

2024

Aahar

Food Delivery App

By – Priyesh Kumar

12205771

@greattaste

Aahar.com



Content

- Introduction
- Market Overview
- Technology & Innovation
- Changing Consumer Behaviour
- Challenges & Solutions
- User Persona
- User Flow Diagram
- Low Fidelity Wireframe
- High Fidelity Wireframes
- Style Guide
- Future Trends in Food Delivery
- Conclusion



Introduction

I take pride in offering the finest food options for those who prioritize both health and hygiene. Our meals are thoughtfully prepared using fresh, high-quality ingredients to ensure maximum nutritional value.





Market Overview

The market today demands food that combines health, affordability, and great taste. Consumers are increasingly conscious of their well-being and seek meals that are both nutritious and budget-friendly. Delivering quality ingredients at competitive prices while maintaining excellent flavor is key to meeting these expectations. Businesses that innovate to strike this balance can effectively capture and retain a loyal customer base. Offering customizable options and transparent practices can further enhance trust and satisfaction in this competitive landscape.

Technology

We leverage advanced technology to ensure fresh and on-time food delivery. Real-time tracking allows customers to monitor their orders, while AI optimizes delivery routes for speed and efficiency. Temperature-controlled packaging maintains the freshness and quality of meals during preparation.



We offer innovative packaging designed to keep food fresh, healthy, and hygienic. Our materials ensure safe handling and preserve the quality of meals during transit.

Innovation

Changing Consumer Behavior

In Survey, a growing number of students are shifting towards healthy food choices that are also affordable. This trend is driven by increased awareness of the importance of nutrition for better energy and focus in academics. Students often seek meals that are both budget-friendly and convenient, aligning with their busy lifestyles. .



❖ Challenges

- Challenges in Accessing Healthy Food
- Hygiene Concerns
- Dietary Standards Compromised
- Affordability

❖ Solutions

- Hygiene and Safety
- Healthy Options
- Fresh and Timely Delivery



User Persona

Anurag Singh



Age: 21
Work: Student
Education: Pursuing Degree
Family: Unmarried
Location: Phagwara Punjab

Organized

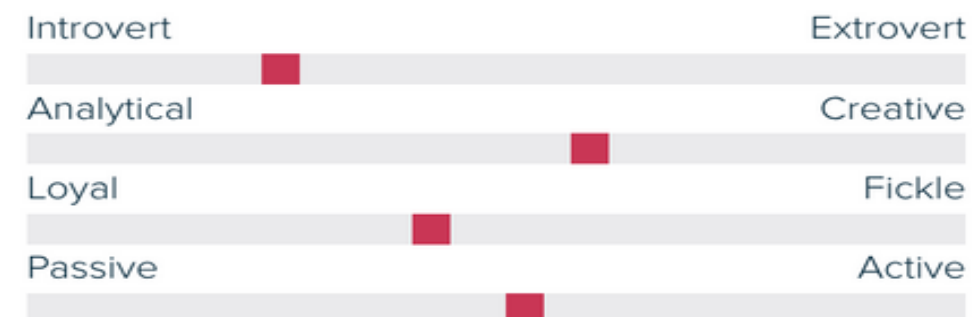
Practical

Protective

Hardworking

Bio

Anurag is a health-conscious student who prioritizes maintaining a balanced diet and making nutritious food choices. He is part of the target audience for the restaurant, valuing healthy, high-quality, and affordable meals that fit his budget. He looks for transparency in food ingredients and clear nutritional information.

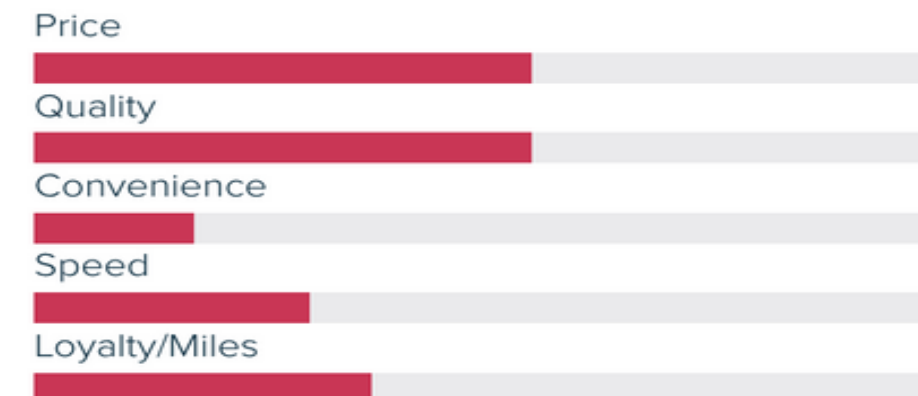


Goals

- Good User Experience through interface
- Need Fresh and Hygienic food in budget-friendly

Frustrations

- Too much time spent Searching for healthy food options
- Too many websites visited
- Finding meals that are budget-friendly without compromising on quality or nutritional value.



So I Decide To Make a Online website where student can have their fresh meal at affordable price.

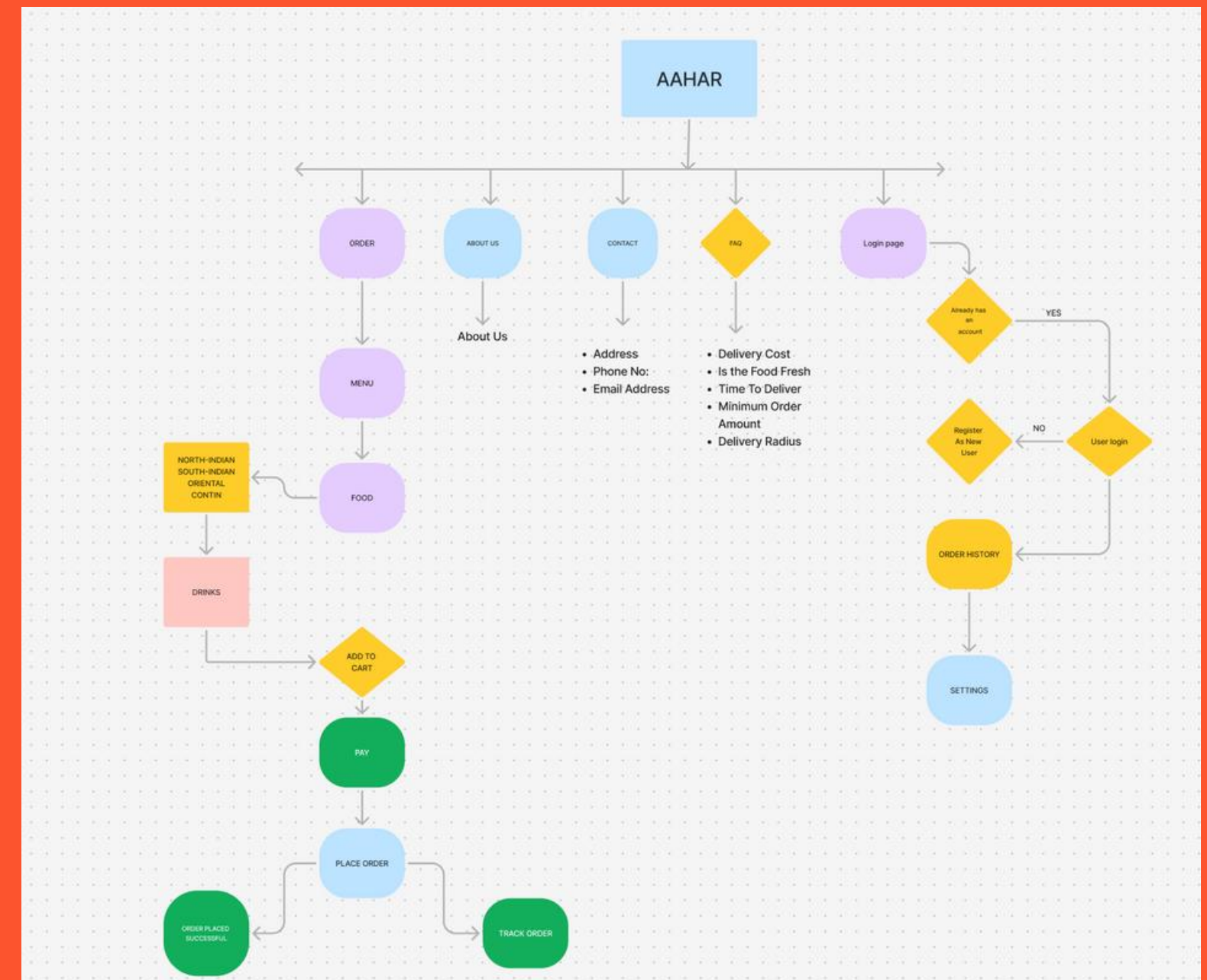
Main Target:

- College Students, Working people.
- People open to new food.
- Busy to cook food.

The website needs to enable the user to:

- Find out if the restaurant delivers to their area.
- Order food online.
- Follow order after it has been placed.
- Customize their food bowl.
- Expect fast, quality service.

User Flow Diagram



Link:

<https://www.figma.com/board/c6w7yrmMEgy4C0ojG8vn35/Untitled?node-id=0-1&t=rwyCiLcvw2buT7rq-1>

Low Fidelity Wireframe

Here's a brief guide for users to understand how to navigate and use your food ordering app:

Welcome to AAHAR

1. Create an Account or Log In

- If you're a new user, select **Register As New User** to create your account. You'll need to provide basic information like your name, email, and phone number.
- If you already have an account, click on **Login** and enter your credentials.

2. Explore Our Menu

- Browse through our diverse menu options:

3. Adding Items to Your Cart

- When you find something you'd like to order.

4. Place Your Order

Review Your Cart

- Click on **Cart** to view the items you've selected. Here, you can adjust quantities or remove items as needed.

5. Checkout Process

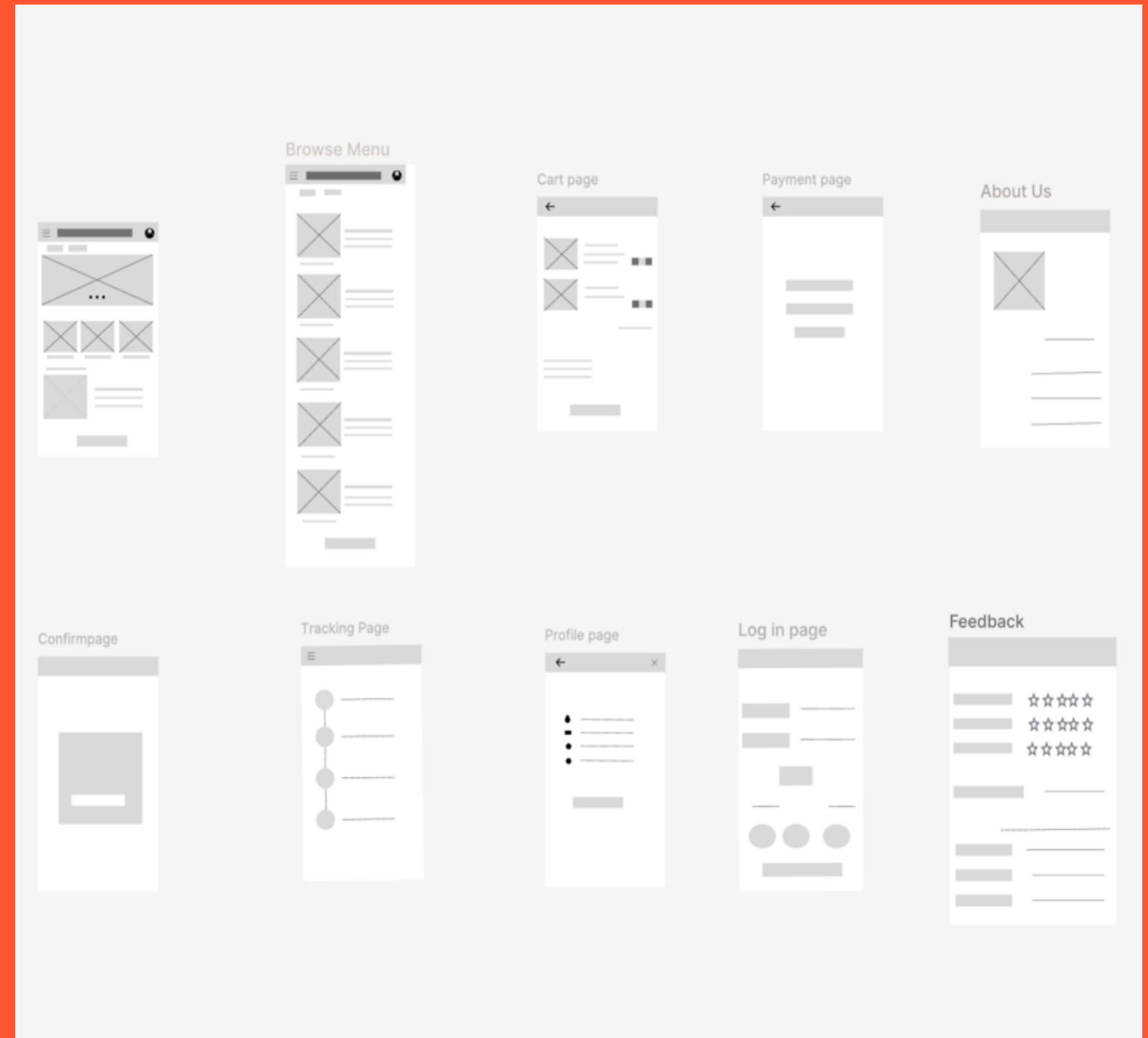
- Click on **Pay** to proceed to payment. Ensure you meet the **Minimum Order Amount** and check the **Delivery Cost**.
- Enter your delivery details, including your **Address**, and confirm the **Delivery Radius**.

6. Order Confirmation

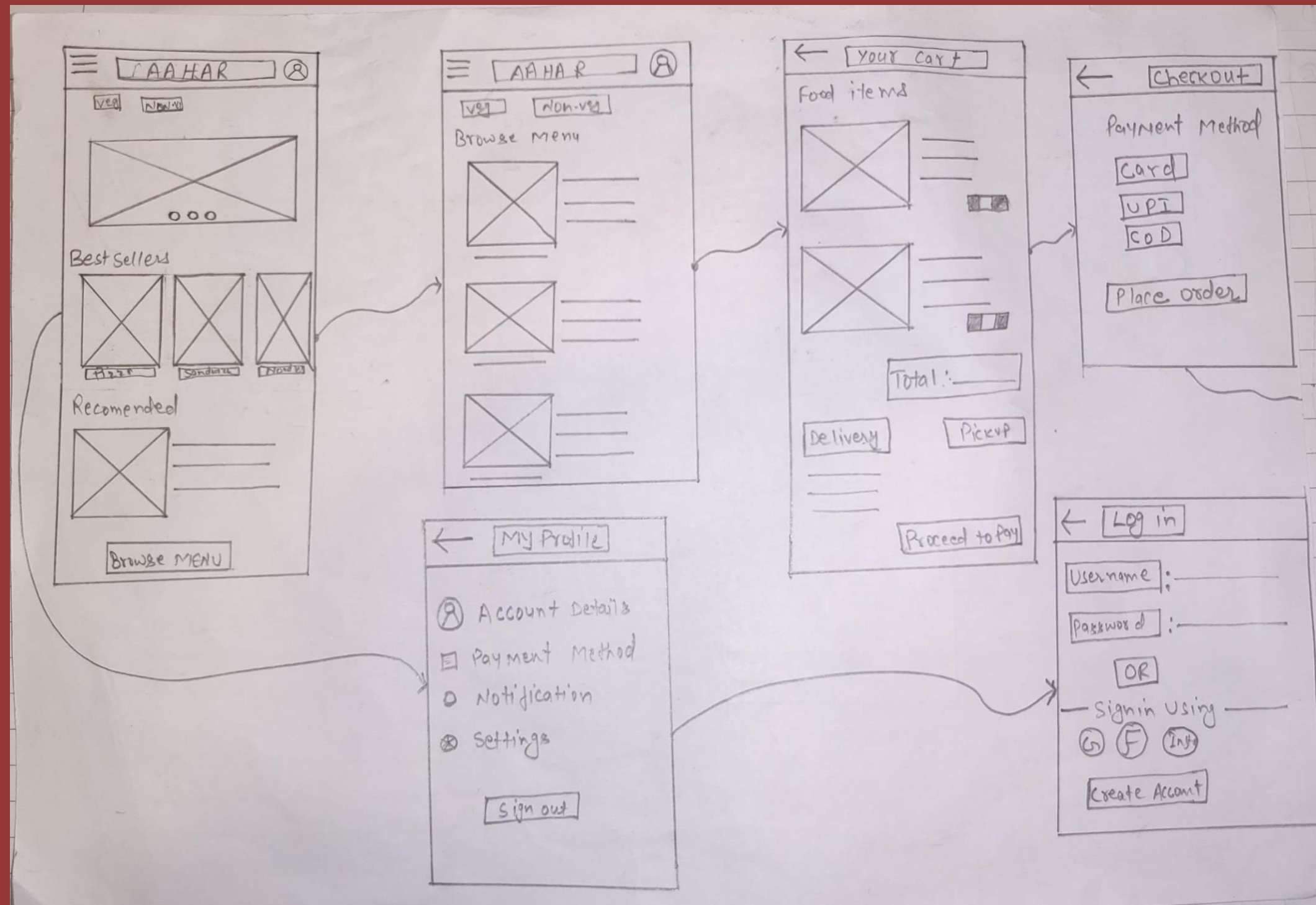
After payment, you will see a message stating **Order Placed Successful**.

7. Track Your Order

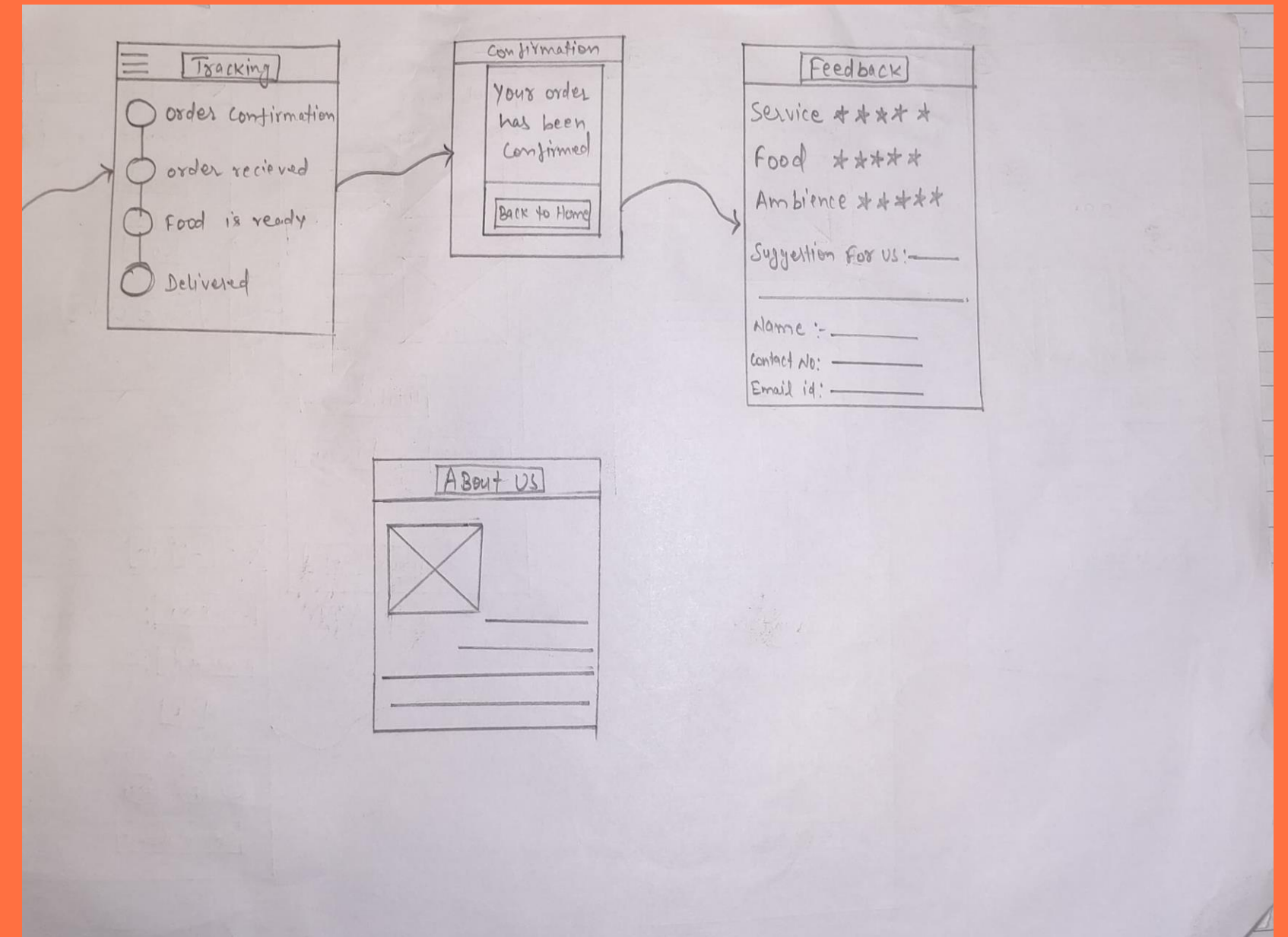
You can track your order status by clicking on **Track Order**. This will provide updates on when your food will arrive.



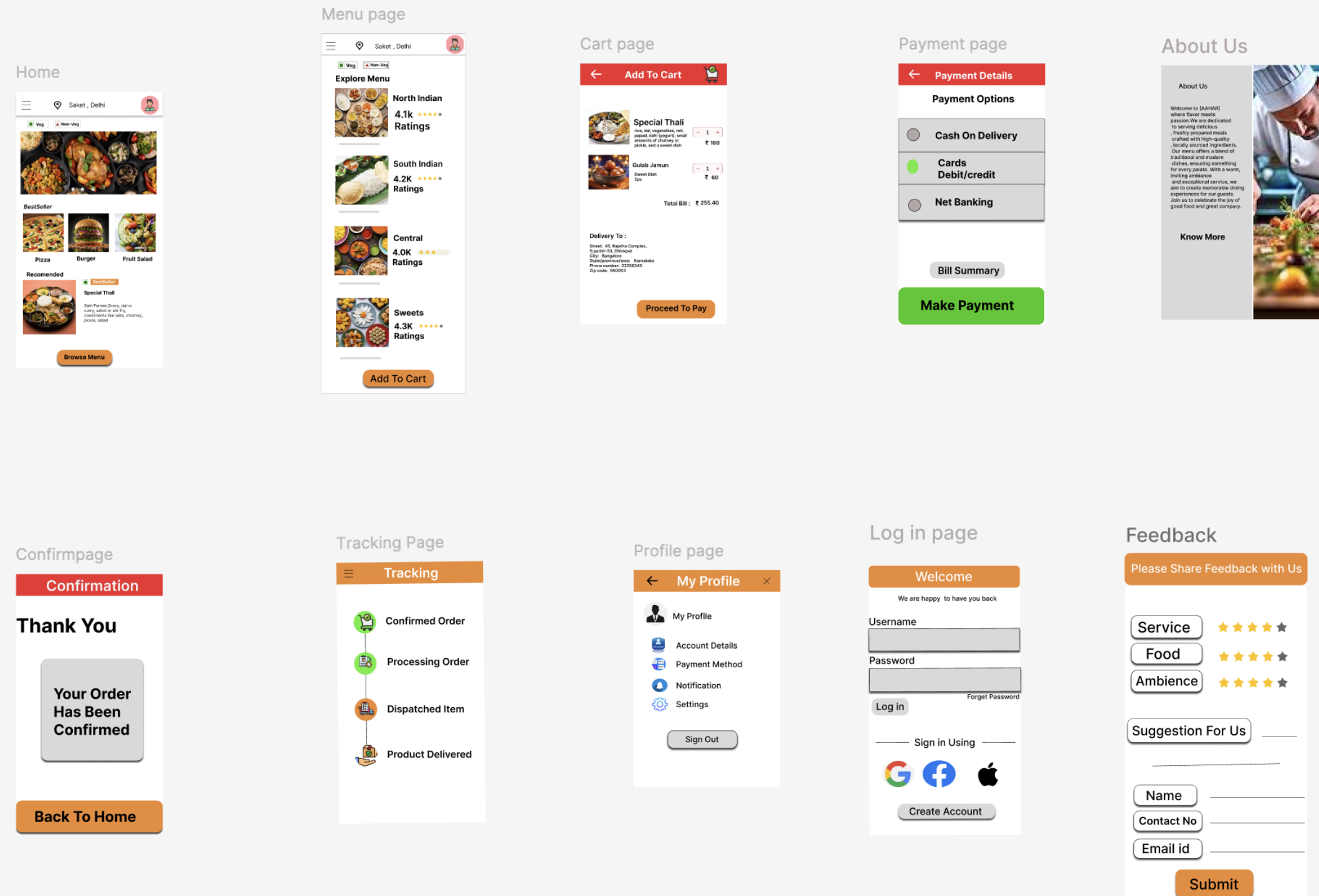
Sketch Of Low Fidelity Wireframes



Sketch Of Low Fidelity Wireframes



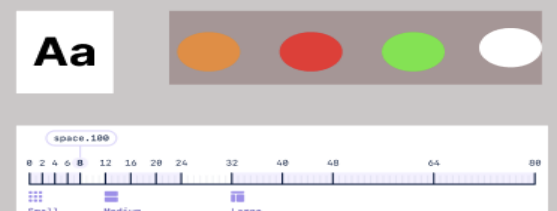
High Fidelity Wireframes



Link- <https://www.figma.com/design/l7x6Rdnrqnf6HRTnFMYio/aahar-ordering-low-fidelity-wireframe?node-id=0-1&t=xMQbXlqbuCXgGwel-1>

Style Guide

Style Guide



Colors

Primaries and Grays



Typography

Inter



Icons



Spacing



Future Trends in Food Delivery

In the future, more people will choose healthy and vegan-based products due to increased health awareness and environmental concerns. Demand for plant-based alternatives will rise as consumers seek nutritious, sustainable options. Businesses that offer affordable, high-quality vegan choices will gain a competitive edge.



Conclusion



The food industry needs to keep up with the rising demand for healthy and vegan products as people care more about health and the environment. Businesses can earn trust by offering nutritious, affordable, and eco-friendly options. Being innovative and honest will help them succeed in this changing market





Thank you