

# 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.