use clean separators and subtle shadows to structure information naturally.

Minimalism in this design improves comprehension, reduces distractions, and maintains a premium look appropriate for a high-fidelity prototype.

Conclusion

The high-fidelity prototype for the Yummy app successfully incorporates essential design

principles that ensure a pleasant, intuitive, and functional user experience. By maintaining consistency, delivering immediate feedback, offering high visibility, supporting user control and flexibility, and applying minimalist design aesthetics, the prototype aligns seamlessly with user expectations and persona-based needs. The resulting design is polished, realistic, and ready for usability testing and further refinement.