

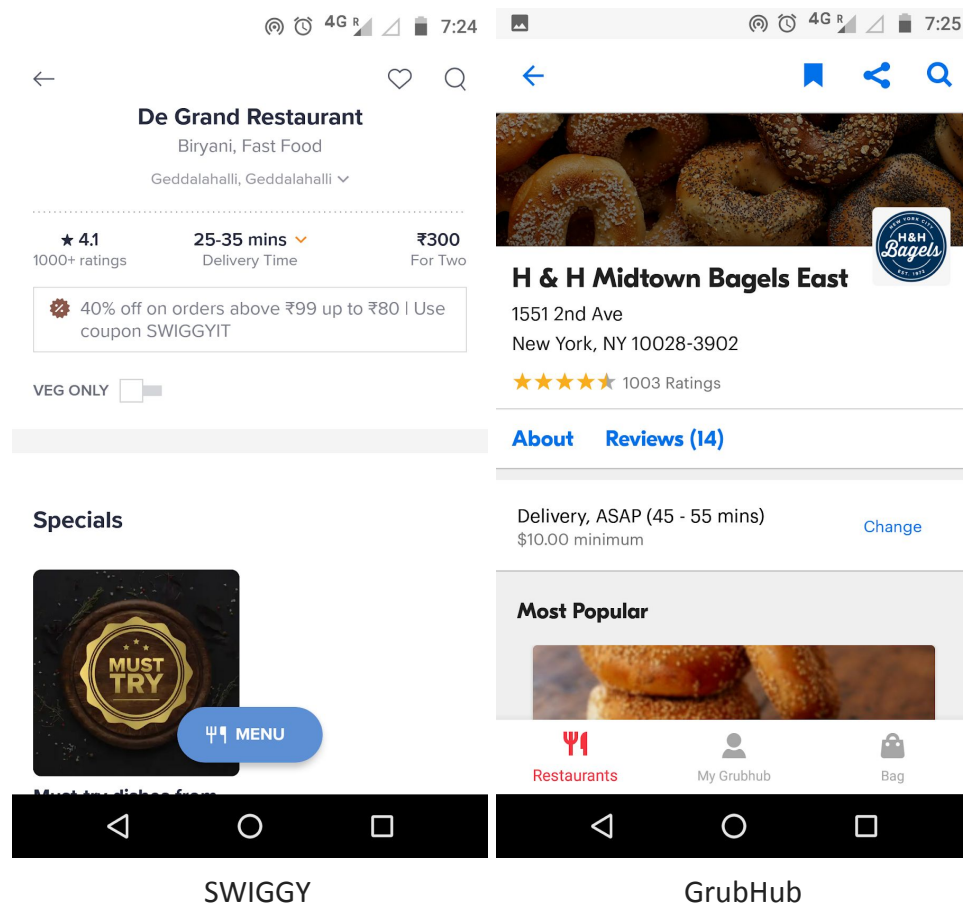
**Part One:** To compare the experience of 2 food apps, one Indian and another its international counterpart.

Indian App: **Swiggy**

International counterpart: **GrubHub**

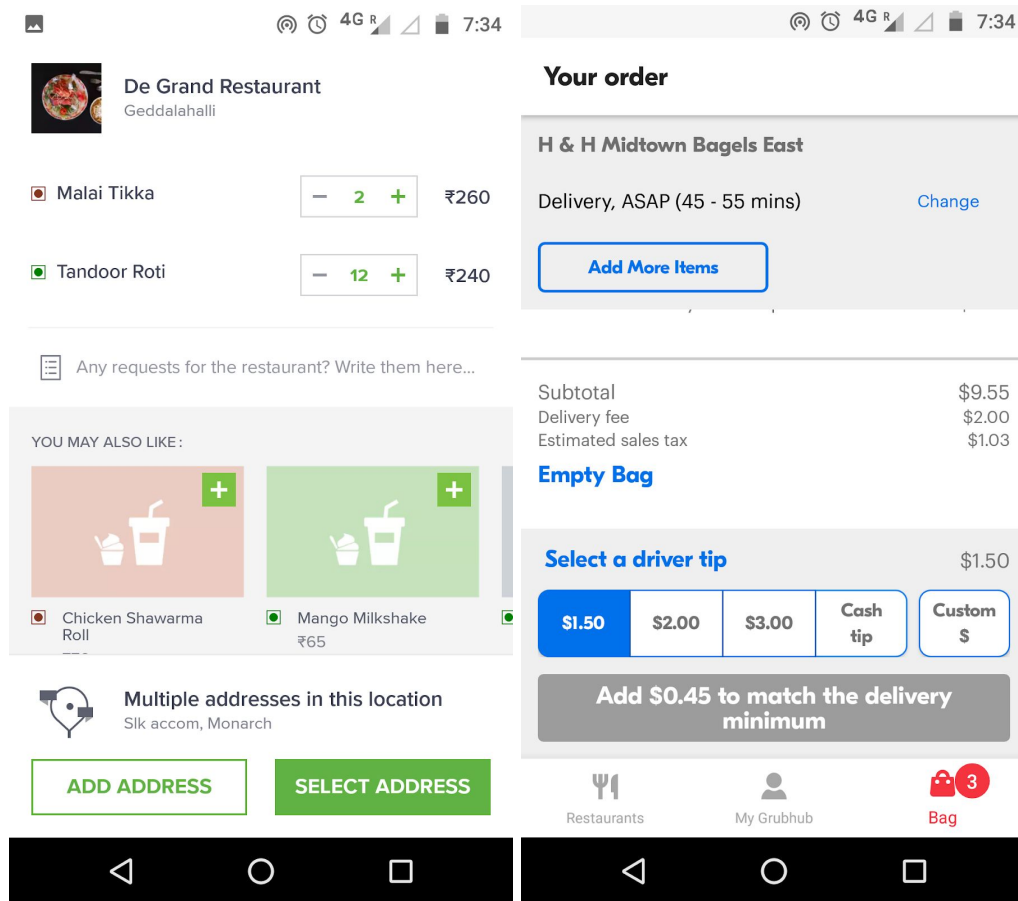
Five pointers for what I like and dislike the apps

1. **Restaurant Page:** In swiggy, when we open the restaurant page, there is a FAB (floating action button) at the bottom which helps the user to navigate across the menu. This is the feature which I liked in swiggy because in case of GrubHub, the user has to scroll the list to select the food items and it becomes a daunting task when the menu is too long. Also in swiggy there is button of veg only so that user can filter out only veg item but this feature is not there in GrubHub.



2. **Cart Page:** One of the most important features that I liked in GrubHub is an empty bag button. This is the feature that I am waiting for not only in swiggy but in all the food delivery apps in India i.e. an empty cart button. Assume a situation where you are

ordering for 3-4 people. Now if you order roti sabzi then you have to add too many rotis (12-16 for 4 people) but if we change our plan or find another good deal then we have to remove everything by clicking on " - " sign. It means more than 12 click just to remove everything from cart which is a waste of user's valuable time. When we come to GrubHub, there is a button "empty bag" which clears your cart on a single tap.

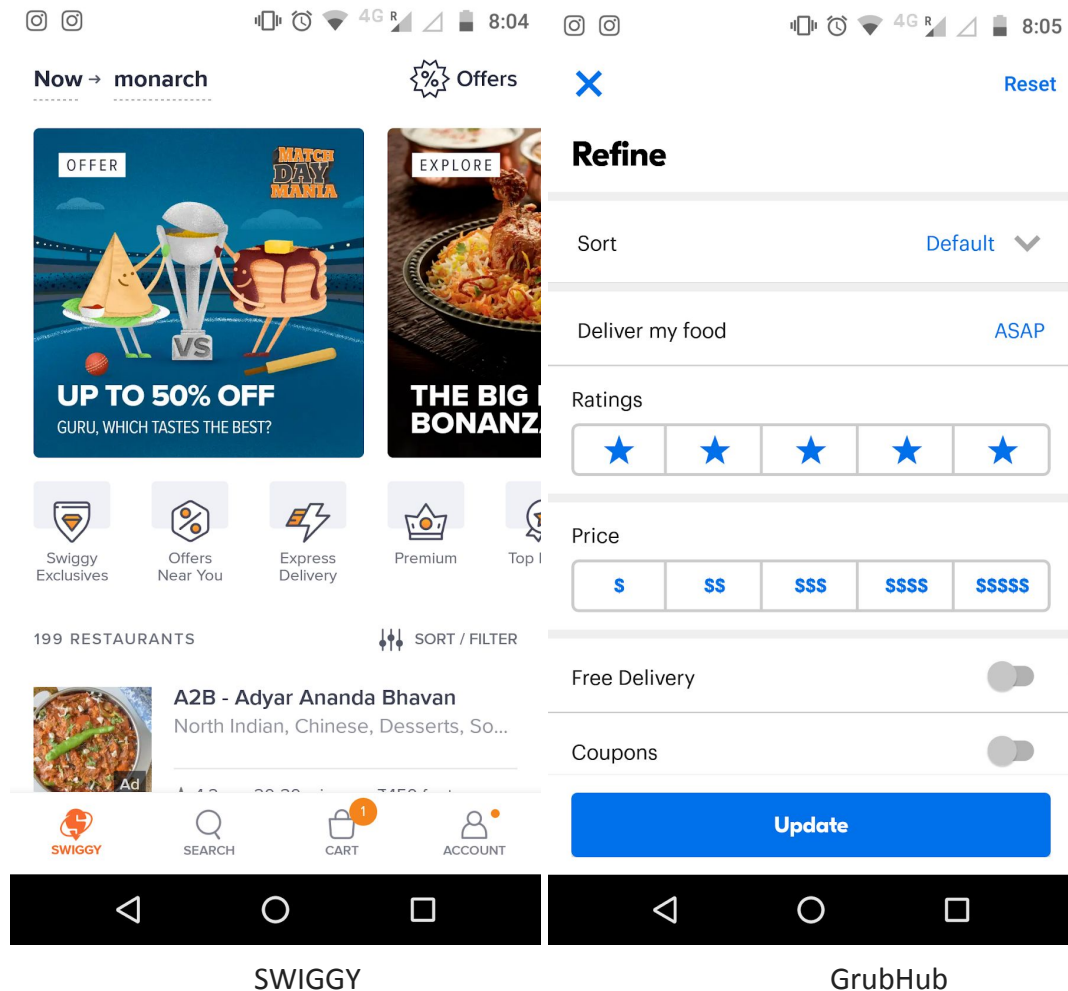


SWIGGY

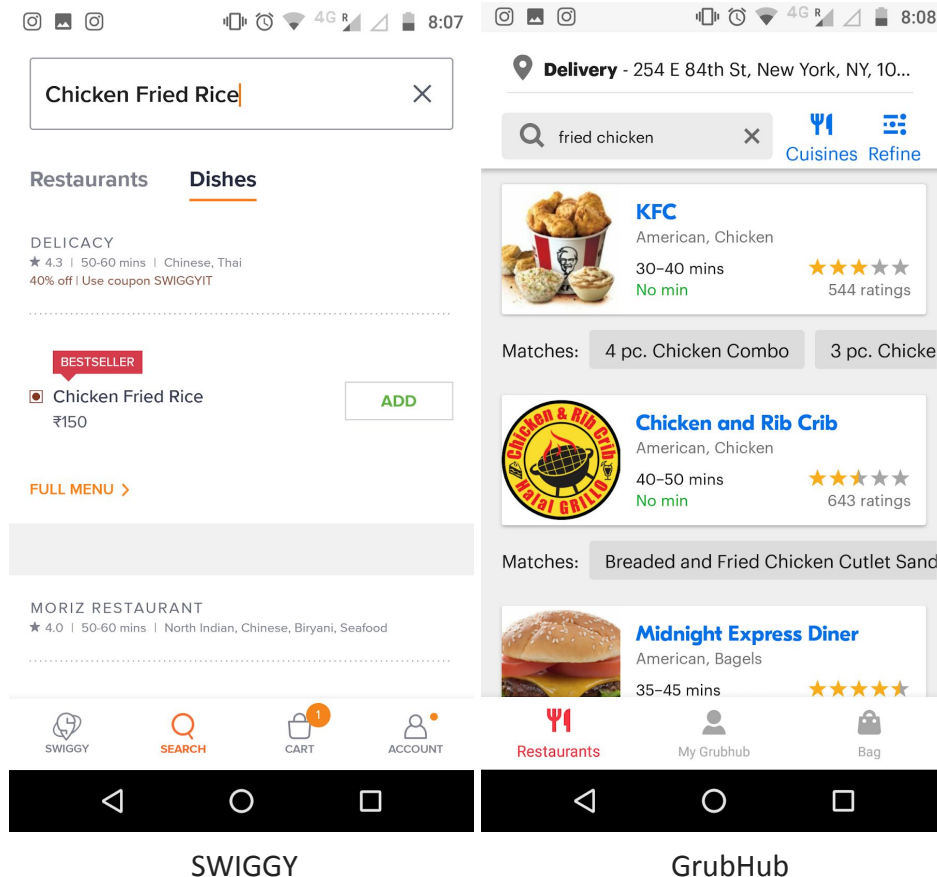
GrubHub

3. **Scheduling:** When it comes to scheduling an order, I liked the way swiggy provided an option on the top left corner for scheduling. User doesn't have to think much. It indicates "ASAP" to the delivery location. When we schedule an order using this feature, swiggy filters out the restaurant which can deliver in that specific time range. In case of GrubHub, either you first click on the restaurant and there it will show option for scheduling or you click refine and then apply a filter of scheduling and then it will show which restaurants can deliver within that time range. This is quite confusing as user has to think first that where they should go to schedule an order. Assume a situation where the user goes directly to the restaurant page and try for scheduling and it shows that scheduling is not available. It directly causes users to switch to other food-delivery

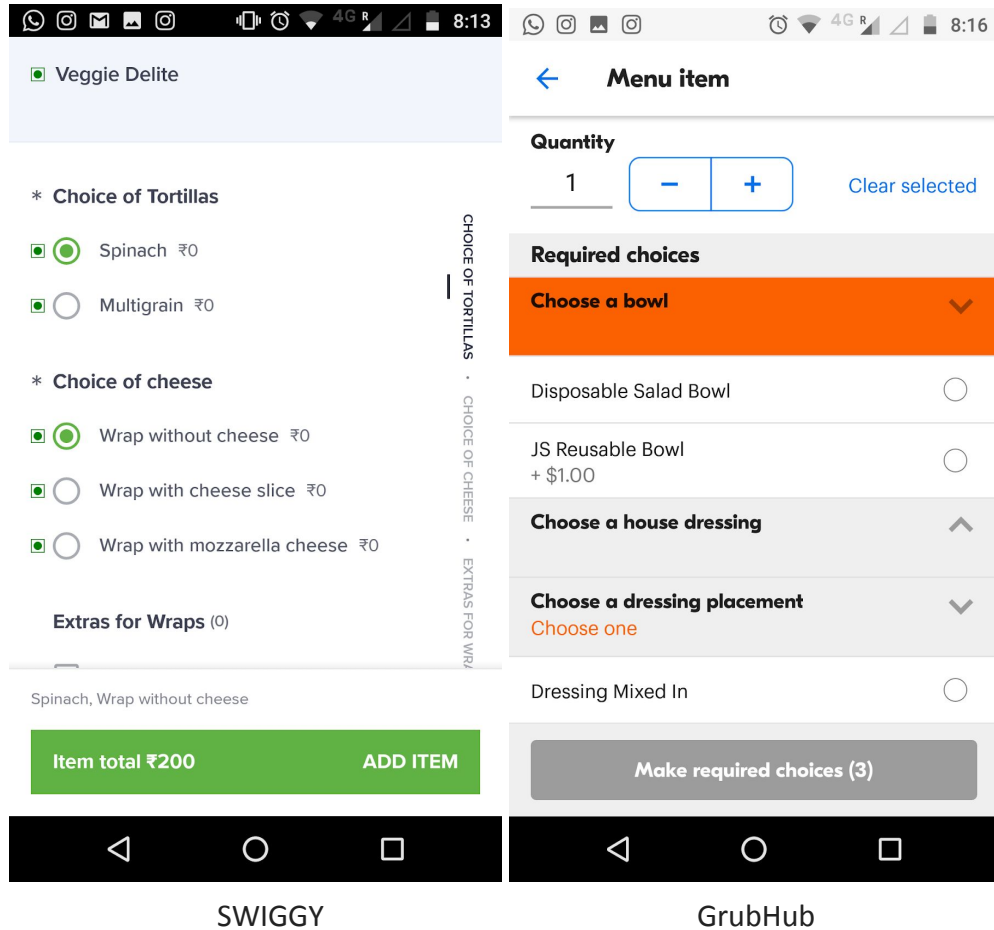
services. It is an industry in which consumers have low switching cost and high bargaining power.



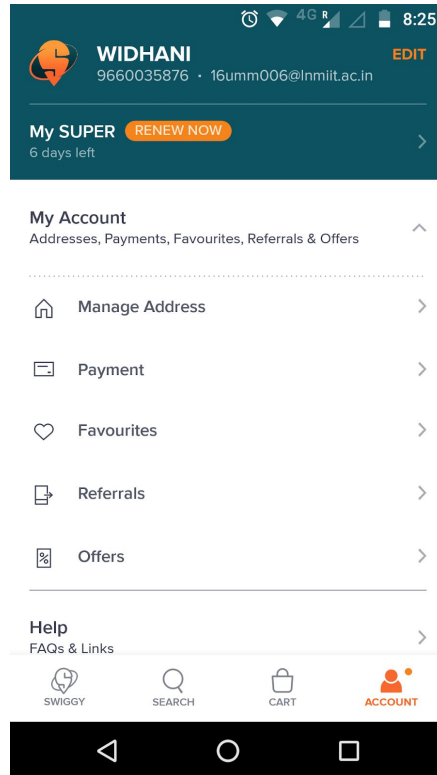
4. **Search:** When we search any dish on GrubHub, it shows us all the restaurants on which the particular item is available. This feature I didn't liked at all. If we compare it with swiggy, with all the restaurant, it shows price, add button and all sorts of relevant information plus there is an option to switch between restaurants and dishes as well. This is how swiggy reduces the effort by user and provide a seamless user experience which I liked very much.



5. **Customization Page:** I didn't like the food customization page of swiggy. The reason behind is one of the radio buttons is always checked and all checkboxes are unchecked. Take example of Subway- When I click on add, it shows customization screen. Now even if user does not choose any thing, add item to cart button is enabled and if user clicks on that, the item gets added to the cart. In case of GrubHub everything is unchecked whether it is a radio button or a checkbox to ensure that user knows what they are ordering which is very essential. Until user selects their choices, Grubhub doesn't allow them to add item to cart by disabling the add to cart button. I know that swiggy has done this to reduce effort by user but for the user who don't have much knowledge/experience in online food ordering may end up ordering something which they don't like.



6. Logout: In swiggy user will be confused to log out because the logout button is not available in the account section. You have to scroll till the end. but in GrubHub, it is very easy to log out. everything is logical.



Insights from the first part to **come up** with new experience/ features which can make a difference in the Indian online food ordering industry.

1. **Empty Cart Button:** An important feature which is required in all Indian food delivery app
2. **Scheduling:** Automate the task of ordering food with the purpose of feeding the population who order food everyday and end up with a mediocre option, even after waste a major amount of their time ordering food. I have done a project on similar kind of feature. I have provided the wireframe for the same with some changes in the next part.
3. **Customization Page:** Just like GrubHub, the app should not allow to add item to cart until you customize it or specify your requirement. Here we can also add an option of cooking instruction which will be different from the one in cart section. This cooking instruction will only be for that specific food item and delivery instruction in cart will be for all.
4. **Personalized Homepage:** Personalize restaurant display without specifying category to minimize cognitive load. Among all the restaurants, user clicked through those that met their preferences (types of cuisine). The take away from this observation is that

**personalization of home page is key.** Users are less adventurous on food-delivery apps and only order from the type of cuisine they already like. Keep a minimal design by only displaying recommended restaurant based on users' past order history or we can use the predictive analytics (used by e-commerce website) as well to provide user much more personalized UX.

5. **Different items from different restaurants:** Well this feature sounds a bit difficult, that is why I have kept it in last. This is a feature in which the user can order different items from different restaurant. For example I can order main course from one restaurant and my dessert or beverage from another restaurant and both are brought to me by the same delivery boy together. This feature is much more related to logistics that's I have kept it in last but maybe in future this feature can come.

wire-frames exhibiting one of these features/experience listed