Before vs After Flow — Food Delivery Experience Redesign

Purpose: Highlight the improvements in the food delivery experience by comparing the original flow to the redesigned flow.

Stage	Before	After (Redesigned)	Improvement / Notes
App Launch / Home Screen	Overcrowded home screen, slow load, unclear navigation	Simplified home screen, faster app launch, clear categories	Easier access to menu and promotions
Browse Menu / Discovery	Difficult to find items, missing filters, unclear pricing	Searchable menu, categorized filters, visible pricing	Reduced browsing time, more transparent selection
Add to Cart	Multiple clicks, confusing cart summary	Streamlined add-to-cart, clear summary of items and prices	Fewer errors, quicker selection
Checkout	Complicated forms, limited payment options, slow confirmation	Simplified checkout, multiple payment options, instant confirmation	Reduced cart abandonment, faster purchase
Order Tracking	No real-time updates, ETA inaccurate	Live order tracking with accurate ETA, notifications for delays	Increased transparency and user trust
Delivery Handoff	Delays, no communication with customer	Real-time alerts for delivery, contactless handoff option	Faster delivery, better customer satisfaction
Feedback / Ratings	Hard to provide feedback, low response	Easy post-delivery feedback with reminders	Higher response rate, actionable insights for service improvements