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“Food Delivery App High-Fidelity Prototype”

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IN PARTIAL FULFILMENT OF PROJECT FOR THE AWARD OF THE DEGREE OF

BACHELOR OF TECHNOLOGY (B.Tech.)

School of Computer Science and Engineering

LOVELY PROFESSIONAL UNIVERSITY

DECLARATION

I hereby declare that this UI/UX report is the result of my work and research undertaken as part of my project. The report is based on my analysis and insights into user interface and user experience design, focusing on the key aspects of usability, navigation, customization, and overall user satisfaction.

I affirm that all the information presented in this report is original and has been compiled through diligent research and analysis. Any references and sources used are duly acknowledged in the references section of the report. This report is prepared as a requirement for my Bachelor of Technology degree at Lovely Professional University, Phagwara

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Food Delivery App UI/UX Report for High-Fidelity Prototype

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1. Introduction

The *Food Delivery App* is designed to streamline the process of food ordering by providing a smooth, intuitive, and visually appealing interface for users. The app aims to cater to students and professionals who need a reliable and quick way to browse food options, place orders, and track their delivery. The design process has been guided by user feedback, ensuring that it aligns with the needs and expectations of the target audience.

2. Objectives

The key objectives of this project are:

1. **Enhanced Usability:** The app aims to provide an intuitive interface that makes food ordering easy for everyone, regardless of their technical expertise.

2. **Modern Visual Design:** A clean, contemporary design approach with vibrant colors and visual elements.
3. **Accessibility:** Designing the app to be usable for all users, including those with disabilities.
4. **Quick and Simple Order Process:** Ensuring that users can browse, select, and pay for their orders in the most efficient way possible.

3. User Guide

Font Usage

- **Primary Font:** Poppins
 - **Headings:** Bold, 22px
 - **Subheadings:** Medium, 18px
 - **Body Text:** Regular, 14px
 - **Buttons & Labels:** Light, 12px

Color Scheme

- **Primary Color:** #FF6F00 (used for buttons, CTAs, and highlights)

- **Secondary Color:** #FFD54F (used for icons and emphasis elements)
- **Background Color:** #FFFFFF (main background)
- **Text Colors:**
 - **Primary Text:** #333333 (headings)
 - **Secondary Text:** #666666 (body text)
 - **Placeholder Text:** #B0BEC5 (input field hints)

Icon Sizes

- **Small:** 16x16px
- **Medium:** 24x24px
- **Large:** 48x48px

Button Design

- **Primary Buttons:** Orange background (#FF6F00) with white text, 48px height, rounded corners.
- **Secondary Buttons:** Transparent background, orange border and text.

4.Design Process

Step 1: Research

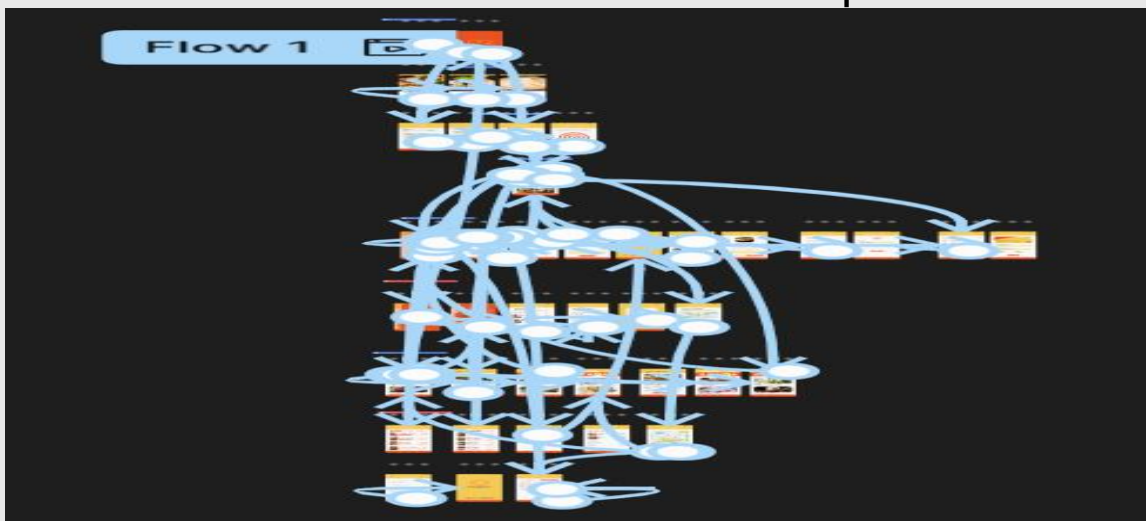
- Conducted user surveys to understand pain points related to current food delivery apps.
- Analyzed competitors to identify design patterns that work and areas of improvement.

Step 2: Wireframing

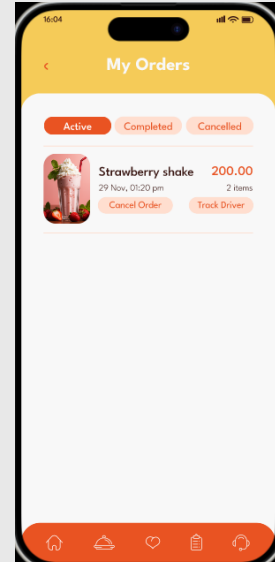
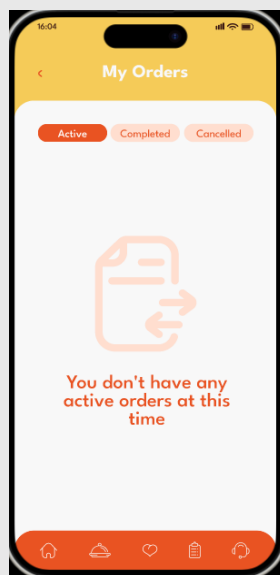
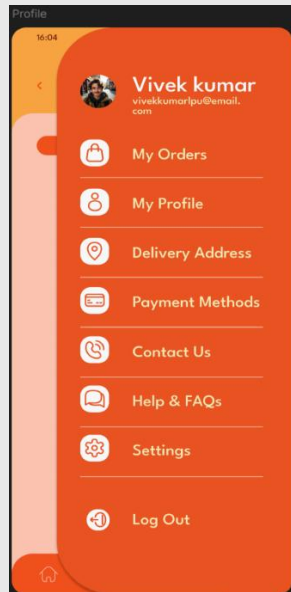
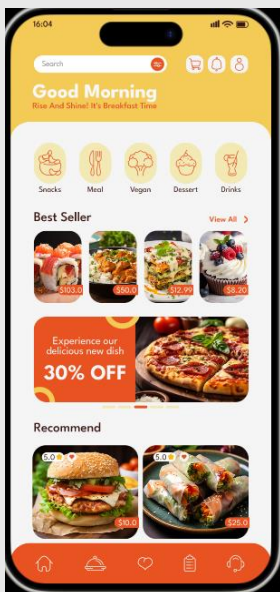
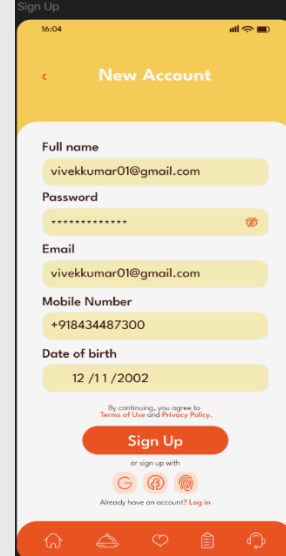
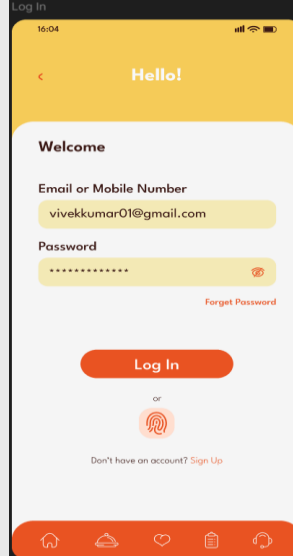
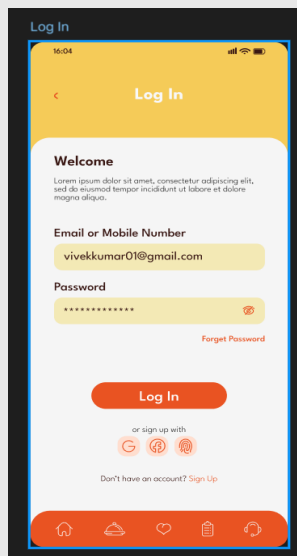
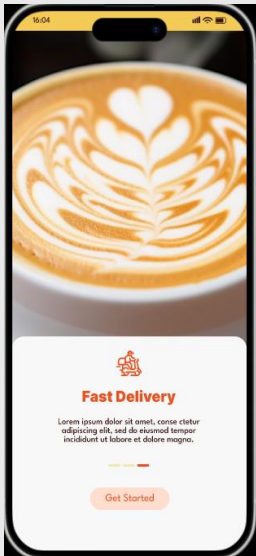
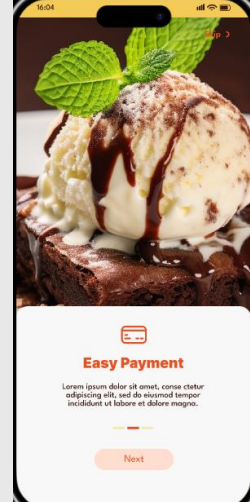
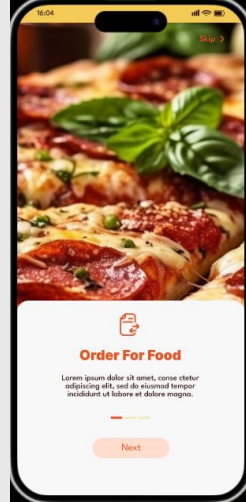
- Created low-fidelity wireframes to explore layout options and navigation flows.
- Focused on making the interface simple yet engaging.

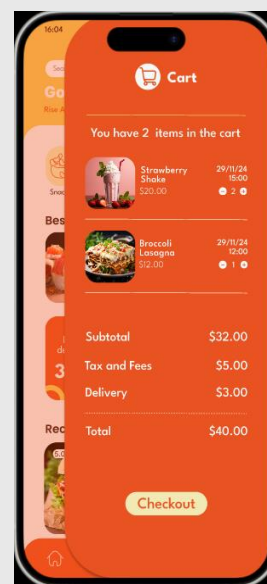
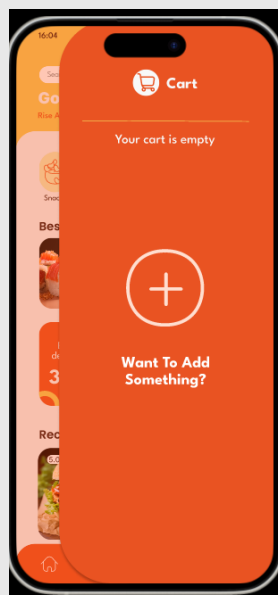
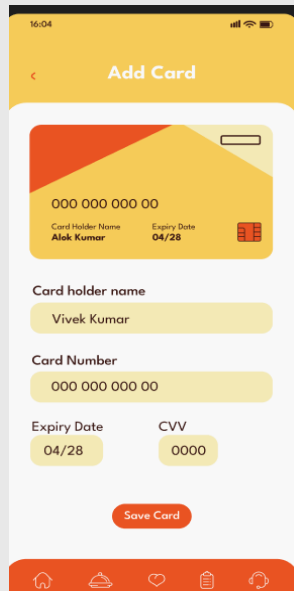
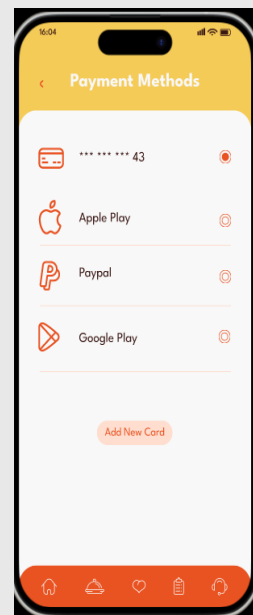
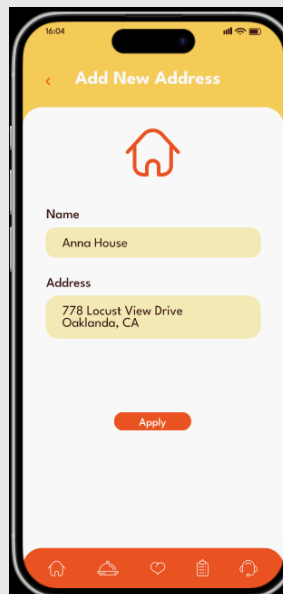
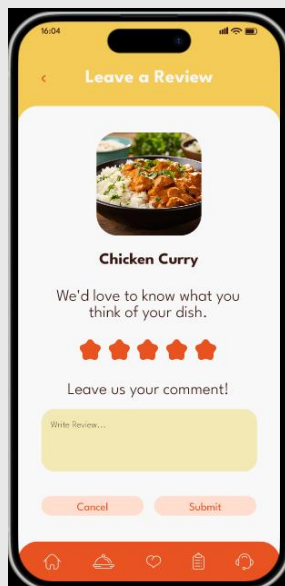
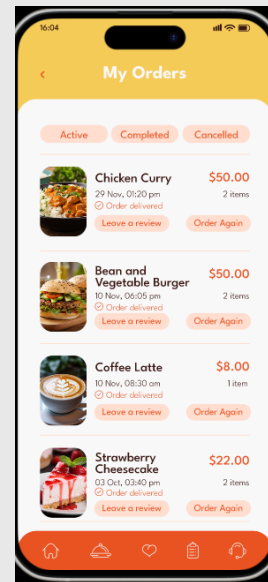
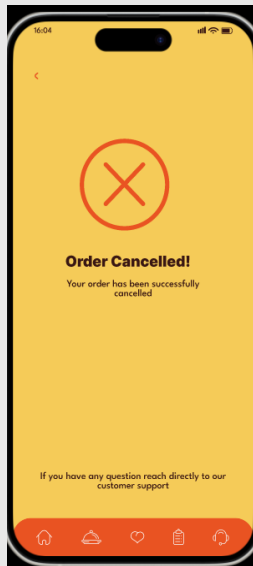
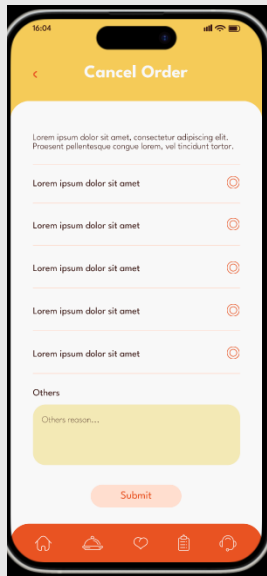
Step 3: High-Fidelity Prototyping

- Used Figma to create high-fidelity interactive prototypes.
- Added color, typography, and real-time interactions to simulate the user experience.



5. High-Fidelity Screens

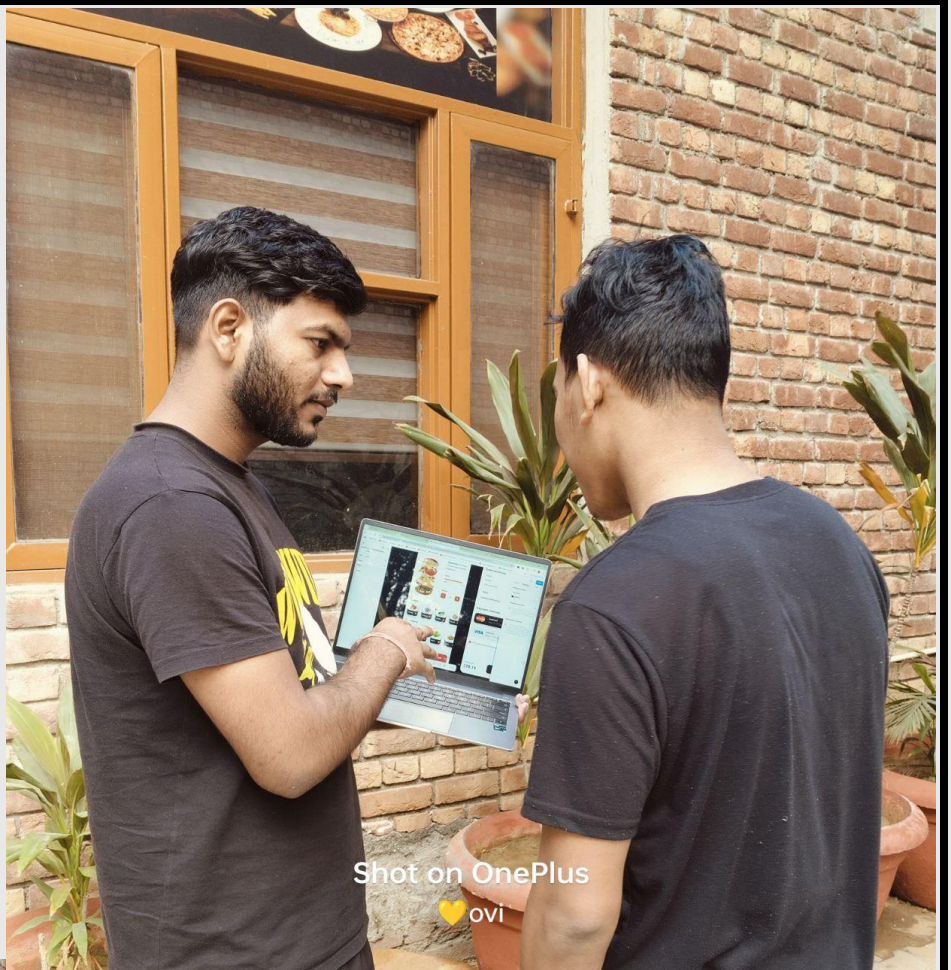


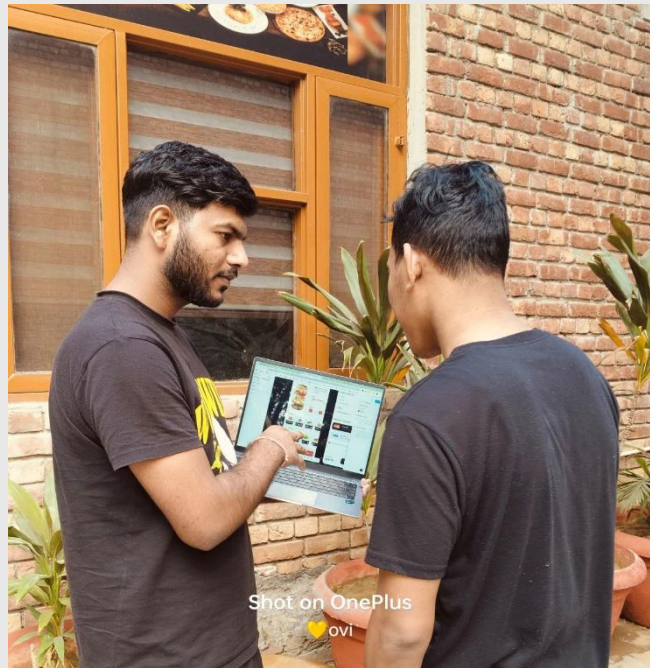


6. Peer Reviews

Feedback was gathered from several students and peers to ensure the app meets user expectations. The following insights were noted:

1. **Ease of Navigation:** Users appreciated the simplicity and flow of the design.
2. **Visual Appeal:** The color scheme and button designs were considered vibrant and engaging.
3. **Checkout Process:** Some users suggested making the checkout process more detailed, especially for payment options.
4. **Overall Feedback:** The app received positive feedback for its clean design and ease of use. Some suggestions for improvement included better categorization of menu items and clearer navigation for order tracking.





7. Key Features

1. **Search and Filter:** A search bar to quickly find food items with filters for categories, price, and ratings.
2. **Order Tracking:** Real-time updates on the status of the user's order.
3. **Favorites and Reordering:** Allows users to save their favorite orders for quick access.
4. **Responsive Design:** Optimized for both mobile and tablet devices to ensure usability across various screen sizes.

8. Color Palette & Typography

Color Palette

- **Primary:** # E95322 (for CTAs and active elements).
- **Secondary:** # F8F8F8 (for icons and accents).
- **Background:** # F5CB58 (Main background color) and #F4F4F4 (for sections).
- **Text:**
 - **Primary Text:** #333333 (Headings)
 - **Secondary Text:** #666666 (Body text)
 - **Placeholder Text:** #B0BEC5 (for input fields).

Typography

- **Font:** Poppins
 - **Headings:** Bold, 22px
 - **Subheadings:** Medium, 18px
 - **Body Text:** Regular, 14px

9. Links to Figma Files

- **Prototype Link:**
<https://www.figma.com/design/YxzqnT2aQBRNTTAifUV68i/UI-UX--Final-CA-4-Vivek-kumar?m=auto&t=ETwtzdLF8tMwkMHy-6>
- **Style Guide Detail Link**
<https://www.figma.com/design/5k32JA6RdtmulEVZOrNmKH/UI-UX-Final-CA-4-Vivek-Kumar?m=auto&t=ETwtzdLF8tMwkMHy-6>

10. Conclusion

The *Food Delivery App* offers a clean, modern design that prioritizes user experience and accessibility. The app's simple yet effective design ensures a smooth order flow, from browsing to checkout. User feedback has been integral in refining the interface, and further user testing will help improve the app's functionality. Moving forward, additional features like personalized recommendations and multi-payment options will be considered for future updates.

Declaration

I hereby declare that the work presented in this report, including the design, content, and user guide for the *Food Delivery App UI/UX*, is entirely my original work. The feedback incorporated was collected from peers, and no part of this report has been plagiarized or copied from other sources without proper acknowledgment.

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