Task 03 – UX Case Study Report

App Name : Zomato

Internship : Code Alpha – UI UX Design Internship

Created By : M.K Mohamed Mufaiz

Introduction

Project Title : UX Case Study On Zomato App

About Zomato:

Zomato is one of the most popular food delivery and restaurant discovery apps in India. It helps users search for nearby restaurants, order food online, and even make dining reservations.

The main goal of this app is to make food discovery and delivery simple and convenient for everyone.

Objective of the Case Study:

In this UX case study, I have analyzed the Zomato app's user journey, strengths, and weaknesses. Based on my observations, I have suggested three key UX improvements that could enhance the overall user experience.

01. User Journey

Here is how a normal user uses Zomato:

When a user opens the Zomato app, the first thing they do is allow location access so the app can show nearby restaurants. On the home screen, they can instantly see popular restaurants, trending dishes, and ongoing offers.

Next, the user usually searches for a specific food item or a restaurant they like. After finding it, they check the menu, prices, and customer ratings to decide what to order.

Once they've made their choice, they add the food items to their cart and move to the checkout page.

Here, they select their preferred payment method and place the order. after confirming, the user can track the delivery in real time from food preparation to when the delivery partner is on the way.

Finally, once the food arrives, they confirm the delivery and share feedback based on their experience.

02. Strengths

1. The red and white color theme looks great for a food app.

2. The app layout is clean and easy to use.

3. Personalization is good — it shows items based on past orders.

4. Real-time order tracking works well.

5. Supports all payment types (UPI, card, wallet, cash).

03. Weaknesses

• There are too many ads and pop-ups while browsing, which can be distracting.

• The filter options are a bit confusing, especially for new users.

• The delivery time shown is not always accurate.

• Some of the text and fonts are quite small, making it hard to read clearly.

04. Suggested Improvements

1. Make Filter Options Simpler.

The filter section can be redesigned using clear icons for things like cuisine type, price range, and rating. This will make it easier and faster for users to find what they want.

2. Add a Delivery Countdown Timer.

Instead of just showing an estimated time range, Zomato could add a live countdown timer — for example, "⏱ 25 minutes left."

This would make the delivery tracking experience more accurate and engaging for users.

3. Better Font and Contrast

Make the text a little bigger and use darker fonts for easy readability

Conclusion

This case study helped me understand how to look at an app from a user's point of view. Zomato already has a great design, but small changes like better filters, timers, and clear fonts can make it even better.

I learned a lot about user experience, visual design, and problem-solving through this project. Thanks to Code Alpha for giving me this opportunity.