

# GrubHub

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[GRUBHUB WEBSITE REDESIGN FIGMA LINK](#)

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# OVERVIEW

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Grubhub is an American web and mobile application used for food ordering and providing a delivery platform for users.

Purpose of redesigning :

- Enhance and create an efficient way to order food for the users
- Provide a user-friendly and attractive app that would make it easier for the users
- Modify the navigation system for searching the food categories
- Simplify the process to place an order
- Allow the users to have an easy checkout process.

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# PRODUCT OBJECTIVES

Build	Display	List	Allow	Provide
Build interface that engages customers with visual interactions to increase business for restaurants and food delivery organizations.	Display popular and high-rated food products with clear images & recognizable icons with descriptions	List clear delivery time & costs to make checkout process more comfortable	Allow users to chat with support team of Grubhub by adding a chat icon easily available	Provide comprehensive search feature to allow searching food based on categories like cuisines, cost/discounts, delivery charges/time

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# MORE PRODUCT OBJECTIVES

Build	Display	List	Allow	Provide
Provide option to leave notes/special instructions for restaurant/delivery person	Provide option to choose how receive notifications for deals/discount. E.g.: email, text, or push notifications.	Provides option to pre-order by specifying date and time along with order	Provide easy accessibility to gift vouchers, promo codes, & discounts for customer by linking it to their account.	Favorite items personalized – Show most frequently ordered dishes/restaurants post user login, assist in making a quicker decision and have accessible dishes user is inclined to order.

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# TARGET AUDIENCE

**Age group** – 18 to 65

**Online Shopping Exposure** – Little to High  
experience with online food ordering

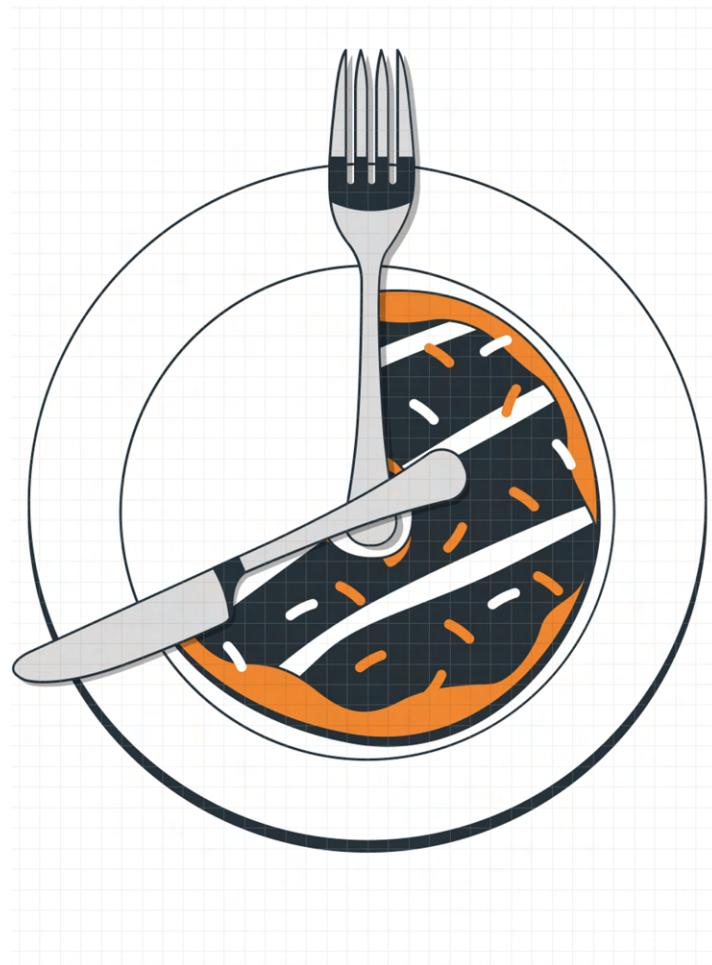
**Technical Exposure** – Mid-range  
laptop/computer and mobile with high-speed internet



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# Theme

- Redesigned the logo to give it a fresh outlook.
- Kept the essence of Grubhub intact by preserving the theme color.
- It is designed for high impact and reflects the spirit of our brand: bold, progressive and authentic.
- The condensed monospace characters are unique and quirky, staying true to what the brand stands for.



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## User Needs



# User Needs

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Offer icon to be created on the home page.

Add comments and reviews posted on social media platforms to attract new users.

Delivery tracking should be more accurate and should provide alternate delivery

Scheduling options which would be flexible for the users.

Use attractive and collaborative colors to make the app engaging and easy to use

Requiring only relevant data from the users at the time of account creation.

# User Needs (contd...)

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Not required for the user to re-enter data once entered while creating the account. For example - once the address is entered, that address becomes the primary delivery address unless changed by the user.

Option to sign up or sign in via google or Facebook.

Maintaining an order history for the customers to make it easy to re-order to view past receipts.

Option to add the quantity of the items while viewing the menu would give the best approach if there are no varieties to choose from.

Special instructions should be collected for all the items together on the cart screen.

Signing up with Apple can be integrated to provide a wider option for the users to sign up.

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## Use Cases



Use case 1 (Middleweight)	Chat Support
Actor	Users
Stakeholder	GrubHub
Basic Flow	<ul style="list-style-type: none"><li>● User enters the zip code</li><li>● User logs in with the user credentials</li><li>● User searches for the food using the search bar option</li><li>● User selects the food and adds it to the bag and proceeds to checkout</li><li>● User confirms the order by confirming the payment</li><li>● The user will now be able to track the delivery</li><li>● User finds that the order is stuck at a restaurant and has not left for delivery yet</li><li>● User wants to chat with the support team to understand the reason for the blockage of the delivery</li><li>● A chat box icon is readily available to connect with the support team</li><li>● The support team then guides the user regarding the delay, instead of the user calling the GrubHub team or the restaurant.</li></ul>
Termination outcome	The user successfully receives the food delivery
Alternate Flow 1	<ul style="list-style-type: none"><li>● User logs in to the website with the user credentials</li><li>● The user places the food order</li><li>● The user opens an order from the recent orders section</li></ul>

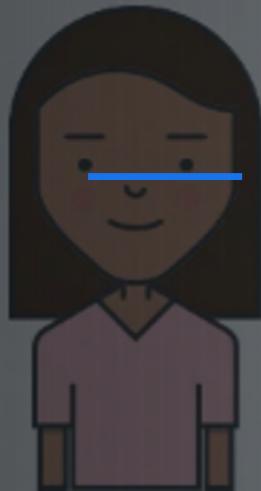
Use case 2 (Lightweight)	Fast Order
Actor	Users
Stakeholder	GrubHub
Basic Flow	<ul style="list-style-type: none"> <li>• User launches GrubHub application</li> <li>• User selects the favourites icon on the home page post login</li> <li>• User is displayed his favourite order</li> <li>• User confirms the order, card information and the order is placed</li> <li>• The favourites icon doesn't have a favourite order linked to it</li> </ul>
Termination outcome	Favourite order is successfully linked with user credentials
Alternate Flow	<ul style="list-style-type: none"> <li>• User logs in to the website with the user credentials</li> <li>• The user selects the favourite icon</li> <li>• User is displayed his favourite order</li> <li>• However, the user does not proceed to checkout</li> <li>• The user then modifies the quantity of the food items</li> <li>• User then proceeds to check out and order is placed</li> <li>• The favourite order is successfully placed and linked to the user's account</li> </ul>

Use case 3 (Middleweight)	Voice Assistance
Actor	Users
Stakeholder	GrubHub
Basic Flow	<ul style="list-style-type: none"> <li>● User launches GrubHub application post entering the credentials</li> <li>● Grubhub recognizes the user as someone who uses voice assistance</li> <li>● Grubhub suggests to the user to have the menu read aloud</li> <li>● User commands the application by accepting the read-aloud option</li> <li>● Grubhub requests the user to say the category</li> <li>● Grubhub recognizes the category and reads out the category options</li> <li>● User then selects the restaurant and dish by saying – Place an order and then repeating the restaurant name and the dish name</li> </ul>
Termination outcome	Order is successfully placed and the user is notified of the estimated delivery time.

## Alternate Flow

- User logs in to the website with the user credentials
- The user uses the voice command option
- Grubhub asks the user to select from the options – Most frequently order, Popular Orders, Repeat Order, or Select Category
- The user opts for the Most frequently ordered which is customized according to the user as the user has logged in and Grubhub can determine from the past orders
- User doesn't have to listen to the category and menu option and saves time
- User selects from the frequent order
- User places the order by confirming the dish and restaurant name and is informed by Grubhub of the estimated time of arrival for the order

# Personas





### Lisa C

30

Company Secretary

Single

Boston

### GOALS

Need to get food from any of good restaurants.  
Easy tracking of the food delivery.

### BIO

Lisa is a Company Secretary in Boston. Most of the time she spends her time for office hours. Lisa usually tends to order food from restaurants as she don't want to cook food at home.

### FRUSTRATIONS

Images of food recommended should display veg or non-veg marks.

No chat icon available to connect with the support team.  
Frequent complaint for wrong order delivery.

### MOTIVATIONS

Should display special offers  
Quick delivery  
Discounts for existing users.



### Tim B

20

Student

Single

Chicago

### GOALS

Transparency in prices  
Easy search for desired food  
Saving time

### BIO

Tim is currently pursuing his bachelor's degree in Chicago. Mostly he spends his time in college. He must complete his course assignments along with his on-campus job. Hence, he doesn't get to cook at home. Hence, he sometimes orders fast food from any food delivery application.

### FRUSTRATIONS

Consumes a lot of time while navigating  
Delay in delivery of an order

### MOTIVATIONS

Provide less expensive meals  
Provide cashback and special offers for the users



**Michael Bell**  
35  
Quality Manager  
Separated  
Boston

**GOALS**  
Needs voice assistance to have the menu read out to him and place order by voice commands.

#### BIO

Michael is a Quality Manager at an IT firm in Boston. He spends most of his time at office working on his laptop which strains his eyes.

#### FRUSTRATIONS

He prefers voice assistance to browse through the menu and place orders instead of looking at the menu and straining his eyes.

#### MOTIVATIONS

Have the menu read out  
Place order by voice commands  
Quick order placement



**Rivian Wills**

30  
Teacher  
Married  
California

#### GOALS

Single dollar menu  
Suggestions based on previous orders  
Exotic foods

#### BIO

Rivian is a teacher, currently teaches at Stanford university, California.

Orders food from restaurants regularly for the family and for him.

Looks for single dollar menus and has his favorites for Oriental and Indian dishes.

#### FRUSTRATIONS

Could not find proper suggestions based on his ordering pattern.

Less choices of restaurants around his neighborhood with faster delivery

#### MOTIVATIONS

Provide better suggestions using AI models and tracking the order behavior of the user. Adding variety of restaurants to satisfy the user needs.



Frieda Charles  
28  
Veterinarian  
Married  
Boston

#### GOALS

Add a filter to display the restaurants which deliver in under 30 mins.

#### BIO

Frieda Charles works at a pet clinic in Boston, but on Mondays, Wednesdays, and Fridays, is on call. Her patients, mostly golden retrievers are often very impatient, and they call her in for every minor inconvenience. Due to this, Frieda does not have a preset lunch time, and often has only 40-45 mins between patient visits.

#### FRUSTRATIONS

She uses grubhub for her lunches but because the delivery times are displayed after selecting the order, it is frustrating and time consuming to choose a meal. As a result, she ends up skipping meals.

#### MOTIVATIONS

Adding a search option that sorts and only displays those restaurants that can deliver in under 30 mins would help Frieda avoid skipping any more meals.



John Lennon  
40  
Banker  
Married  
Los Angeles

#### GOALS

Wants access to promo codes, discounts, vouchers at will and would prefer it to be linked to his credentials

#### BIO

John Lennon is an investment banker in one of the leading tech firms. He is extremely successful for his age and is known for his no-nonsense approach and prefers to work with efficiency.

#### FRUSTRATIONS

John has access to multiple Grubhub vouchers through his company and is given daily incentives, but he is unable to add the voucher and uses later.

#### MOTIVATIONS

John would prefer having a design where he enters the promo code and the savings are saved into his account and he can have the flexibility to choose when and if to use the discount

# UX Research Methods



- 
- Use Cases
  - Contextual Interviews
  - A/B Testing

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# Use Cases

- Use Cases are important because they provide information about how a system responds while it is used. They describe how the system helps the users achieve their goals.
- They are helpful in analyzing which areas of the system need to be focused and developed and what setbacks could possibly occur while performing a task.
- By developing use cases for GrubHub as we saw previously, we have all the requirements and conditions structured in one place

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# Contextual Interviews

- To analyze how the users navigate for food ordering process to make it more efficient
- As an interviewer, we can observe customers surfing the website and adding food item into their bag and completing the ordering process
- Being an interviewer, we can speak with the customers to understand the ways to make the experience smooth and faster.
- Example - By allowing the customers to schedule an order for future time delivery.

# Example:

Upcoming Orders

<https://www.grubhub.com/account/meal-planner?pageNum=1&pageSize=20&facet=scheduled%3Afalse&facet=orderType%3AALL&sorts=default>

The screenshot shows the Grubhub meal planner interface. On the left, there's a sidebar titled "Your account" with links for Profile, Address and phone, Payments, Grubhub+ membership, Gift cards, Past orders, and Upcoming orders. The main area is titled "Your upcoming orders" and features a graphic of cutlery. Below it, a message says "Plan out your food for Today and later in the week". A blue button labeled "+ Add a meal" is present. The days of the week are listed with their respective order counts: Today (30), Fri (1), Sat (2), and Mon (3). Each day entry also has a "+ Add a meal" link.

GRUBHUB Boston, MA

Search

Your account

Profile

Address and phone

Payments

Grubhub+ membership

Gift cards

Past orders

Upcoming orders

Upcoming Orders

Today  
30  
+ Add a meal

Fri  
1  
+ Add a meal

Sat  
2  
+ Add a meal

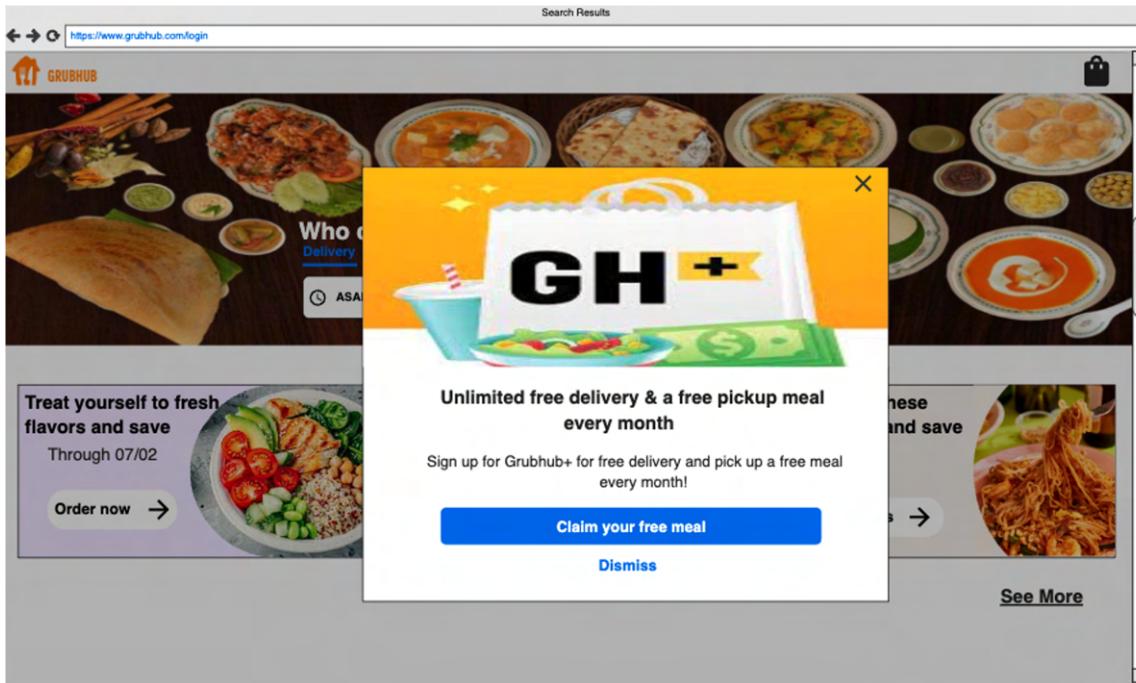
Mon  
3  
+ Add a meal

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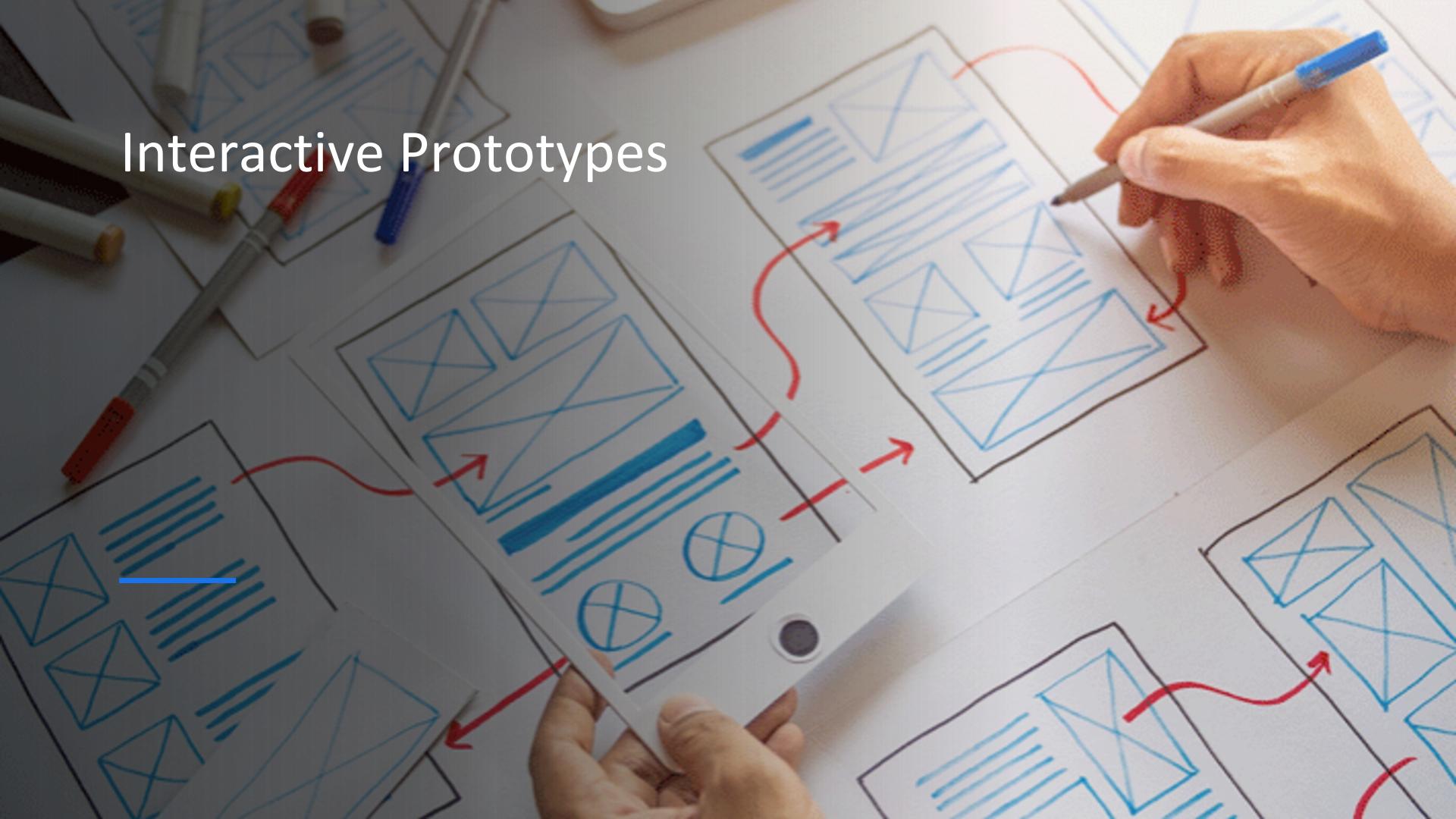
# A/B Testing

- To predict which color theme and design pattern used in the application suits users the most
- Grubhub homepage pop up which has the Grubhub+ Call-to-action button should be tested in this approach to determine the which one is like by the user base to increase conversion rate to the Grubhub+ subscription.
- Assess the view of displaying the restaurants and items in two different ways ( Eg. Lists and column view) to decide on the approach based on user feedback
- Determining the sign-up process by providing several different combination for signing up to capture the data of most used sign-up options

# Example:



# Interactive Prototypes



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## **Definition:**

- Interactive Prototype is a great way to summarize your findings and bring research to life. It's also the best way to sell your finding to stakeholders.
- A design team or front-end development team often develops a prototype, which is a crude representation or version, of a product throughout the design phase
- You can create digital prototypes that behave as the final app would, without any costly engineering effort.

# Benefits:

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- **Visualization** : UX designers may demonstrate to stakeholders how the finished product will appear and work by using prototypes.
- **Feedback** : Customers may engage with a product that was almost finished and point out features that weren't very user-friendly. The product team may then launch the final product after the design team has finished iterating the design, saving the business both time and money.



# Examples:

Search Results

https://www.grubhub.com/search

GRUBHUB Boston, MA Search

**Sign in**

Use your Grubhub or Seamless sign-in

Email

Password  Placeholder

Keep me signed in [Reset Password](#)

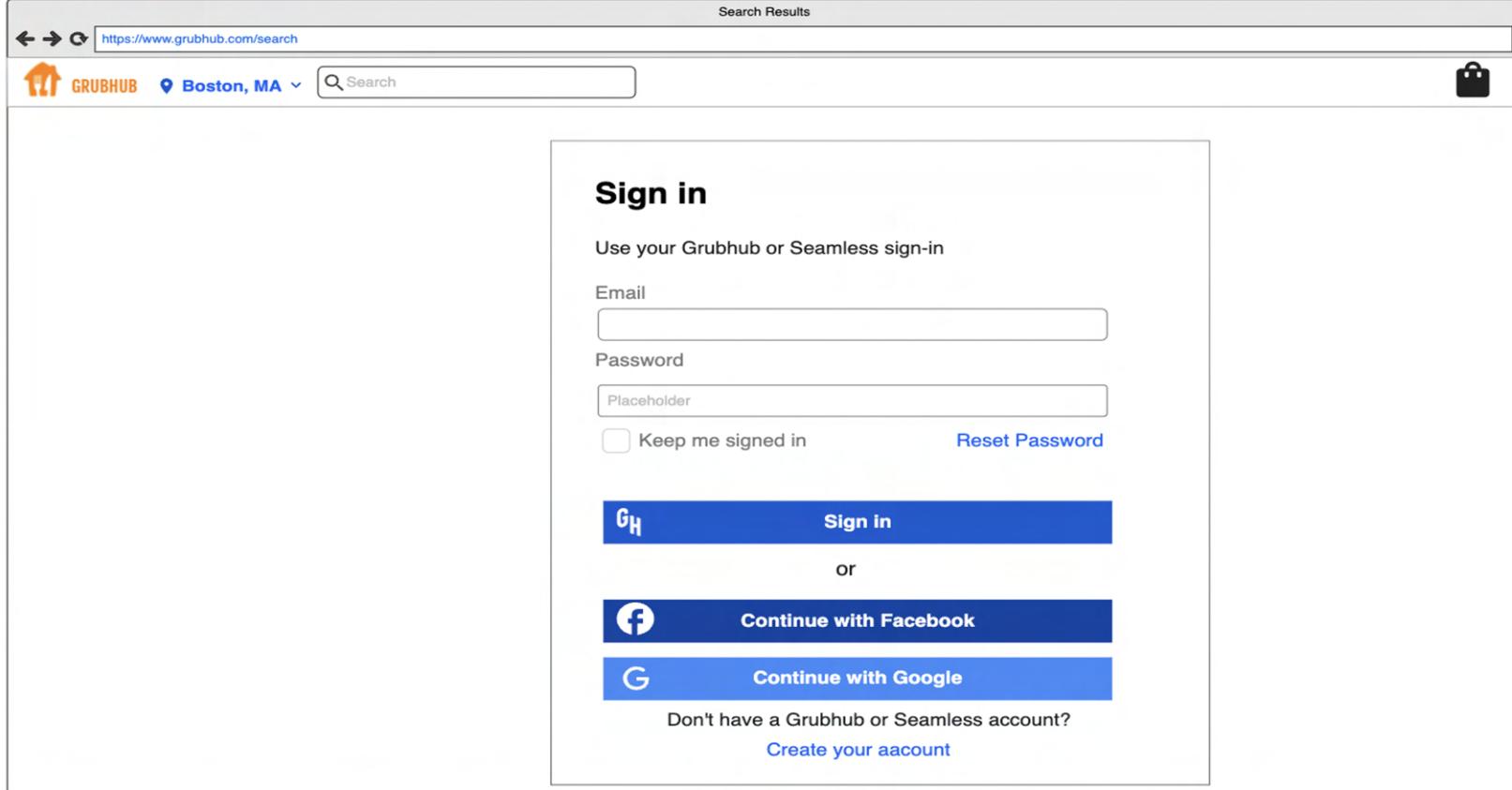
 **Sign in**

or

 **Continue with Facebook**

 **Continue with Google**

Don't have a Grubhub or Seamless account?  
[Create your account](#)



# Examples:

Home Page

https://www.grubhub.com/lets-eat

GRUBHUB

Who delivers in your neighborhood?

Delivery Pickup

ASAP Boston, MA, 02215 Search... Search Nearby

American Asian Coffee and tea Japanese Sushi Best overall Speciality foods Retail Grocery Deals Convenience

Celebrate honeygrow's 10th anniversary Through 07/02 Order now →

Hungry? Order today from one of our exclusive options! ONLY on Grubhub Order now →

Order from these restaurants and save Browse Offers →

The image shows the Grubhub website's home page. At the top, there's a banner with various international dishes like Indian, Chinese, and Mexican. Below the banner is a search bar with 'ASAP' and 'Boston, MA, 02215'. There are also buttons for 'Search...' and 'Search Nearby'. Underneath the search bar are ten category icons: American, Asian, Coffee and tea, Japanese, Sushi, Best overall, Speciality foods, Retail, Grocery, Deals, and Convenience. At the bottom, there are three promotional sections: one for honeygrow's 10th anniversary with a bowl of salad, one for exclusive Grubhub offers with a sandwich, and one for restaurant deals with a bowl of ramen.

# UNDERSTAND

## Card Sorting

Stakeholder  
Interviews

Business  
Goals

User  
Goals

Usability  
Reviews

Analytics  
Review

PLAN

Scope

Personas

Content  
Requirements

Card  
Sorting

Stamp  
Stamp

CREATE

Prototypes/  
Wireframes

Design/  
Layouts

Card  
Sorting

Competitor  
Analysis

Build /  
Development

Design  
Review

User  
Journey /  
Process  
Flows

User  
Testing

VALIDATE

# *Card Sorting*

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## *Open Card Sorting*

- *Open card sorting* is a great way to design or modify any website. It is simple to determine whether the website structure we now have corresponds to how users would organize the same material by analyzing the results of card sorting.
- Open card sorting involves giving each participant a stack of cards that have been pre-filled with themes and asking them to arrange the cards in any way they see fit. The participant then needs to give the categories they choose labels. There are no limitations on participant naming.
- This technique reveals not only how users organize the cards into groups but also the labels they assign to each group, leading to the creation of new category names and a deeper understanding of your users.

## *Closed Card Sorting*

- *Closed card sorting* is a variation where users are given a predetermined set of category names, and they are asked to organize the individual cards into these predetermined categories
- Closed card sorting does not reveal how users conceptualize a set of topics. Instead, it is used to evaluate how well an existing category structure supports the content, from a user's perspective
- A critique of the closed card sort is that it tests users' ability to fit the content into the "correct" bucket — to users, it can feel more like solving a puzzle than like naturally matching content to categories
- The method does not reflect how users naturally browse content, which is to first scan categories and make a selection based on information scent.

# *Open Card Sorting*

Cards 

IMPORT			
⋮	⋮	⋮	⋮
⋮	C1: Beverages	⋮	⋮
⋮	C2: Medicine	⋮	⋮
⋮	C3: Premium Membership	⋮	⋮
⋮	C4: Home Goods	⋮	⋮
⋮	C5: American	⋮	⋮
⋮	C6: Asian	⋮	⋮
⋮	C7: Seafoods	⋮	⋮
⋮	C8: Bakery Items	⋮	⋮
⋮	C9: High Ratings	⋮	⋮
⋮	C10: Proven over time	⋮	⋮
⋮	C11: Clothings	⋮	⋮
⋮	C12: Jewelry	⋮	⋮
⋮	C13: Dessert	⋮	⋮

⋮	C14: Delivery	⋮	⋮	⋮
⋮	C15: Pickup	⋮	⋮	⋮
⋮	C16: Sweets	⋮	⋮	⋮
⋮	C17: Chocolates	⋮	⋮	⋮
⋮	C18: Alcohol	⋮	⋮	⋮

# Open Card Sorting

Sweets
Proven over time
Clothings
Fresh food
Medicine
Alcohol
Seafoods
Asian
High Ratings
Door Step Delivery
Jewelry
Home Goods
Chocolates
Premium Membership
Beverages
Dessert
Snacks
Pickup

## Step 1

1. Take note of the list of cards on the left.
2. Please, split these cards into categories that feel "right" to you.
3. There's no actual right or wrong way to do it. Simply sort them by intuition.

## Step 2

Drag a card from the left and drop it here. This will create a new category.

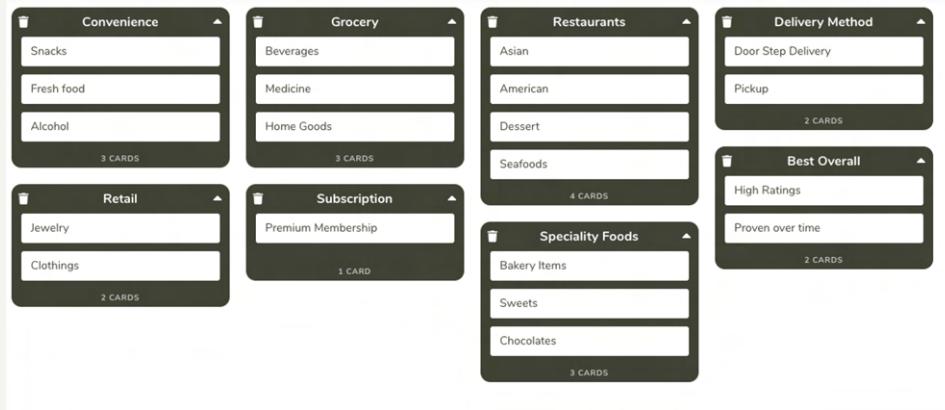
Sort

Step 3 of 4

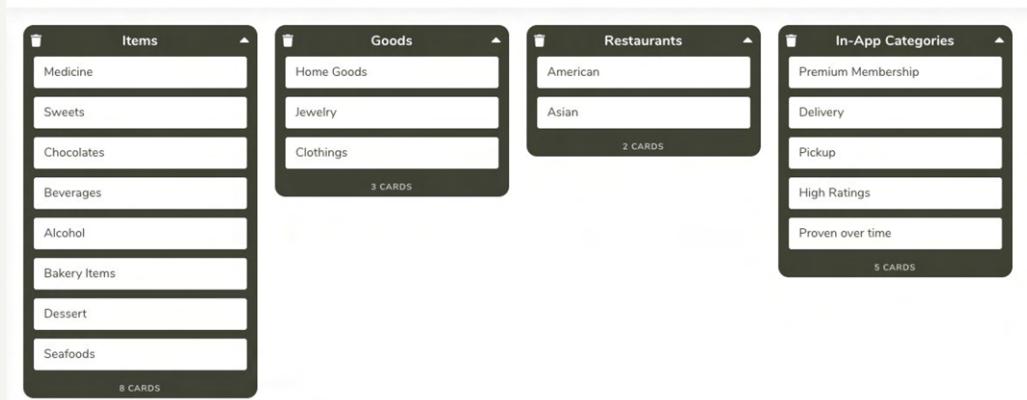
Finish sort

# *Open Card Sorting*

User  
1

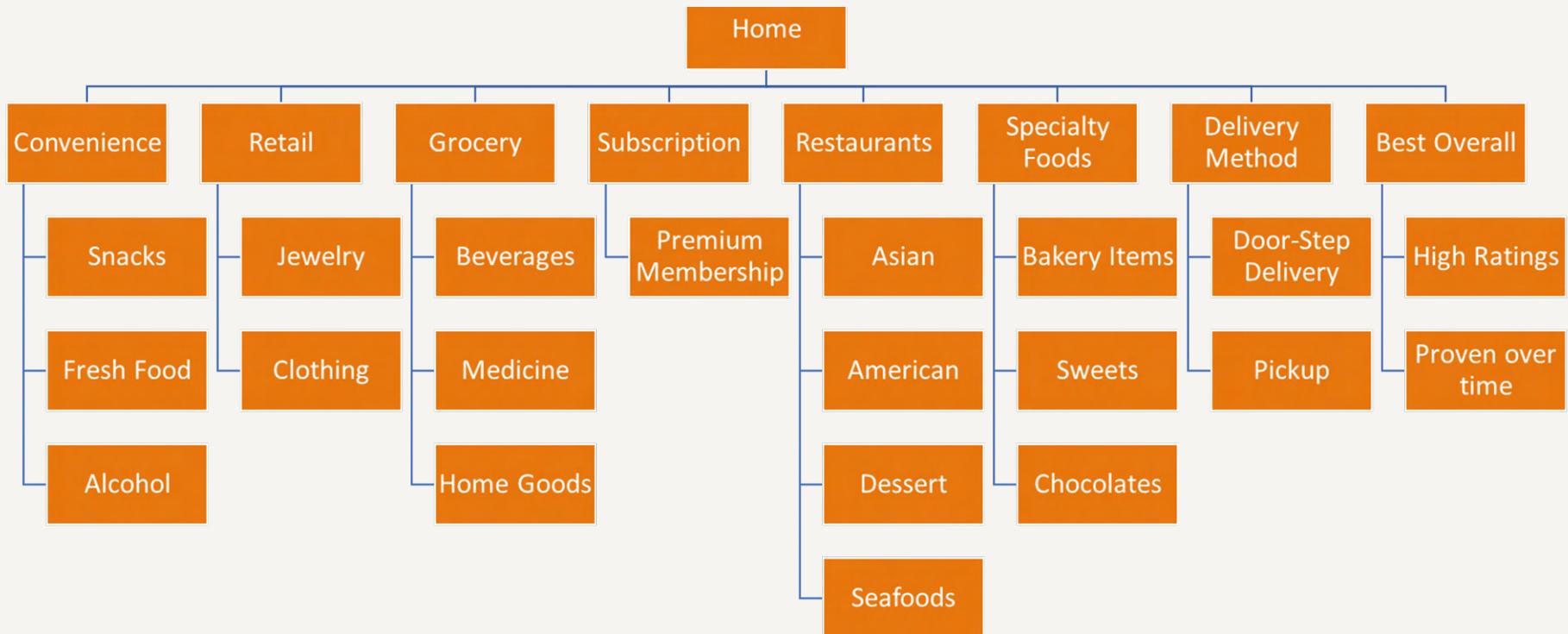


User  
2



# Information Architecture - Open Card Sorting

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## *Closed Card Sorting - Cards*

C1: Nirvana	⋮
C2: Cheesecake Factory	⋮
C3: Asian	⋮
C4: American	⋮
C5: Local Deals	⋮
C6: National Deals	⋮
C7: Burgers	⋮
C8: Sushi	⋮
C9: Free Trial GrubHub+	⋮
C10: Premium Account	⋮
C11: CODE: EAT - 15% off	⋮
C12: Sign Up Offer 20% off	⋮
C13: Seven Eleven	⋮
C14: Star Market	⋮
C15: My Past Orders	⋮
C16: Profile	⋮
C17: Return Policies	⋮
C18: COVID-19 Policies	⋮
C19: Pick Up	⋮
C20: Home Delivery	⋮ ⚡

## *Closed Card Sorting - Categories*

	IMPORT
C1: Delivery Options	
C2: About	
C3: Restaurants	
C4: Deals	
C5: Food Items	
C6: Store Tie-Ups	
C7: Account	
C8: Vouchers	
C9: Cuisines	
C10: Subscriptions	

# Closed Card Sorting

Nirvana

Cheesecake Factory

Sign Up 30% off

My Past Orders

Free Trial GrubHub+

Asian

National Deals

My Profile

Burgers

Code: EAT -15% off

Sushi

Return Policies

COVID-19 Policies

Pick-Up

Japanese

Home Delivery

Local Deals

Premium Subscription

Seven Eleven

Delivery Mode

About

Restaurants

Deals

Food Items

Store Tie-Ups

Account

Vouchers

Cusines

Subscription

Sort  
Step 3 of 4

Finish sort

# *Closed Card Sorting - Participant #1*

**Delivery Mode**

- Pick-Up
- Home Delivery

2 CARDS

**About**

- Return Policies
- COVID-19 Policies

2 CARDS

**Restaurants**

- Nirvana
- Cheesecake Factory

2 CARDS

**Deals**

- National Deals
- Local Deals

2 CARDS

**Food Items**

- Burgers
- Sushi

2 CARDS

**Store Tie-Ups**

- Seven Eleven
- Star Market

2 CARDS

**Account**

- My Past Orders
- My Profile

2 CARDS

**Vouchers**

- Code: EAT -15% off
- Sign Up 30% off

2 CARDS

**Cusines**

- Asian
- Japanese

2 CARDS

**Subscription**

- Free Trial GrubHub+
- Premium Subscription

2 CARDS

**Sort**

Step 3 of 4

Finish sort

# Closed Card Sorting - Participant #2

Leave us Comment   Instructions

Deals

- Sign Up 30% offer
- Code: EAT - 15% off

2 CARDS

Vouchers

- Local Deals
- National Deals

2 CARDS

Delivery Mode

- Pick-Up
- Home Delivery
- Free Trial GrubHub+

3 CARDS

About

- My Past Orders
- COVID-19 Policies

2 CARDS

Account

- Return Policies
- My Profile

2 CARDS

Restaurants

- Nirvana
- Cheesecake Factory

2 CARDS

Food Items

- Burgers
- Sushi

2 CARDS

Cuisines

- American
- Asian

2 CARDS

Subscriptions

- Premium Subscription

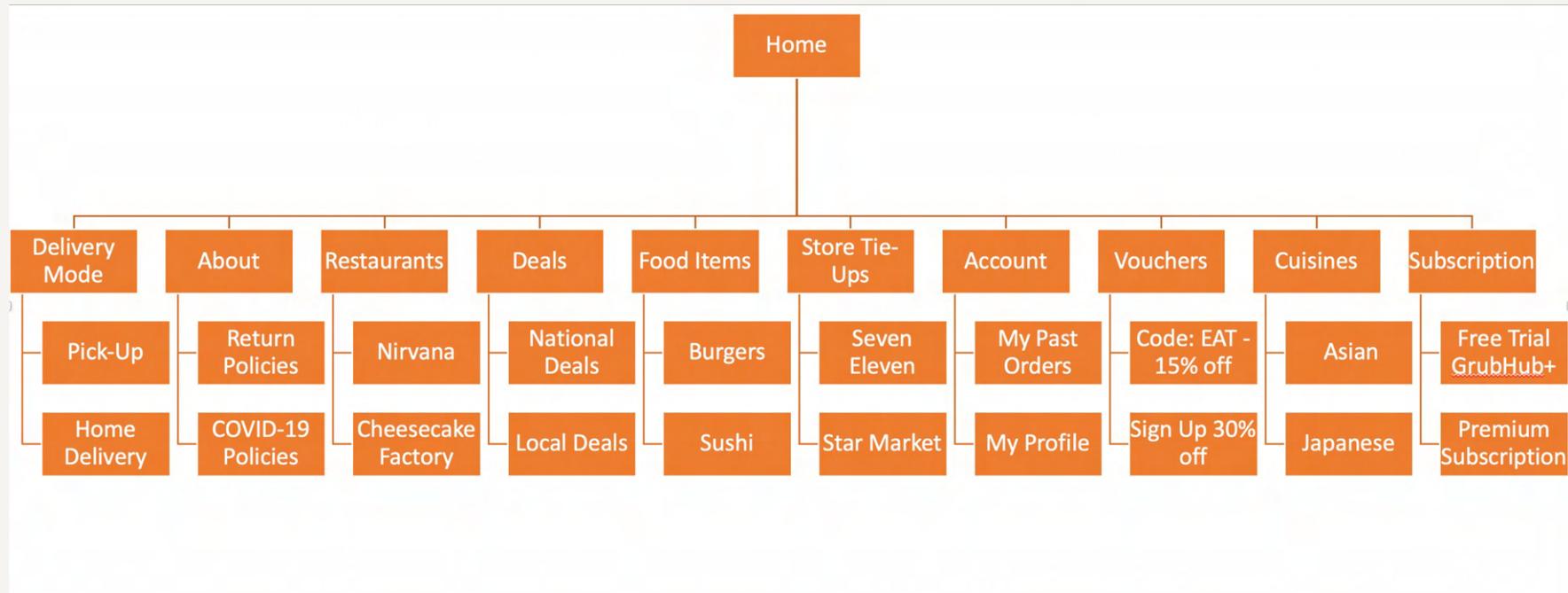
1 CARD

Store Tie-in

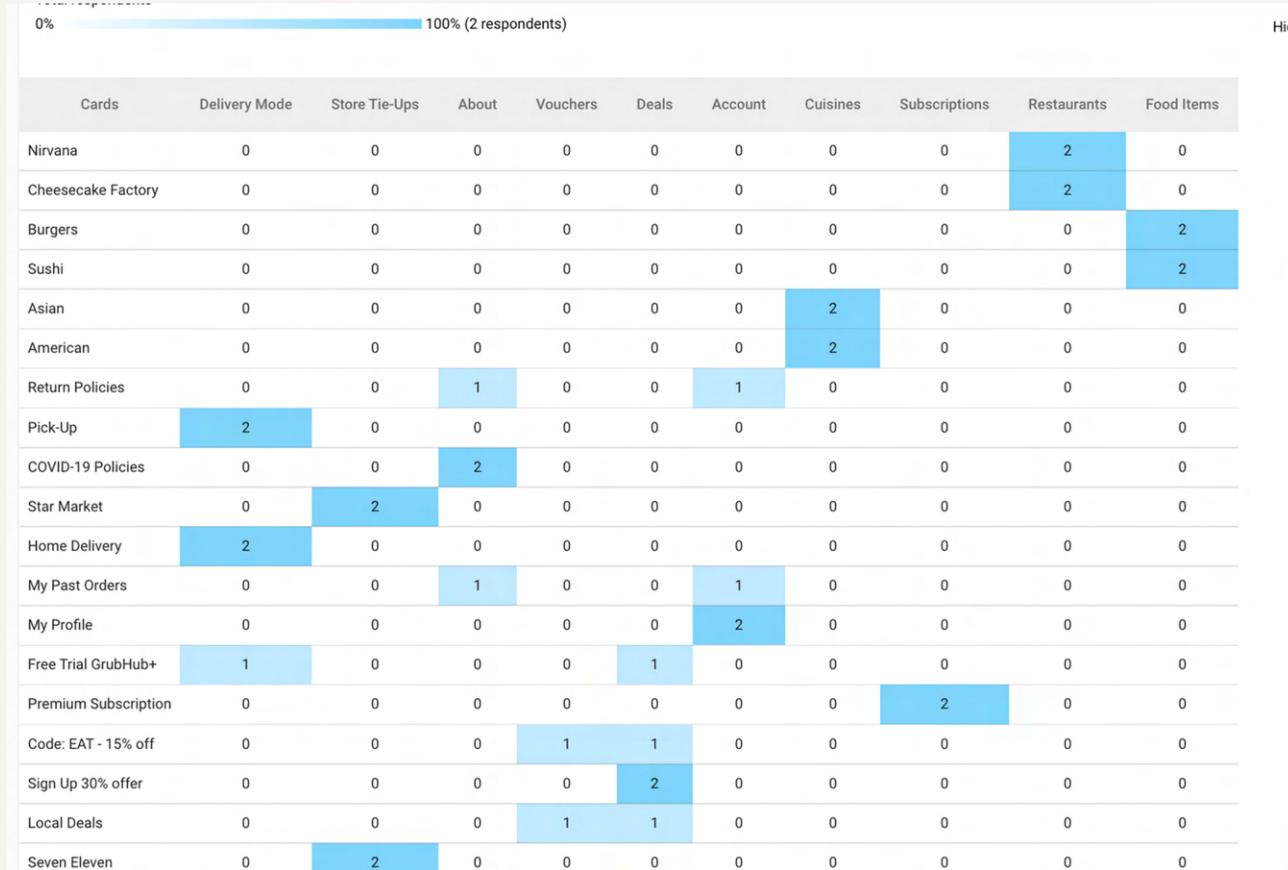
- Star Market
- Seven Eleven

2 CARDS

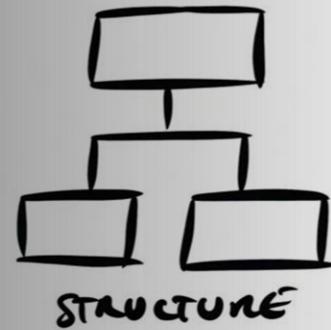
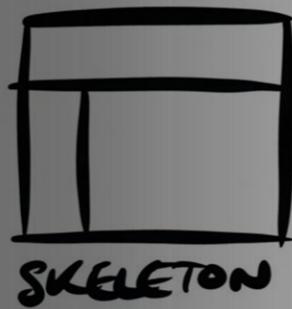
# Information Architecture - Closed Card Sorting



## *Closed Card Sorting - Results*



# Role of each plane



# *Planes - Strategy, Scope, Structure, Skeleton & Surface*

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**Strategy Plane** - In the strategy phase, identifying and addressing user needs, issues, and desired outcomes were the main priorities. Through the use of numerous research techniques, including surveys and interviews, we were able to gather the user's requirements. The majority of users wanted to place orders from the comfort of their homes.

**Scope Plane** - We learned on the scope plane how to translate user and product goals into product features. Moscow was helpful in prioritizing the tasks.

**Structure Plane** - The application's architecture was designed as the main focus of the skeleton plane.

**Skeleton Plane** - Choosing the right elements for the user to interact with and deciding how the user flow should look. After gaining a knowledge of what makes an application user-friendly, we moved on and began the design.

**Surface Plane** - Made sure the application's final visual aesthetics were good by using quality photos, and simple navigational features (eg - buttons).

# Usability Testing

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# Objectives & Definition

- Usability testing refers to evaluating a product or service by testing it with representative users. Typically, during a test, participants will try to complete typical tasks while observers watch, listen and takes notes
- The goal is to **identify any usability problems, collect qualitative and quantitative data and determine the participant's satisfaction with the product.** To run an effective usability test, you need to develop a solid test plan, recruit participants, and then analyze and report your findings.
- For our use case, we run usability test on three of the most important workflows - Sign Up, Search, Order placing

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# Usability Testing Results

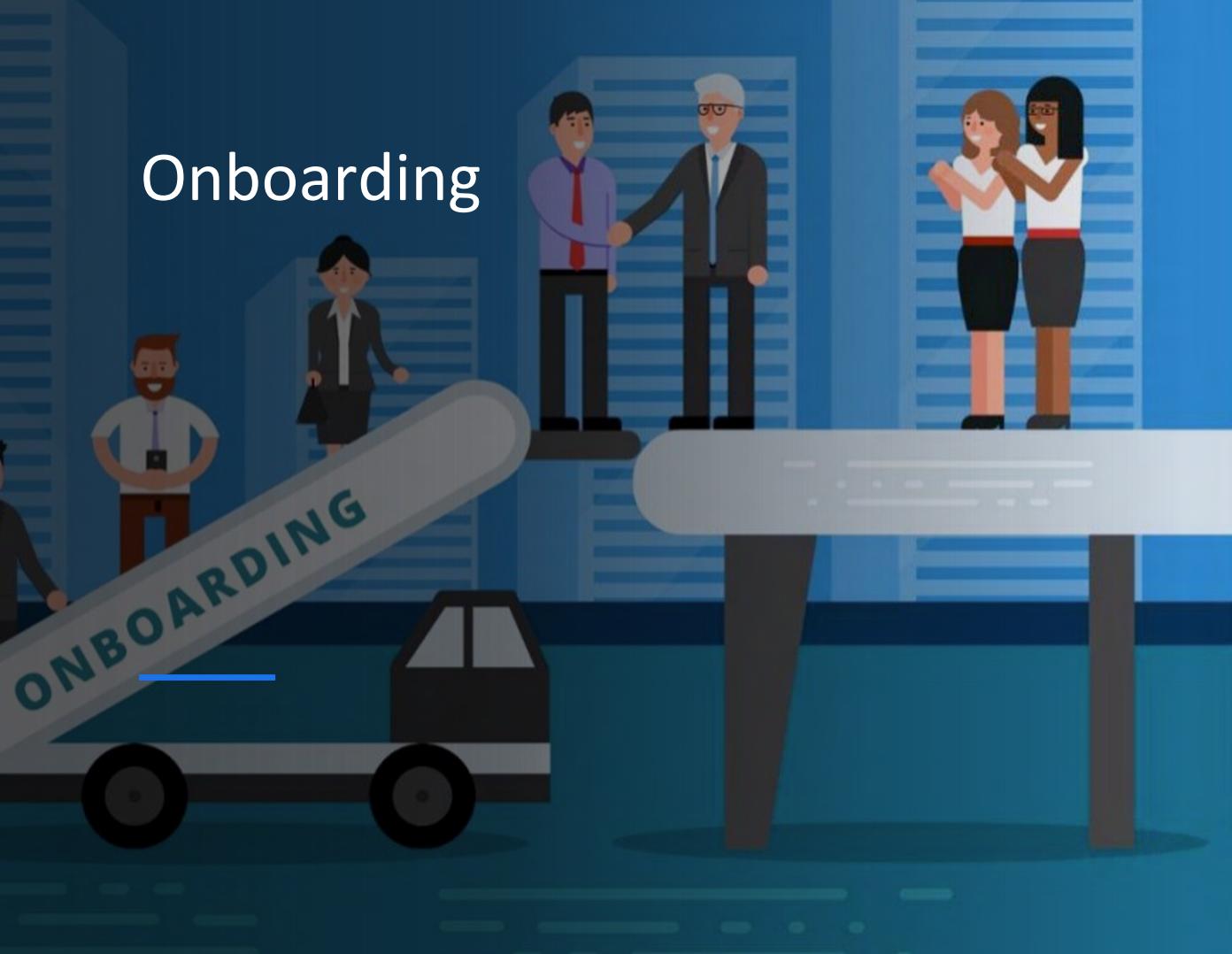
<b>Users</b>	<b>Sign Up</b>	<b>Search and Filter</b>	<b>Place Order</b>
User 1	Simple process with clear instructions	Sort by cuisine option on home page is very efficient	Fast checkout workflow is extremely useful
User 2	Option to sign up with Apple account should be included	Filters are good at narrowing down results	Placing order is extremely quick
User 3	Password validation information is extremely useful	Searching is efficient	Should provide the option of adding custom instructions

# WELCOME!



Get Started

# Onboarding



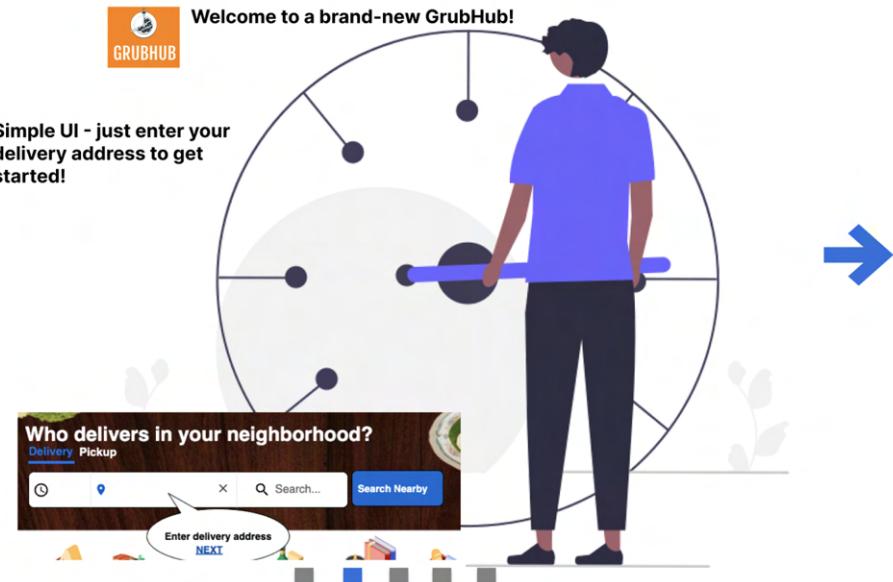
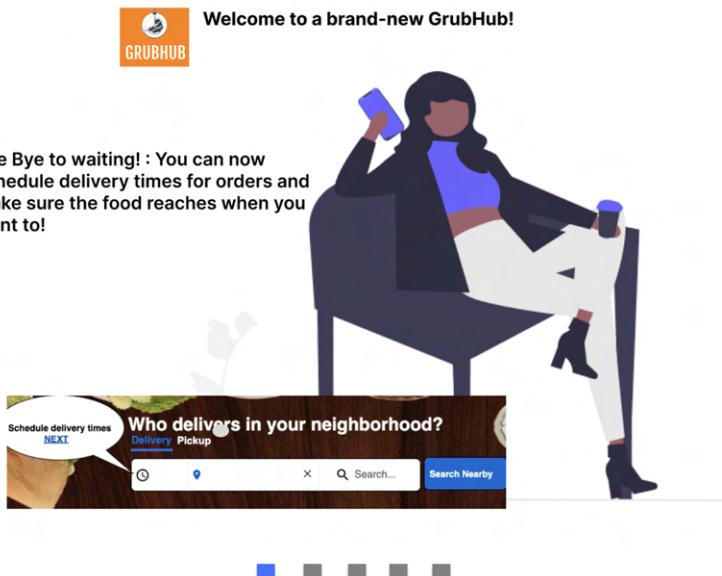
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# Onboarding

Once the user signs up for GrubHub, they are directed to onboarding process. For the purposes of our application, we have used **Slider Interaction** because:

- This is a simple, yet effective way of communicating the new or special features that the application has to offer
- The application is rather simple to use, and most users are well-equipped with the workings of a food ordering system, hence we do not want to burden the user with unnecessary information

# Example:



# Error Handling

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# Objectives:

- Error handling is too often an overlooked aspect of UX design. Removing the pain from error experiences is critical because if a user encounters an error, they are probably already frustrated
- If chosen to display the error message to the user, it must be ensured that the error message is descriptive, and helps the user solve the problem
- It must be ensured that the system should be polite and should not blame the user and the primary objective of error handling in UX is to guide the user to the solution

# Examples:

## #1. Email Validation

### Create your account

Have a Grubhub or Seamless account? [Sign In](#)

First Name                    Last Name

Email

Invalid Email

Example : abc@gmail.com

Password (8 character minimum)



Keep me signed in



Create Your Account

or



Continue with Facebook



Continue with Google

By creating you Grubhub account, you agree to the [Terms of Use](#) and [Privacy Policy](#)

## #2. Password Validation

### Create your account

Have a Grubhub or Seamless account? [Sign In](#)

First Name

Last Name

Email

Password (8 character minimum)



Keep me signed in

Your password is not strong enough

Password Requirements :

- ✗ Be a minimum length of eight (8) characters
- ✗ Must contain at least one number
- ✓ Must contain atleast one lower case letter
- ✓ Must contain atleast one uppercase letter



Create Your Account

or



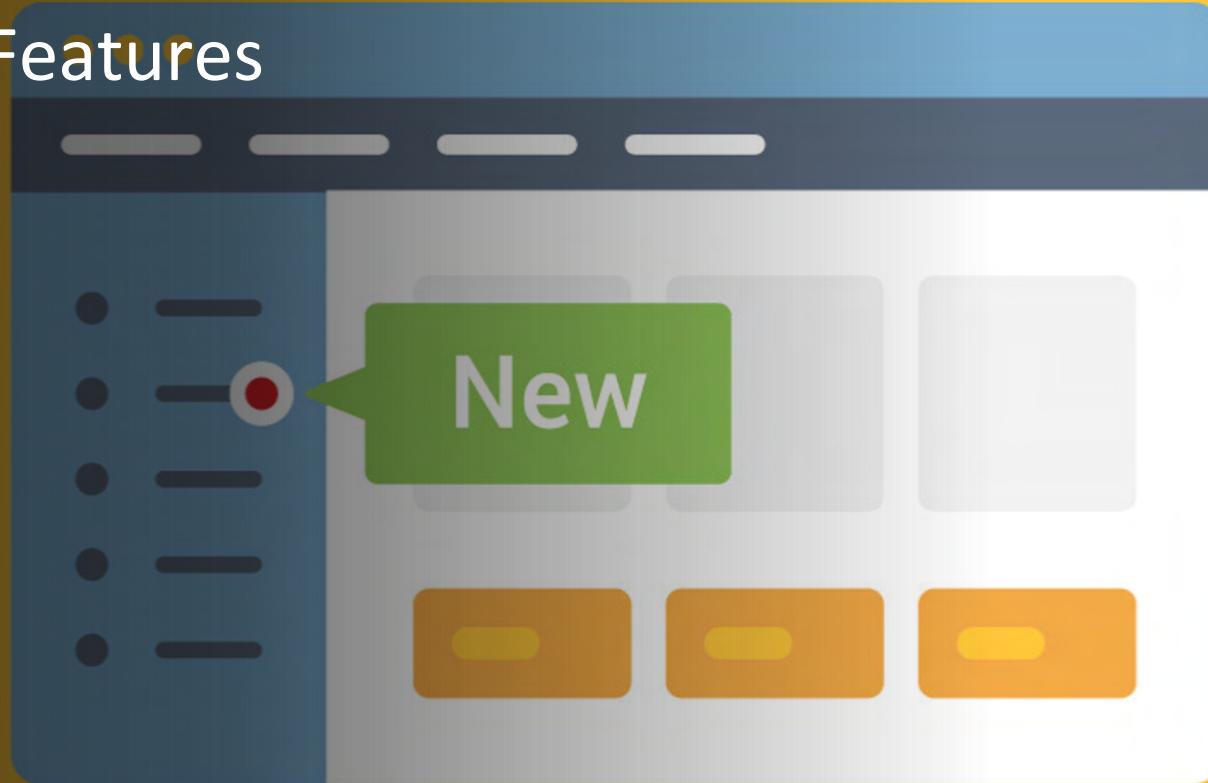
Continue with Facebook



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# New Features



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# GrubHub Logo Redesign

- GrubHub currently is embroiled in a legal battle with HomeChef over their logo as the latter had trademarked the knife and fork with green background before the former.
- A Chicago judge has recommended GrubHub to change their logo
- Here we present our version of what the GrubHub logo can look like
- The new logo has better color contrast and uses the same symbol in a more descriptive manner

OLD



NEW



Thanks for contacting Customer Care. If you have your order number handy please include it in your message!

Name

Email

Message

Start Chat

## Interactive Chat Functionality

- Any ordering application may encounter problems during delivery and there is a widespread need for the website to have a live, interactive 24\*7 chat support available for resolving any issues that a customer might face
- Such a feature enhances customer experience and helps in building trust and relations with the customers.
- Hence, on every screen we have a chat button that a user can access to address their complaint or query

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# Fast Checkout

- Often customers have a fixed set of menu items from a particular restaurant that they order more frequently than exploring new food in different restaurants
- To enable users to order their more frequently ordered food quicker, we have introduced a special feature in GrubHub called ‘Fast Checkout’
- In this workflow, a user can select food items from a restaurant and place them in a separate cart called as ‘Favorites’. These menu items shall remain in the cart unless deleted
- On click of a button, the user will be able to order the food instantly. Hence this saves the trouble of searching, selecting, ordering and paying in sequential steps

# Example:

The screenshot shows the Grubhub mobile ordering interface. At the top, there's a navigation bar with the Grubhub logo, a search bar, and a microphone icon. Below the header is a large image of a Butter Chicken dish, which is the main focus of the page. To the left of the main image, there are smaller images of other dishes: American (hot dog) and Asian (ramen). A pink promotional banner on the left says "Celebrate honeygrow 10th anniversary Through 07/02 Order now →". On the right side, there are icons for "Deals" and "Convenience". At the bottom, there are buttons for "Place Order", "Restart R", and "8 / 45".

**Butter Chicken**  
\$15.05  
Your favourite Indian dish where grilled chicken (Tandoori chicken) is simmered in a spicy, aromatic and buttery sauce.

Quantity - 1 +

**Butter Naan**  
Quantity - 2 +

Special Instructions

Schedule the order time: 7:30 pm ▾

Place Order

Deals →

Convenience

Celebrate honeygrow 10th anniversary  
Through 07/02  
Order now →

8 / 45

Restart R

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# Audio Interaction

- A common feature in all application these days is the usage of voice assistants that can perform actions based on the voice input
- Amazon's Alexa, Apple's Siri are very successful implementations of the audio interaction feature. Voice assistants are becoming more common and efficient and users are getting more comfortable with talking to an electronic device as well
- The voice command feature is also widely used by specially abled individuals who face difficulty in reading from the screen
- Hence, we felt it was necessary to introduce this feature in our application for searching and filtering cuisines/food. You can long press on the button and speak on the mic

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Try asking for your  
Favorite Restaurants...



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# References:

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- <https://www.uxmatters.com/mt/archives/2019/01/prototyping-user-experience.php>
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