Description:

UberEATS is a food delivery mobile application developed by Uber. They have applied their expertise in transporting people to their desired location and applied this concept to food delivery. A user can select whatever food item they desire, and it will be delivered in a reasonable amount of time. This app has been synonymous with ordering food.

1. Wide variety of options and service

UberEATS offers its user a wide variety of food options from different cultures and different types of cuisines. The variety of food options can be seen once a user selects the ‘browse’ option from the bottom navigation tab. Once this has been selected, the user can see food item categories by culture such as Thai, Indian, etc. It will then show the restaurants that offer those items. The categories tab also has categories such as pizza, sushi, kebab, etc. All these options help the user who already has a craving for that type of food. Other options such as ‘halal’, vegetarian, vegan, gluten-free and others help users who have dietary restrictions. All these options make the app accessible to all users.

This application also offers other types of services, and they are categories such as Convenience stores, grocery stores, rides, personal care and other services. These options can be selected directly from the main menu. This was convenient for users during the Covid-19 restrictions. This helps users declutter their mobile app with too many applications and not have to repeatedly enter their private information such as credit card in multiple applications and home address. This app would be the hub for all home delivery needs.

1. Markup in price and delivery fees

Users of uber eats have noticed that the price of the food item is a bit expensive on the application as compared to the price shown in the restaurant. This has led to users having to pay a bit more out of pocket. Users also end up paying more because of extra fees such as delivery and having to tip the delivery driver. This can cause the user to buy extra items to justify the extra fees. With the advent of group delivery where each user can pay a part of their order, the cost can be reduced but this does not solve the underlying problem of high markup of food items and delivery fees.

1. UI design (clustered)

The design philosophy of the app is to display food items and restaurants with cards. The information displayed on the cards is generally a picture and information relevant to it. Such as restaurant cards showing the type of food it offers and the average delivery time and fees attached to it. With the addition of new features to the application, the app has been cluttered with more information directly on the home screen which can confuse users and the selection of food items can be daunting since the user has to go through multiple pages to order food.