

**FOODHUB**

Food delivery application

**Ux case study**

Tool used



# About the project

Ordering food can be exciting but picking up food in a long queue or waiting for it to deliver can be time-consuming. Here is the app to schedule the delivery time so that users don't have to wait on their doorstep or wait for the food to arrive. This app puts an end to the waiting and also saves you time and a lot of hassle.

## Responsibility

conducting online survey interviews, low fidelity and high fidelity prototypes and rapid prototyping based on testing and iterating in designs

## My role

Design an app from conception to delivery



Research



competitor  
analysis



User survey



User flow  
and  
task flow



Information  
architecture



Wireframes

# **Problem Statement**

- Waiting for the food to be delivered and waiting in a queue to pick up the food can be exhausting.
- People prefer to avoid long queues & get served faster.
- Users are always worried about the delivery timing.
- There is no proper detailed information provided about the menu.

# **Possible solution**

- Helps users to get food without waiting in the restaurant.
- Users can add & read reviews about the food on every menu.
- Time: Users are busy and don't want to waste time by waiting for food.
- Accessibility: Details in the menus are often not given properly, which makes it difficult for users to read and order.

# Goals

Design an application and website which allows them to order from their home and the interaction with UI should be easy and deliver a best experience to user

## Designing process

### Discover

- secondary research
- competitor analysis
- surveys & user interview

### Define

- User interview
- Empathy mapping

### Ideate

- Story boarding
- Information Architecture
- User and task flow

### Design

- Low fidelity prototype
- High fidelity prototype

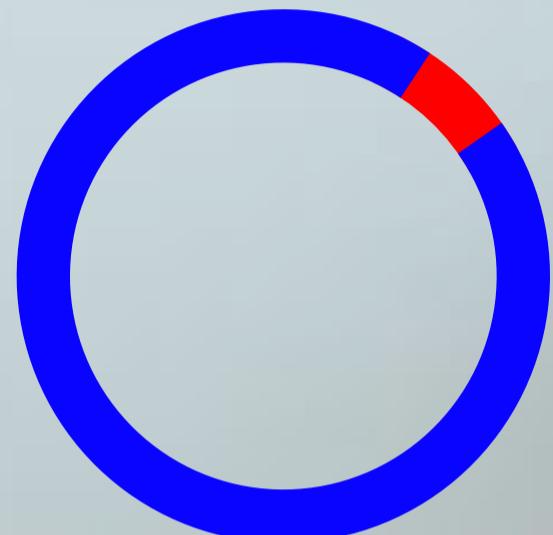
### Test

- Usability testing

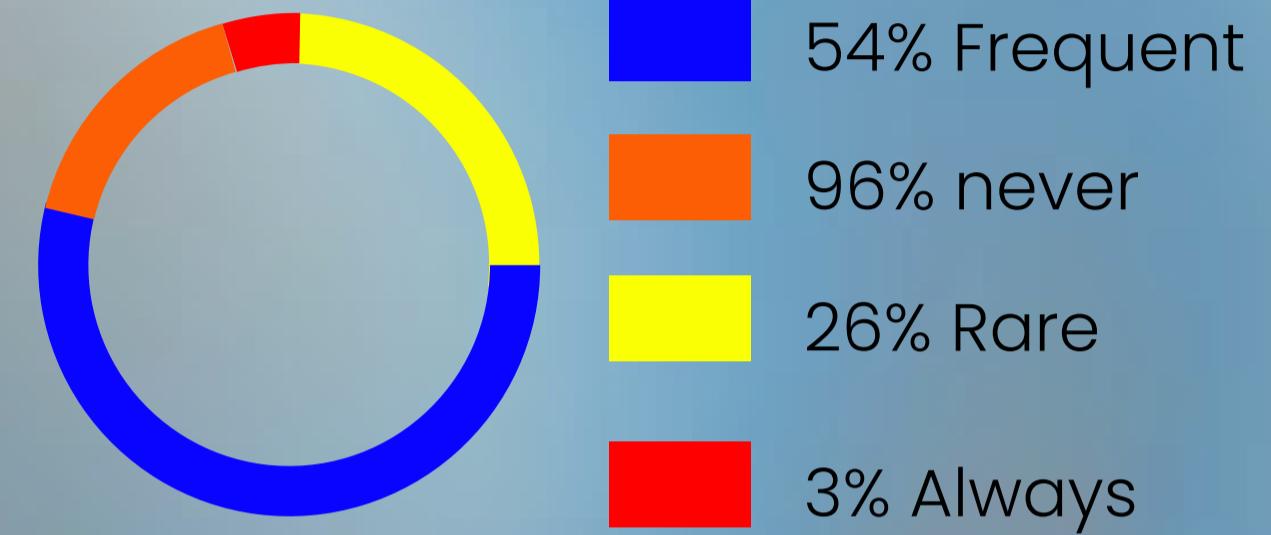
# Secondary research

The first step in my journey start with secondary research. some key charts are presented below,

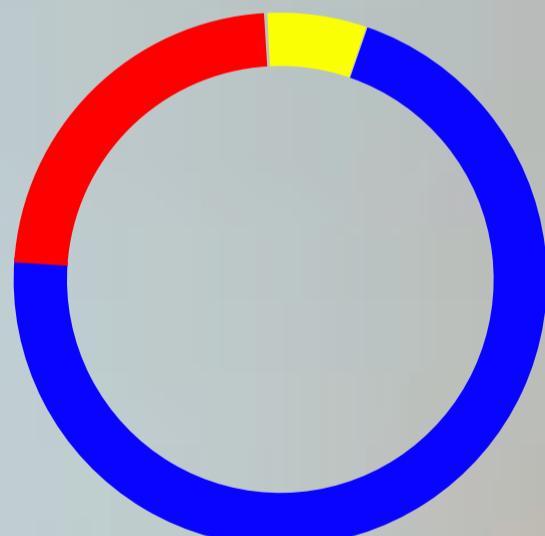
Awareness about online ordering food application



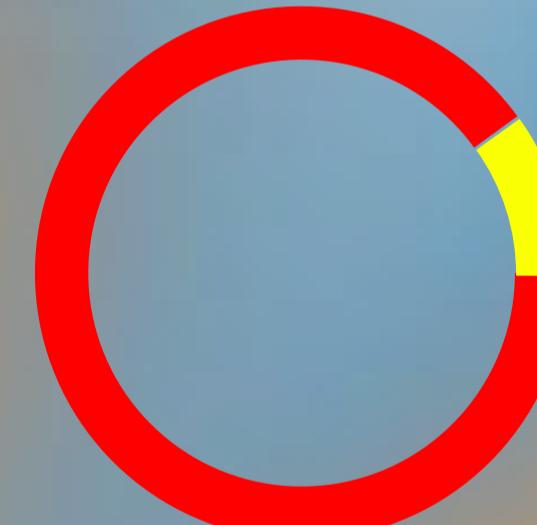
Use of online ordering application



Future of online ordering application



Restaurant using online ordering application



## Key points found during research

- The feature that attracts consumers the most is doorstep delivery at any place at anytime.
- consumers are mostly motivated when they receive any rewards & cash backs followed by loyalty point or benefits.
- The factors that black customers to try the online food delivery apps are bad past experience, review and word of mouth

# Competitor Analysis

To get more aware of the market i did competitor analysis. The analysis was done by comparing the competitors applications based on user experience and interface of their application and compared their features ui/ux

	ZOMATO	SWIGGY	EATSURE	DUNZO
Login & Sign Up	Good	Good	Good	Good
Menu	Good	Good	POOR	Good
Check Out	Good	Good	Good	Good
Food Rating	Yes	Yes	YES	YES
Wallet	Yes	Yes	NO	YES
Wish List	Yes	Yes	NO	NO

## Feature

	ZOMATO	SWIGGY	EATSURE	DUNZO
Delivery on time	Yes	Sometimes	Yes	Sometimes
Easy to use	Yes	Yes	Yes	Yes
Customer support	poor	poor	poor	poor
Order tracking	Yes	Yes	Yes	Yes
Payment options	Yes	Yes	NO	Yes
Coupons	Sometimes	Sometimes	Sometimes	Yes
Price	High	High	High	High
Cancell charge	Yes	Yes	Yes	Yes

# User survey

In user Survey 40 responses has been recorded and below i have mentioned some priority feedbacks which are in need for this project. Most of the users are between the age group of 21-23 and they want to order their own snacks

## How often do you order food?

Very rare 13 Daily 02

4-5 times a week 08 Very rare 13

## Your idea about online snacks ordering app with no delivery charges

Interesting 39 Never 39

## Including your favorite Bakery/supermarket inside an application

Interesting 37 Not required 3

## Things to improve in food delivery application

Delivery time 26 Cancel charge 27

Delivery charges 28 support 14

# User Interview

## Target audience characteristic

- Age 18\_62
- people who order food from restaurants at least once a week for example workers, elderly people who can't cook by themselves, students, people with disabilities
- include participants with disabilities

## Interview goals

- I want to understand the experience of users during the process of ordering food from a delivery food app
- I want to understand the challenges people face when they order food online and the pain points
- I want to understand how ordering food could help improve the quality of their life
- I want to understand what the users expect from a food delivery app

## Interview questions

- How many times do users order food online?
- when you do what are your motivations for doing so?
- Thinks do improve in food delivery application?
- describe your experience using one of the food delivery apps?
- What challenges do you face in the ordering process! how does that make you feel?
- what can we learn from the steps users take to order food online?
- How do you prefer to pay for delivery?

# Empty mapping

## SAYS

I want to eat healthy, but it's challenging with my schedule

## THINKS

Is there a quick and easy recipe for a healthy lunch?

I love exploring new restaurants and cuisines

It would be great if i could track my nutrition and caloric intake easily

## DOES

Reading restaurant review on food platforms and searches menu that fit her dietary needs nd preferences

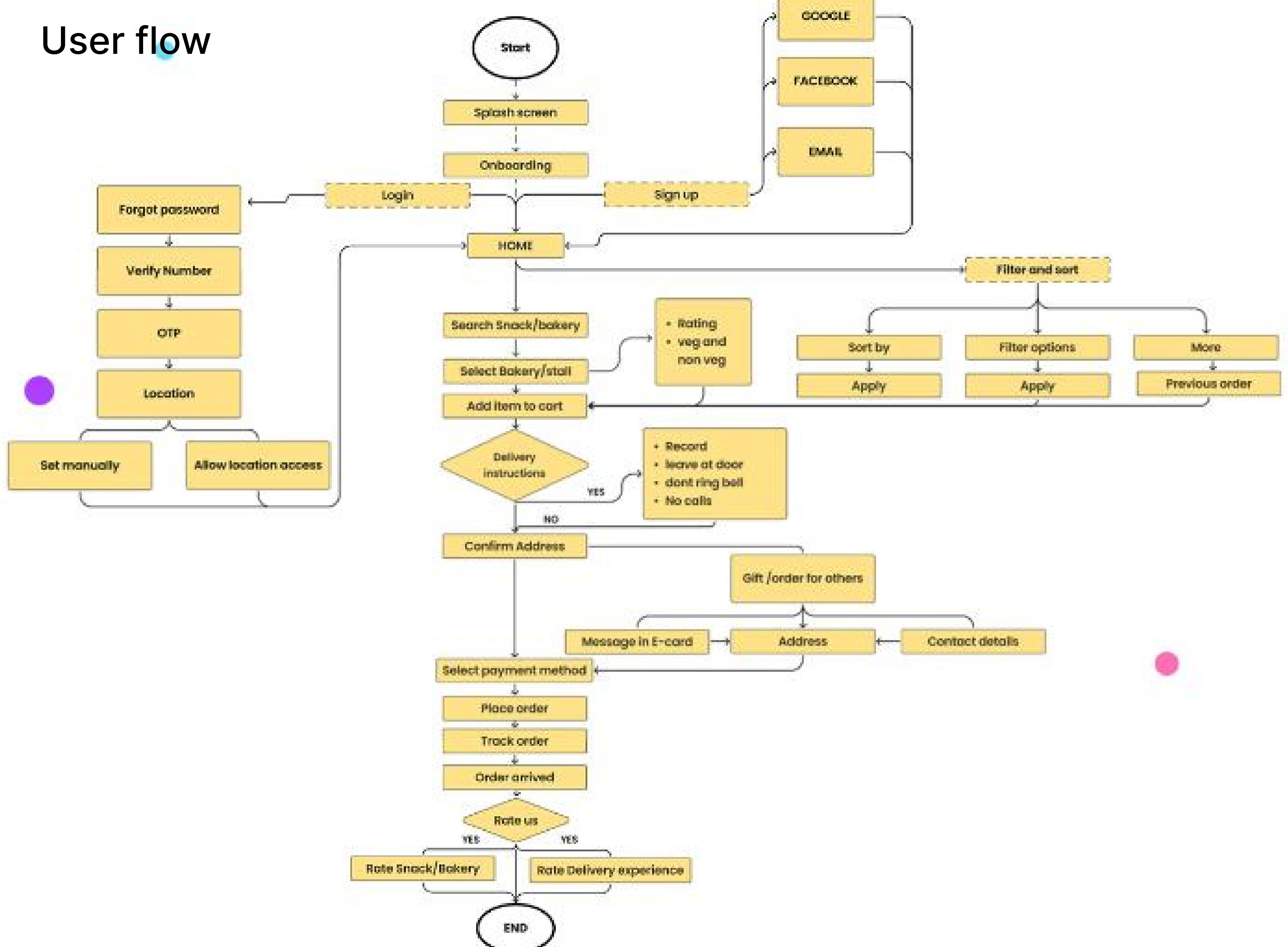
## FEELS

I am concern about the ingredients and nutrition of the dishes that i order

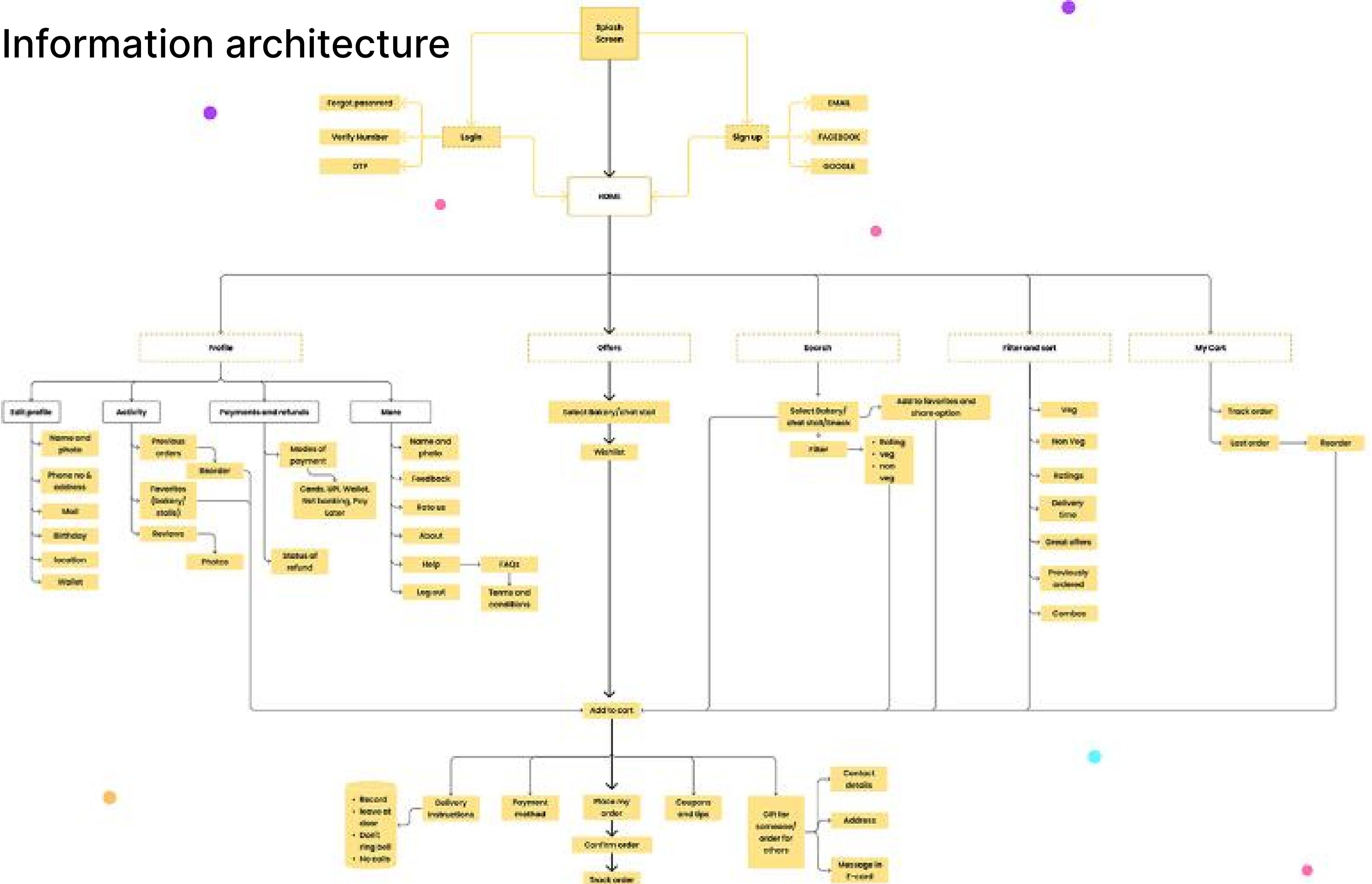
Enters her address and proper delivery time into the app

Thrill and excitement in discovering unique tastes

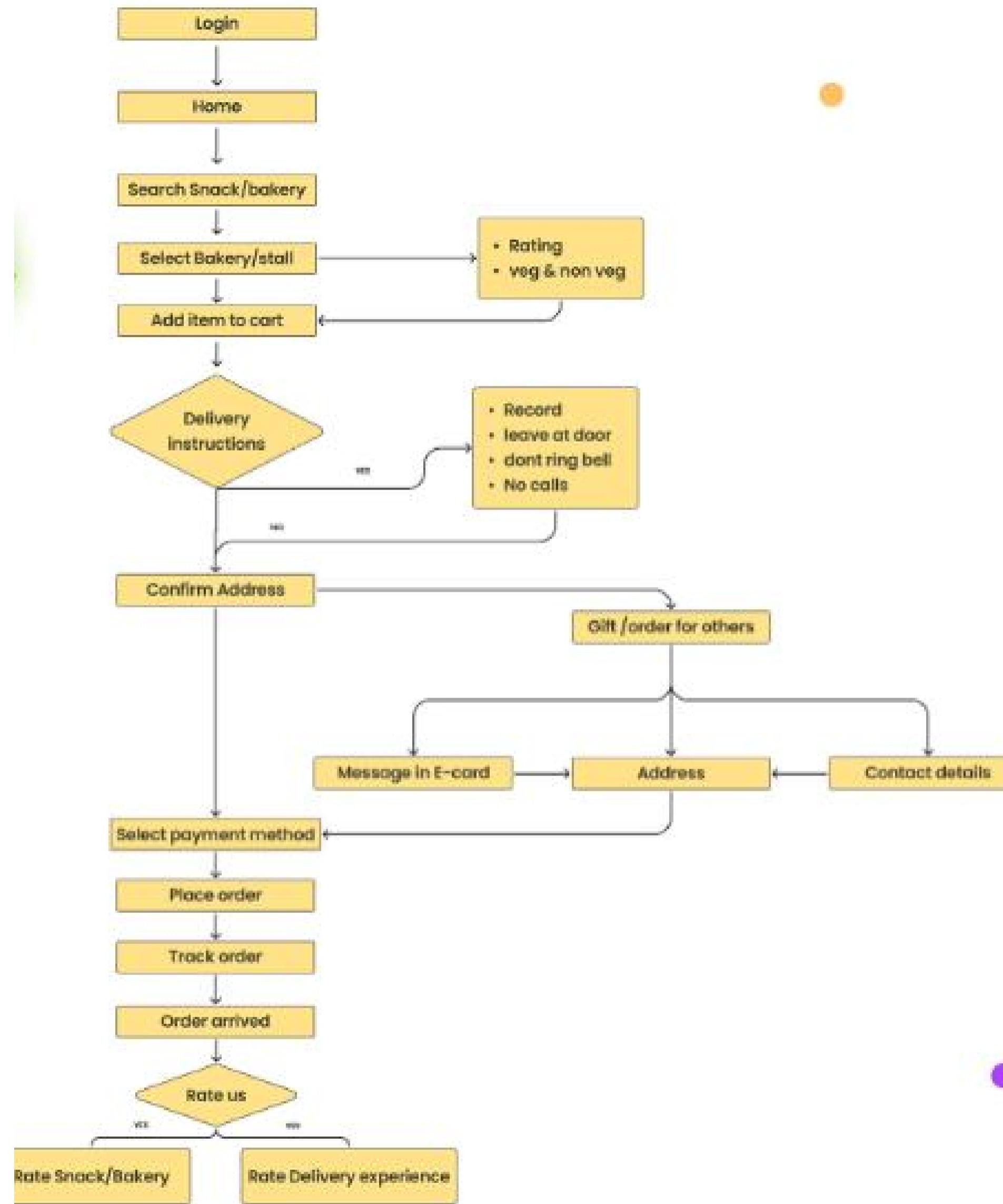
# User flow



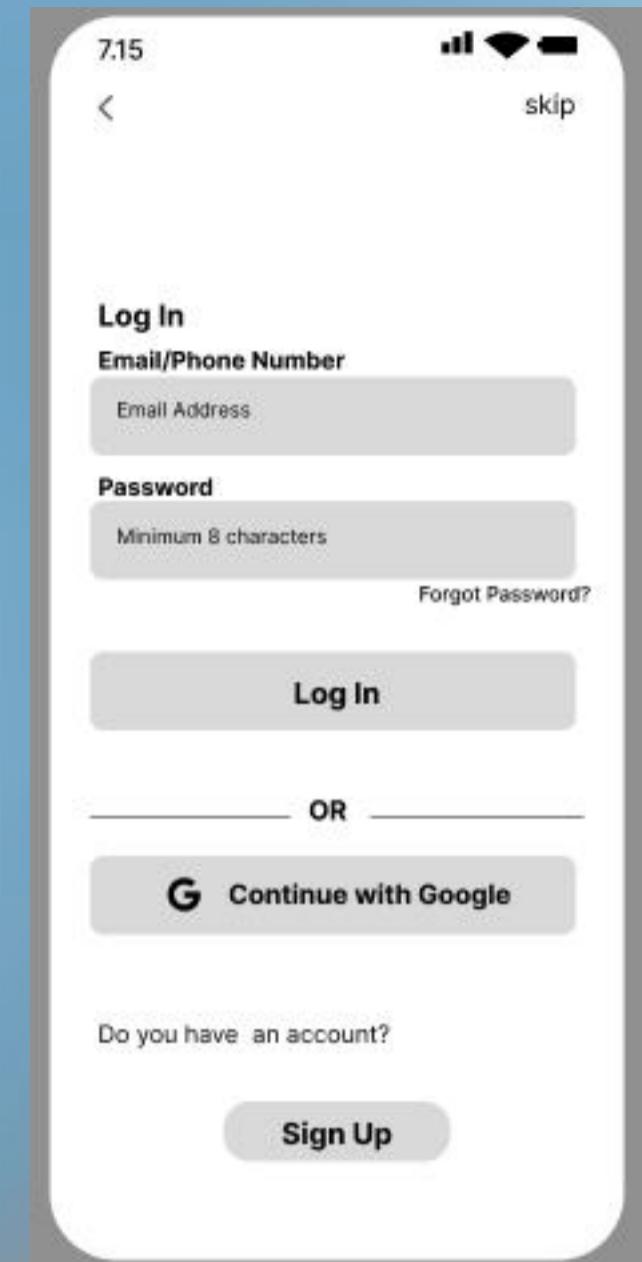
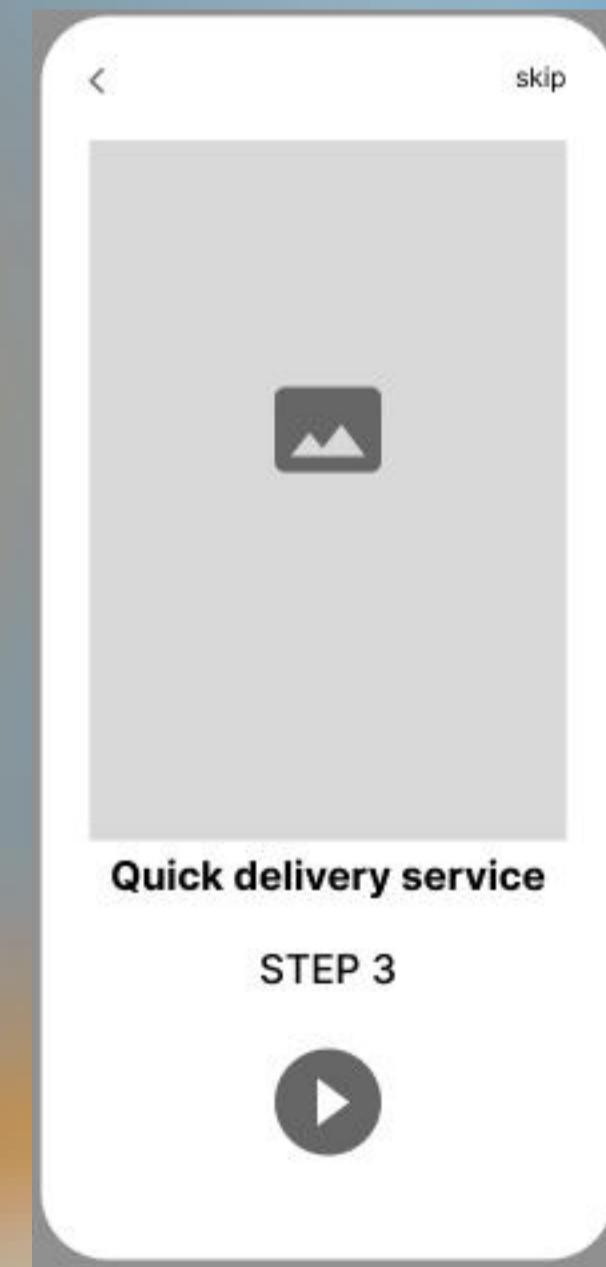
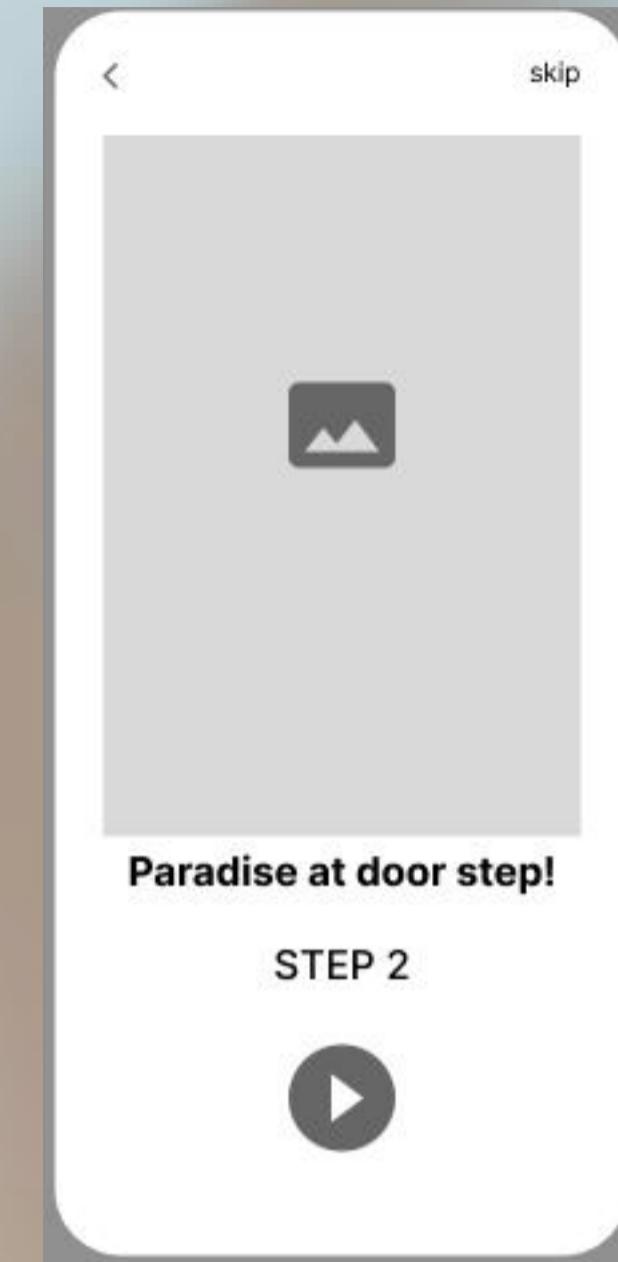
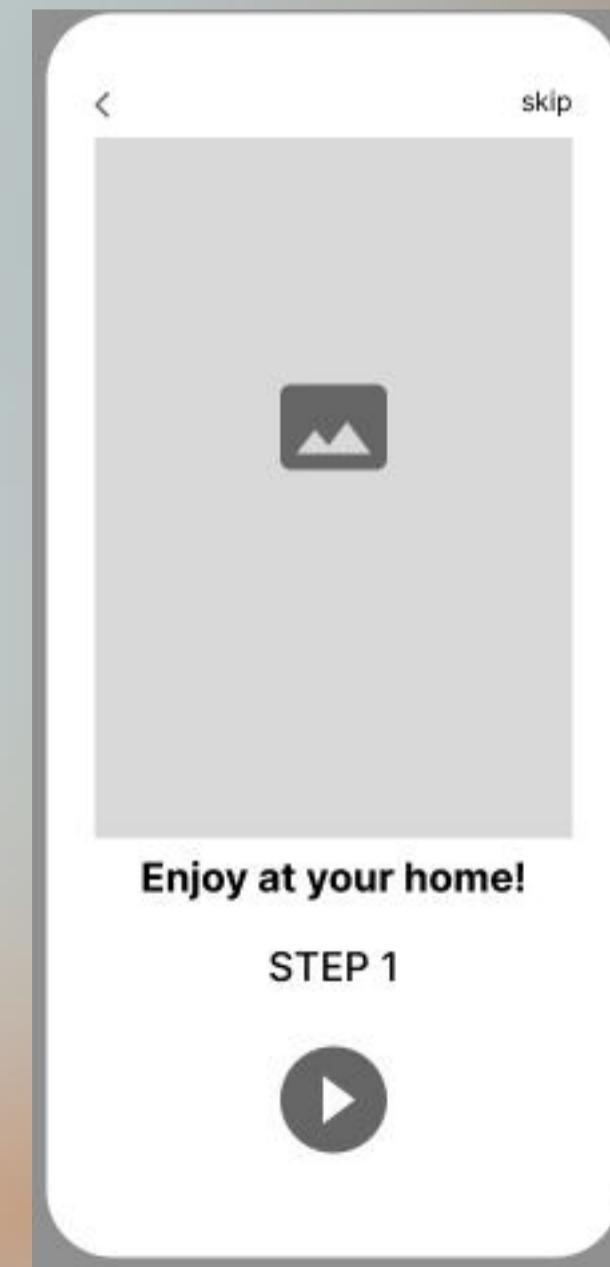
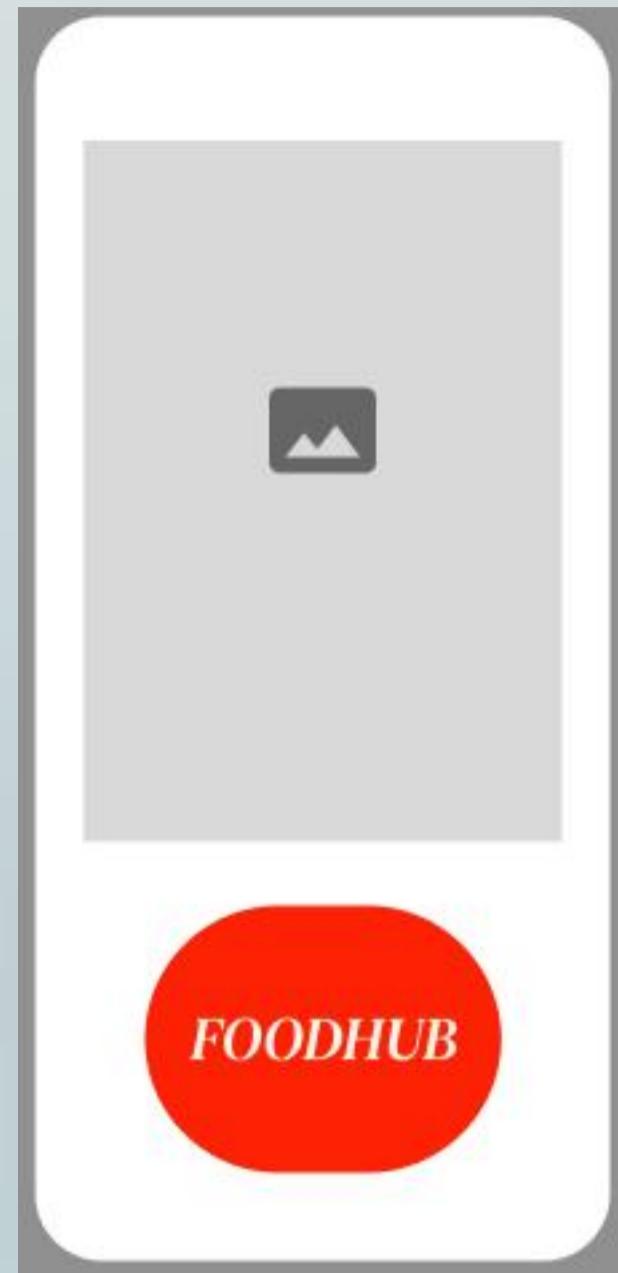
# Information architecture

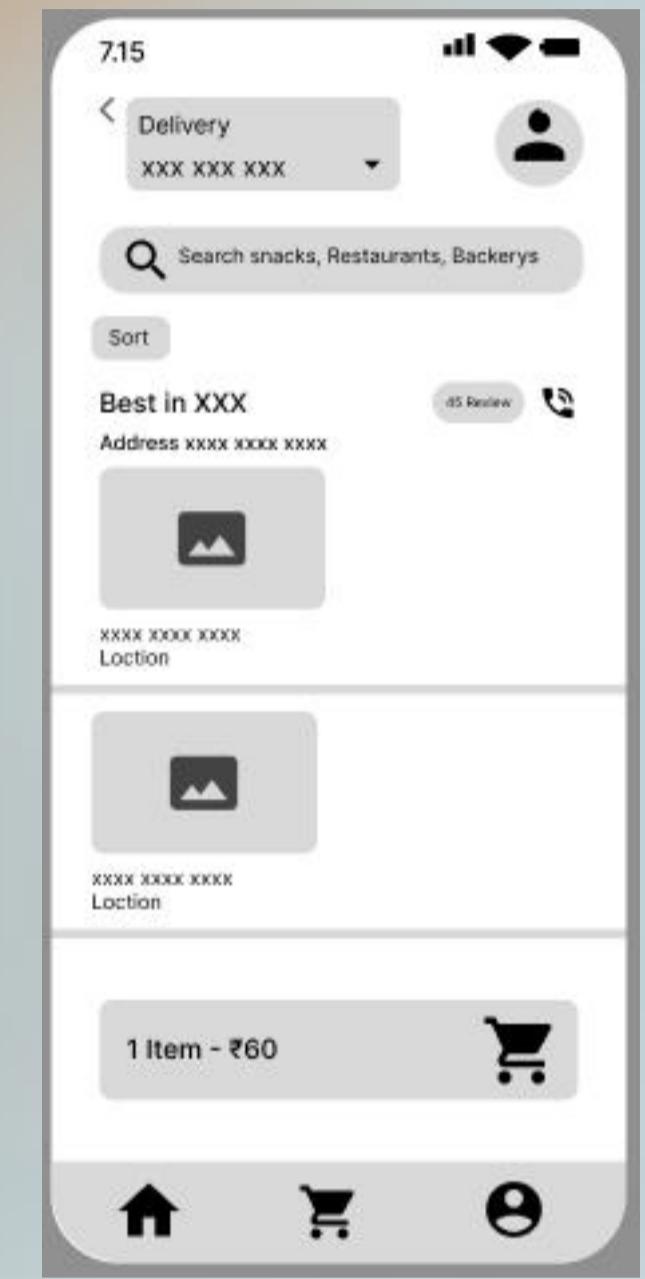
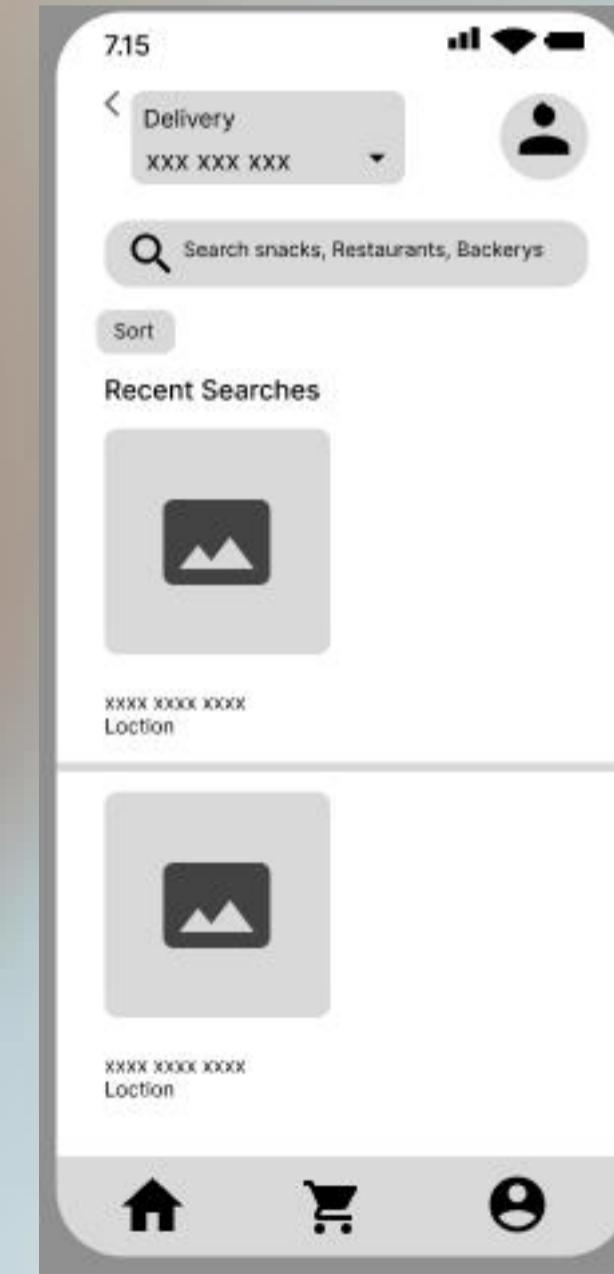
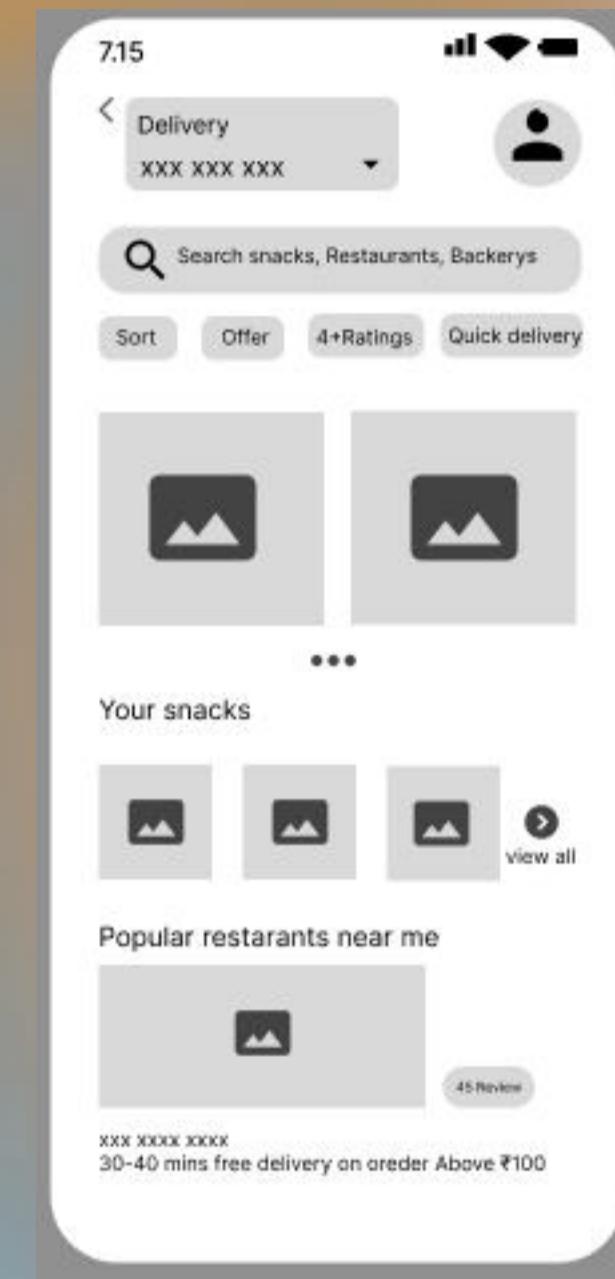
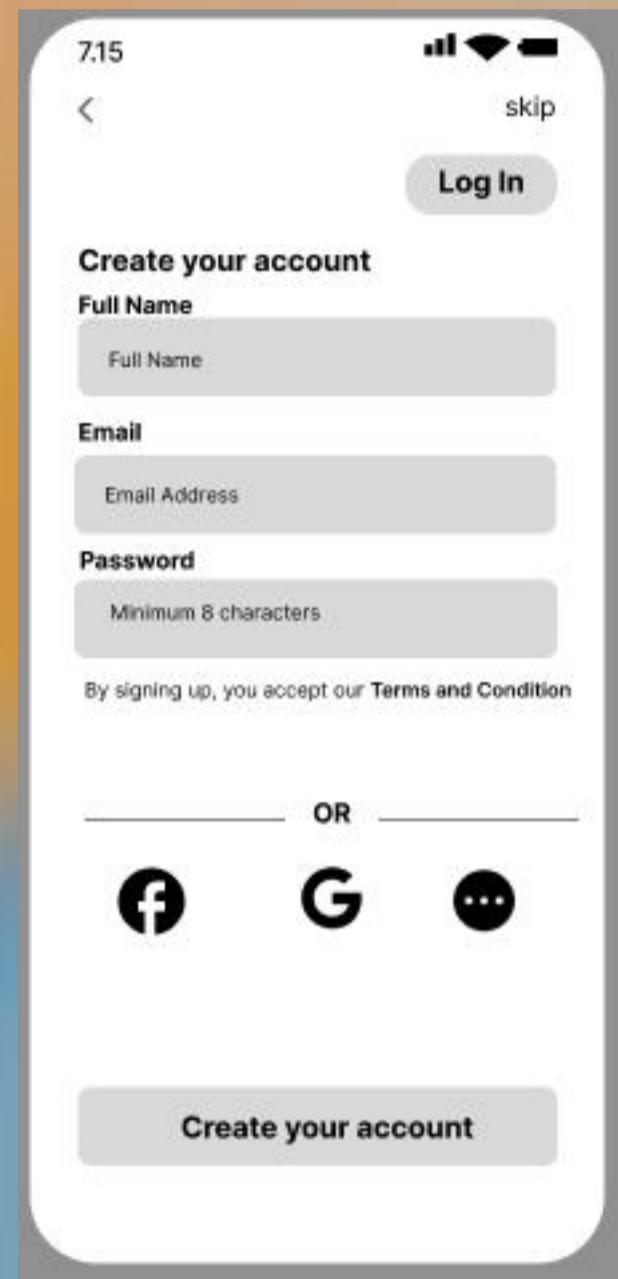


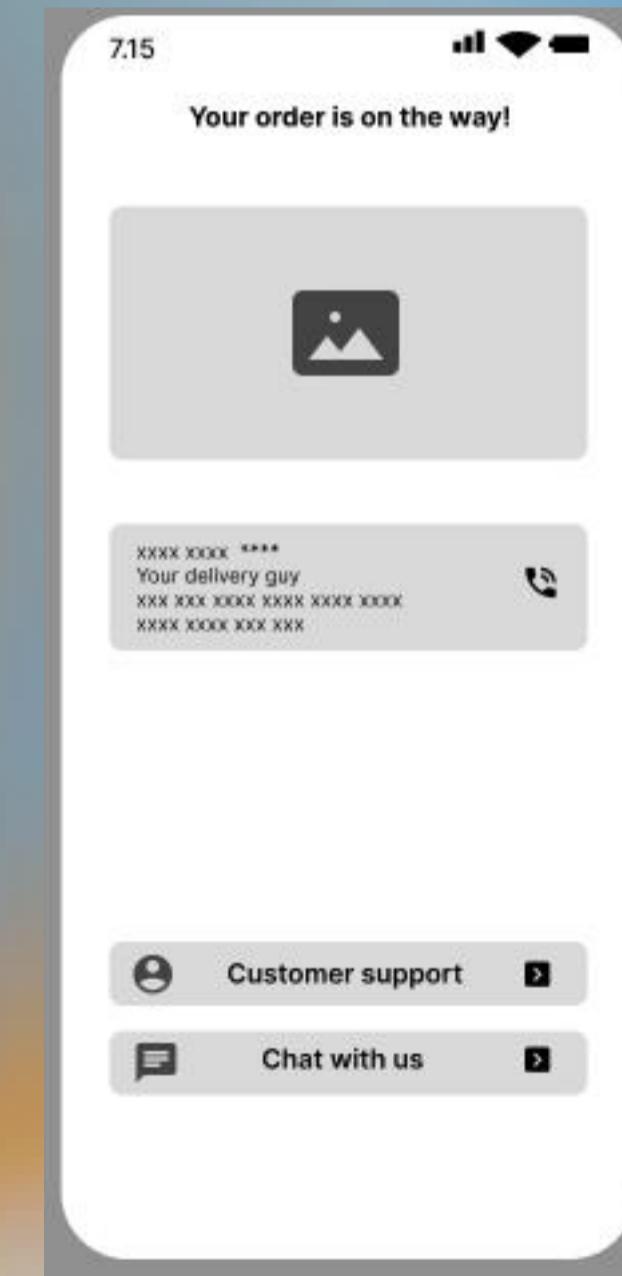
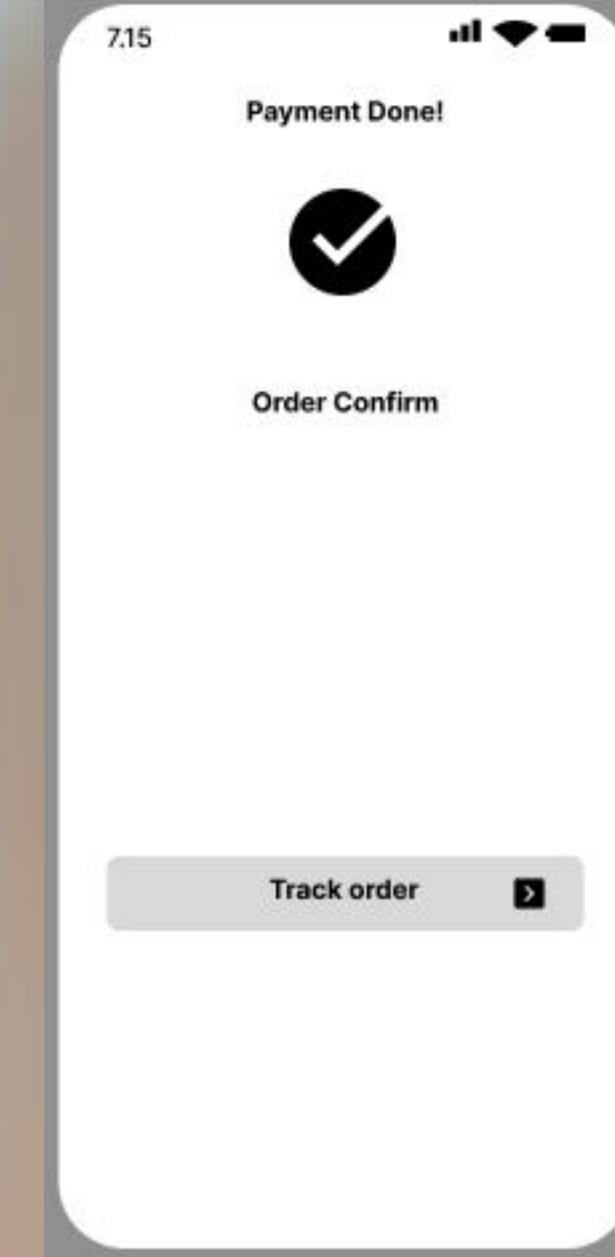
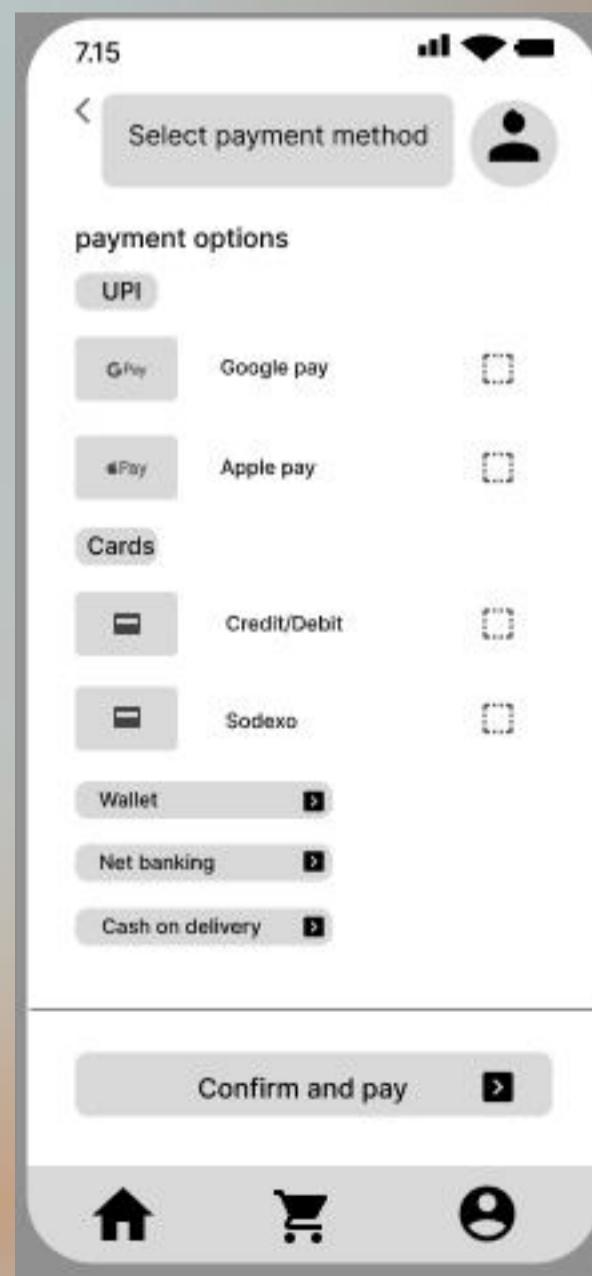
# Task flow

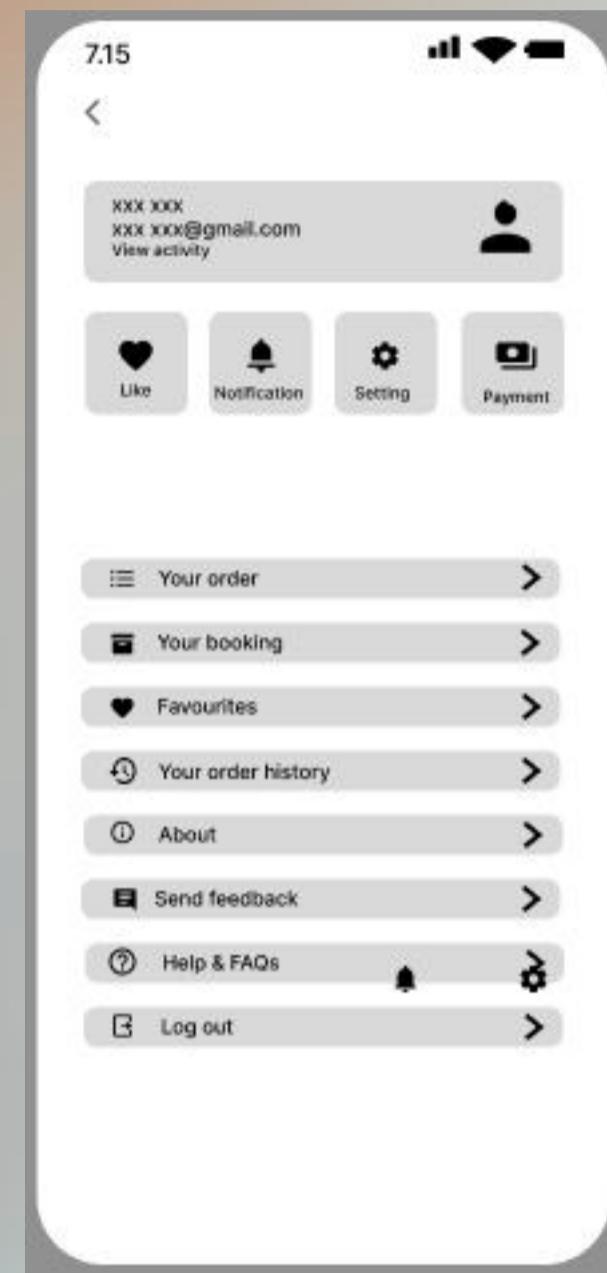
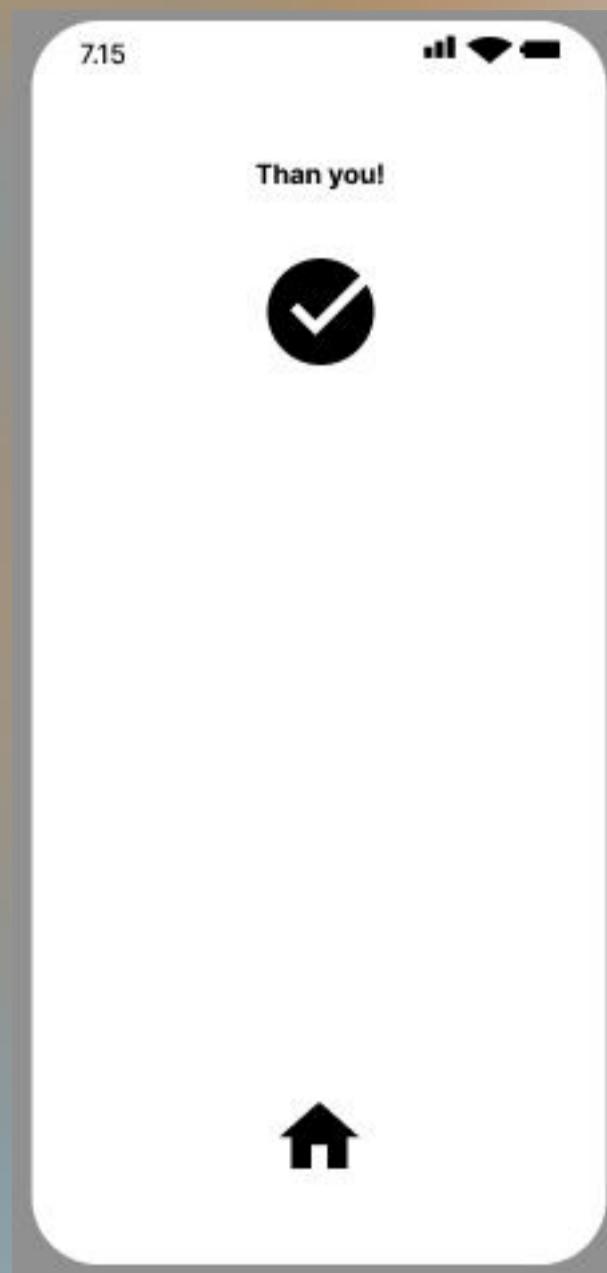


# Wireframes



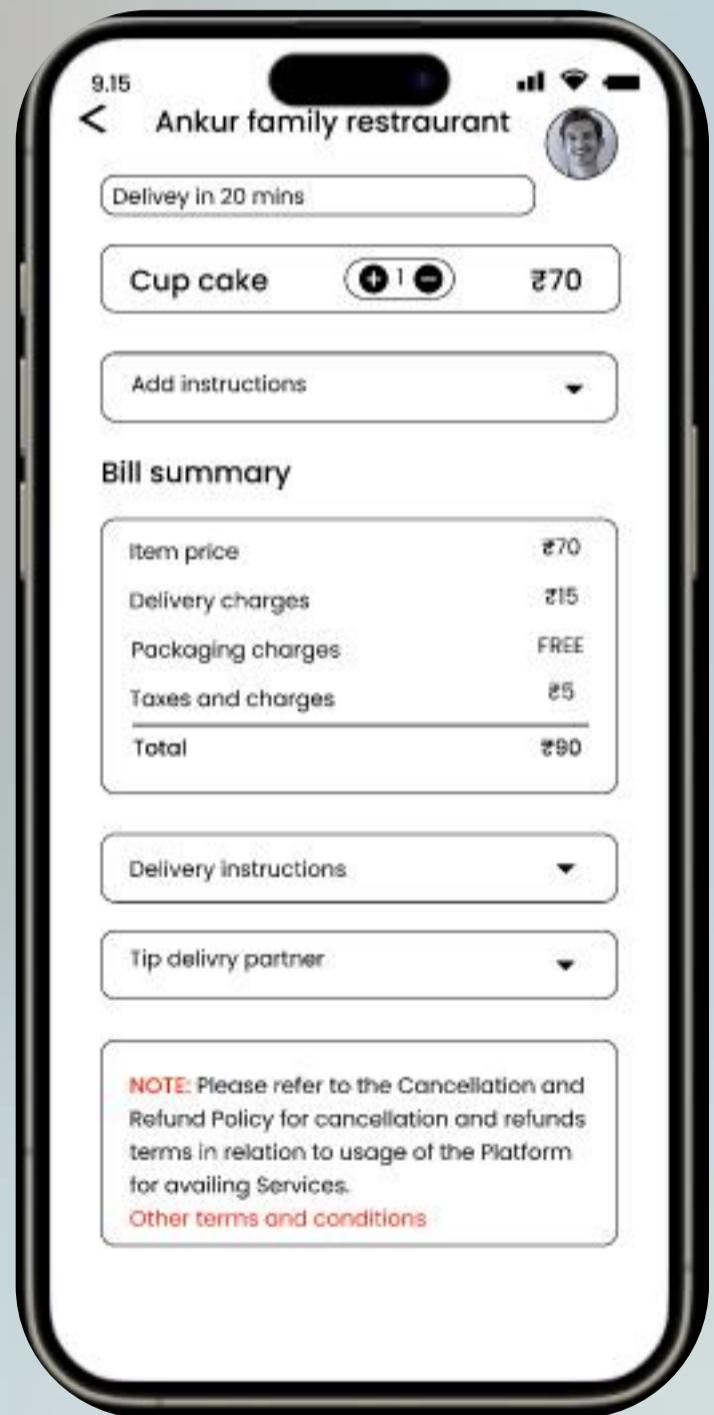
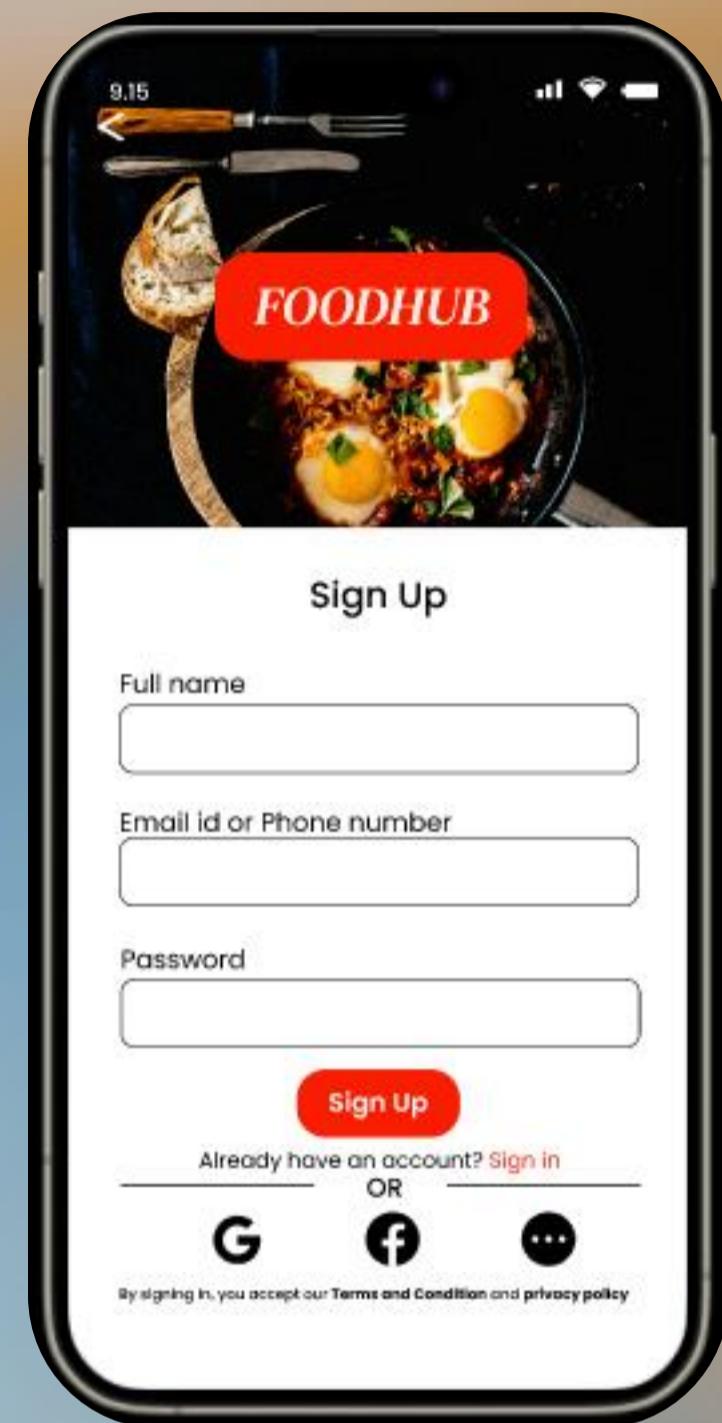
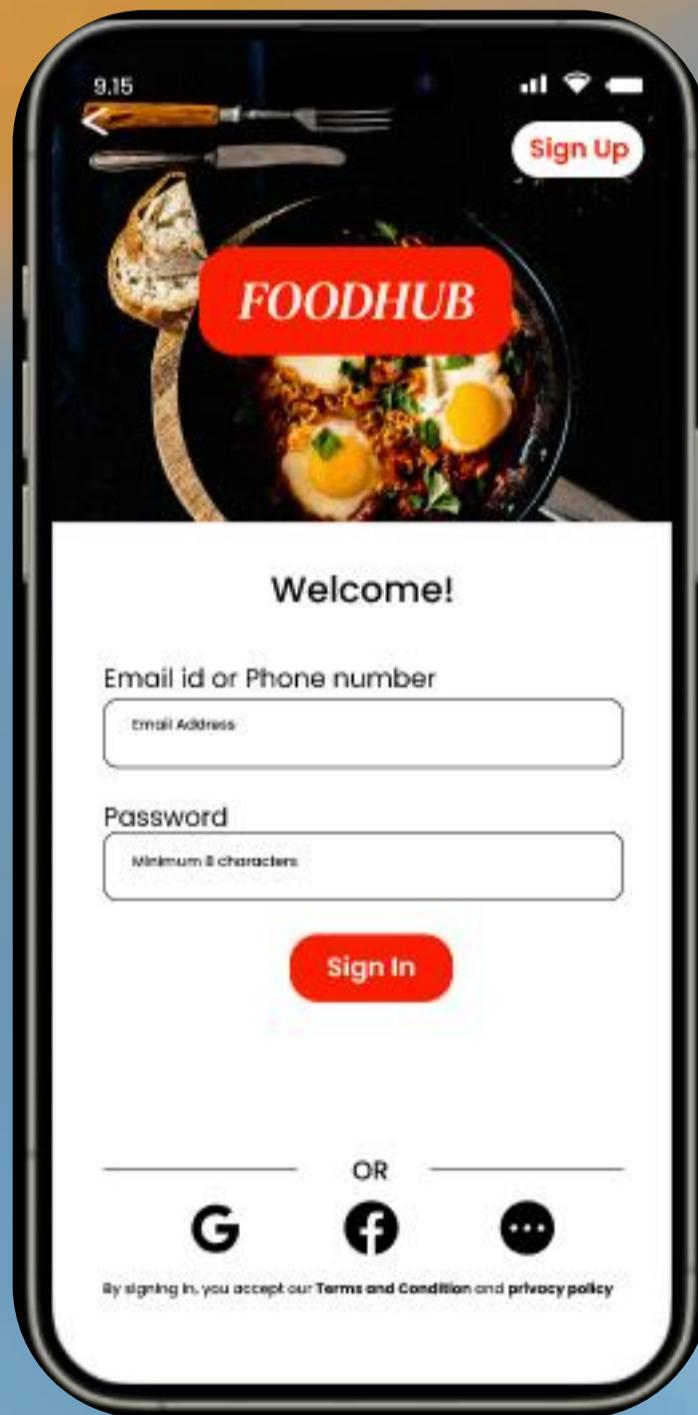


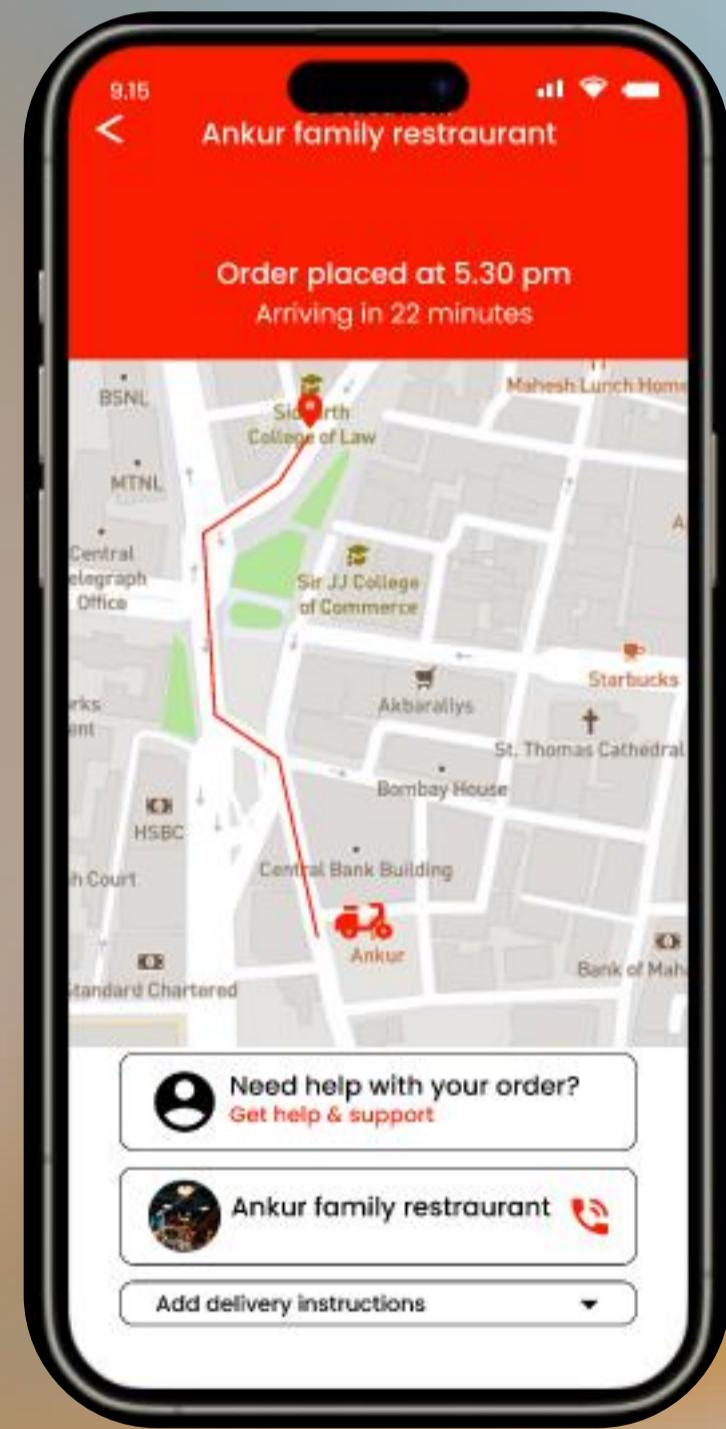
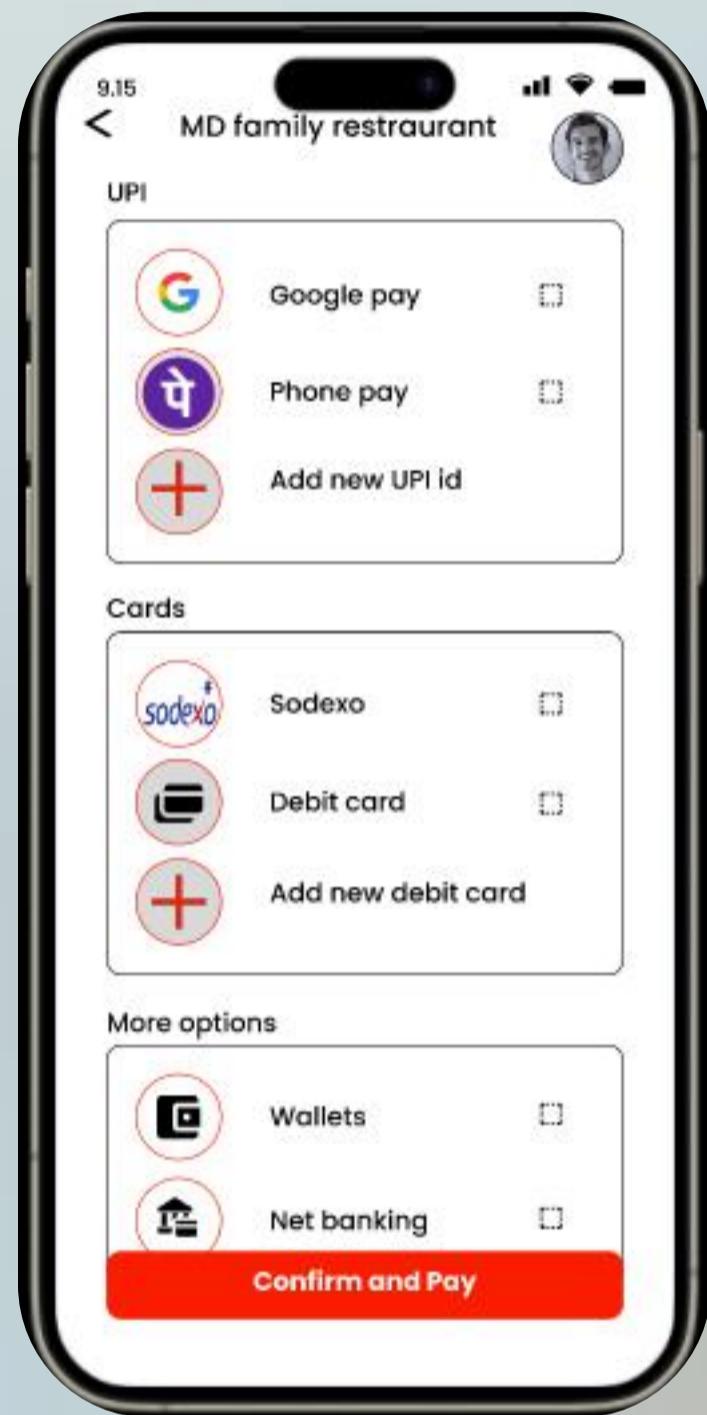


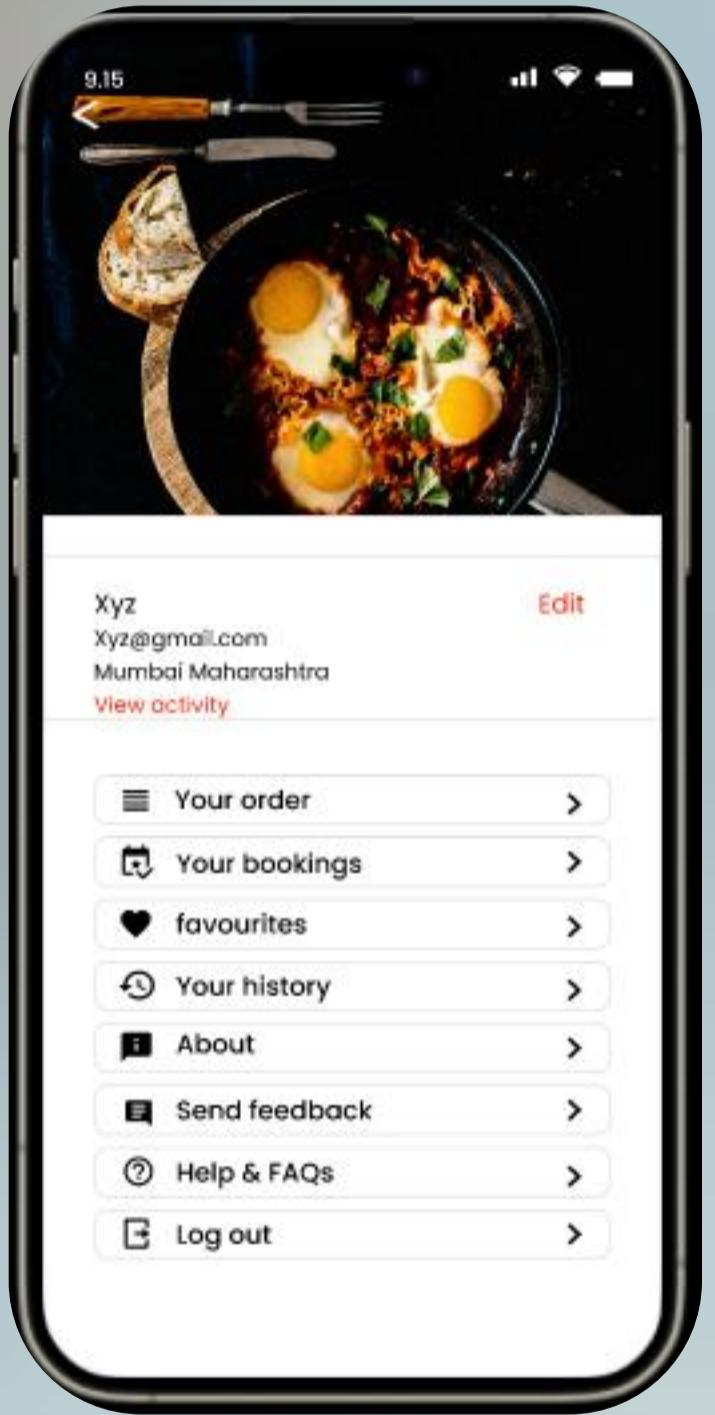
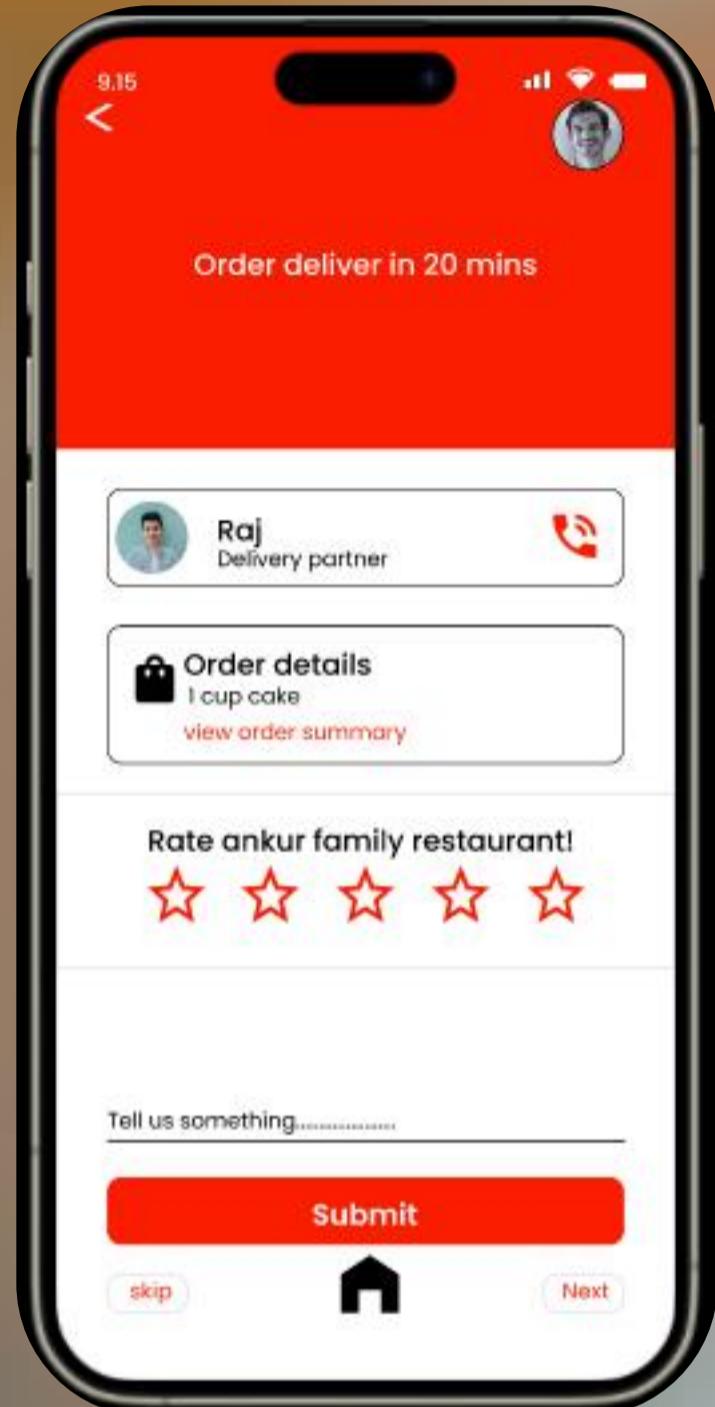
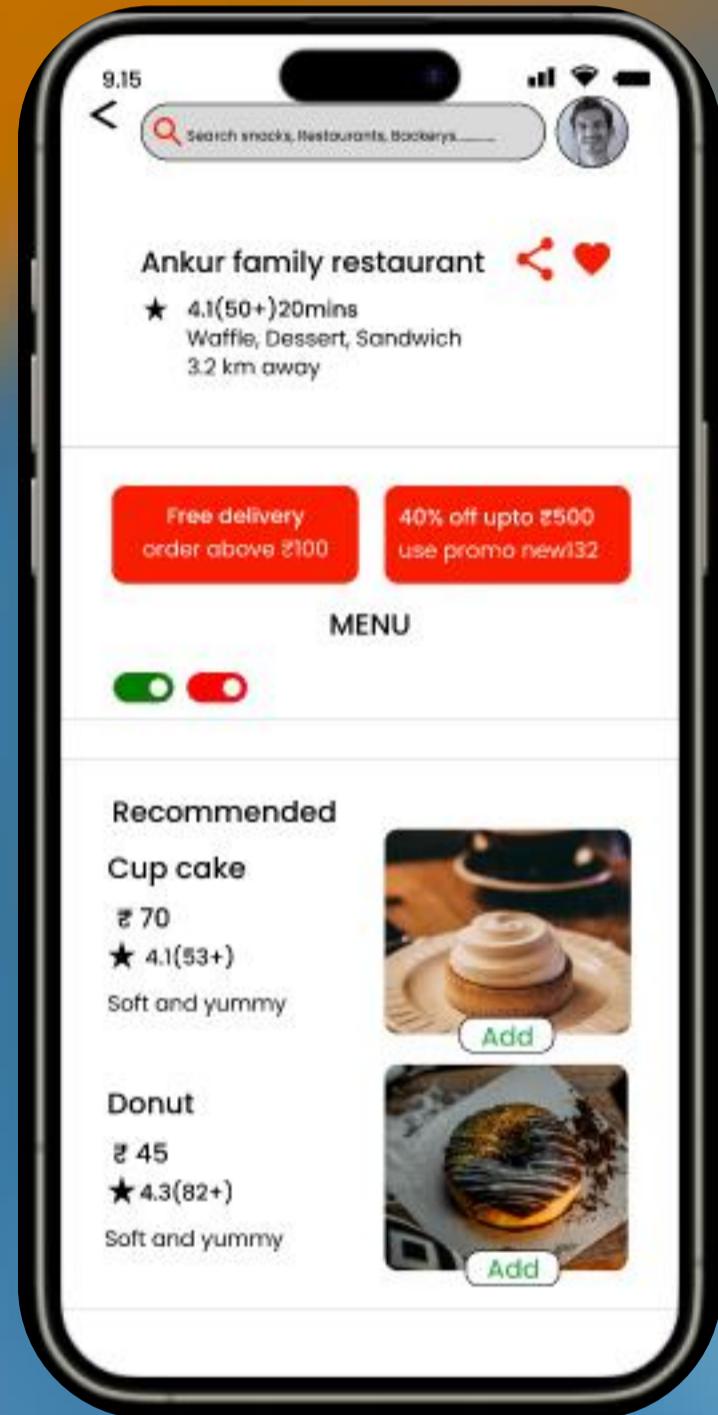


# Prototype









thanks!



Tombow ABT  
Acid Free

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