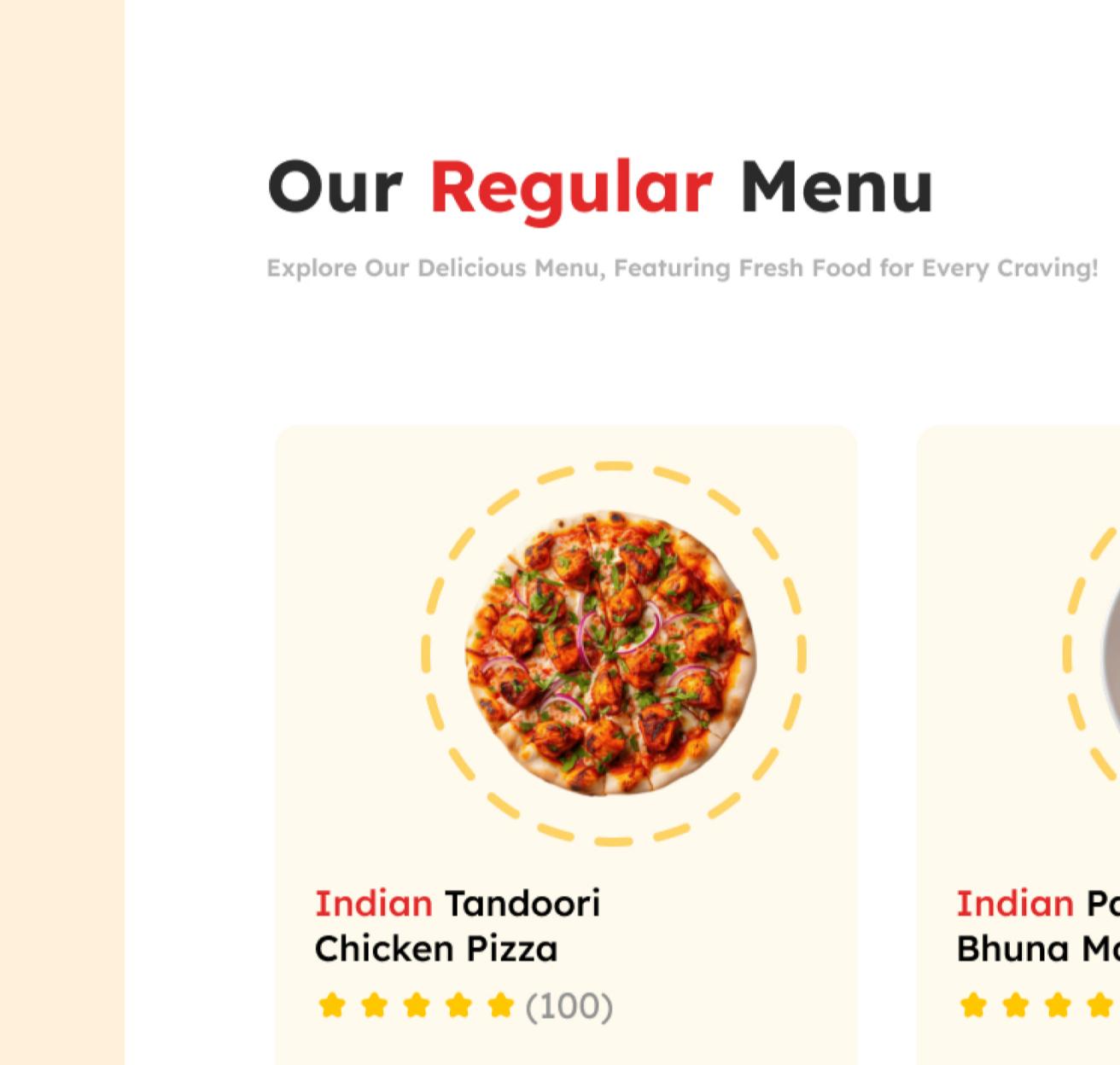


COLOURS



TYPOGRAPHY

Aa
Lexend

HOME PAGE

Our Regular Menu
Explore Our Delicious Menu, Featuring Fresh Food for Every Craving!

Our Best Delivered Multinational Cuisine

Food + Coupon
Get \$50 off by using this coupon.
The coupon is valid only at certain restaurants.

FOOD VOUCHER
VALID UNTIL: 10 JANUARY 2020

Menu	Information	Contact
Bitezy	Home	+91 9923456789
Bitezy ©2024 All Rights Reserved	About Us	Explore
Order Now >	Services	Info@bitezy.com
Buy Now	Offers	

WEBSITE DESIGN

BITEZY

PURPOSE & CONCEPT

The aim was to create a visually appetising, high-conversion landing page for Bitezy, a food ordering platform known for its fresh, fast, and flavourful meals. The page needed to instantly trigger cravings, clearly communicate the brand's promise, and guide users seamlessly toward placing an order. It had to work equally well for first-time visitors and returning customers looking for quick access to their favourite meals.

DESIGN APPROACH

I built the design around visual temptation and instant action. The hero banner features a vibrant, high-resolution image of a steaming rice and curry plate, complemented by the tagline "Savouring the flavour, spreading joy, every time, every bite." This immediately sets the tone and stirs appetite.

- Colour palette: Rich red and yellow tones were chosen to evoke hunger, energy, and warmth, while maintaining brand identity.
- Primary CTA: A large, bold "Order Now" button placed prominently in the hero banner for quick conversion.
- Key highlights: Just below the banner, "Fresh Food," "Fast Delivery," and "Free Delivery" are displayed with large red icons, making Bitezy's USP clear within seconds.
- Menu section: Showcased six regular menu items with high-quality images, star ratings, prices, and "Buy Now" buttons to encourage instant decisions.
- Best delivered cuisine: Highlighted popular multinational dishes with another "Order Now" CTA to promote variety and trust.
- Coupons section: Strategically positioned to entice repeat orders and increase basket value.
- The layout follows a scroll-based conversion funnel, ensuring each section reinforces appetite and urgency.

RESULT

The landing page delivers an irresistible first impression—visually rich, easy to navigate, and designed for action. By combining mouth-watering imagery, strategic colour psychology, and clear calls-to-action, the design boosts user engagement and drives more orders. The flow ensures that whether the user is browsing out of curiosity or visiting with a specific meal in mind, they are nudged toward ordering with minimal friction.

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BITEZY WEB DESIGN

