

UX CASE STUDY

ZOMATO – Food Delivery & Restaurant Discovery App

1. Introduction

App Name: Zomato

Platform: Android & iOS

Category: Food Delivery & Restaurant Discovery

Zomato is a popular food delivery application that allows users to discover restaurants, browse menus, place food orders, and track deliveries in real time. The app focuses on convenience, speed, and user-friendly interaction for both customers and delivery partners.

This UX case study evaluates the user experience of the Zomato app, identifies usability strengths and weaknesses, and proposes practical UX improvements to enhance overall user satisfaction.

2. Problem Statement

Although Zomato offers a feature-rich experience, users often face:

Information overload due to excessive offers and filters

Cluttered cart and checkout screens

Accessibility issues for elderly or visually impaired users

The goal of this case study is to analyze these UX issues and suggest improvements that simplify interaction and improve usability.

3. Target Users

- College students ordering quick meals
- Working professionals ordering lunch/dinner
- Families ordering group meals
- Elderly users who need simple and readable interfaces

4. User Journey

The typical user journey in Zomato is as follows:

1. User opens the Zomato app
2. Searches for a restaurant or cuisine
3. Applies filters (price, rating, veg/non-veg)
4. Browses menu items
5. Adds items to the cart
6. Proceeds to checkout and payment
7. Tracks order in real time

5. UX Strengths

1. Intuitive Navigation

- Bottom navigation bar is easy to understand
- Clear icons and labels help users move quickly

2. Visual Appeal

- High-quality food images attract users
- Clean color scheme improves engagement

3. Real-Time Order Tracking

- Live tracking builds user trust
- Delivery status updates reduce anxiety

4. Smooth Checkout Flow

- Multiple payment options
- Quick order confirmation
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6. UX Weaknesses

1. Overloaded Filter Section

- Too many filter options confuse new users
- Difficult to find essential filters quickly

2. Cluttered Cart Screen

- Offers, recommendations, and instructions appear together
- Total price is not highlighted clearly

3. Accessibility Issues

- Small font size affects elderly users
- Limited accessibility customization

7. Proposed UX Improvements

Improvement 1: Simplified Filter Design

Problem:

The filter section contains too many options displayed at once, causing cognitive overload.

Solution:

- Group filters into categories (Price, Rating, Dietary, Delivery Time)
- Use icons with minimal text
- Add a “Most Used Filters” section

UX Benefit:

Faster decision-making and reduced confusion.

Improvement 2: Cleaner Cart Screen

Problem:

Cart screen feels cluttered with offers, add-ons, and recommendations.

Solution:

- Highlight total price using bold typography
- Move offers into a collapsible dropdown
- Separate food items and suggestions clearly

UX Benefit:

Improves checkout speed and reduces drop-offs.

Improvement 3: Accessibility Mode

Problem:

App is not optimized for elderly or visually impaired users.

Solution:

- Add “Accessibility Mode” in settings
- Larger text size
- High-contrast color option

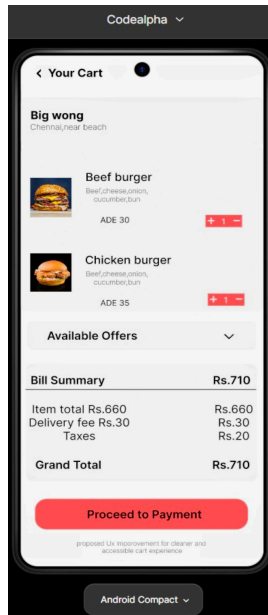
UX Benefit:

Inclusive design improves usability for all age groups.

8. Sample UX Redesign (Proposed)

As part of this case study, a redesigned Cart Screen is proposed:

- Simplified layout
- Clear total cost section
- Minimal distractions



9. Tools Used

Figma (for UI redesign concept)
UX research & heuristic analysis

10. Conclusion

This UX case study of Zomato highlights how minor usability issues can affect user experience. By simplifying filters, decluttering the cart screen, and improving accessibility, Zomato can significantly enhance user satisfaction and inclusivity. These improvements align with core UX principles such as clarity, efficiency, and user-centered design.