Case Study

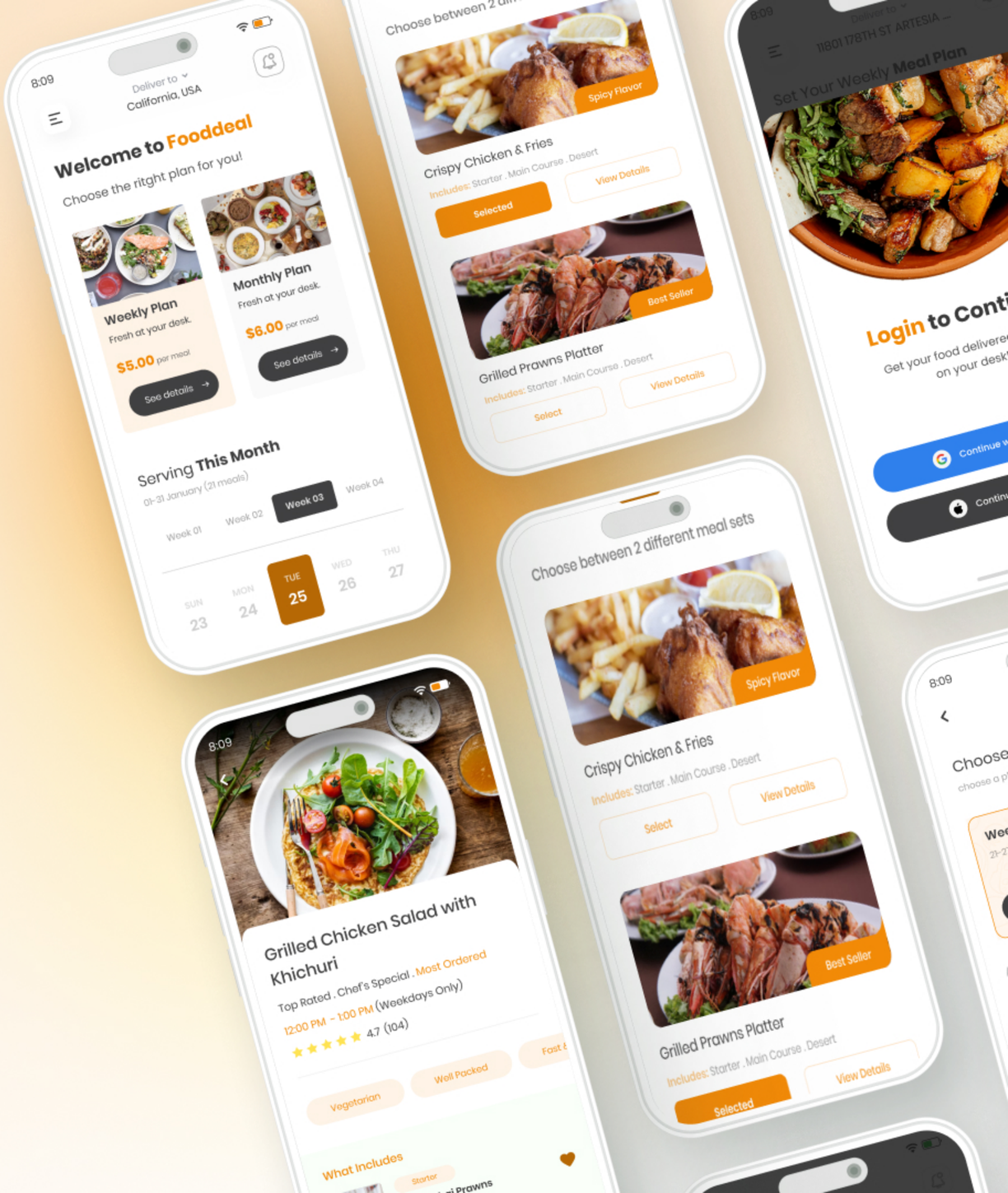
Food
DEAL

UI – UX CASE STUDY

Food Delivery App

Tools Used

Figma, Ps, Ai, Xd



PROJECT OVERVIEW

Description :

Food Deal is a food delivery mobile app designed to bring delicious, wholesome meals, snacks, and drinks right to your doorstep. Food Deal aims to serve students, professionals, families, and anyone looking for an affordable and healthy way to satisfy their hunger without any hassle.

The Problem :

In today's fast-paced world, people often find it difficult to make time for cooking or dining out at restaurants. Busy schedules and daily commitments make it challenging to enjoy fresh, healthy meals.

The Goal :

The goal was to design a mobile app that allows users to order meals from Food Deal quickly and easily, anytime and anywhere, making healthy eating more convenient and accessible for everyone.

DESIGN PROCESS

Food DEAL

1. Discover
2. Define
4. Design
3. Ideate

COMPETITER ANALYSIS

Search Icon	✓	✗	✓	✗
Contact Details	✗	✓	✓	✗
Social Media	✓	✓	✓	✓
Log in/ Sign up	✓	✓	✓	✓
Offers	✗	✗	✓	✗
Category	✓	✗	✓	✗
Reviews	✗	✗	✗	✗
Location	✓	✓	✗	✗

Overall strength & Weakness from competitor analysis

Strength

- Search bar on top makes it easy to find food quickly.
- Clean and simple user interface.
- Social media integration for better engagement.
- Stores the history of user orders for convenience.

Weakness

- Too many offers can confuse users.
- Some apps lack proper location features.
- Not all apps provide clear contact details.
- Customer-clicked photos are not organized properly.

Target Audience

- Students
- Families
- Food Lovers

User Interview

- What is your age?
- What motivates you to order food online?
- Describe your experience with food delivery apps.
- Are there any features you wish food apps had?
- What challenges do you face while ordering food online?
- Any suggestions to improve the food ordering experience?

Key Points from the User Interview

- Most users are aged between 18–35.
- Majority of users order food online at least once a week.

Frustration

- Too many offers and banners make the app look cluttered.
- Lack of clear information about special meals or bestsellers.
- Delayed deliveries and poor customer support.
- Sometimes orders are missing items or not refunded.

Wishlist

- Reliable customer reviews to help make decisions.
- Real-time order tracking and easy checkout process.
- More healthy meal options.
- Better loyalty rewards and discounts.

USER PERSONA

DEFINE

Ayesha Khan

NAME :	Ayesha Khan
AGE :	21
EDUCATION :	Bachelor's in CS
STATUS :	Single
OCCUPATION :	University Student
LOCATION :	Lahore

Personality

Introvert | Thinker | Curious | Food Lover

> "I mostly order online because I don't have time to cook, and ordering online is more convenient than going out to eat."

Bio

Ayesha is a university student in Lahore who enjoys studying, socializing, and trying new cuisines. She often orders food online for quick delivery, affordable prices, and healthy options, especially during busy study times.

Goals / Interests

- Discover a variety of food options.
- Enjoy fast and reliable delivery.
- Find affordable meals and student discounts.
- Explore new restaurants and trending dishes.
- Order food easily without complicated steps.

Needs / Wants

- Wants a simple and easy-to-use food ordering app.
- Needs multiple secure payment options.
- Wants real-time order tracking and status updates.
- Needs access to customer reviews and ratings.
- Wants healthy and budget-friendly meal choices.

Frustrations / Pain Points

- Gets frustrated with late deliveries or poor customer service.
- Finds it difficult to trust new restaurants without reviews.
- Annoyed by hidden charges or unclear pricing.
- Dislikes complicated checkout or payment processes.
- Sometimes receives wrong or incomplete orders.

EMPATHY MAP

THINK & FEEL

- Are there too many options?
- Is the food fresh and healthy?
- Is the delivery charge too high?

SAY & DO

- I need a quick meal!
- Read reviews before ordering.
- Use search to find favorite dishes.

HEAR

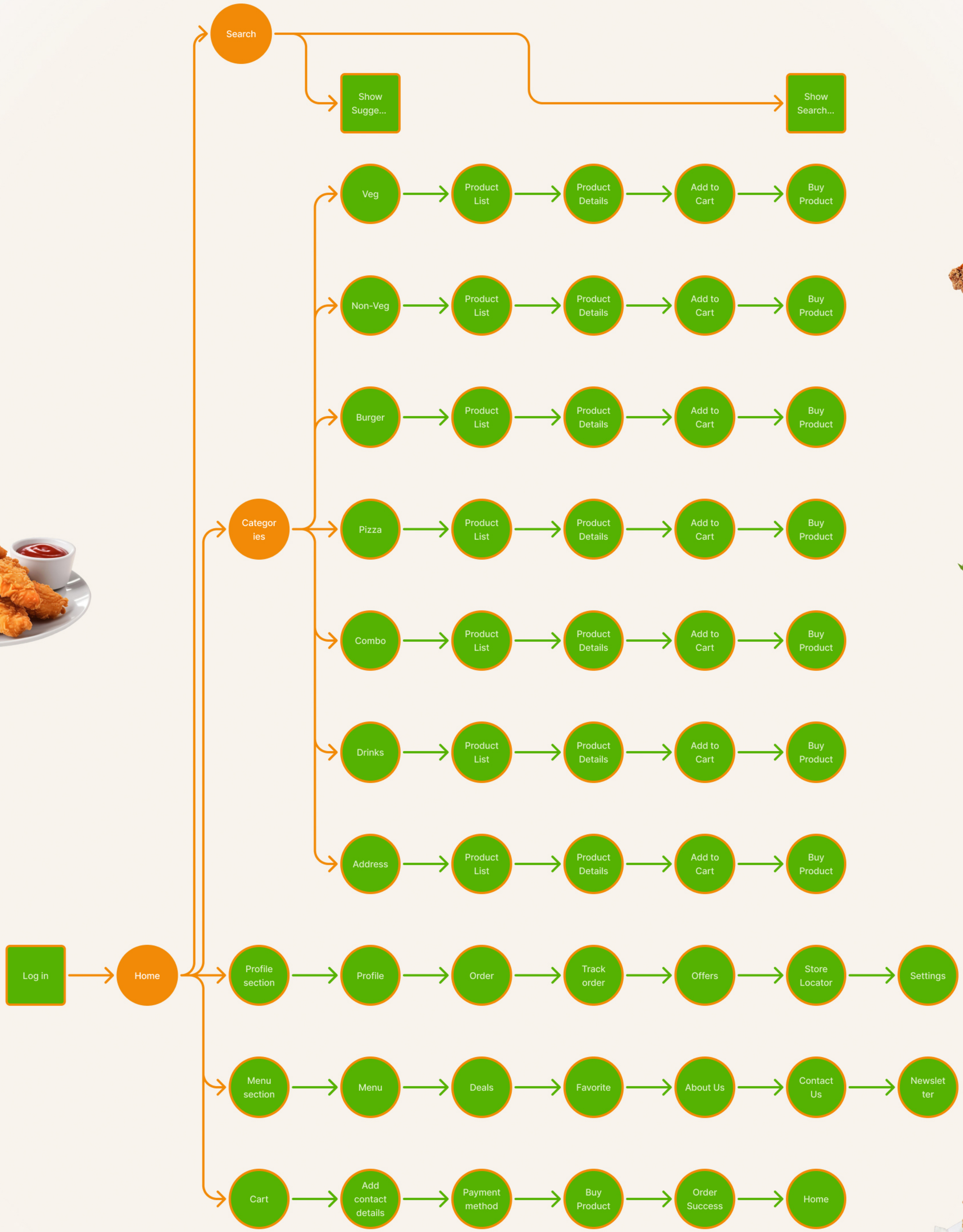
- Product details are easy to find.
- Easy refund if order is cancelled.
- Friends suggest ordering here.

SEE

- Best offers and advertisements.
- Browsing different food categories.
- High quality product images.

USER FLOW

IDEATE



LOGO CONCEPT DESIGN

The Food Deal logo represents freshness, convenience, and a love for food. It combines modern design with elements that reflect trust and taste.

Logo Breakdown

- Pan: Cooking & homemade feel
- Flame: Fresh, hot food
- Motion lines: Fast delivery
- Orange color: Energy & appetite
- Bold font: Friendly & memorable

Colour Palette

– Orange (Appetite, Energy, Freshness)

– Black/Dark Gray (Trust, Modern, Professional)

Logo

UI STYLE GUIDELINES

The Food Deal logo represents freshness, convenience, and a love for food. It combines modern design with elements that reflect trust and taste.

Colour Palette

Primary

Secondary

Black

Typography

Font Name : Poppin

Font Size : **24px** 18px 16px 14px 12px

Font Weight : **Bold** Medium Regular **Light**

Icons

Menu Bar

TYPOGRAPHY

02

Typography

Poppins

Aa

Bold

Line height is "Auto" and letter spacing for body text is 0%

Poppins - Bold

Font Style

Text Style	Font Size	Line Height
poppins / Tittle / Bold **Tittle Text Bold**	50px	75px
poppins / Header/ bold **Header Text Bold**	30px	45px
poppins / Large / Bold **Large Text Bold**	20px	30px
poppins / Medium / Bold **Medium Text Bold**	18px	27px
poppins / Normal / Bold **Normal Text Bold**	16px	24px
poppins / small / Bold **Small Text Bold**	14px	21px
poppins / Smaller / Bold **Smaller Text Bold**	11px	17px

Aa

Regular

Line height is "Auto" and letter spacing for body text is 0%

Poppins - Regular

Font Style

Text Style	Font Size	Line Height
poppins / Tittle / Regular Tittle Text Regular	50px	75px
poppins / Header / Regular Header Text Regular	30px	45px
poppins / Large / Regular Large Text Regular	20px	30px
poppins / Medium / Regular Medium Text Regular	18px	27px
poppins / Normal / Regular Normal Text Regular	16px	24px
poppins / small / Regular Small Text Regular	14px	21px
poppins / small / Regular Small Text Regular	11px	27px

02

Colors Styles

Natural Col

Black #000000	Gray 1 #484848	Gray 2 #797979	Gray 3 #A9A9A9	Gray 4 #D9D9D9	White	

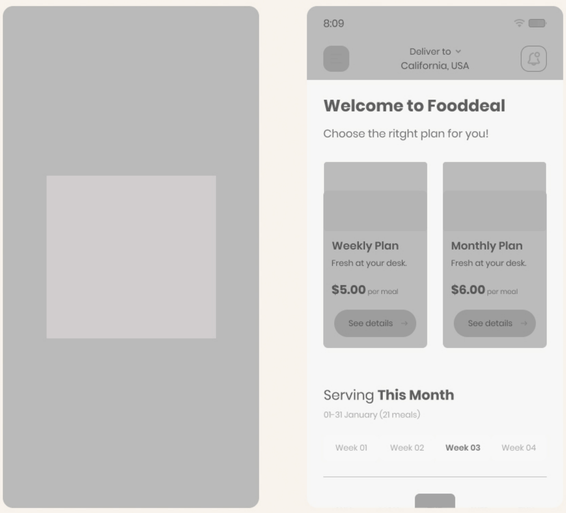
Primary

Primary 100 #129575	Primary 80 #FF9A1A	Primary 60 #FDA435	Primary 40 #FABB6C	Primary 20 #FED096

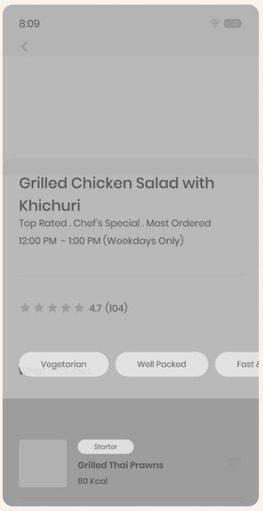
Rating

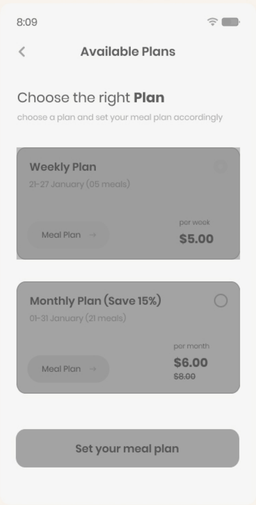
Rating #FFE352

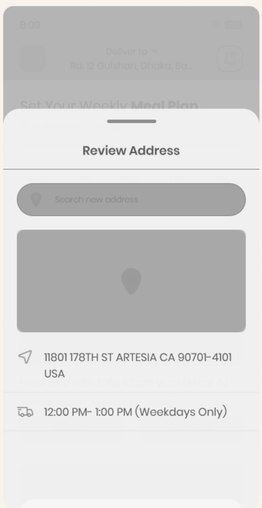
WIRE FRAME

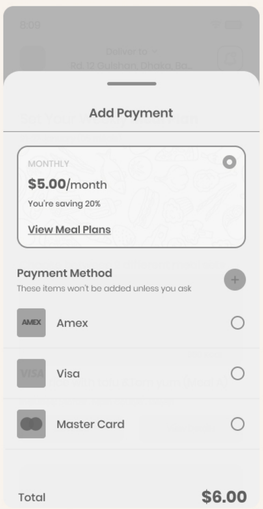

8:09
Deliver to
California, USA
Welcome to Fooddeal
Choose the ritght plan for you!
Weekly Plan
Fresh at your desk.
$5.00 per meal
See details
Monthly Plan
Fresh at your desk.
$6.00 per meal
See details
Serving This Month
01-31 January (21 meals)
Week 01
Week 02
Week 03
Week 04

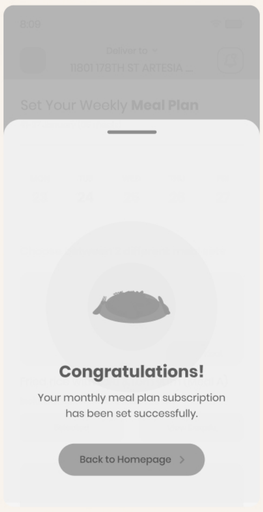
8:09
Deliver to
California, USA
21-27 January (05 meals)
Week 01
Week 02
Week 03
Week 04
SUN 23
MON 24
TUE 25
WED 26
THU 27
Spicy Flavor
Crispy Chicken & Fries
Includes: Starter . Main Course . Desert
Selected
View Details

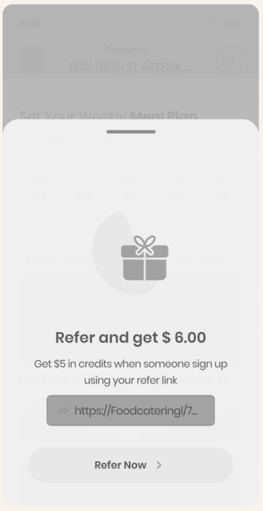

8:09
Grilled Chicken Salad with Khichuri
Top Rated . Chef's Special . Most Ordered
12:00 PM - 1:00 PM (Weekdays Only)
4.7 (104)
Vegetarian
Well Packed
Starter
Grilled Thai Prawns
80 Kcal


8:09
Available Plans
Choose the right Plan
choose a plan and set your meal plan accordingly
Weekly Plan
21-27 January (05 meals)
Meal Plan
per week
$5.00
Monthly Plan (Save 15%)
01-31 January (21 meals)
Meal Plan
per month
$6.00
$8.00
Set your meal plan


Review Address
Search new address
11801 178TH ST ARTESIA CA 90701-4101 USA
12:00 PM- 1:00 PM (Weekdays Only)


Add Payment
MONTHLY
$5.00/month
You're saving 20%
View Meal Plans
Payment Method
These items won't be added unless you ask
Amex
Visa
Master Card
Total
$6.00

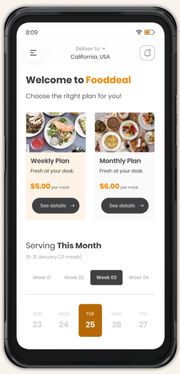

Congratulations!
Your monthly meal plan subscription has been set successfully.
Back to Homepage


Refer and get $ 6.00
Get $5 in credits when someone sign up using your refer link
https://Foodcateringl/7...
Refer Now

VISUAL DESIGN

On Boarding

Welcome to Food Deal! The onboarding screens introduce new users to the app's features and help them get started quickly and easily.

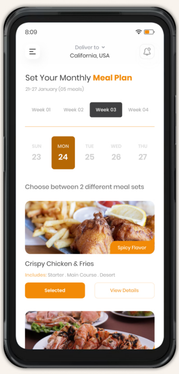


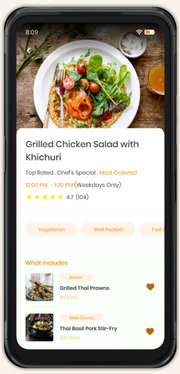
Home Screen

The home screen lets users explore meal plans, view featured offers, and start their food ordering journey with just a few taps.

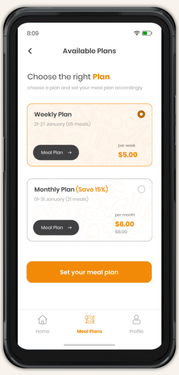
Catogory

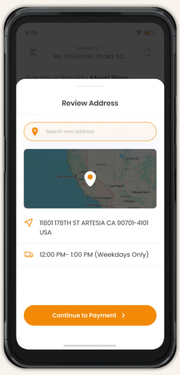
Browse different food categories to find your favorite meals. Easily compare options and discover new dishes tailored to your taste.

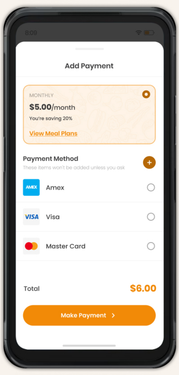




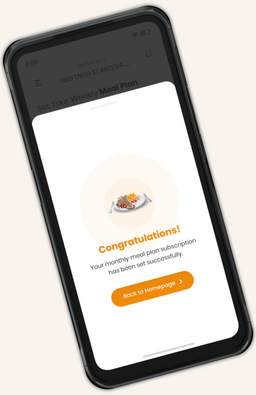
Cart & Check Out

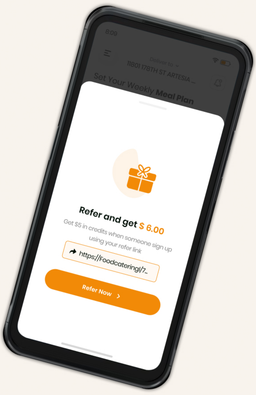






Other Screens





Thank you for watching!