

USER CENTRIC DESIGN

A practical workbook to realise the process
of designing for the user

Your Name:

Exercise 1

In this exercise, by thinking and answering questions, you will be made to realise some very important User Centric Design principles.

Task 1

If at all you met the designer of these screens at Swiggy, what would be the questions you would ask about the UX? (You can open the app on your mobile if you already have)

The screenshot shows the Swiggy app interface. At the top, there's a navigation bar with 'Home' and 'Offers' buttons. Below it are filters for 'ALL RESTAURANTS' and 'SORT / FILTER'. The main content area displays four restaurant cards:

- Burger Man**: American, Fast Food, Beverages. Location: Sanjay Nagar, New BEL Road | 1.5 kms. Rating: 3.7. Offer: 40% OFF. Use SWIGGYIT.
- Multi Snacky Hub**: Fast Food. Location: Sanjay Nagar, New BEL Road | 1.3 kms. Rating: 3.9. Offer: 50% OFF. Use SWIGGYIT.
- Vinny's**: Pizzas, Italian, Pastas, Beverages. Location: Sanjay Nagar, New BEL Road | 2.3 kms. Rating: 3.8. Offer: 20% OFF. Best Safety badge. Use SWIGGYIT.
- The Hyderbadi Chef**: North Indian, Chinese. Location: Sanjay Nagar, New BEL Road | 5.2 kms. Rating: 3.0. Offer: 20% OFF.

At the bottom, there are icons for SWIGGY, SEARCH, CART, and ACCOUNT.

Write questions here:

Ex 1 - Why is there a filter & sort function?

Ex 2 - Why have there been use of such simple & popular icons?

Write questions here:

LASSI SHOP
29 mins



Recommended

Recommended

BESTSELLER

Sweet Lassi

₹50



ADD

BESTSELLER

Mango Lassi

₹60



ADD

Fruit Lassi

₹60



ADD

Dry Fruit Lassi

₹70

MENU



ADD

Write questions here:



The Bowl Company
Rajajinagar

Nawabi Paneer Lababdar with Matar pulao

Mini

CUSTOMIZE ▾

- 2 +

₹378

Good ol' Rajma Chawal

Regular

CUSTOMIZE ▾

- 1 +

₹189

Any restaurant request? We will try our best to convey it

Opt in for No-contact Delivery

Our delivery partner will call (or ring your doorbell) after reaching and leave the order at your door/gate (Not applicable for COD)



Tip your delivery partner [How it works](#)

Thank your delivery partner for helping you stay safe indoors.
Support them through these tough times with a tip.

₹20

₹30

₹50

Other

Most tipped



Deliver to Home
Mathikere
42 MINS

CHANGE

₹674.00

[VIEW DETAILED BILL](#)

PROCEED TO PAY

Task 2

The below are the common questions you all arrived at.
Now it's time to answer them yourself, using common sense.

← Home

amazon pay Additional Cashback

EAT GOOD FEEL GOOD DAYS

UP TO 50% OFF

Offers

X Sort / Filter

CLEAR ALL

Sort

SHOW RESTAURANTS BY

Cuisines

Relevance

Cost For Two

Delivery Time

Rating

Offers & More

APPLY

Why is there a filter & sort function?

Your answer here:

To customize the desired results for the user & help them make decisions faster

Oottupura

North Indian, Chinese
Sanjay Nagar, New BEL Road, 1.6 kms

★ 4.1 >
Taste 72%

36 mins
Delivery Time

₹288
For Two

15% off upto ₹100 with HDFC Bank PayZapp Card | Use code PAYZAPP100

20% off upto ₹200 with IndusInd Debit Cards | Use code INDUSIND20

[View coupon details](#)

VEG ONLY

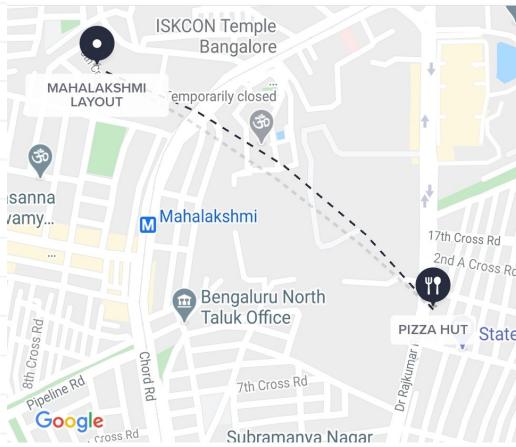
Recomm	Recommended	9
	Quick Bites	4
	Soups	7
	Starters	24
	Main Course	84
	Salad	4
	Meals	5
	Beverages	36

Paneer R
₹70

X ORDER #83054694095
12:15 pm | 1 item, ₹255

HELP

⋮



Order Received

NOW We're waiting for Pizza Hut to confirm your order.

CALL RESTAURANT

NEXT Food Is Being Prepared

LATER Order Picked Up

Why is there a floating Menu button expanding to a Menu?

Your answer here:

A Menu list is like the Menu card we commonly see at restaurants as well

Why do we see the order status?

Your answer here:



The Bowl Company
Rajajinagar

Nawabi Paneer Lababdar with
Matar pulao

- 2 +

₹378

Good ol' Rajma Chawal

- 1 +

₹189

Any restaurant request? We will try our best to convey it

Opt in for No-contact Delivery

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₹20

₹30

₹50

Other

Most tipped



Deliver to Home

Mathikere

CHANGE

42 MINS

₹674.00

[VIEW DETAILED BILL](#)

PROCEED TO PAY

← THE BOWL COMPANY
49 mins



Bowl O'Sunshine

★ MUST TRY

Amma's Classic Rawa Upma

₹99

No frills, no fancy ingredients and yet a
traditional South Indian style bre... [More](#)



Next available at 7
am, tomorrow



Gunpowder Idli Bowl

₹99

Healthy Choice

Gun powder spiced bite sized steamed
idlis served with freshly made co... [More](#)



Next available at 7
am, tomorrow



Button Idli with Sambhar

₹125

Healthy Choice

Fluffy, mouth melting steamed mini idlis
dunked in a delicious and flavor ... [More](#)



Next available at 7
am, tomorrow

★ MUST TRY

Namma Bengaluru Sambhar Vada
(3 pcs)

MENU

₹85



Next available at 7
am, tomorrow

Why are there - & + buttons for
each order item?

Your answer here:

Why have they shown
unavailable menu items in grey
and when they will be available?

Your answer here:

← Home

Offers

ALL RESTAURANTS

SORT / FILTER



Burger Man

American, Fast Food, Beverages
Sanjay Nagar, New BEL Road | 1.5 kms

★ 3.7 • 38 mins • ₹100 for two

Use SWIGGYIT



Multi Snacky Hub

Past Food
Sanjay Nagar, New BEL Road | 1.3 kms

★ 3.9 • 42 mins • ₹200 for two



Vinny's



Pizzas, Italian, Pastas, Bevera...
Sanjay Nagar, New BEL Road | 2.3 kms

★ 3.8 • 37 mins • ₹350 for two

Use SWIGGYIT



The Hyderbadi Chef

North Indian, Chinese
Sanjay Nagar, New BEL Road | 5.2 kms

★ 3.0 • 50 mins • ₹400 for two

20% OFF



SWIGGY



SEARCH



CART



ACCOUNT

Search for restaurants and food

Looking for groceries?

Search in Instamart →



Recent Searches

SHOW MORE

Q Lassi Shop

Q Kanti Sweets

Q Brik Oven

Popular items



Milk



Fruits



Vegetables



Chicken

Popular cuisines



SWIGGY



SEARCH



CART



ACCOUNT

Why have there been use of such simple & popular icons?

Your answer here:

Why are recent searches given below the search bar?

Your answer here:

LASSI SHOP
29 mins



Recommended

Recommended



Sweet Lassi

₹50



Mango Lassi

₹60



Fruit Lassi

₹60



Dry Fruit Lassi

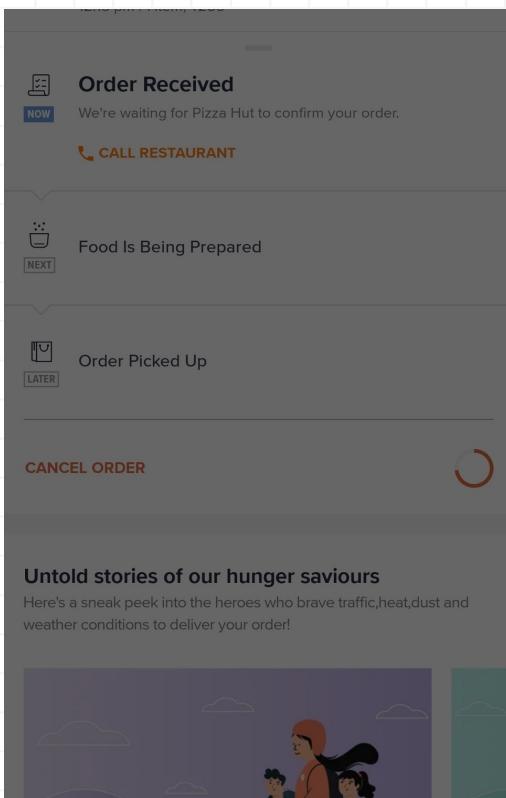
₹70

MENU



Why are there such few details
(Name, image, price, add,
veg/nonveg) for each menu item?

Your answer here:



Why is there an option to cancel
in 60secs after placing order?

Your answer here:

← HELP

Why do they have a help tab?

RECENT ORDER

Brik Oven

Indiranagar

₹1063 >

12" Veg Diavolo Pizza x 1, Garlic Bread with Cheese x 1, Coke Can (300 ML) x 1, Thumbs Up Can (300 ML) x 1

on September 9, 3:02 PM

Have issues with previous orders? >

HELP WITH OTHER QUERIES

General issues >

Legal, Terms & Conditions >

FAQs >

Swiggy SUPER FAQs >

Swiggy Money FAQs >

Your answer here:

Task 3

Here are the below answers for the questions. But there's an important UX concept you all have learnt through this simple exercise, let's find out.

To customize the desired results for the user & help them make decisions faster

A Menu list is like the Menu card we commonly see at restaurants as well

The order status helps us know at what stage our order is keeping us informed about what's going on

The - & + buttons help in quickly editing our order without having to go to the previous screen and repeat the process

Grey is usually a color of inactivity & looks contrast to colored and we hence know the menu item is unavailable and don't try and order them. It also informs us about the next slot it will be available so that we can place the order then.

The recent searches help us quickly see what we recently looked for instead having to remember what it was.

Simple & popular icons are used across the app & help us easily understand the function without having to read the text every time.

The option to cancel within 60secs helps us quickly undo a mistake.

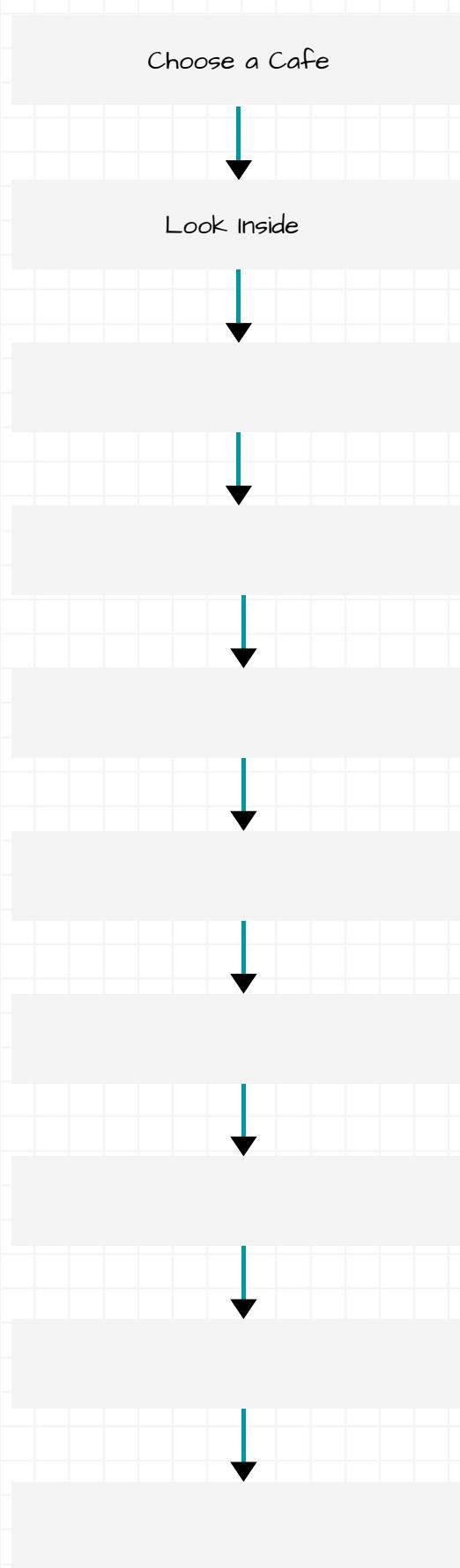
Too many details confuse us and we end up finding it hard to find the relevant information.

In case we get lost or have other questions, the help tab gives us more information & solutions

Exercise 2

Task 1

Map the journey of the process of Placing a coffee order at a Cafe



Task 2

Add what pain points you will face & the opportunities for solutions at each stage of the journey.



Exercise 3

In this exercise, you will sketch wireframes on paper and prototype in Marvel app

Task 1

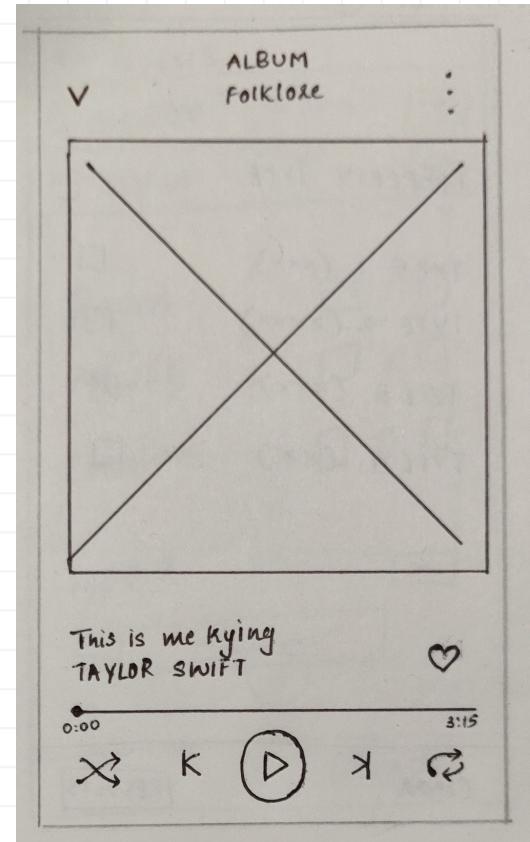
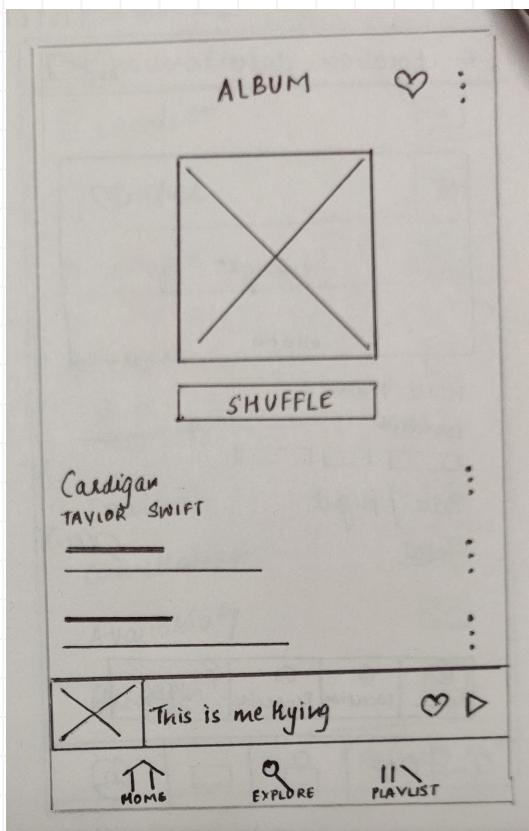
Create a rough sketch of a Radio app using pen & paper

The radio app must have the following functions:

- a. Current station being played (Frequency & station name)
- b. Pause & Play the radio
- c. Able to change the stations
- d. Have a list of saved stations
- e. Account & Help

Examples

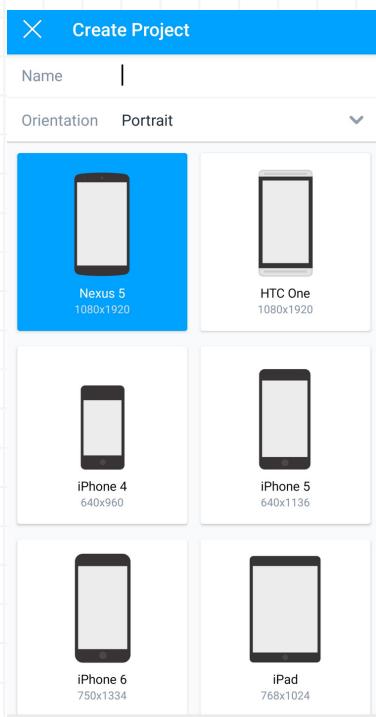
Showing example of Music app wireframe design



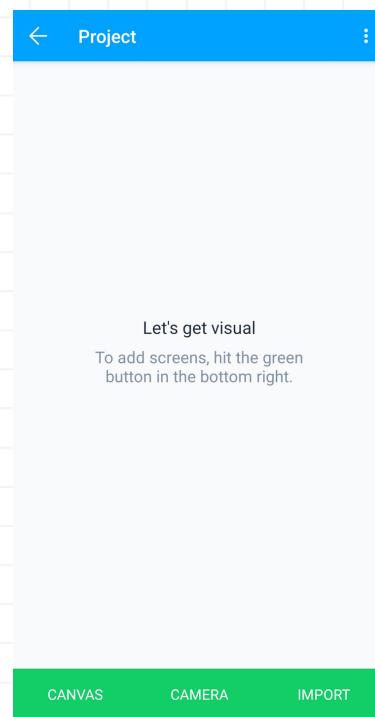
Task 2

Use the Marvel app downloaded to quickly take photos of your screens & link the screens to make a working prototype.

Step-1



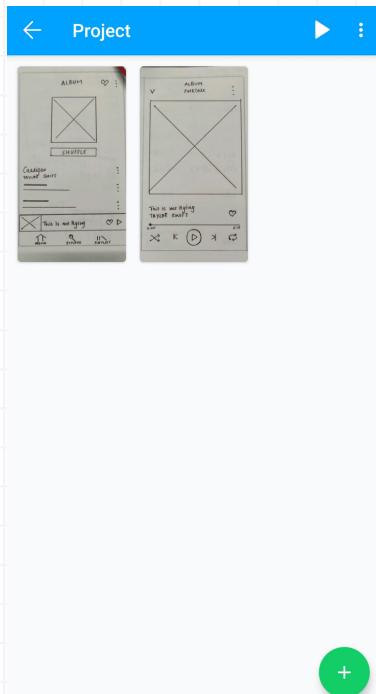
Step-2



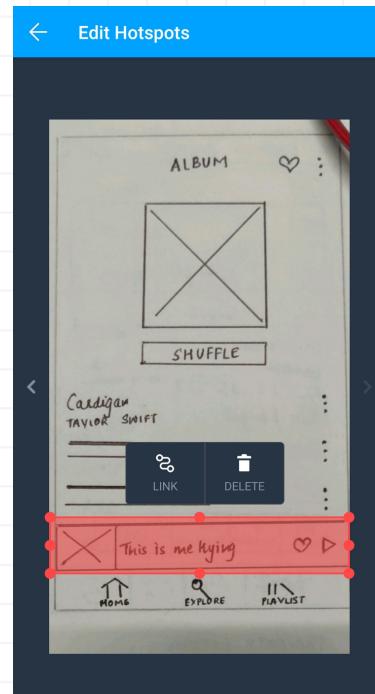
Step-3



Step-4



Step-5



Step-6

