

Foodeli

YOUR DINNING COMPANION: CONVENIENTLY BOOK AND ORDER MEALS

B Tech 1st year, Section G

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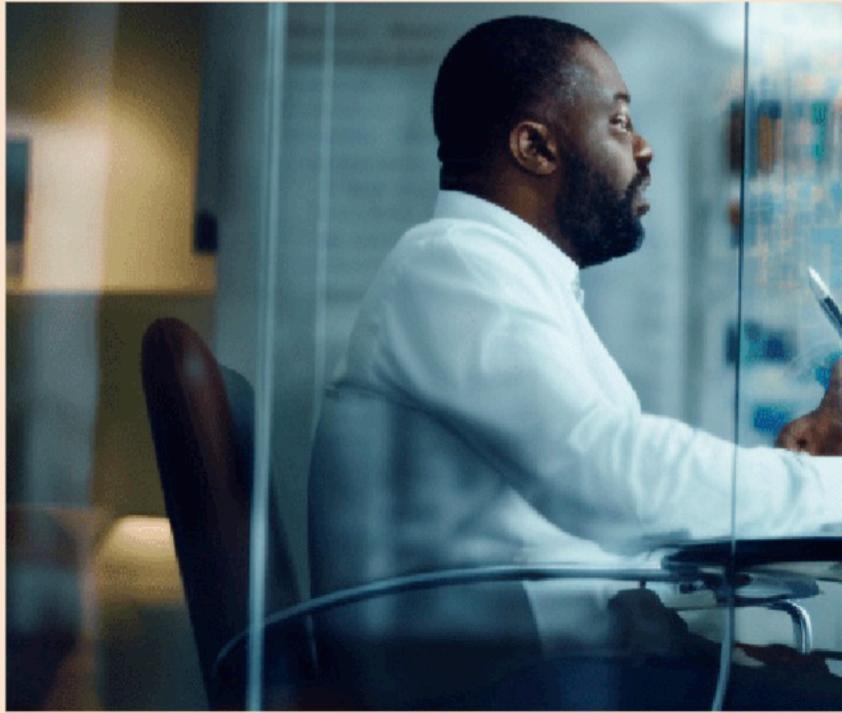
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01

Introduction



Project Background



Purpose of the Food Delivery App

Deliver meals quickly and efficiently to customers

Offer a wide variety of restaurant options

Provide reliable and user-friendly service

Market Needs and Analysis

Identify the rising demand for on-demand food delivery services

Understand customer preferences and dining habits

Evaluate the competitive landscape and market gaps



Initial Concept and Ideation

Brainstorm innovative features and services

Define unique selling propositions (USPs)

Develop a preliminary plan and roadmap



Objectives of the Prototype



Enhancing User Experience

Simplify the app interface for easy navigation
Ensure fast and secure payment options
Personalize user interactions and recommendations



Streamlining Delivery Processes

Optimize dispatch and route efficiency
Implement real-time tracking and updates
Reduce delivery times and manage logistics effectively



Integrating Modern Technology

Utilize AI for order suggestions and management
Implement GPS tracking for better delivery accuracy
Ensure seamless integration with restaurant POS systems



Research Methodology

01

User Surveys and Feedback



Collect user opinions on current food delivery experiences
Analyze satisfaction levels with different app features
Identify areas for improvement based on user feedback

02

Competitor Analysis



Examine leading food delivery apps in the market
Compare features, pricing, and user reviews
Determine competitive advantages and weaknesses

03

Design Thinking Workshops



Conduct collaborative sessions for creative problem-solving
Develop user personas and journey maps
Prototype and test ideas for potential inclusion in the app

02

Prototype Design



User Interface Design



01

Home Screen Layout

Clean and intuitive layout
Prominent logo and branding
Search bar for quick access
Featured products or services display



02

Menu and Navigation

Easy- to- find menu options
Logical categorization of items
Smooth navigation transitions
Accessible hamburger menu or side panel



03

Order Tracking Interface

Clear visual indicators of order status
Real- time updates on order progress
Estimated delivery time display
Contact information for support

1. Landing Home Page

FO
DO

Foodeli

Why Foodeli? Services ▾ Menu ▾ Contact

More than Faster



Claim Best Offer
on Fast *Food* &
Restaurants

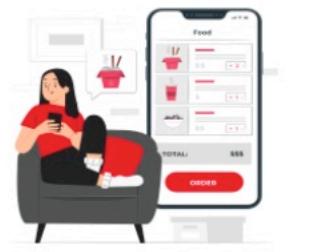
Our job is to filling your tummy with delicious food
and with fast and free delivery

Get Started

Watch Video

Remaining Pages

Delivery Partner



Easy To Order
You only need a few steps in ordering food



Fastest Delivery
Delivery that is always on time even faster



Best Quality
Not only fast for us quality is also number one



OUR MENU

Menu That Always Makes You Fall In Love



Burger



Pizza



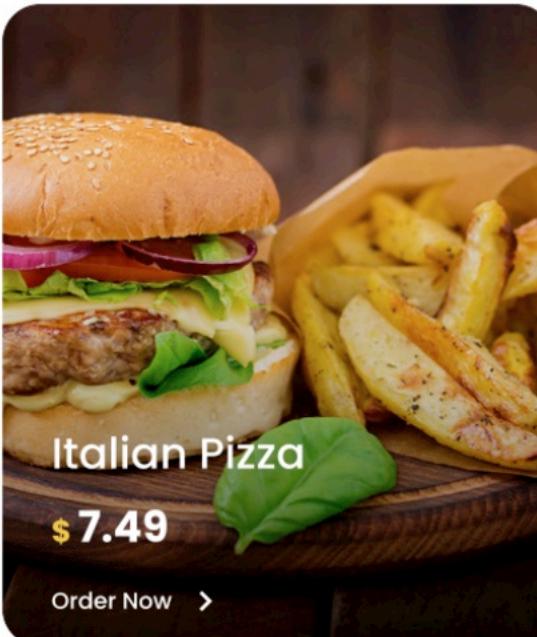
Cupcake



Ramen

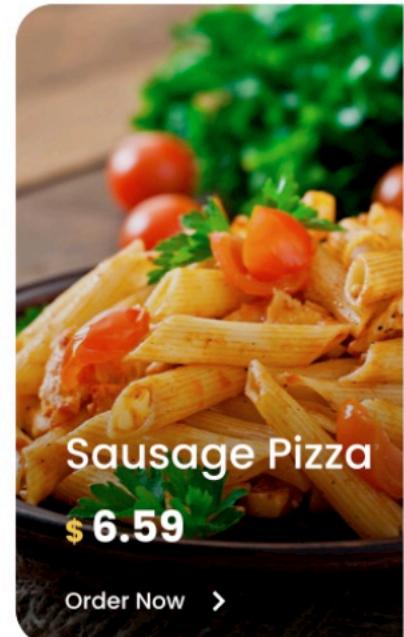


Ice Cream



Italian Pizza
\$7.49

[Order Now](#)



Sausage Pizza
\$6.59

[Order Now](#)



WHAT THEY SAY

What Our Customers Say About Us

"Fudo is the best. Besides the many and delicious meals, the service is also very good, especially in the very fast delivery. I highly recommend Fudo to you".



Theresa Jordan
Food Enthusiast

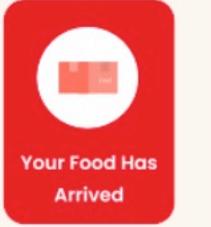


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Get Started With Fudo Today!

Discover food wherever and whenever and get your food delivered quickly.

[Get The App](#)



Your Food Has Arrived



The Fastest In Delivery Food

[Order Now](#)



Richard Watson
Food Courier



Categories

Burger Pizza Cupcake



Popular Now

[View All](#)





User Experience Features



Personalization Options

Customizable user profiles
Personalized product recommendations
Save favorite items or orders
Language and theme selection



Simplified Ordering Process

Streamlined checkout process
Autofill and saved payment options
Minimal steps to complete an order
Confirmation prompts and notifications



Real-Time Updates

Push notifications for order status changes
Real-time stock availability
Dynamic pricing updates
Live customer service chat integration

Technical Specifications



01



Platform and Frameworks

Cross- platform compatibility (iOS, Android, Web)
Use of popular frameworks (React, Angular)
API integration for backend services
High- performance and responsive design

02



Security Measures

Data encryption for sensitive information
Multi- factor authentication
Regular vulnerability assessments
Secure payment processing protocols

03



Integration with Payment Gateways

Support for multiple payment methods (credit card, PayPal)
Seamless third- party payment gateway integration
Fast and secure transaction processing
Comprehensive billing and invoicing system



03

User Testing and Feedback



Test Plan

01.

Objectives of Testing

Identify usability issues
Validate user assumptions
Collect data on user satisfaction
Improve product functionality
based on user inputs

02.

Test Environment Setup

Configure devices and software for testing
Ensure internet connectivity and required tools
Create test accounts and seed data
Simulate real- world conditions

03.

Selection of Test Participants

Define target demographic profiles
Recruit users representative of the end- user base
Ensure diversity in participants for comprehensive feedback
Screen participants for relevance and availability

Feedback Collection

User Interviews



Conduct one- on- one sessions with users
Prepare open- ended questions
Record sessions for detailed analysis
Gather detailed insights into user experiences

Surveys and Questionnaires



Develop comprehensive surveys with both closed and open questions
Distribute surveys to a wide audience
Utilize online tools for ease of collection
Analyze quantitative and qualitative responses

Observation and Tracking



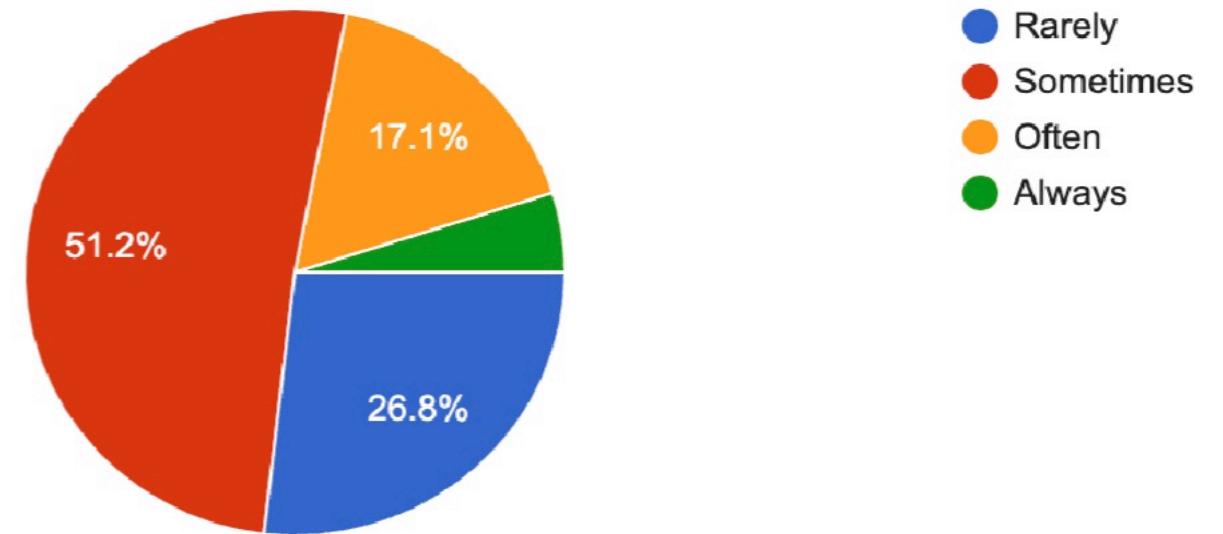
Monitor user interactions in real-time
Utilize screen recording tools
Track user behavior and navigation patterns
Note areas of confusion or frequent errors

Survey Outcomes

How often do you experience delayed food deliveries?

41 responses

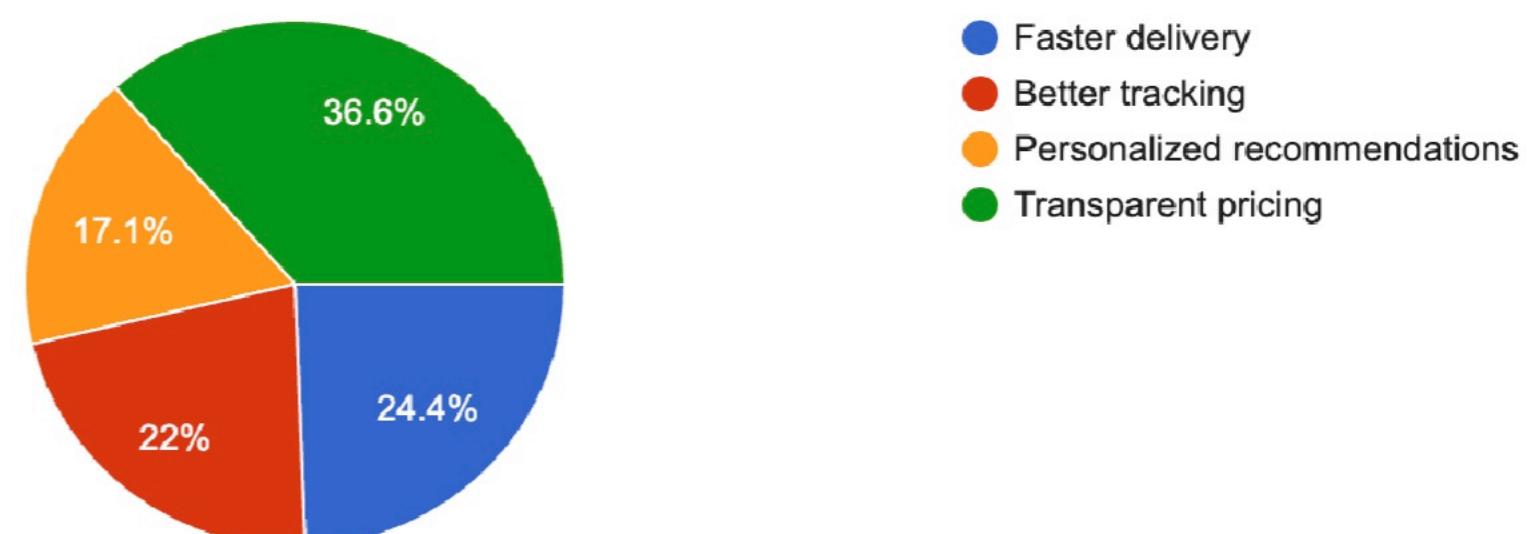
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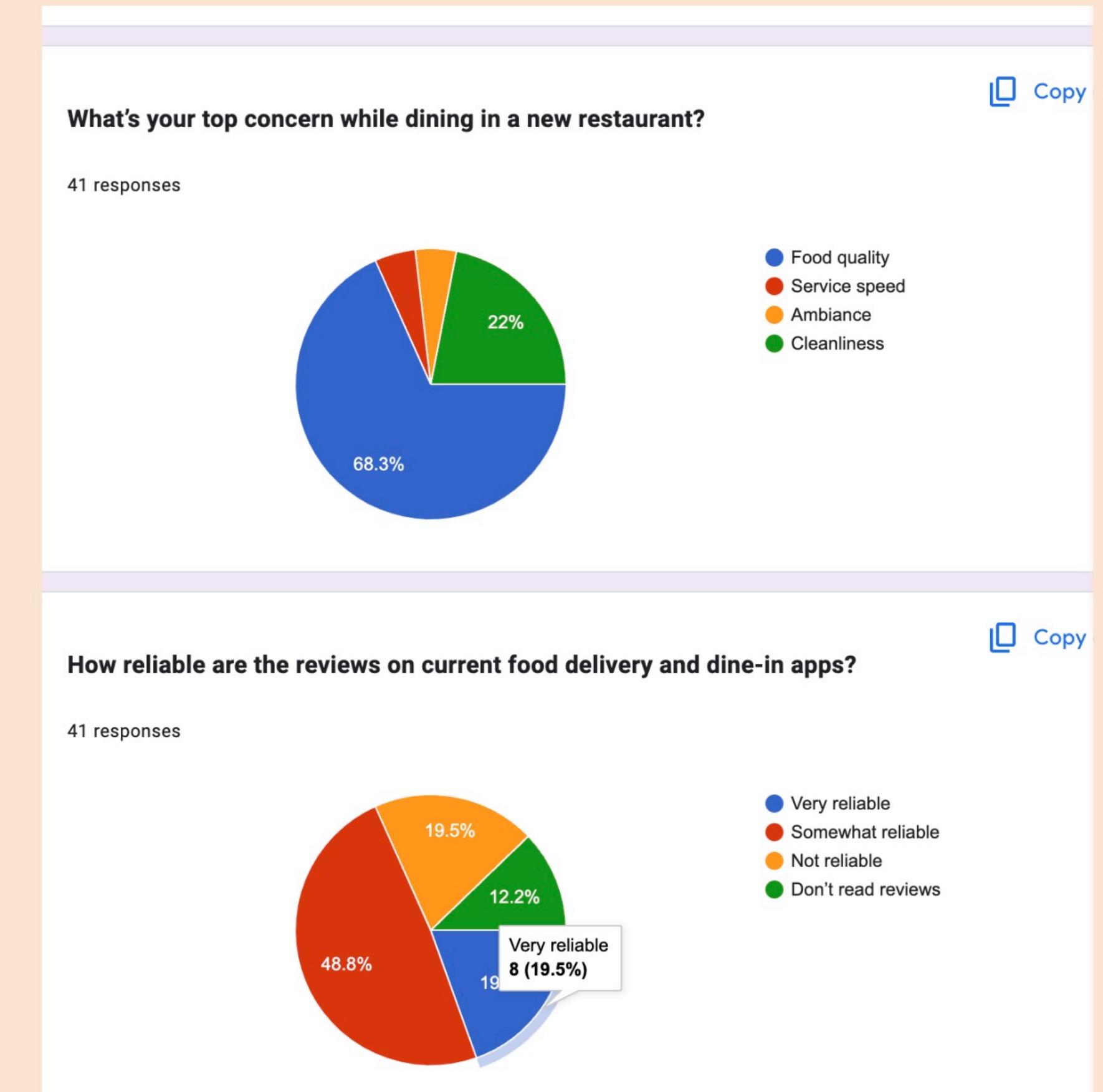
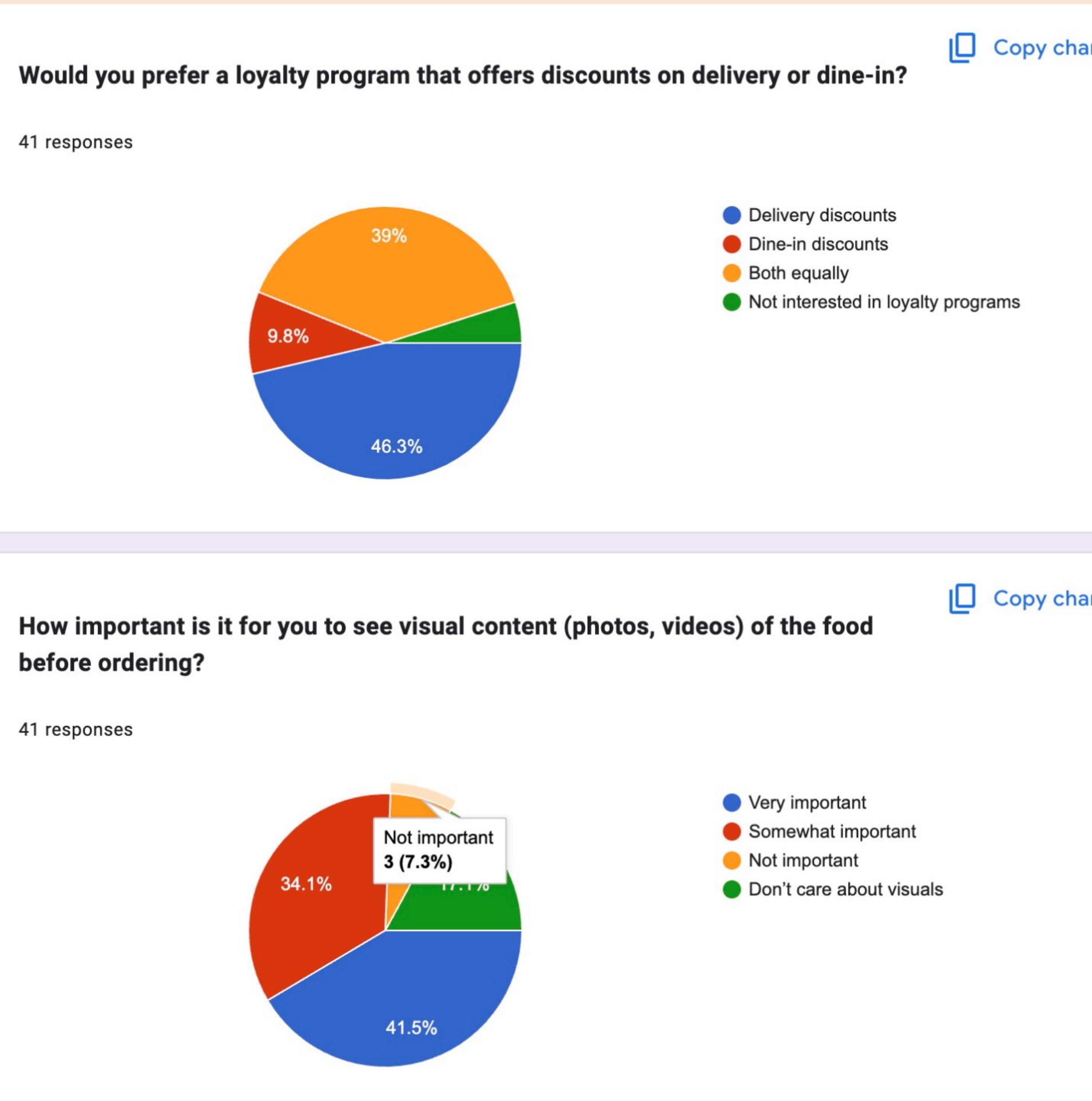
What feature would you like most in a food delivery app?

41 responses

 Copy chart



Survey Outcomes





Analysis of Feedback



Common Pain Points

- Identify recurring issues across users
- Detail user frustrations and obstacles
- Document usability challenges
- Highlight critical areas needing attention

Suggestions for Improvement

- Compile user enhancement requests
- Evaluate feasibility of suggested changes
- Propose actionable improvements
- Prioritize user- driven innovation

Prioritization of Changes

- Rank issues based on severity and frequency
- Balance quick fixes vs. long- term solutions
- Allocate resources for implementation
- Develop a roadmap for design and functional changes



04

Iteration and Optimization



Design Revisions

1

Incorporating User Feedback

Gather feedback through surveys and user testing sessions
Analyze feedback to identify common issues and suggestions
Implement changes based on the highest priority feedback
Continuously iterate and re-test to ensure user satisfaction

2

Enhancing Visual Appeal

Update color schemes to align with current design trends
Incorporate modern typography for better readability
Utilize high-quality images and graphics
Ensure a consistent and cohesive design throughout the product

3

Improving Navigation Flow

Simplify the menu structure for better accessibility
Ensure all navigation links are clearly labeled and organized
Implement intuitive navigation aids like breadcrumbs and dropdowns
Test navigation with users to find and fix any usability issues

Performance Enhancements



Load Time Reduction

- Optimize image sizes and compress files
- Minimize the use of heavy scripts and unnecessary plugins
- Use content delivery networks (CDNs) to speed up content delivery
- Implement lazy loading for images and videos



Optimizing Code for Efficiency

- Refactor code to remove redundancies and improve readability
- Use efficient algorithms and data structures
- Minimize the use of global variables and optimize function calls
- Implement performance profiling to identify and resolve bottlenecks



Enhancing Security Features

- Update and patch software dependencies regularly
- Implement encryption for sensitive data transmission
- Use secure authentication and authorization mechanisms
- Conduct regular security audits and penetration testing

Final Testing



Regression Testing

- Re-test all functionalities after changes and updates
- Use automated testing tools to cover repetitive tasks
- Maintain a comprehensive checklist to ensure all areas are tested
- Record and track any new issues that arise during regression testing



Usability Testing

- Conduct user testing with a diverse group of participants
- Observe users as they interact with the product to identify pain points
- Gather qualitative data through interviews and surveys
- Make necessary adjustments based on usability feedback



User Acceptance Testing (UAT)

- Set up a UAT environment that mirrors the production setup
- Define clear criteria for what constitutes a successful UAT
- Provide users with scenarios and tasks to complete during testing
- Collect feedback and approval from users before final deployment



05

Presentation



Slide Deck Creation



Introduction and Objectives

Define the purpose of the presentation
Outline the key objectives to be achieved
Explain the significance of the project/prototype



Prototype Features

Highlight the main features of the prototype
Explain the functionality and technical aspects
Showcase the unique selling points and benefits



User Testing Insights

Provide an overview of the user testing process
Summarize key findings and user feedback
Discuss improvements made based on user input

Demonstration Setup

01

Live Prototype Walkthrough

Prepare the prototype for live demonstration

Plan a step- by- step walkthrough

Ensure all technical aspects are operational

02

Interactive Session Planning

Plan interactive elements to engage the audience

Develop questions or activities to involve participants

Schedule time for audience interaction and feedback

03

Q&A Preparation

Anticipate potential questions from the audience

Prepare clear, concise answers

Organize supporting materials for reference



Rehearsal and Refinement



Dry Run of Presentation

Conduct a full run-through of the presentation
Timely manage and review each section
Identify areas that need improvement or clarification

Feedback and Iteration

Gather feedback from peers or mentors
Make iterative improvements based on feedback
Update content and presentation style as needed

Final Adjustments

Finalize the presentation slides and materials
Confirm all technical equipment is ready
Practice delivery to ensure smooth execution

06

Conclusion and Future Directions



Summary of Achievements

01

Key Milestones Reached

Completion of the initial prototype
Successful beta testing phase
Launch of the first public version

02

User Feedback Highlights

Positive reception from early adopters
Users reported a significant improvement in efficiency
Constructive criticisms that led to key updates

03

Technical Successes

Implementation of a robust backend system
Achieved high levels of application performance and stability
Integration with third- party services was seamless

Future Roadmap

Planned Features and Enhancements

- Introduction of new user customization options
- Development of a mobile-friendly version
- Enhanced security features to protect user data

Scaling and Deployment Strategies

- Leveraging cloud infrastructure for scalability
- Implementing continuous integration and deployment
- Regional data centers to improve performance

Long-term Vision

- Expanding into new market segments
- Becoming an industry leader in user experience
- Continuous innovation to stay ahead of competitors

Final Thoughts

Acknowledgments and Gratitude

Appreciation for the dedicated project team
Gratitude to early users for their valuable feedback
Thanks to stakeholders for their continuous support

01

02

03

Lessons Learned

The importance of user- centric design
Adopting agile methodologies for faster development cycles
The value of thorough testing before launch

Next Steps for the Team

Begin work on the next major update
Focus on expanding the user base
Continue to gather and integrate user feedback

DTL

2024

Thank You

