

DTL

2024

# Foodeli

YOUR DINNING COMPANION: CONVENIENTLY BOOK AND ORDER MEALS

B Tech 1st year, Section G

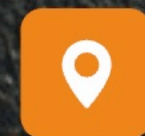
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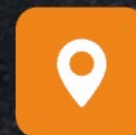
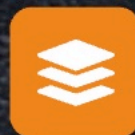
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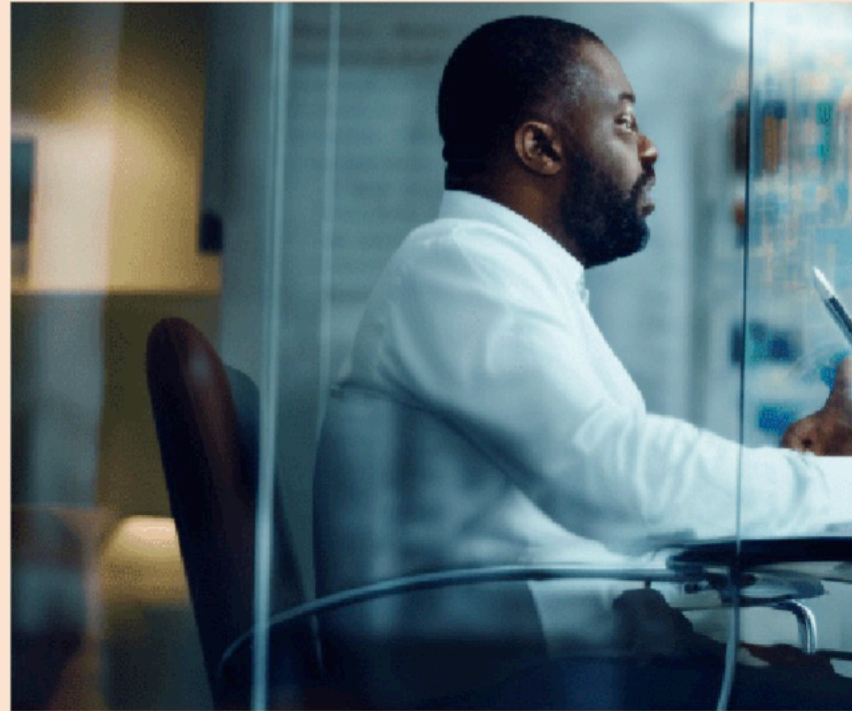
## 01

## Introduction



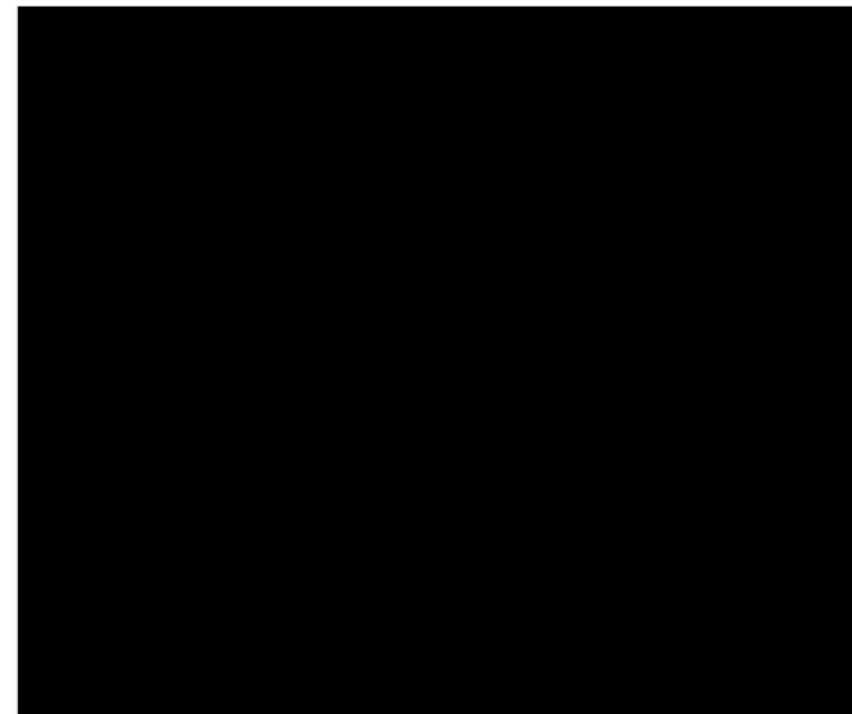


# Project Background



## 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

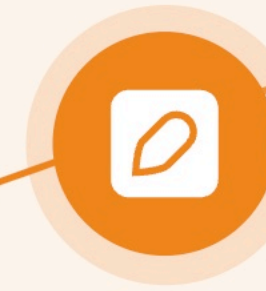
## Competitor Analysis



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

03

## Design Thinking Workshops

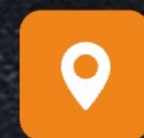
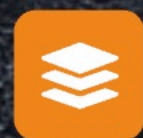


Conduct collaborative sessions for creative problem-solving  
Develop user personas and journey maps  
Prototype and test ideas for potential inclusion in the app



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



03

## Order Tracking Interface

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



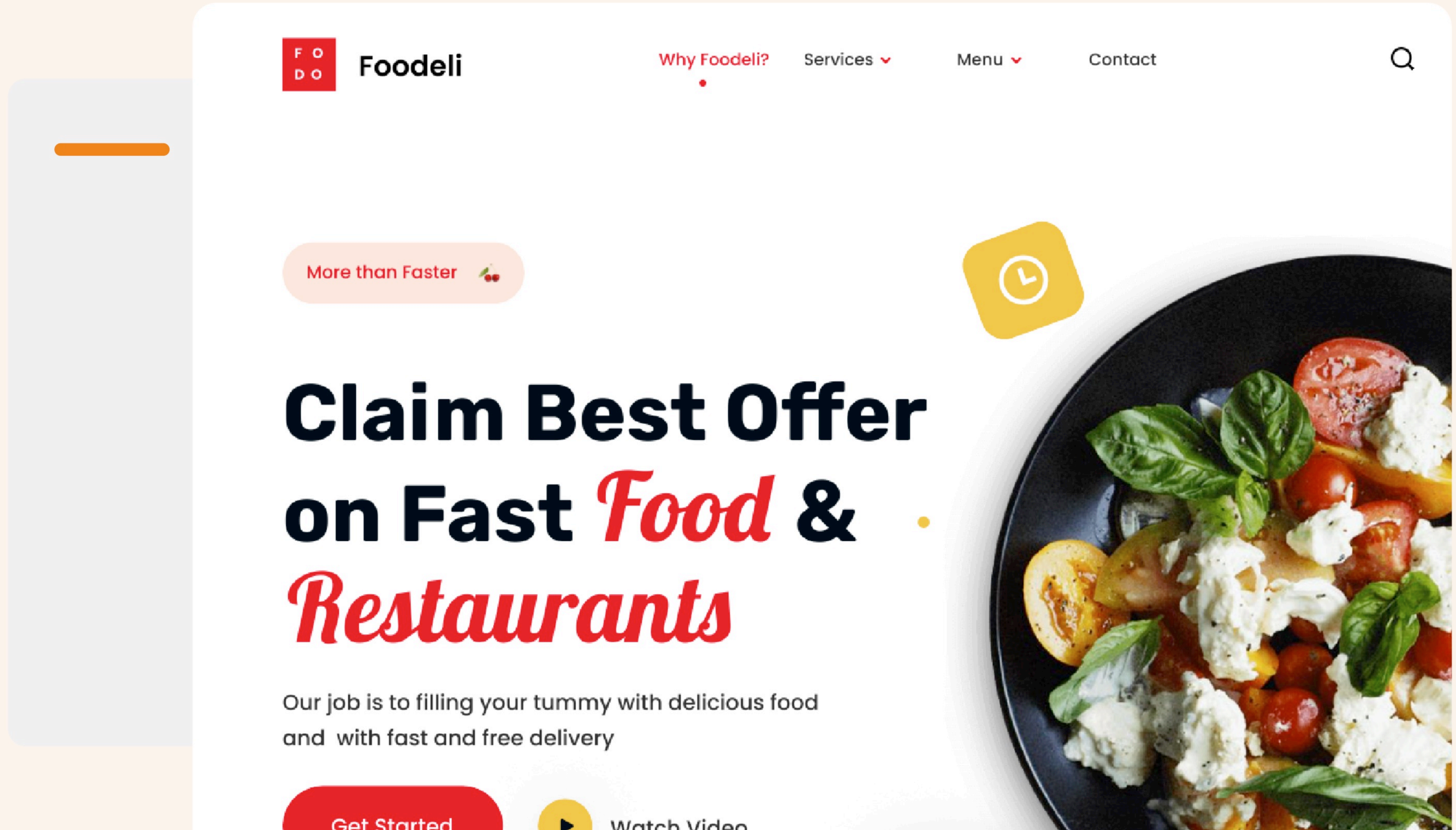
02

## Menu and Navigation

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



# 1. Landing Home Page





# Remaining Pages

## Delivery Partner



### Easy To Order

You only need a few steps in ordering food



### Fastest Delivery

Delivery that is always ontime even faster



### Best Quality

Not only fast for us quality is also number one

## OUR MENU

## Menu That Always Makes You Fall In Love

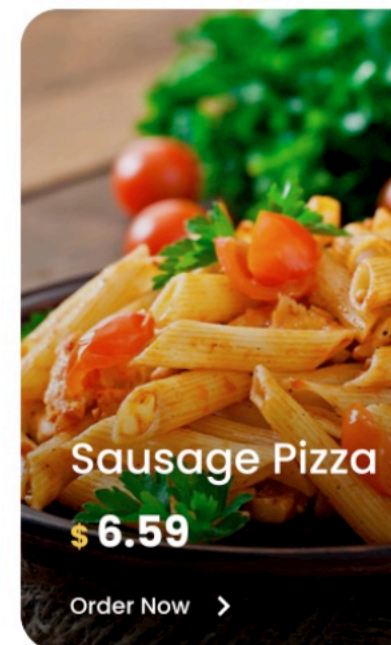
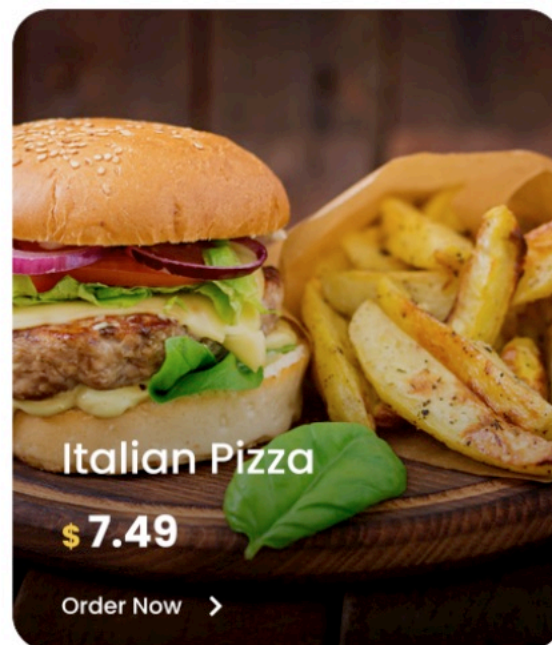
Burger

Pizza

Cupcake

Ramen

Ice Cream



## 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

★★★★☆ 4,8

## Our Reviewers



## DOWNLOAD APP

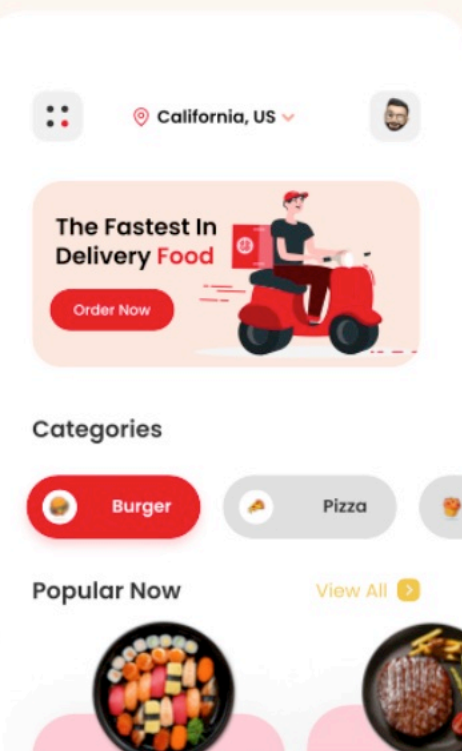
## Get Started With Fudo Today!

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

Get The App



Richard Watson  
Food Courier





# 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

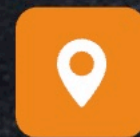
Support for multiple payment  
methods (credit card, PayPal)  
Seamless third- party payment  
gateway integration  
Fast and secure transaction  
processing  
Comprehensive billing and  
invoicing system





# 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

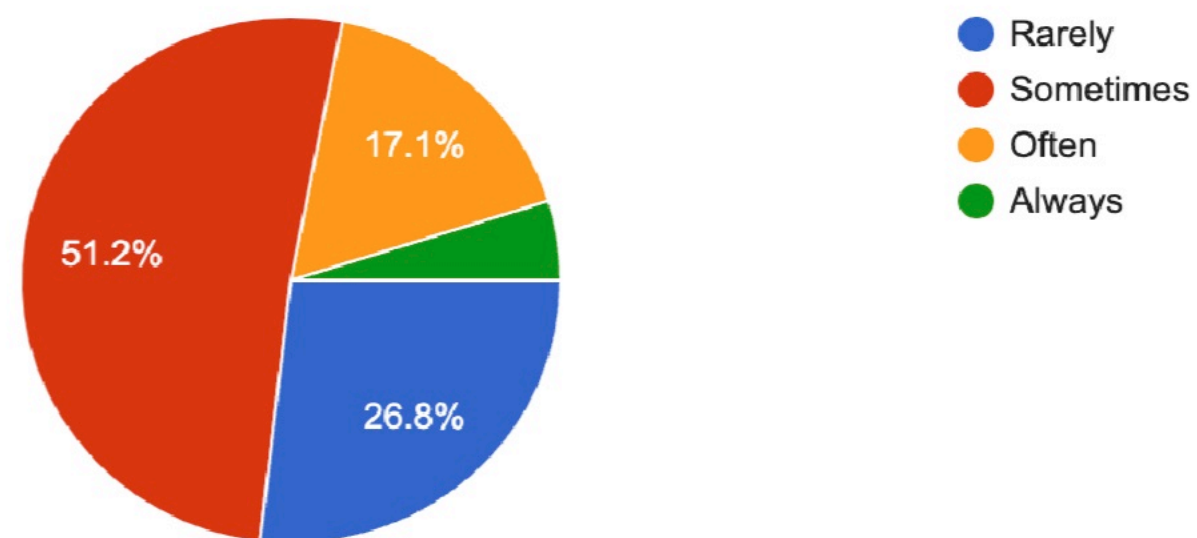


# Survey Outcomes

How often do you experience delayed food deliveries?

 Copy chart

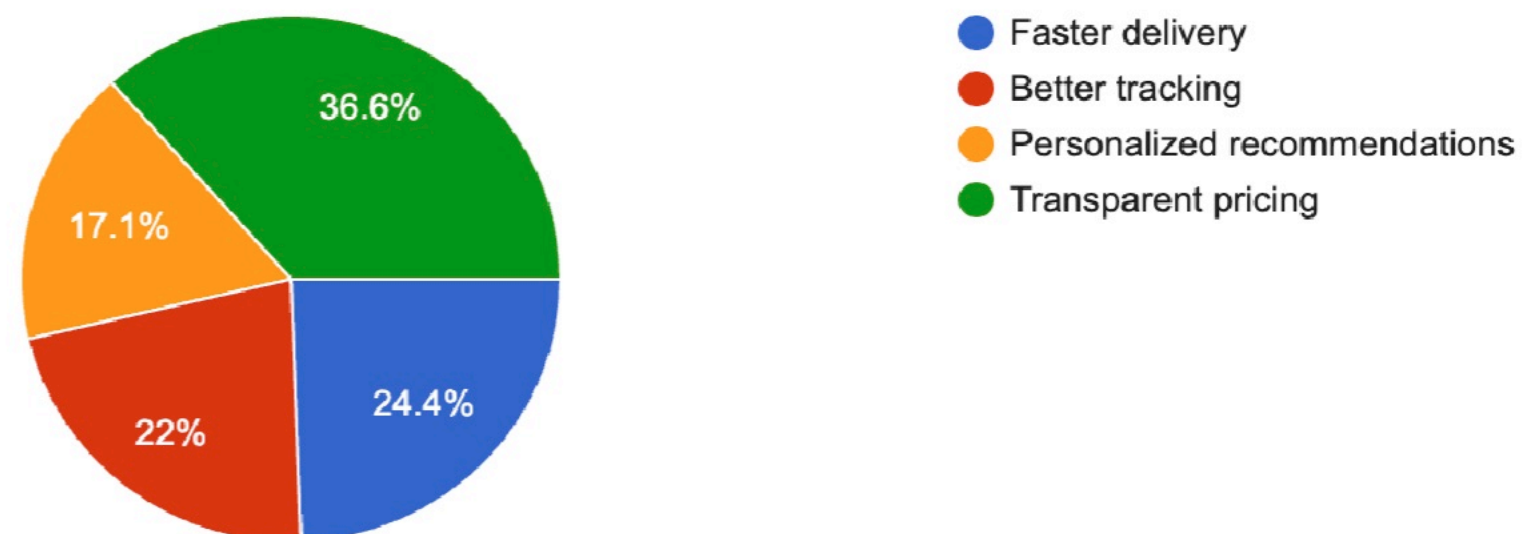
41 responses



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

 Copy chart

41 responses



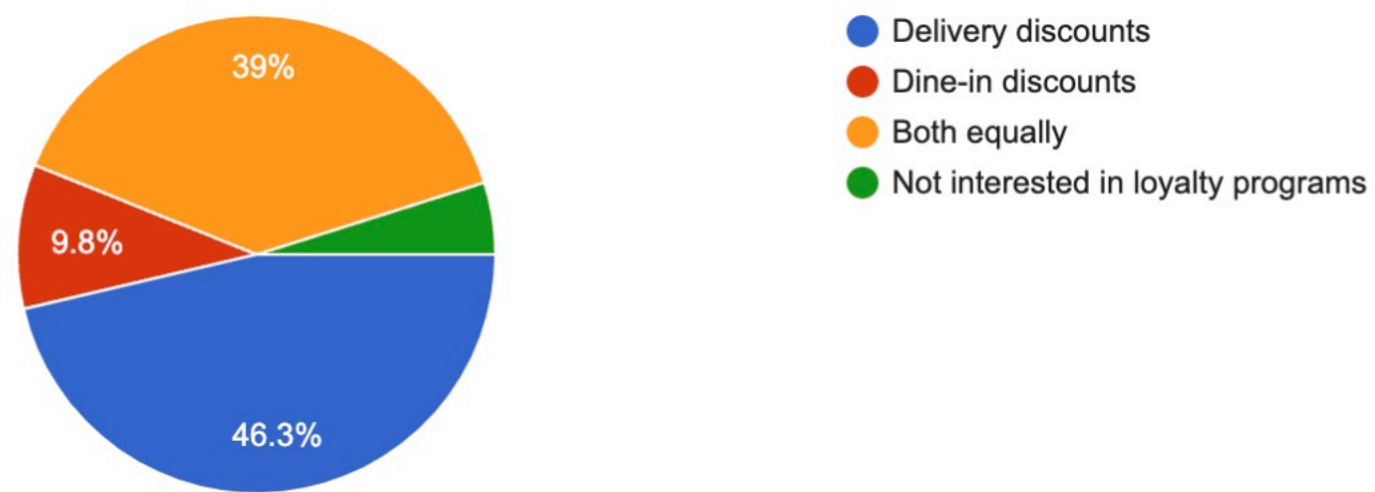


# Survey Outcomes

Would you prefer a loyalty program that offers discounts on delivery or dine-in?

 Copy chart

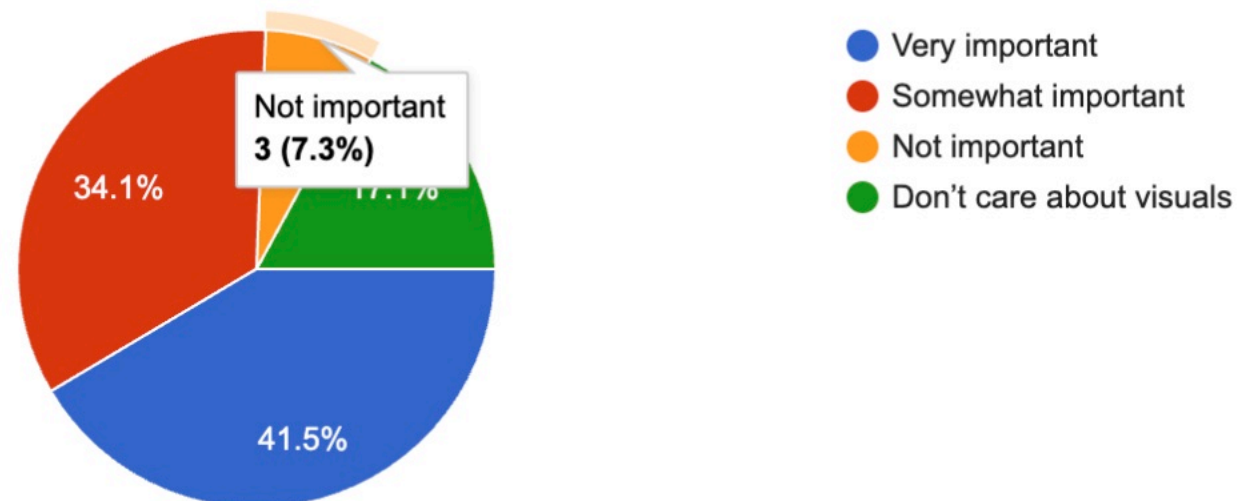
41 responses



How important is it for you to see visual content (photos, videos) of the food before ordering?

 Copy chart

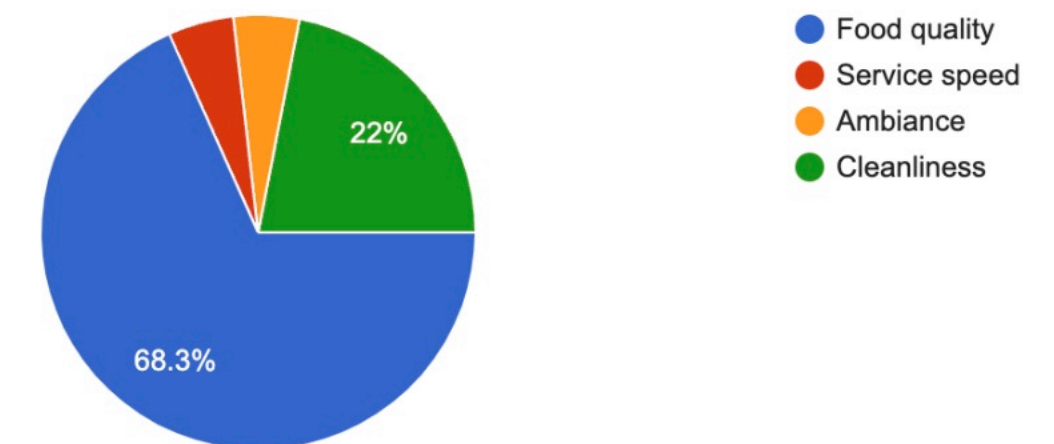
41 responses



What's your top concern while dining in a new restaurant?

 Copy

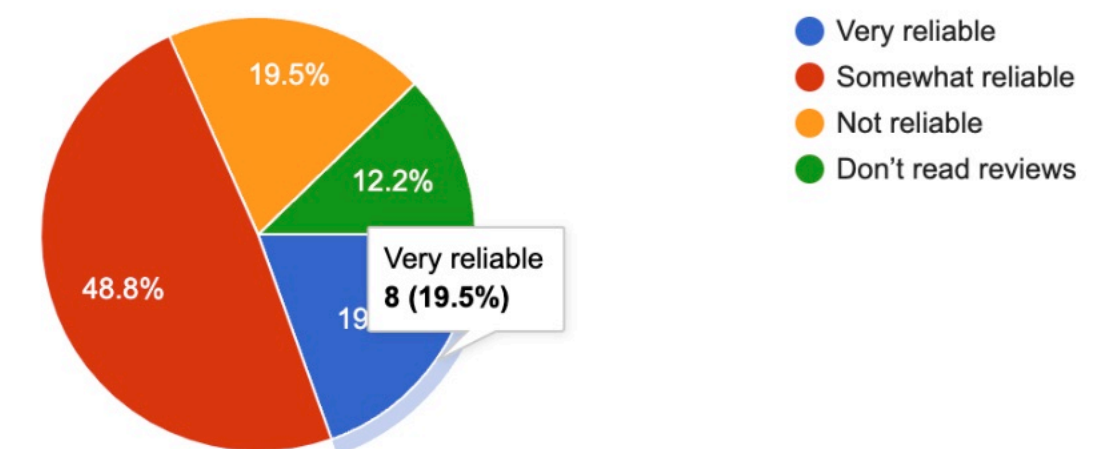
41 responses



How reliable are the reviews on current food delivery and dine-in apps?

 Copy

41 responses





# 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

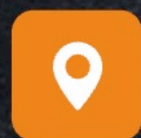
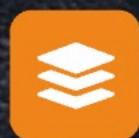
- Rank issues based on severity and frequency
- Balance quick fixes vs. long- term solutions
- Allocate resources for implementation
- Develop a roadmap for design and functional changes





# 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



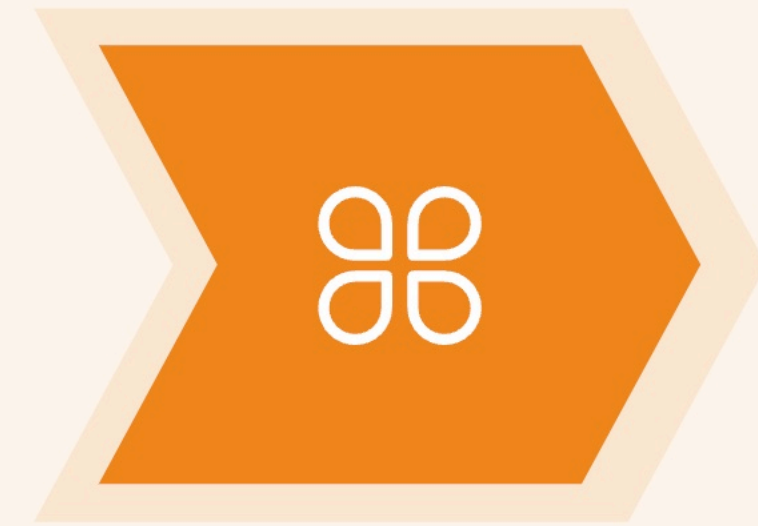
## Regression Testing

- 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)

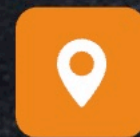
- Set up a UAT environment that mirrors the production setup
- Define clear criteria for what constitutes a successful UAT
- Provide users with scenarios and tasks to complete during testing
- Collect feedback and approval from users before final deployment





# 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

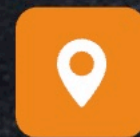
Finalize the presentation slides and materials  
Confirm all technical equipment is ready  
Practice delivery to ensure smooth execution





# 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

01



## Lessons Learned

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

## Acknowledgments and Gratitude

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



02

03



## 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



Thank You

