

Chatkara

Bite apnepan ka

Food Delivery App | Time taken - 2 days

Target users

Youth (18-50 years), Tech comfort level- Moderate

Problem statement

An app that simplifies the food ordering process by offering high-quality meals, affordable pricing, and punctual delivery through an intuitive interface. Users often struggle with cluttered layouts, hidden costs, and confusing navigation on existing platforms, which prevents them from having a seamless and satisfying food delivery experience.

User persona

Riya Sharma



"After a tiring day, I just want to open an app, find something yummy nearby, and order it in a few taps – no hassle, no waiting."

Bio

Riya is a young working professional living away from home. After long workdays, she often prefers ordering food online rather than cooking. She enjoys exploring new restaurants around her area, especially those offering vegetarian or fusion options. Convenience, speed, and accurate delivery are what matter most to her.

Age: 25

FAMILY: Single

LOCATION: Delhi, India

OCCUPATION: Junior Software Engineer at a tech startup

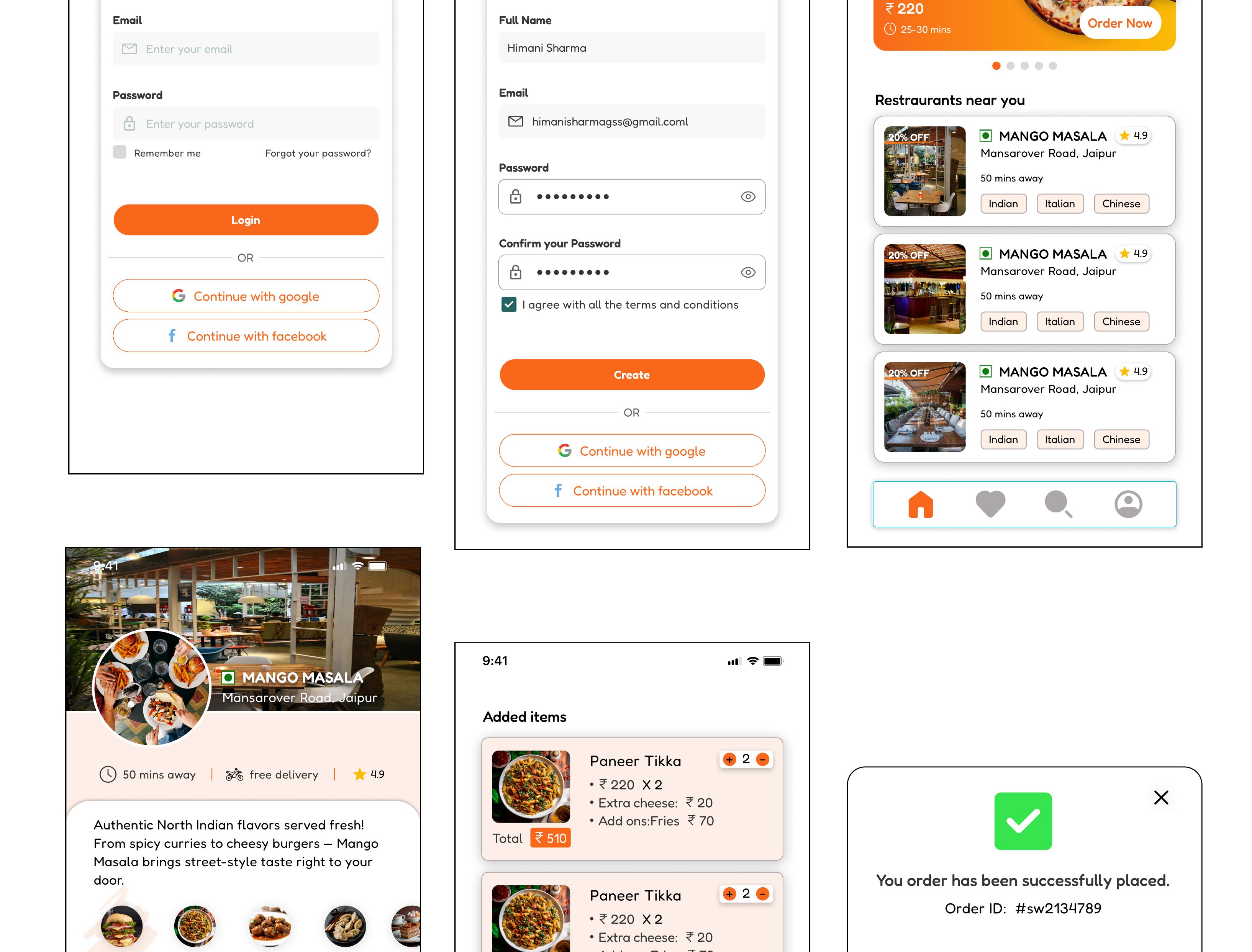
Goals

- To order her favorite food quickly and without any confusion.
- To discover nearby restaurants offering good deals and quality food.
- To have a smooth and secure payment process.
- To track her order and get updates in real-time.

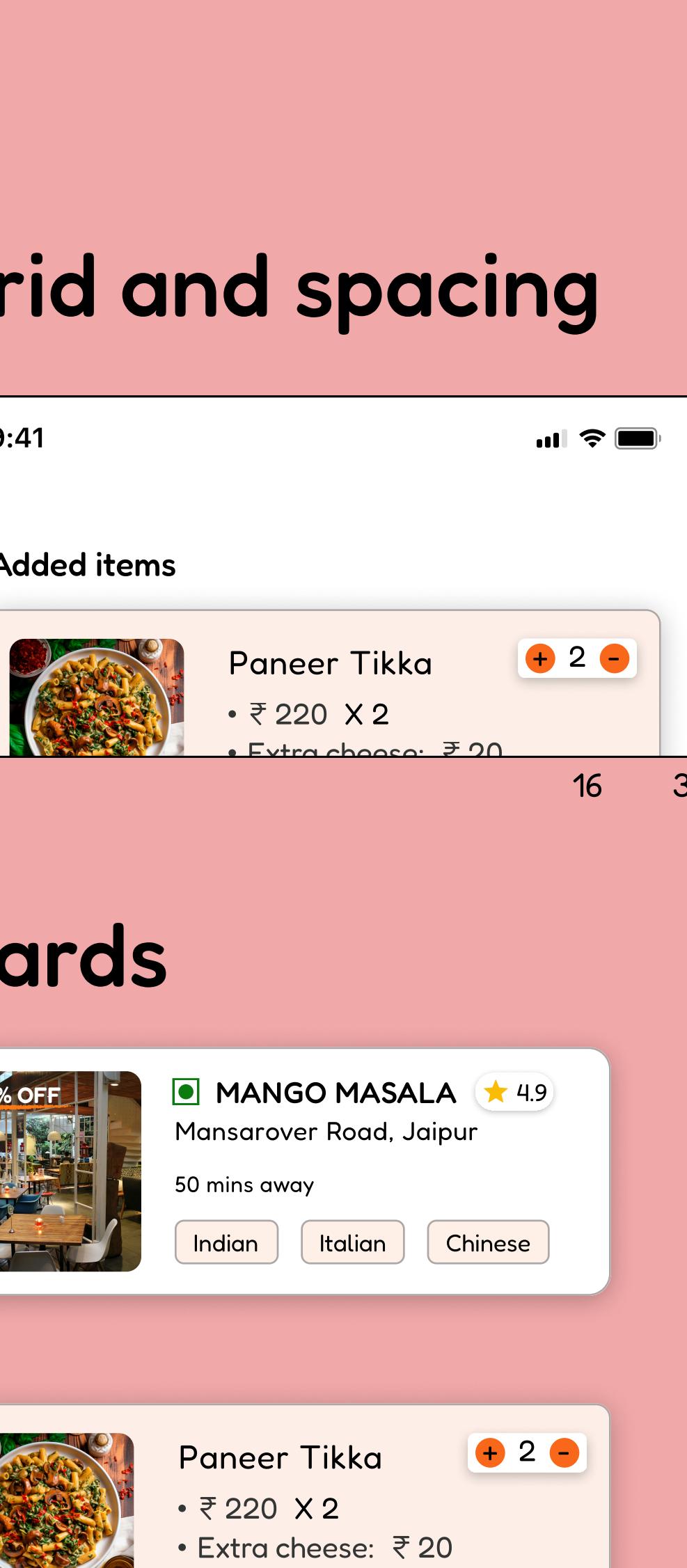
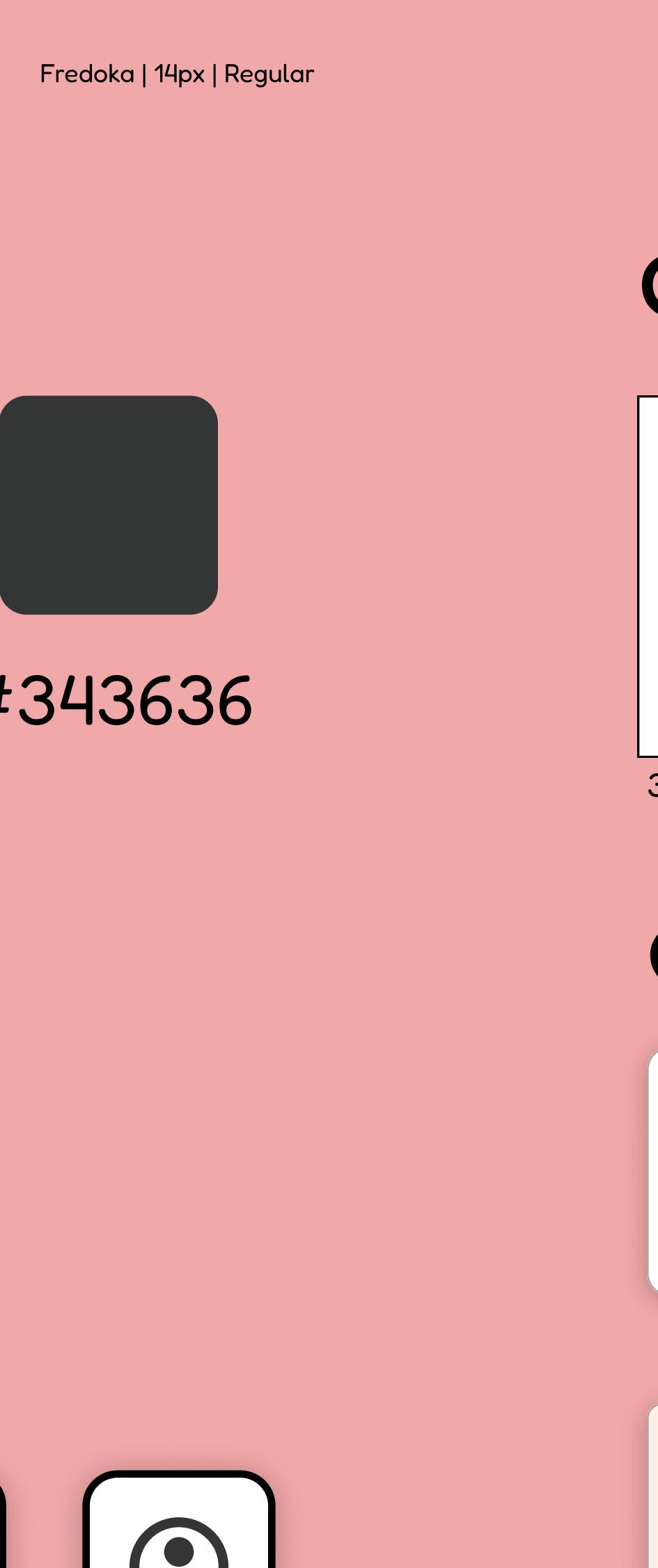
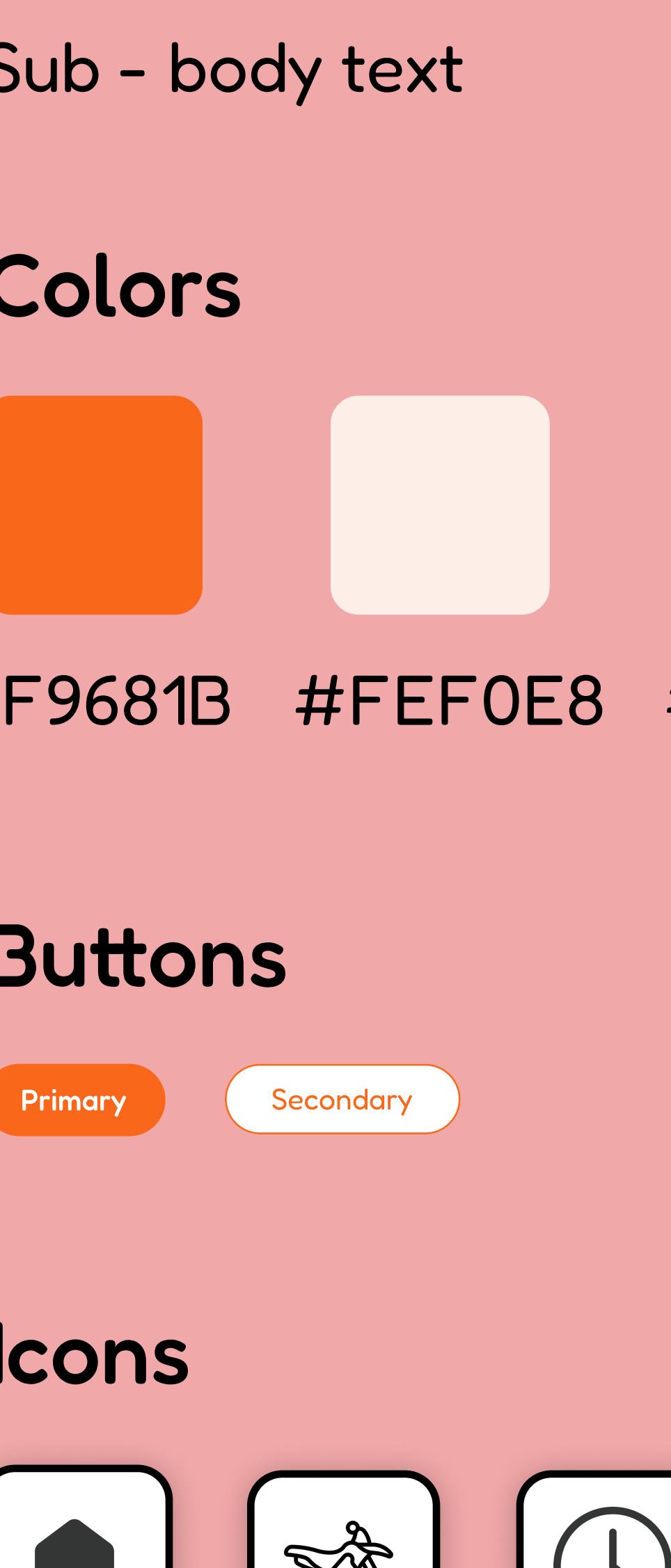
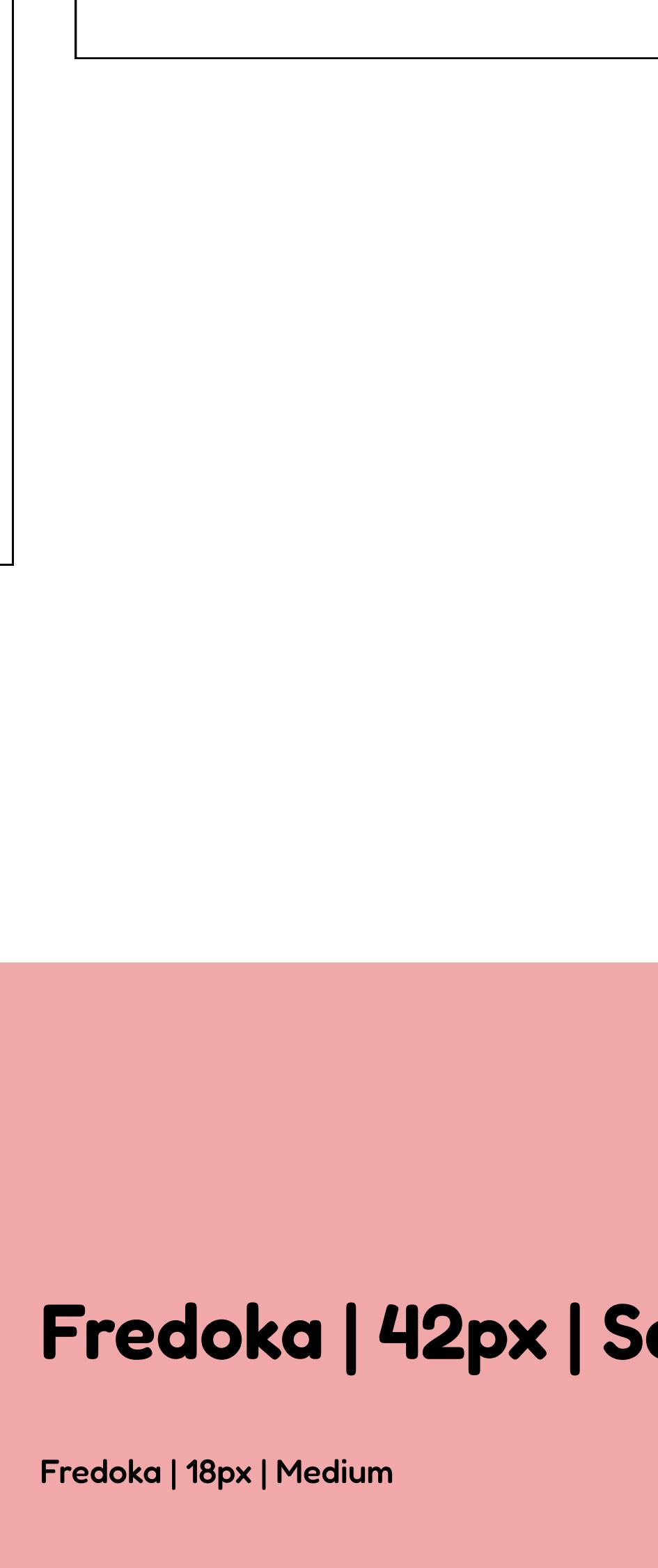
Frustrations

- Too many pop-ups or unnecessary options before placing the order.
- Difficulty comparing similar dishes from different restaurants.
- Slow or confusing checkout process on some apps.

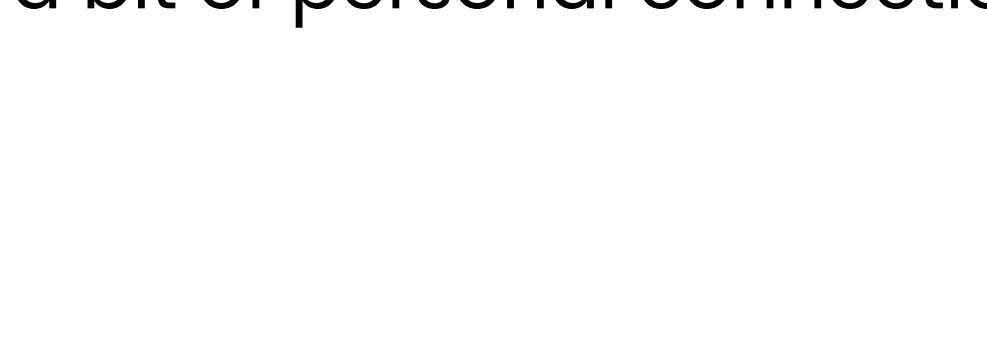
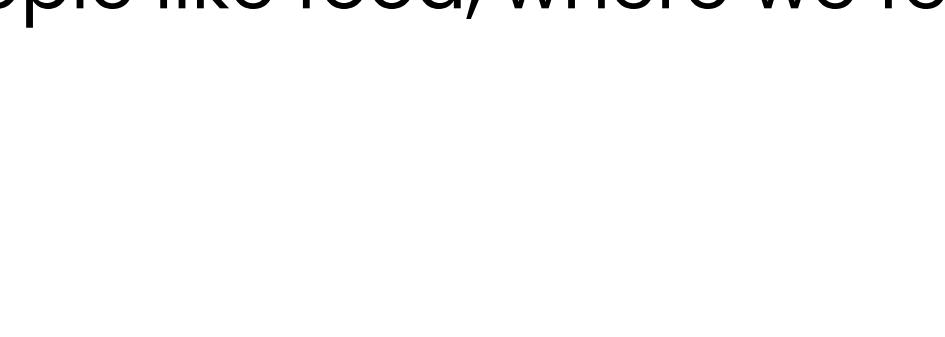
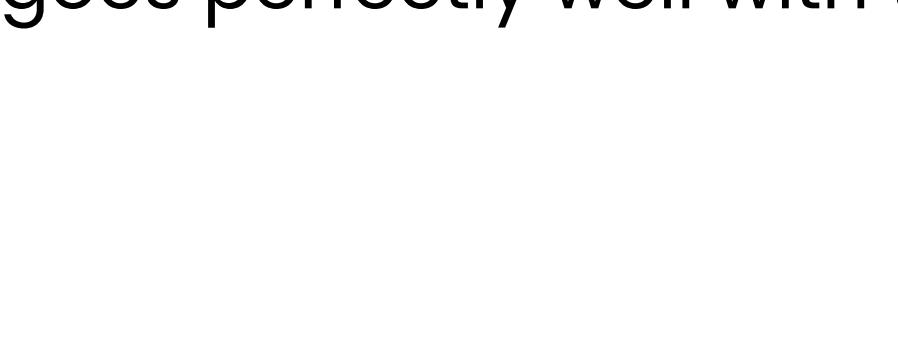
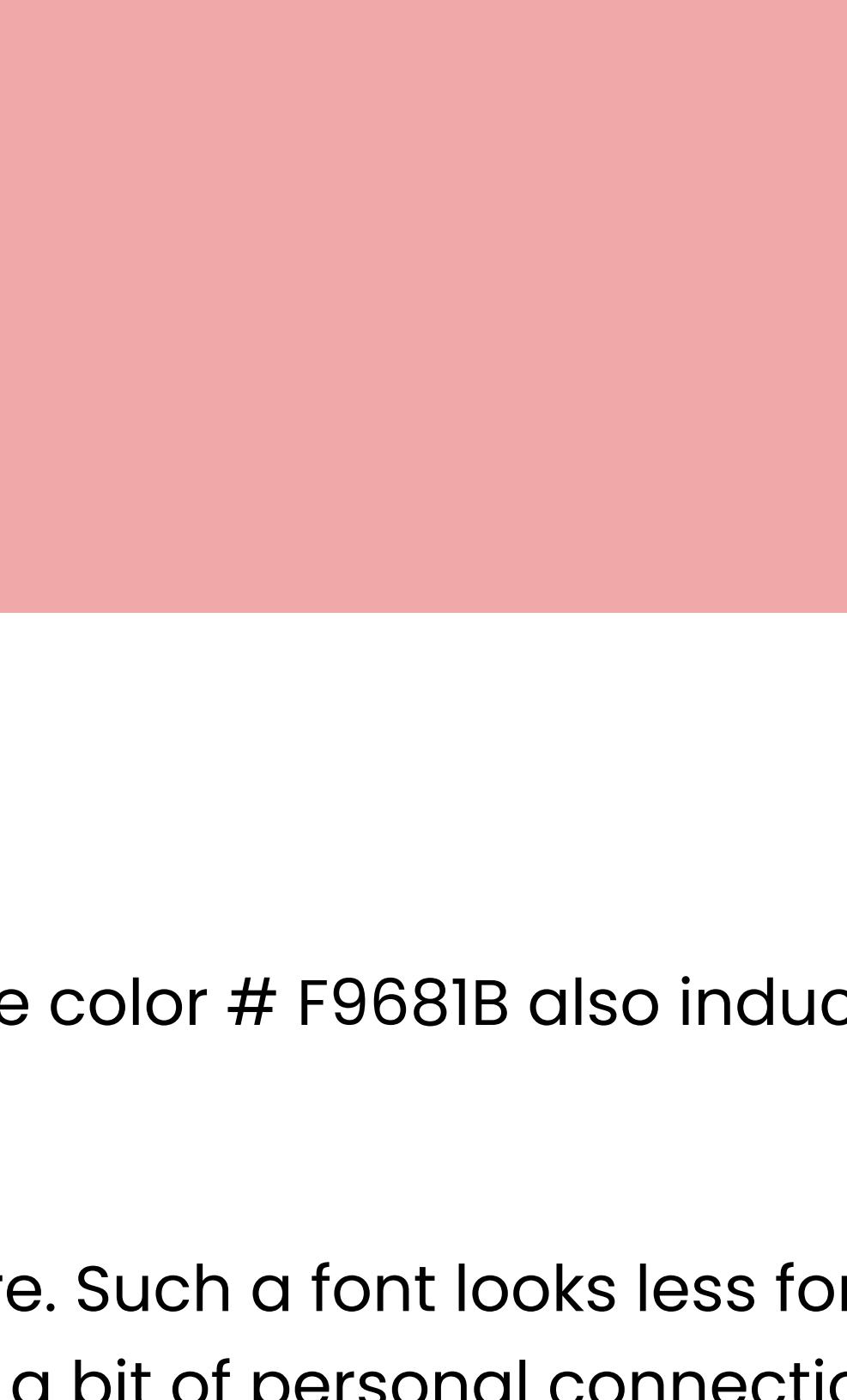
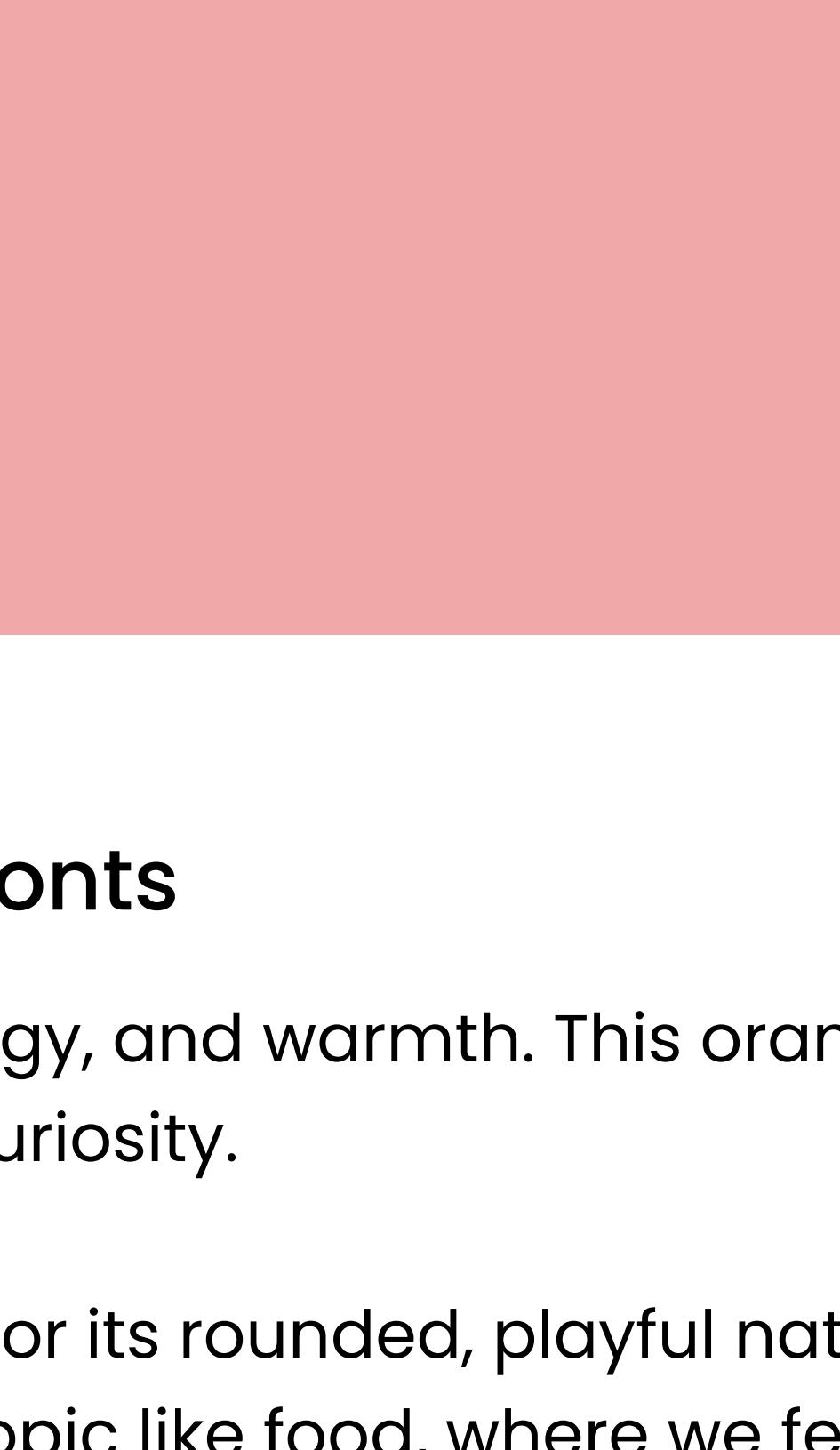
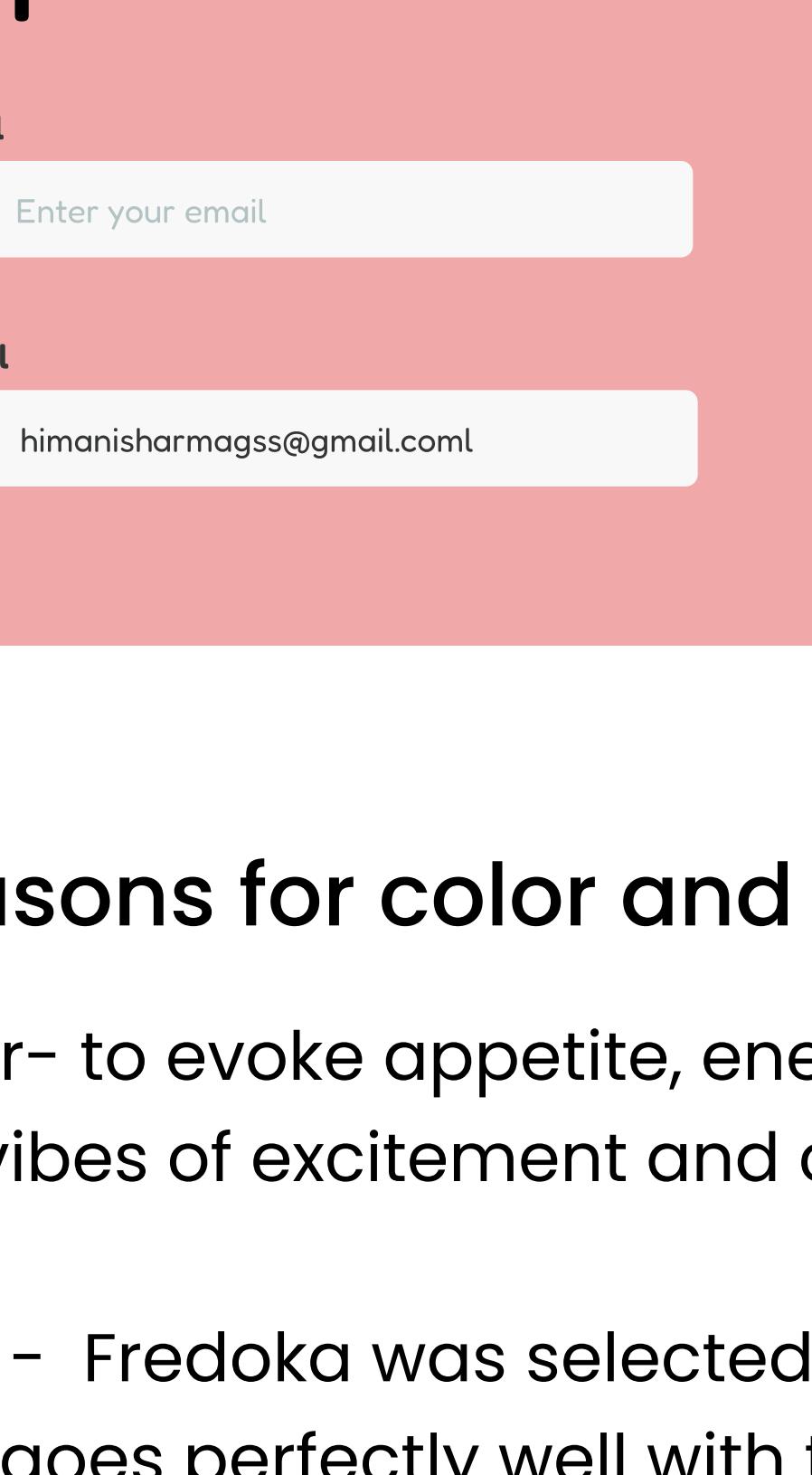
User flow diagram



Wireframes



Screens UI



Design System

Typography

Heading

Fredoka | 42px | Semibold

Subheading

Fredoka | 18px | Medium

Body text

Fredoka | 16px | Regular

Sub - body text

Fredoka | 14px | Regular

Colors

#F9681B

#FEFOE8

#343636

Grid and spacing

32 16 32

Buttons

Primary Secondary

Icons

16 32

Input fields

Fredoka | 16px | Regular

Reasons for color and fonts

Color- to evoke appetite, energy, and warmth. This orange color # F9681B also induces the vibes of excitement and curiosity.

Font - Fredoka was selected for its rounded, playful nature. Such a font looks less formal and goes perfectly well with topic like food, where we feel a bit of personal connection.