Project Based Learning

Title of Project : Food Delivery Service App: Design a user-friendly app for a food delivery service, optimizing the ordering process, delivery tracking, and customer support interactions

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CHAPTER 1

Introduction

1.1 Brief Overview of the Project

- FlavourGo is a food delivery app focused on more than just convenience.

- It aims to help users become more conscious of their food spending.

- Inspired by popular finance apps and their features.

- Explores integration of budgeting tools, spending insights, and goal tracking.

- Uses a research-driven approach to support better financial habits related to food.

1.2 Objective

- Research, design, and evaluate financial tracking features within a food delivery context.

- Adapt effective financial UX patterns to help users:

- Monitor food-related expenses.

- Set meal budgets.

- Track financial goals related to food spending.

- Integrate these features seamlessly into the FlavourGo app.

1.3 Importance of UX in Making Financial Tracking Simple and Accessible

- UX helps simplify complex financial data into clear, actionable insights.

- Good UX design ensures budgeting and expense tracking feels intuitive and engaging.

- Key UX strategies include:

    o Intuitive layouts.

    o Visual aids like charts and graphs.

    o Minimal input effort from users.

- Aims to make financial awareness a seamless part of the food ordering experience.

- Empowers users to eat smarter and spend better.

CHAPTER 2

UX Research Report

2.1 Research Methods

To inform the design of FlavourGo, a mixed-methods approach was employed, combining quantitative and qualitative research methods:

- Surveys: Online surveys were distributed to a broad audience to gather data on food ordering habits, delivery challenges, and feature preferences.

- Interviews: In-depth interviews were conducted with a smaller group of individuals to gain a deeper understanding of their ordering behaviors, frustrations, and needs.

- Competitive Analysis: A competitive analysis was performed to evaluate existing food delivery applications, identifying their strengths, weaknesses, and areas for differentiation.

2.2 Survey Results & Interviews

Survey Insights
 Common Delivery Challenges:

- Many users reported frustrations with hidden fees, unreliable delivery times, and confusing order tracking.

- Some users found it hard to discover affordable food options quickly during peak hours.

UserNeeds:
Key user needs identified were:

- Clear, upfront pricing without surprise charges.

- Fast and reliable delivery tracking.

- Personalized restaurant recommendations based on preferences and budget.

7.Key Pain Points Identified:

- Hidden service and delivery fees.

- Lack of reliable estimated delivery times.

- Difficult discovery of budget-friendly meal options.

- Overwhelming app layouts with too many choices.

Functional Requirements:

- User authentication (login, signup, password reset)

- Menu browsing with filtering (price, ratings, delivery time)

- Real-time order tracking

- Transparent billing summary

- Promo code management

- Customer support chat

- Restaurant and dish reviews and ratings

Non-Functional Requirements:

- Security (encrypted transactions, secure user data)

- Usability (easy navigation, accessibility)

- Performance (quick loading, real-time updates)

- Reliability (accurate order tracking, minimal errors)

- Scalability (handle large user volumes during peak times)

2.3 User Personas

Persona 1: Mia Kapoor – The Student

- Age: 20

- Goals: Order affordable meals between classes and late-night study sessions.

- Frustrations: Limited budget; dislikes discovering hidden fees at checkout.

- Behaviors: Regularly uses food delivery apps 2–4 times a week; looks for discounts first.

- Motivation: Save time and money, minimize stress while studying.

Persona 2: Rahul Shah – The Working Professional

- Age: 34

- Goals: Get reliable, timely meals during hectic workdays.

- Frustrations: Late deliveries and poor customer support responses.

- Behaviors: Orders lunch daily to the office; values on-time delivery over cost.

- Motivation: Maximize work productivity and convenience.

Persona 3: Ananya Deshmukh – The Small Business Owner

- Age: 42

- Goals: Coordinate affordable meal deliveries for her employees.

- Frustrations: High fees for group orders; scheduling difficulties during peak hours.

- Behaviors: Bulk orders for teams twice a week; prefers pre-scheduled deliveries.

- Motivation: Ensure happy, fed teams without breaking the business budget.

2.4 Journey Map

Stage 1: Trigger/Awareness
Description:
The user realizes a need to order food, triggered by hunger, lack of time to cook, or a social gathering.
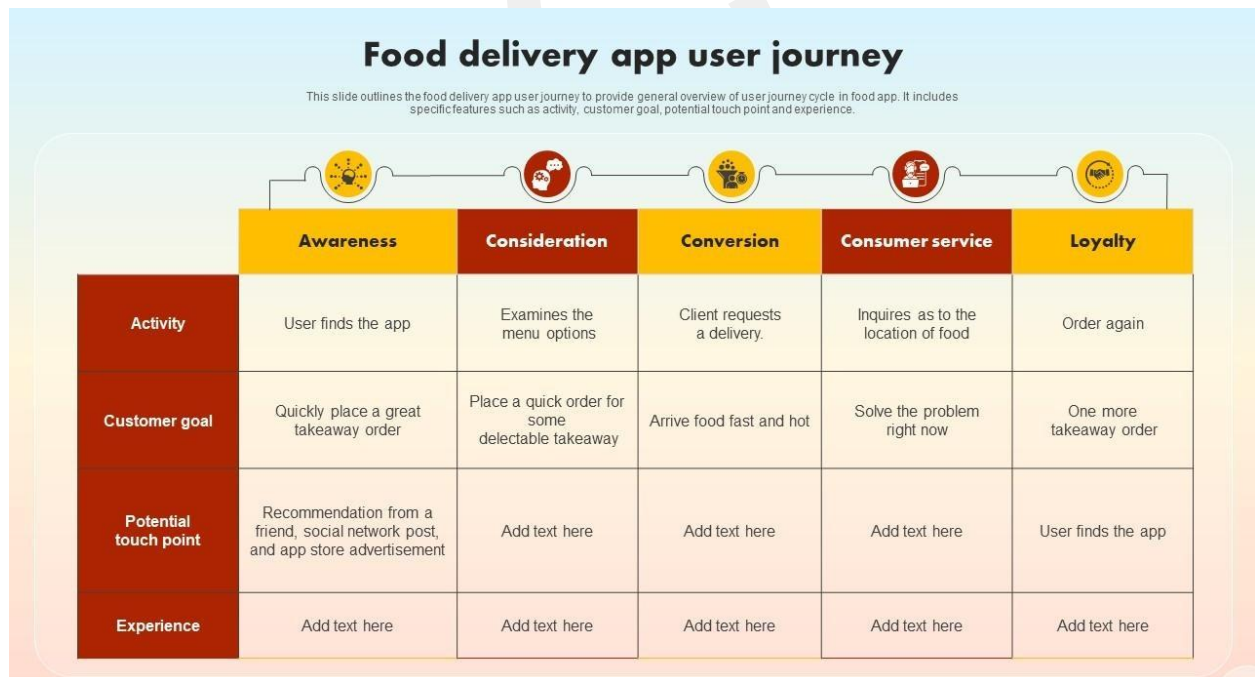
User Actions:
- Decides to order food instead of cooking.

- Searches for a food delivery app or opens FlavourGo.

Touchpoints:
- Mobile app listing.

- Word-of-mouth recommendations.

- Advertisements on social media.

User Thoughts/Feelings:
- Hunger, urgency, desire for convenience.

Food delivery app user journey

This slide outlines the food delivery app user journey to provide general overview of user journey cycle in food app. It includes specific features such as activity, customer goal, potential touch point and experience.

	Awareness	Consideration	Conversion	Consumer service	Loyalty
Activity	User finds the app	Examines the menu options	Client requests a delivery.	Inquires as to the location of food	Order again
Customer goal	Quickly place a great takeaway order	Place a quick order for some delectable takeaway	Arrive food fast and hot	Solve the problem right now	One more takeaway order
Potential touch point	Recommendation from a friend, social network post, and app store advertisement	Add text here	Add text here	Add text here	User finds the app
Experience	Add text here	Add text here	Add text here	Add text here	Add text here

Stage 2: Onboarding
Description:
The user downloads and starts using FlavourGo.
User Actions:

- Downloads the FlavourGo app from the app store.

- Creates an account using email or social login.

- Enters delivery address and payment preferences.

- Browses recommended restaurants and deals.

Touchpoints:

- App store page.

- App onboarding screens.

- Registration and location setup.

User Thoughts/Feelings:

- Curiosity, excitement, slight apprehension about app usability.

Stage 3: Browsing and Ordering
Description:
The user searches for a restaurant and places an order.
User Actions:

- Applies filters (e.g., "Under ₹200," "Fast Delivery").

- Selects a restaurant and chooses dishes.

- Reviews order summary and cost breakdown.

- Applies available promo codes.

- Places the order and pays.

Touchpoints:

- Menu browsing interface.

- Restaurant profiles.

- Cart and checkout pages.

User Thoughts/Feelings:
- Excitement to eat, irritation if filtering and browsing are slow or confusing.

Stage 4: Order Tracking and Delivery
Description:
The user monitors the status of their food delivery.
User Actions:
- Views real-time tracking of delivery partner.

- Receives status updates (e.g., order confirmed, food picked up, near arrival).

- Contacts support if needed.

Touchpoints:
- Order tracking screen.

- Push notifications.

- In-app chat with support.

User Thoughts/Feelings:
- Impatience or worry if updates are unclear or late.

Stage 5: Post-Delivery Experience
Description:
The user receives the food and reflects on the experience.
User Actions:
- Rates the restaurant and delivery.

- Leaves feedback or a review.

- Shares promo codes with friends if incentivized.

- Decides whether to reorder from the same restaurant.

Touchpoints:
- Rating and feedback screens.

- Loyalty rewards page.

User Thoughts/Feelings:
- Satisfaction if experience was good; frustration if food was cold, late, or incorrect.


Pain Points:
- Hidden delivery and service fees not shown until checkout.

- Inconsistent delivery estimates leading to dissatisfaction.

- Limited clear filters for cheap meals or fast deliveries.

- Poor communication during order delays.

- Occasional app crashes or slowdowns during peak hours.

Opportunities:
- Upfront Pricing: Clearly display total costs earlier in the ordering flow.

- Smarter Recommendations: Suggest affordable, fast delivery meals based on user preferences.

- Better Tracking: Real-time map and progress bar for deliveries.

- Enhanced Support: 24/7 chatbot plus human assistance for escalations.

- Loyalty Rewards: Offer points, discounts, or free deliveries for repeat orders.

- Gamification: Badges or milestones for frequent users ("Fast Foodie," "Deal Hunter").

- Personalization: Dynamic homepage that adapts to the user's habits (e.g., "Your Tuesday Lunch Picks").

User Journey Map

	DEFINE	RESEARCH	ORDER	COLLECT	ENJOY
PHASE					
TASKS	1. Consider dinner plans 2. Ask partner what he wants to eat 3. Decide to pick up takeaway on the way home	4. Debate which restaurant to order from 5. Open up a few different restaurant websites 6. Scroll through menus 7. Decide on a restaurant and meal	8. Find the contact number 9. Call the restaurant to place order, and inform of collection time 11. Receive verbal confirmation of order, cost and time of collection	12. Arrive at the restaurant on time 13. Wait in queue 14. Wait for meal to be fetched and packed 15. Pay with credit card	16. Arrive home with warm dinner to enjoy with partner 17. Would have preferred a shorter wait, but is still happy to have a good dinner with minimal effort
THOUGHTS	"I don't really feel like cooking tonight." "Maybe I could get something for us on the way home."	"Where is the menu on this site?" "Too many options. Let's just go with the usual."	"It's 2020, why am I still calling on the phone?" "She seemed friendly. I'm glad she confirmed the order again."	"I wish they'd open a separate queue." "I thought they'd have my food ready…"	"The food is always so good here. I'm so glad we didn't have to cook."

EMOTIONS

Tired from work — Excited to get takeaway — Frustrated with the website — Relieved at making a decision — Annoyed that she has to call — Reassured that her order will be ready in time — Impatient to be waiting — Happy to receive her order — Pleased after having a nice dinner at home with her partner

	DEFINE	RESEARCH	ORDER	COLLECT	ENJOY
OPPORTUNITIES	- Make use of email & social media marketing to keep brand at the forefront of customers' mind.	- Prioritise menu display on website. - Display and update specials and promotions. - Visually appealing UI.	- Add an "Order" option on restaurant website. - Send customer an order confirmation and an order number.	- Implement a separate counter at restaurant for 'Collecting' customers. - Automate collection process and allow user to self checkout.	- Ensure consistency in product quality. - Offer voucher or to deliver new meal in case order is incorrect.

CHAPTER 3
UX Audit Document

3.1 Heuristic Evaluation of Existing Food Delivery Apps

Heuristic 1: Visibility of System Status

Description: The system should always keep users informed about what is going on, through appropriate feedback within a reasonable time **Findings:**

•**Issue:** On the login and password reset screens, there's no feedback indicator after clicking the button (e.g., "Reset Password" or "Sign in"), leading to uncertainty.

Screenshot:
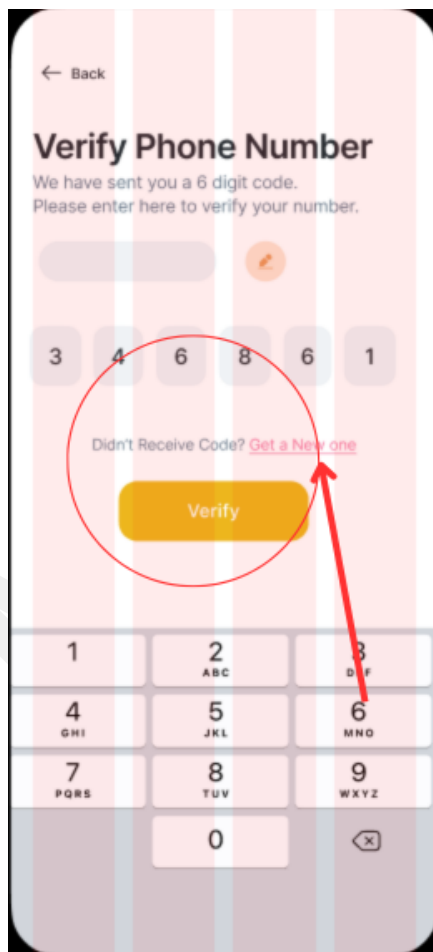
• **Recommendation**: Include a loading spinner or progress indicator after the user taps "Login".

Heuristic 2: Match Between System and the Real World — Satisfied

Evidence:

The app uses familiar terminology such as "Cart," "Order History," "Offers," and "Delivery Partner", closely reflecting real-world food ordering scenarios. Icons like a shopping bag, location pin, and clock help users map digital interactions to everyday tasks.

Heuristic 3: User Control and Freedom — Satisfied

Evidence:

Users can navigate freely using the bottom navigation bar (e.g., "Home," "Search," "Cart," "Profile"). During the ordering process, users can easily cancel or modify orders before final confirmation. The back button behavior is predictable and aligned with platform standards.

Heuristic 4: Consistency and Standards — Satisfied

Evidence:

UI elements follow consistent design patterns. Primary actions such as "Place Order," "Apply Coupon," and "Pay Now" are always displayed as bold, colored buttons. Fonts, icons, and colors remain uniform across screens, maintaining visual harmony and platform guidelines.

Heuristic 5: Error Prevention — Satisfied

Evidence:

The app prevents user errors by providing real-time validation (e.g., invalid coupon codes, missing delivery address). It prompts users when items are unavailable or minimum order limits are unmet before allowing the checkout process to continue.

Heuristic 6: Recognition Rather Than Recall

Description:
Minimize the user's memory load by making objects, actions, and options visible.

Findings:

- **Issue:** The "Reorder" section doesn't display previously ordered item thumbnails or restaurant logos—users must recall what they ordered based on name alone.
- **Screenshot :**
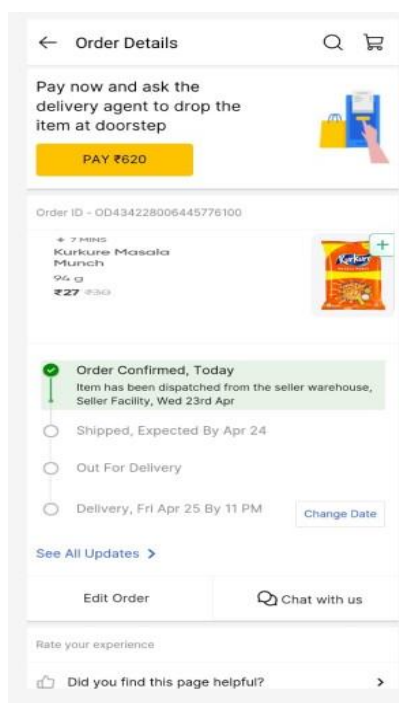
- **Recommendation:** Include visual cues such as dish images or restaurant logos in the reorder history to support recognition

Heuristic 7: Flexibility and Efficiency of Use

Description:
Support novice and expert users through shortcuts and advanced features.
Findings:

- **Issue:** Repetitive ordering requires multiple steps. No quick-order or voice assistant features exist for regular users.

- **Screenshot:**
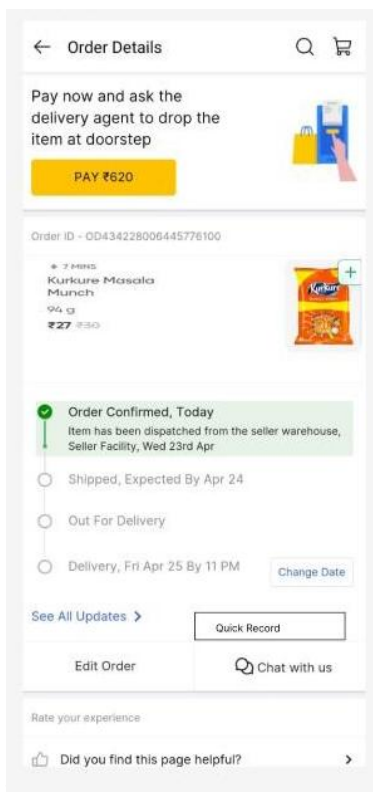
- **Recommendation:** Add features like **"**Quick Reorder", "Recently Ordered Items", or voice-based search to increase efficiency for frequent users. **Heuristic 8: Aesthetic and Minimalist Design — Satisfied**

Evidence:
The interface is visually clean, using a white background, consistent typography, and flat iconography. Only essential content is displayed per screen, with key actions like "Track Order" and "Rate Delivery" made prominent without overwhelming the user.

Heuristic 9: Help Users Recognize, Diagnose, and Recover from Errors

Description:
Error messages should be expressed in plain language and precisely indicate the problem.
Findings:

Issue Identified:

- **Missing "Resend OTP" Button** during the verification process..

- **Screenshot:**
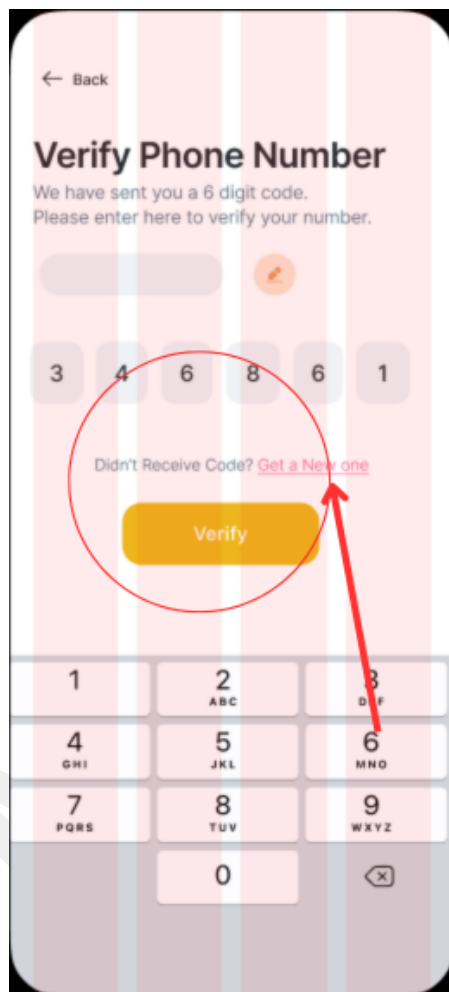
3.2 Key UX Issues Identified (Across Apps)

Based on the heuristic evaluation, several key UX issues were identified across the analyzed food delivery apps:

- Cluttered Navigation and Browsing: Overloaded homepages and poorly structured menus make it difficult for users to efficiently find restaurants or dishes.

- Hidden Costs: Delivery and service fees not shown upfront create user frustration and mistrust.

- Complex Promotions and Discounts: Applying deals or vouchers is confusing or requires unnecessary extra steps.

- Overwhelming Search/Filter Experience: Offering too many filtering options without a clear structure leads to decision fatigue, especially for new users.

- Inconsistent Status Updates: In some cases, users reported vague or delayed updates about their order status, causing anxiety.

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Chapter 4
Task Flows & Sitemap

4.1 Task Flows

A. Adding Income/Expenses
Task Flow: Paying for a Food Order

1. Open App → User lands on the Home screen.

2. Browse/Search Restaurants → User explores cuisines or searches for specific dishes.

3. Select Food Items → Items are added to the cart.

4. Tap on Cart → User reviews the order and modifies if needed.

5. Proceed to Checkout → Selects delivery address and payment method.

6. Enter Payment Details (if necessary) → Card info, wallet, or UPI.

7. Tap "Pay Now" → Order is placed.

8. Order Confirmation Displayed → User sees payment confirmation and ETA.

9. **Track Order in Real-Time → Until order is delivered.**
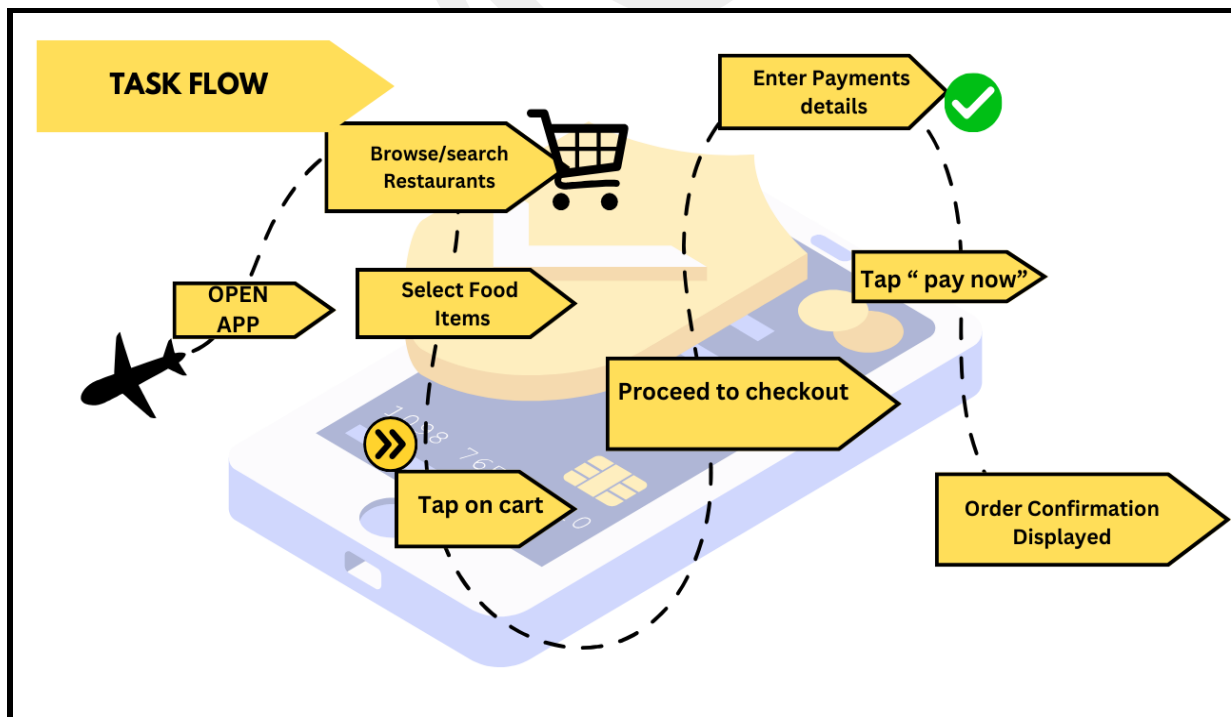
B. Setting Financial Goals

Task Flow: Setting a Food Delivery Budget

1. Open App → Navigate to Profile or Settings.

2. Access 'Food Budget' Section → (Could be a future feature).

3. Set Monthly Budget → Input amount (e.g., ₹2000/month).

4. Enable Notifications → App alerts when user is nearing the limit.

5. Monitor Spending via Order History → User reviews spending periodically.

6. Adjust Budget or Habits → Reduce orders or opt for discounted items.
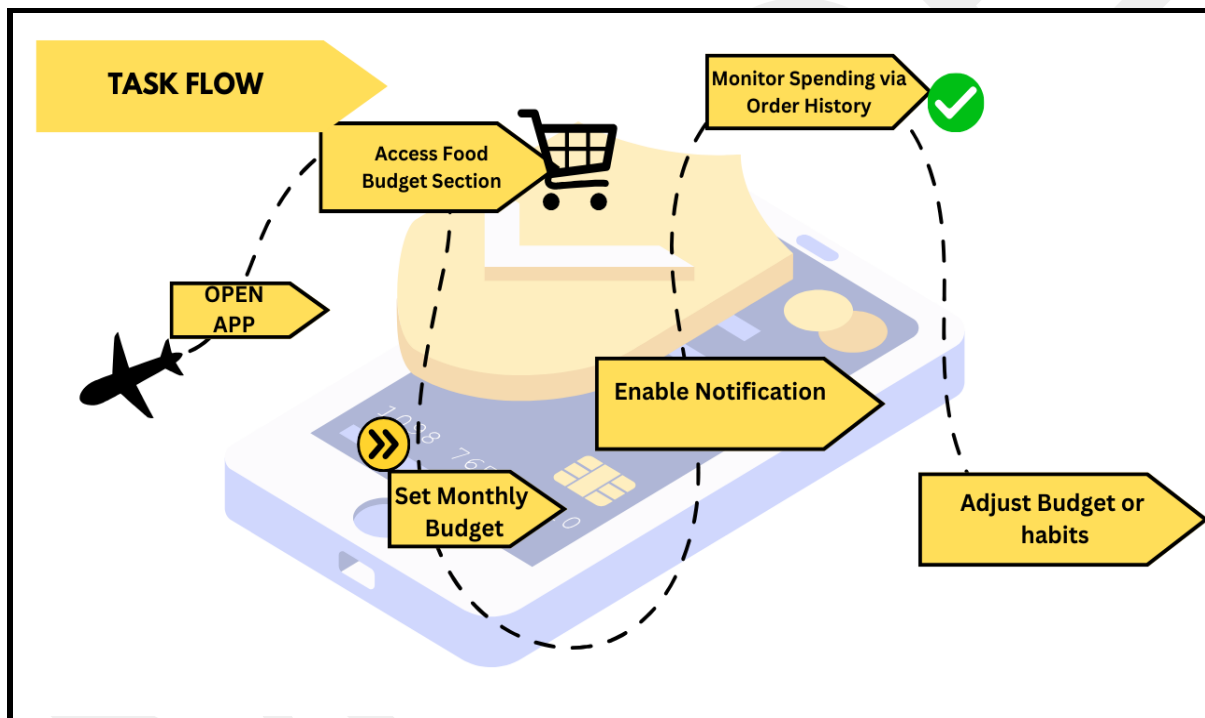
C. Generating Reports

Task Flow: Reviewing Order-Based Spending Report

1. Open App → Go to Profile tab.

2. Tap on "Order History".

3. Filter by Month or Date Range → View past orders.

4. View Total Spent & Order Breakdown → Item-wise and restaurant-wise.
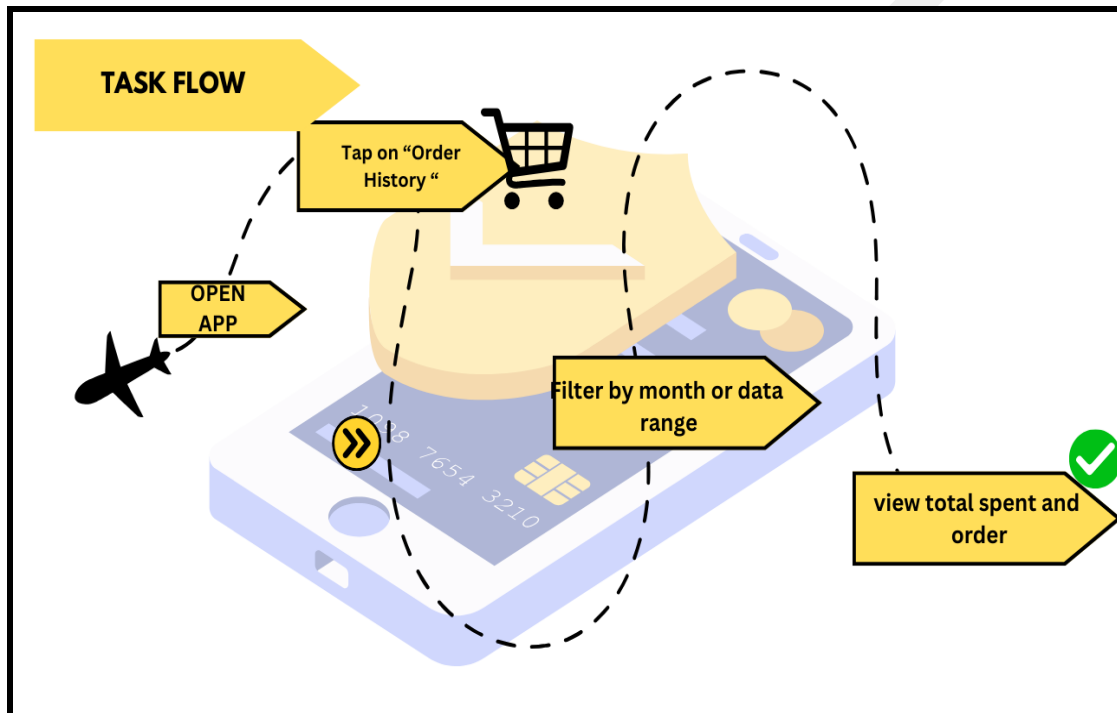
D. Managing Budgets

(Reframes financial management as tracking and optimizing food delivery spending)

Task Flow: Managing Monthly Food Budget

1. **Open App → Go to Profile or Settings.**

2. **Tap on Budget Tracker → (Future enhancement).**

3. **Review Monthly Spend Progress → Compared against preset limit.**

4. **Analyze High-Spending Categories → Frequent restaurants or expensive orders.**

5. **Make Adjustments → Use coupons, switch to affordable options, or reduce orders.**

6. **Monitor Weekly Updates → Stay on track with goals.**

Site Map

Chapter – 5
Wireframes & Interactive Prototype (Figma)

5.1 Low-Fidelity Wireframes
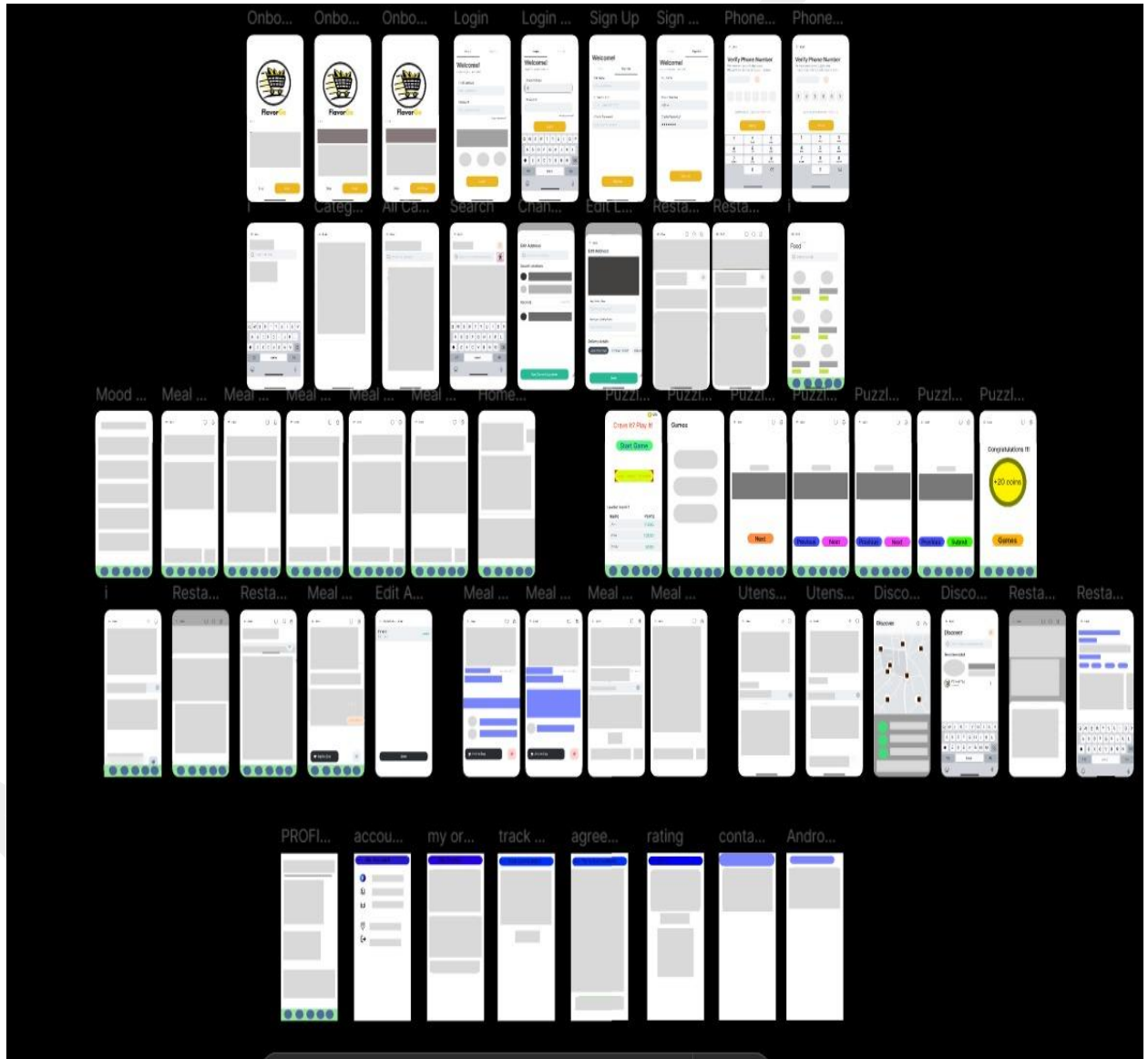
5.2 High Fidelity Wireframe

https://www.figma.com/design/DcAAQsrNU27xCtb9SEIcnE/Food-Delivery-App?node-id=0-1&t=LvRjyoTjsqcLN7RD-1

Chapter 6

Style Guide (UI Components, Typography, Color Scheme)

Typography

61px 3.812rem	Flavour Go
49px 3.062rem	Flavour Go
39px 2.438rem	Flavour Go
31px 1.938rem	Flavour Go
25px 1.562rem	Flavour Go
20px 1.250rem	Flavour Go
16px 1.000rem	Flavour Go
13px 0.812rem	Flavour Go
10px 0.625rem	Flavour Go

Color Palette

#EDB61D

#FFF200

#000000

#2515D4

#10E21

UI Components (Buttons, cards, tables, icons)

Buttons :
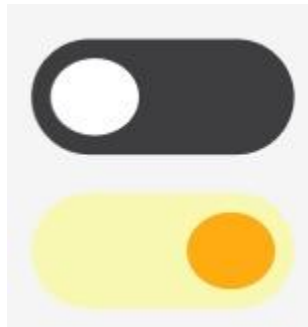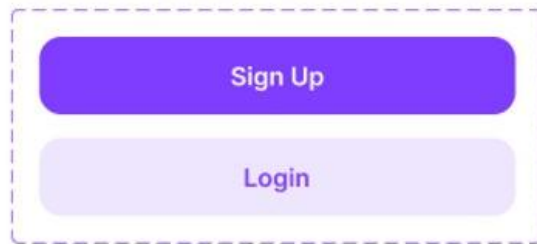
Icons :
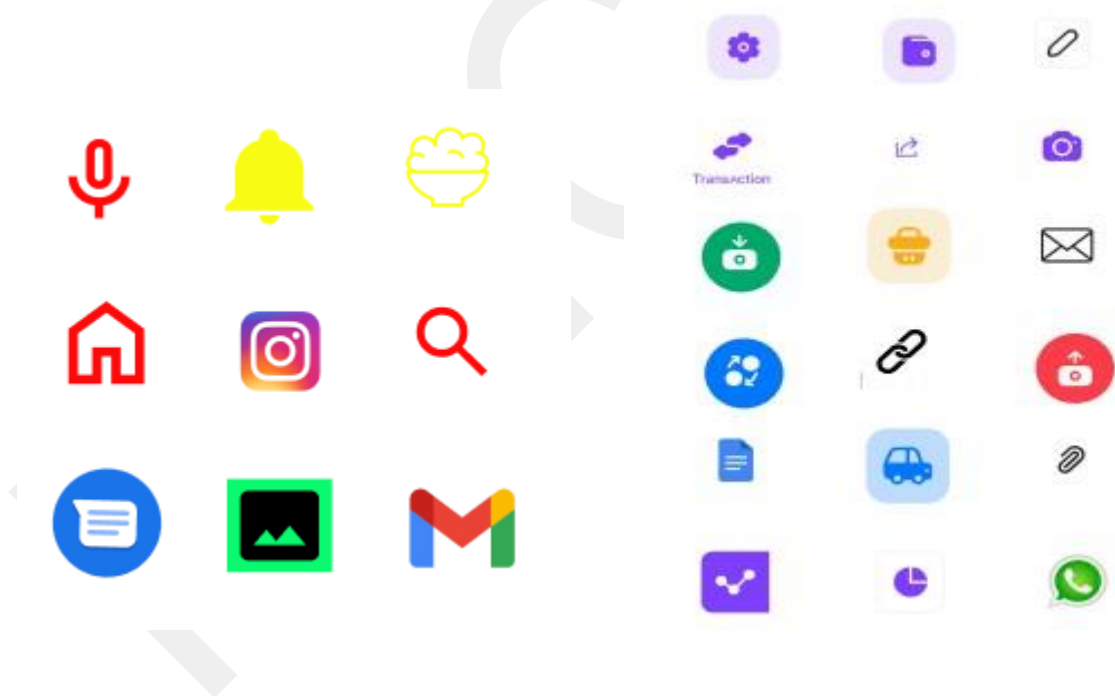
Chapter 7

Findings, Designs & Improvements

7.1 Key Research Insights

Based on the UX research (outlined in Chapter 2), the following key insights significantly influenced the design of FlavourGo:

- Need for Simplicity:
  Users strongly emphasized the desire for a simple and intuitive app experience to quickly find restaurants, place orders, and track deliveries without confusion. This highlighted the need for clean layouts, minimal steps for ordering, and clear navigation paths.

- Importance of Visual Clarity:
  Users wanted a clear presentation of essential information like estimated delivery times, delivery fees, and current order status. This influenced the design to prioritize high-contrast layouts, prominent CTAs (Call-to-Actions), and concise summaries.

- Streamlined Onboarding:
  To minimize user drop-off during onboarding, the app features a quick sign-up/login process with social login options and optional onboarding tips.

- Efficient Ordering Process:
  Users preferred fewer steps from restaurant selection to order confirmation. The app's design focuses on a seamless browsing-to-checkout experience with persistent carts and easy customizations.

- Personalized Recommendations:
  Many users expressed interest in personalized restaurant suggestions based on their preferences and order history. This led to the inclusion of curated lists like "Top Picks for You" and "Reorder Your Favorites."

7.2 Final Design Showcase

Screen Row 1

Food For Mood!!!

Happy

Comforted

Fresh & Clear

(Home · Discover · Drivethru · Orders · Profile)

Happy
- Butter Chicken Pizza
- Chole Bhature
- Pav Bhaji
- Momos (Steamed or Fried)
- Paneer Tikka
- Sundae (Ice Cream with toppings)
- Aloo Tikki Burge

Add to Bag ♥

Comforted
- Dal Makhani with Naan
- Biryani (Hyderabadi, Lucknowi)
- Gulab Jamun
- Pav Bhaji
- Kadhi Pakora with Rice
- Chole Kulche
- Aloo Paratha with Curd

Add to Bag ♥

Fresh & Clear
- Fruit Salad with Honey & Lemon
- Paneer Tikka Salad
- Veg Pulao with Raita
- Lemon Rice
- Chaas (Buttermilk)
- Greek Yogurt with Fresh Fruits
- Quinoa Salad with Pomegranate

Add to Bag ♥

Celebration
- Mutton Biryani
- Chicken Biryani
- Lamb Rogan Josh
- Butter Chicken
- Chaat Platter
- Tandoori Platter
- Saffron Pulao

Add to Bag ♥

Relaxed
- Avocado Toast
- Dhokla
- Vegetable Sizzler
- Rawa Kesari
- Pesarattu (Green Gram Pancake)
- Methi Thepla
- South Indian Idli with Coconut Chutney

Add to Bag ♥

Screen Row 2

cheesy Burger

Product Description

You can easily turn the chopping board and use both sides when you prepare food because it has easy-to-grip slanted edges. You can also use the chopping board as a serving.

Add to Bag $12.00 ♥

More Info

Get Directions — 1.3 mi

📍 10565 Bramlea Road, Brampton, ON L6R 3P4

🕐 Open until 12:59 AM

⭐ Rated 4.5 (1,491 Ratings)

Mc Donald's
📍 Bramlea & Sandalwood

Breakfast Menu | **Lunch & Dinner** | Dir... | Me...

Today's Deals | Burger Meals | Chicken & Fish

- Classic Cheese Burger (400 Cals)
  $6.80 **$4.59**
- Simply Cheese with Sesame Seed buns
  $4.80 **$3.59**
- Veggie & Bacon Hot Sauce Sandwich
  $6.80 **$5.59**
- Western BBQ Cheeseburger
  $6.80 **$4.59**
- Bacon and Veggies Salad
  $6.80 **$4.59**

Western BBQ Cheeseburger Meal
340-400 Cals

Side Item — Required ⊕

Drinks — Required ⊕

Edit Cheeseburger — Optional ⊕

Add to Bag ♥

Drinks
Edit Juice — Required

- 🧃 Fruit Punch Juice ◉
- 🧃 Orange Juice ○
- 🧃 Ginger Shot Juice ○
- 🧃 Sweet Guava Juice ○
- 🧃 Tangy Tomato Juice ○

Save

Western BBQ Cheeseburger Meal
340-400 Cals

Side Item — Required

- 🍟 Medium Fries ○
- 🍟 Large Fries +$2.00 ◉

Add to Bag ♥

Screen Row 3

🟡 120

Crave It? Play It!

Start Game

Login Today + 10 coins

Leader board !

Name	Points
Alex	11000
Rinku	10500
Rocky	9500

(Home · Discover · Drivethru · Orders · Profile)

🌿 **Riddle 1**

Clue: "I'm round, cheesy, and often shared. What am I?"

Options: 🍕 🍩 🍔

☑

Next

🌿 **Riddle 2**

Clue: "I'm salty, golden, and best with ketchup."

Options: 🍟 🧂

Previous **Next**

Food Riddle

🌿 **Riddle 3**

Clue: "You eat me with sticks, and I swim in the sea."

Options: 🍣 🍱 🥢

Food Flip

Previous **Next**

🌿 **Riddle 4**

Clue: "I'm cold, sweet, and melt in your mouth on a hot day."

Options: 🍦 🍧 🍨

Previous **Submit**

Congratulations !1!

🟡 **+20 coins**

Games

Row 1 — App Screens

Western BBQ Cheeseburger Meal — 340-400 Cals
Drinks — Required
Soft Drinks
Juices
Fruit Punch Juice — Edit
Add to Bag

Western BBQ Cheeseburger Meal — 340-400 Cals
Edit Cheeseburger
Sesame Seed Bun — Edit
BBQ Sauce — 1
Beef Patty — 1
Add to Bag

Sesame Seed Bun — Edit
BBQ Sauce — 1
Beef Patty — 1
Cheese — 1
Banana Peppers — 1
Lettuce — 1
Chipotle Sauce — 1
Sesame Seed Bun — 1
Add to Bag

cheesy Burger
Brand:
Product Description
Order with Friends
Add to Favourites
Share to...
Report Store

cheesy Burger
Brand:
Product Description
Add to Bag

Discover
Forever Fair
Bramlea & Sandalwood
200m
OPEN

Row 2 — App Screens

Discover
Search Food, Restaurants etc.
Recommended
BBQ Chicken Burger
Forever Fair — Address
McDonald's — Address
QWERTYUIOP
ASDFGHJKL
ZXCVBNM
123 space Go

McDonald's
Bramlea & Sandalwood
Ratings 4.5
Delivers in 15-20 min
Burgers
Order with Friends
Add to Favourites
Share to...
Report Store

Search Forever fair's
city name
Search Food, Restaurants etc.
Popular Keywords
Big Mac | Large Fries | Hash Browns | Happy Mea
QWERTYUIOP
ASDFGHJKL
ZXCVBNM
123 space Go

Games
Swipe the Snack

Name
xxxxxxxxxx(Ph.No.) — Edit
Menu — Walle
Rate us
Wallet
Track Order
Order History
Terms And Conditions
Contact us

Balance — 0 ₹
Order Above 700 And Get 10% Cashback To Your Wallet. T&C applied

Row 3 — App Screens

← My Account
Name
XXXXXXXXX
GMAIL@gmail.com
Location
Logout

← My Orders
Deleverd
Order #3
09 sep 2024 13:55
order 1 — 1
order 2 — 1
₹503
Deleverd
Order #36
27 Feb 2024 12:36
order 3 — 2
order 4 — 3
₹256
No More Orders

← Track Current Order
Mobile no
Order ID
SUBMIT

← Terms And conditions
Here's a more detailed look at common aspects of these terms:
User Account and Information:
• Registration:
• Users must provide accurate and complete information, and agree to maintain the accuracy of this information.
• Account Security:
• Users are responsible for maintaining the confidentiality of their account details and are held liable for any unauthorized use of their account.
• Data Privacy:
• The app will have a separate privacy policy outlining how your personal data is collected, used, and protected.
AGREE

← Rate us
Tell us How can we improve more?
SUBMIT
Rate us
★★★★★
On
(Play Store)

← Contact Us
Mail us on
flavourgo123@gmail.com
Or
Call us on our toll free number 8888 99999 0000

7.3 Future Improvements

Based on anticipated user feedback and future iterations, the following improvements are proposed for future development:

- Enhanced Personalization:
  Leverage machine learning to offer even more accurate restaurant and meal recommendations based on time of day, past orders, and dietary preferences.

- Loyalty & Rewards Program:
  Introduce a points-based rewards system where users can earn discounts, freebies, and exclusive offers for frequent ordering.

- Advanced Order Scheduling:
  Allow users to schedule orders in advance for later delivery, especially useful for events or busy schedules.

- Accessibility Enhancements:
  Conduct accessibility audits and implement features like text-to-speech ordering, adjustable text sizes, and high-contrast modes to make the app more inclusive.

- Real-Time Communication:
  Enable live chat between users and delivery partners/restaurants for clarifications or updates about the order.

- Gamification Elements:
  Add gamified experiences like streaks for ordering multiple times a week, badges for trying different cuisines, or limited-time challenges.

- User Feedback Mechanisms:
  Integrate micro-surveys after delivery and provide a dedicated feedback hub inside the app to gather real-time insights from users.

Links

1) [High Fidelity](#)

2) [low Fidelity](#)

3) [Video Link](#)