

Task 3: UX Case Study

Application Selected: Zomato

Overview:

This case study analyzes the user experience of the Zomato mobile application, focusing on the food ordering journey. The goal is to identify strengths, usability issues, and suggest improvements.

User Journey:

User opens the app → searches for restaurants → browses menu → adds items to cart → proceeds to checkout → makes payment → tracks order.

Strengths:

- Clean and modern interface
- Efficient search and filtering system
- Real-time order tracking improves user trust

Weaknesses:

- Too many promotional pop-ups during checkout
- Cart screen feels cluttered
- Reordering previous meals is not straightforward

Suggested UX Improvements:

1. Simplified checkout process with fewer distractions.
2. One-tap reorder feature from order history.
3. Cleaner cart layout with better spacing and hierarchy.

Conclusion:

Implementing these improvements can enhance usability, reduce friction, and improve overall user satisfaction.