

Heuristic	Swiggy	Zomato	Uber Eats
1. Visibility of system status	Shows live order tracking clearly (☑ Good)	Shows tracking but delay in updates (☑ Moderate)	Provides ETA with map but sometimes not real-time (☑ Moderate)
2. Match between system & real world	Uses simple terms like "Order Placed" (☑ Good)	Uses icons + text (☑ Good)	Some technical terms like "Processing" (☑ )
3. User control & freedom	Cancel option not available after a stage (☑ )	Cancellation available but hidden in menu (☑ )	Allows cancellation with clear refund info (☑ )
4. Consistency & standards	Consistent design across screens (☑ )	Different button styles on some pages (☑ )	Consistent UI globally (☑ )
5. Error prevention	Sometimes allows checkout without coupon applied ☑ confuses user (☑ )	Double confirmation for payment (☑ )	Prevents incomplete address entry (☑ )
6. Recognition vs recall	Saved addresses shown (☑ )	Saved addresses shown (☑ )	Sometimes asks to re-enter card details (☑ )
7. Flexibility & efficiency	Has "reorder" option for frequent users (☑ )	No quick reorder option (☑ )	Allows "favorite" restaurants (☑ )
8. Aesthetic & minimalist design	Some pages cluttered with offers (☑ )	Cleaner homepage (☑ )	Minimalistic design (☑ )
9. Help users recover from errors	Payment failed ☑ vague error message (☑ )	Clear retry/payment support (☑ )	Clear troubleshooting steps (☑ )
10. Help & documentation	Limited FAQs, customer support slow (☑ )	Better FAQ & in-app chat (☑ )	Extensive FAQ and support (☑ )

## Swiggy v/s Zomato: (Total Revenue)

