

# UX Problems Identified (Original Screen)

## 1. CTA Lacked Emotion

The “Continue” button was too generic. I replaced it with a clean arrow icon (→) to make it more fun and inviting.

## 2. Flat Visual Flow

The original layout was plain and didn't guide the eye. I used a curved red shape to guide attention from input to CTA.

## 3. Weak Food Branding

No food elements were used. I added visuals like Coke, burger, and samosas to create a strong food connection.

## 4. No Journey Preview

The user couldn't tell what comes after login. I added an OTP screen to complete the login flow and build trust

## 5. Lack of Warmth and Personality

The original screen felt too formal and empty. My redesign brings a friendly vibe through colors, food imagery, and softer shapes — making users feel more welcomed and hungry.