

( APP DESIGN )

## AIM OF THE PROJECT

To study the existing Website , it's pain points in comparison to the competitors app and identify the gaps and suggest the solution.

# ABOUT THE COMPANY

ONDC (Open Network for Digital commerce) is a network created by the Government of India to democratize E-commerce by eliminating the need for a central intermediary like Amazon and Flipkart that command a high market share (70%+) of the e-commerce trade in some categories.



Open Network for Digital Commerce



Cerulean Blue  
hex  
#2641C2  
rgb  
38,65,194  
cmyk  
80,66,0,24

Cerulean  
hex  
#01BFFD  
rgb  
1,191,283  
cmyk  
150,25,01

# TYPEFACE

Aquire

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Arial

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Aa Bb

# ONDC



The image displays the ONDC mobile application interface. The top half shows the home screen with a large search bar at the top, followed by sections for 'Order Online', 'Grocery', and 'Hotel'. Below these are sections for 'Collections' (Newly Opened, Romantic Restaurants, Best of Bangalore, Luxurious Hotel) and 'Browse by Cuisines' (Chinese, Pizza, Mithai, Burger, Biriyani, Cake). The bottom half shows a banner for 'SPICE IT UP' with the tagline 'Get a taste of India' and icons for delivery, payment, and user profile.

HOME CONTACT ABOUT VIEW ORDERS

ONDC

Order Online | Grocery | Hotel

Collections

Newly Opened | Romantic Restaurants | Best of Bangalore | Luxurious Hotel

Browse by Cuisines

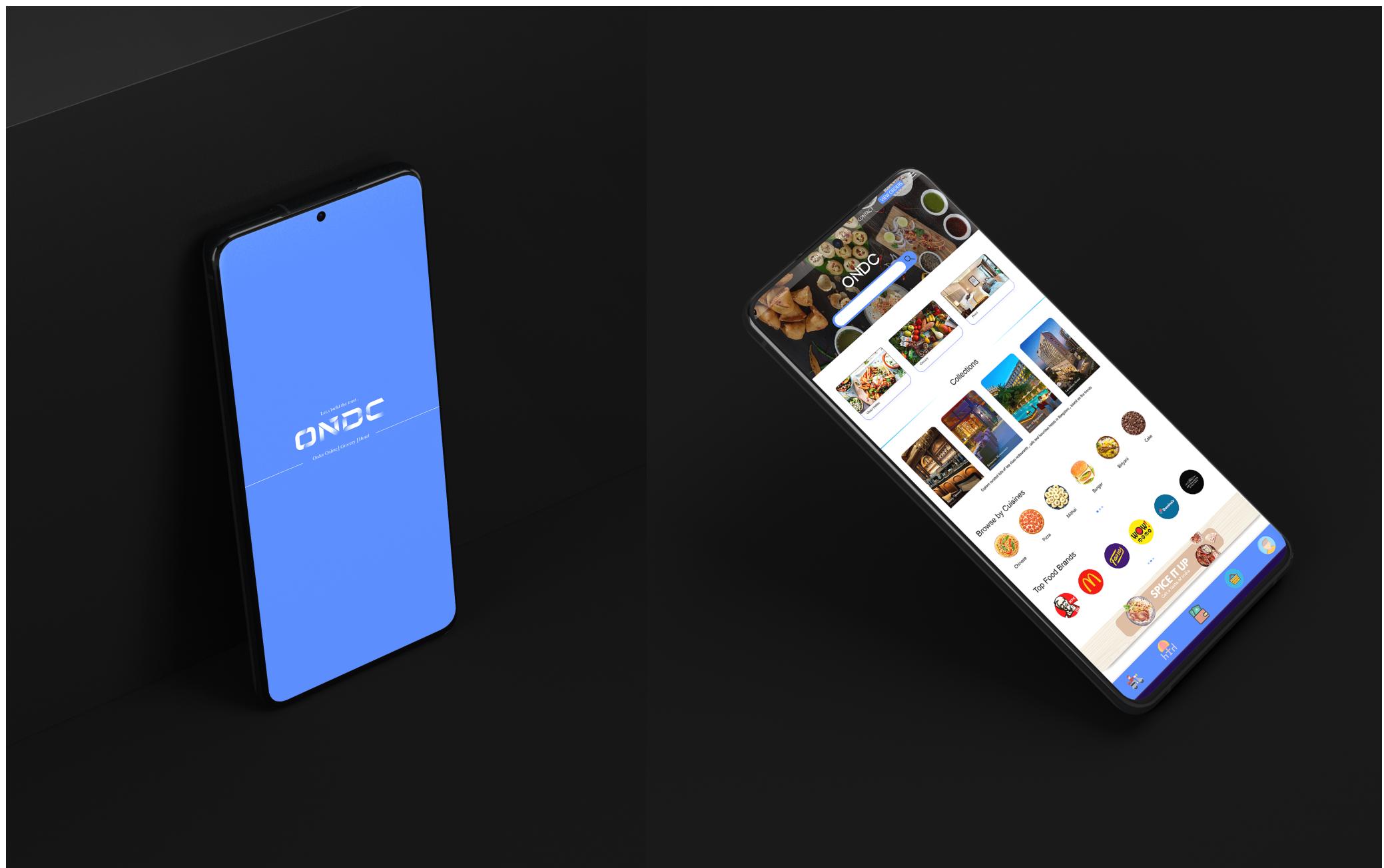
Chinese Pizza Mithai Burger Biriyani Cake

Top Food Brands

KFC McDonald's Fazos WOW! Domino's REVENTERS

SPICE IT UP Get a taste of India

Delivery Payment User Profile





Thank you !