

Project link

https://www.figma.com/file/N4mtnmKY3lqkmao8Bx8jbP/Nidhi-Kumari_39_CA3?type=design&node-id=0%3A1&mode=dev&t=wJcdlN6XGQOn8jqx-1

Project Detail

As a UI/UX designer, one of my notable projects involved creating a Zomato clone using Figma software. This project aimed to replicate the user experience and interface of the popular food delivery platform while incorporating some unique features and design elements.

Project Overview: Zomato Clone

Objective:

The primary goal of this project was to design and prototype a user-friendly and visually appealing food delivery application that emulated the functionality of Zomato while introducing some innovative features.

Key Features:

User Registration/Login: Implemented a seamless registration and login process allowing users to create accounts or log in using their existing credentials, ensuring a smooth onboarding experience.

Browse Restaurants: Designed an intuitive interface for users to browse through a variety of restaurants based on different filters such as cuisine type, location, ratings, and price range.

Menu Exploration: Created a visually engaging menu exploration feature where users could view restaurant menus, browse through various food items, and access detailed descriptions, images, and prices.

Order Placement: Developed a streamlined order placement process enabling users to add items to their cart, customize orders, specify delivery preferences, and proceed to checkout with ease.

Payment Integration: Integrated secure payment gateways to facilitate seamless and secure transactions, allowing users to pay for their orders using multiple payment methods such as credit/debit cards, digital wallets, or cash on delivery.

Order Tracking: Implemented a real-time order tracking feature enabling users to track the status of their orders from confirmation to delivery, providing transparency and enhancing user experience.

Rating and Reviews: Designed a rating and review system allowing users to share their feedback and experiences, helping other users make informed decisions while also providing valuable insights to restaurants.

Design Approach:

User-Centric Design: Prioritized user needs and preferences throughout the design process, ensuring a user-centric approach focused on delivering an intuitive and satisfying user experience.

Minimalistic Interface: Adopted a clean and minimalist design aesthetic to reduce clutter and enhance usability, allowing users to navigate the app effortlessly and focus on essential elements.

Visual Hierarchy: Implemented a clear visual hierarchy using typography, color, and layout to guide users' attention and highlight important information, such as restaurant names, menu items, and call-to-action buttons.

Responsive Design: Ensured compatibility across various devices and screen sizes by designing a responsive interface that adapts seamlessly to different resolutions, orientations, and form factors.

Tools Used:

Figma: Leveraged Figma's collaborative design platform to create high-fidelity mockups, interactive prototypes, and design iterations, facilitating efficient collaboration and feedback among team members.

Adobe Photoshop/Illustrator: Used Adobe's design tools to create custom graphics, icons, and illustrations, adding visual flair and personality to the app interface.

Outcome:

The Zomato clone project resulted in the creation of a polished and functional food delivery application prototype that successfully emulated the core features and user experience of the original platform while introducing some innovative enhancements. The project showcased my proficiency in UI/UX design, attention to detail, and ability to deliver high-quality design solutions tailored to user needs and business objectives.

