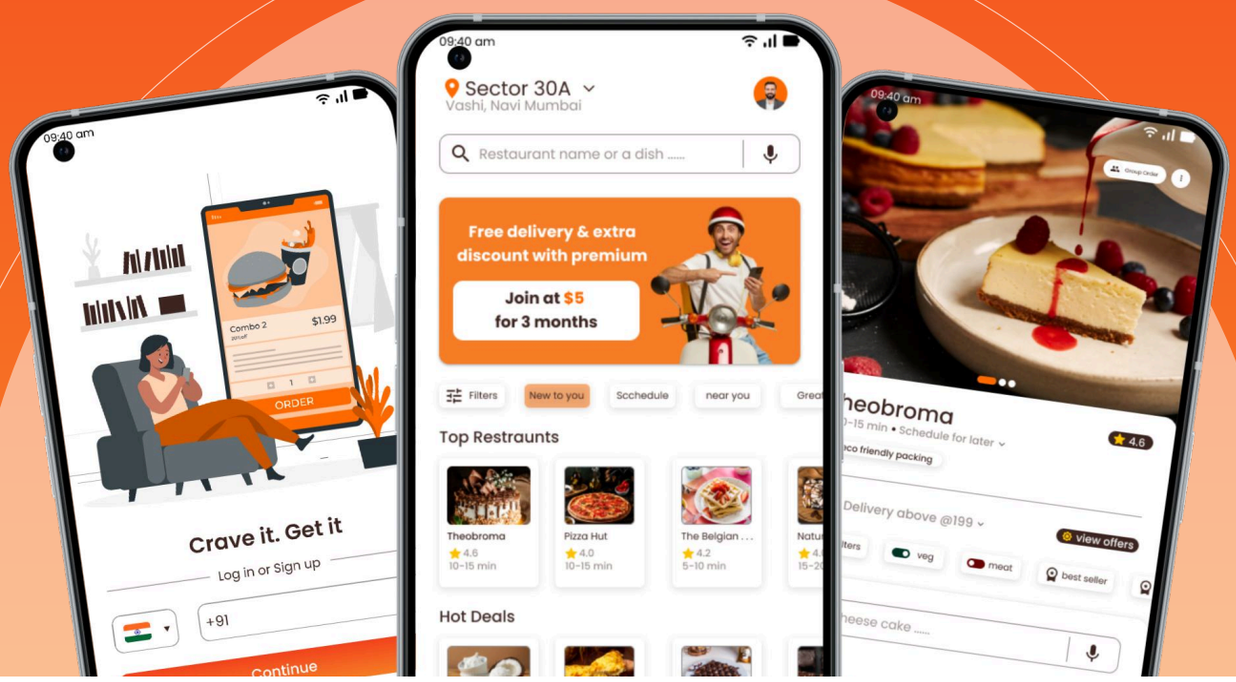
UI/UX Design Case Study

BITE Rush

Food Delivery Application



About The Project

BiteRush is a next-generation food delivery application crafted to solve persistent industry challenges and elevate the food ordering experience. It bridges technology, user empathy, and sustainability to build a platform that works fairly for customers, restaurants, and delivery partners alike.

Project	Design	Tools Used	Date
UI/UX Design	By Girish Shukla		10 Aug, 2025

Problems & Slolutions

Problem Statement

- Hidden fees at checkout
- Unreliable customer support
- No delivery in rural areas
- Low pricing transparency
- Lacks eco-conscious features

Project Goal

- Smart Delivery Time Scheduling
- Real-Time Allergy Warnings
- Meals Based on Your Mood
- Group Ordering & Bill Splitting
- Minimal and Clean Interface

Design Process

Discover

- Requirement Gather
- user pain points
- Unmet needs
- Understand market

Research

- User interviews
- Surveys
- Empathy maps
- Competitive Analysis

Ideate

- Brainstorming
- Card Sorting
- User flow
- Task Flow

Design

- High Fidelity
- Color & Typo
- Design Systems

Test

- Real user feedback
- Ask Questions
- Real Test

Iterate

- Interate process
- Make Changes

UI Style Guide

Typography

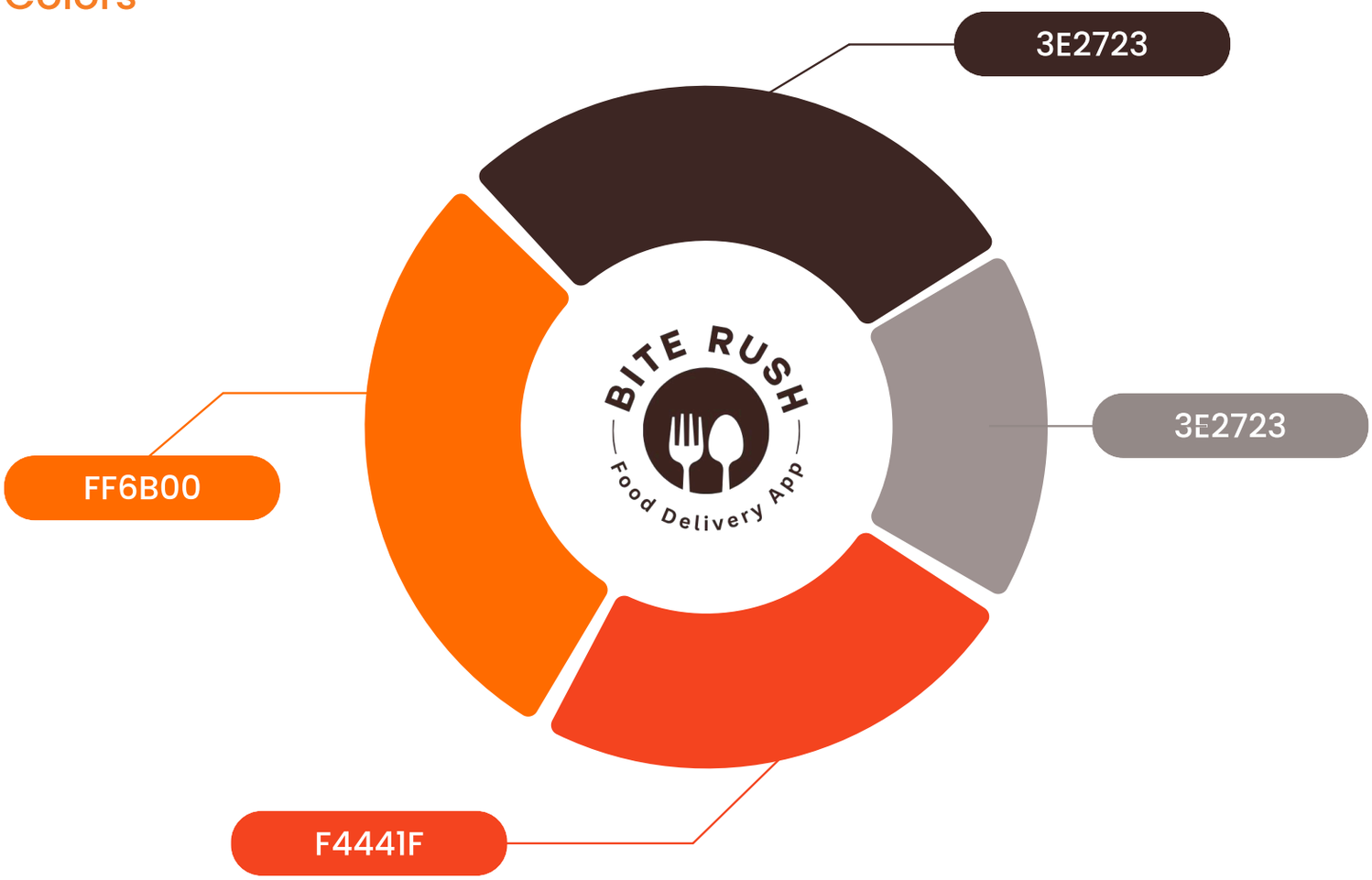
Aa

Regular Medium **Semi-Bold**

POPPINS

We chose Poppins for its clean, modern, and geometric style, which enhances readability & aligns well with the minimal and user-friendly design of the food app. Its balanced curves & versatility make it ideal for both headers and body text, ensuring a visually consistent and accessible interface.

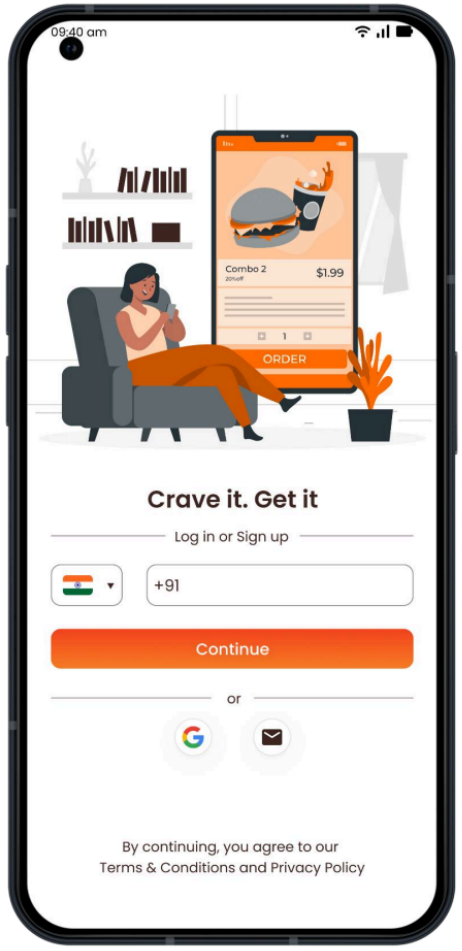
Colors



High-Fidelity Design

Logo Page

A bold, minimal screen with an orange gradient and centered logo, instantly conveying the food delivery theme and setting a vibrant tone.



Onboarding Process

A clean and modern login screen with a catchy tagline, simple phone number input, quick login options, and a vibrant CTA. The layout is user friendly and visually appealing, designed to encourage easy sign-up or sign-in.

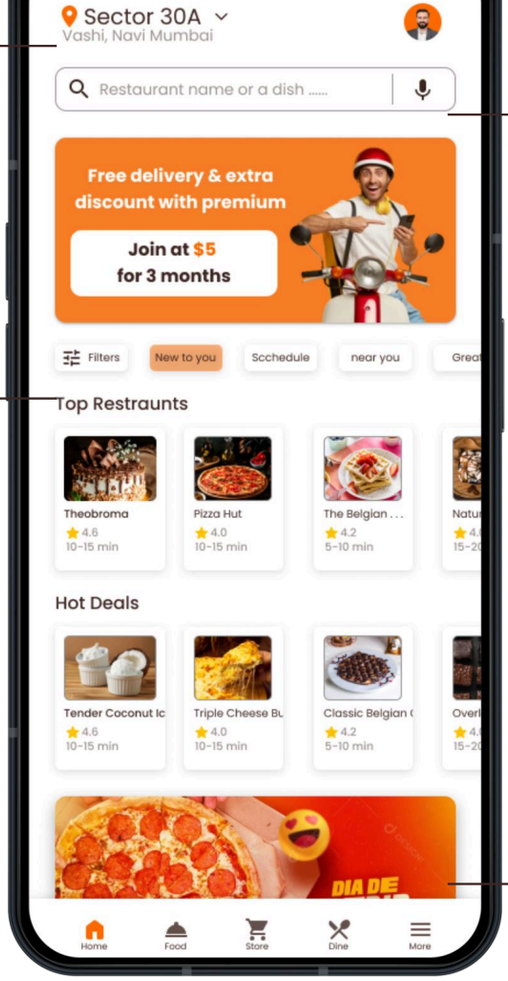
Home Page

Displays your current delivery location with an easy dropdown to update it instantly.

Quickly find dishes or restaurants using text or voice input for a faster search experience.

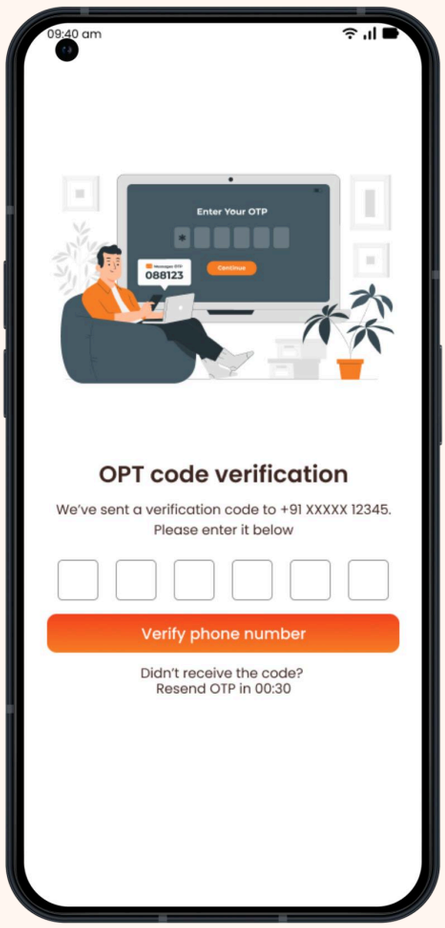
Choose from tags like "New to you," "Nearby," or "Scheduled" to customize your browsing.

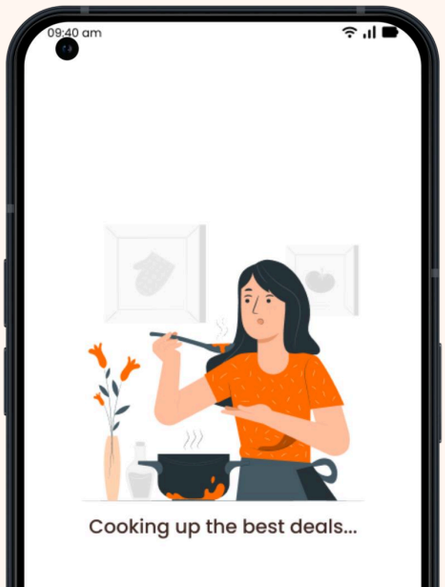
Hand picked daily offer with massive savings on popular meals. Updated every 24 hours grab it before it's gone!

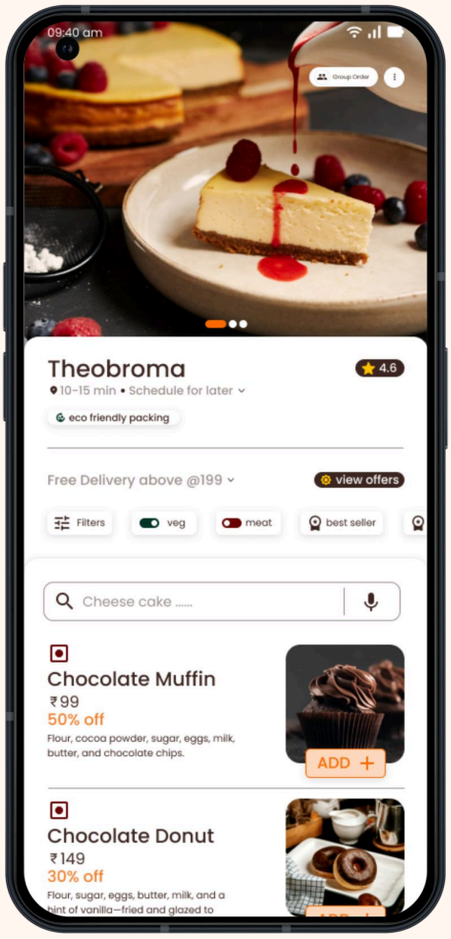


The interface uses a minimal, clutter-free design with clear visuals, soft colors, and intuitive navigation. Every element is placed with purpose — making browsing, ordering, and customizing effortless and enjoyable.

Other Pages







09:40 am

Group Order

Theobroma

4.6

10-15 min • Schedule for later

eco friendly packing

Free Delivery above @199

view offers

Filters | veg | meat | best seller

Cheese cake .....

Chocolate Muffin

₹99

50% off

Flour, cocoa powder, sugar, eggs, milk, butter, and chocolate chips.

Chocolate Donut

1 item added

You saved ₹10 on this offer!

View cart

hint of vanilla—fried and glazed to

09:40 am

Theobroma

You just saved ₹89 on your order – sweet deal!

Black Forest Pastery
saved ₹10
₹179

Blueberry Cheese Cake
saved ₹79
₹601

Add more items

Add notes for the restaurant

Fast to your door, fresh to your plate!

Upto 50% off applied

Saved ₹15 on delivery
Eligible and applied! Your order crossed ₹299.

Grab Extra Deals

To Pay ₹780
You've saved ₹89 on this order – smart choice!

Craving incoming! Where should we send it?

Select or add location

09:40 am

Theobroma

You just saved ₹89 on your order – sweet deal!

Black Forest Pastery
saved ₹10
₹179

Blueberry Cheese Cake
saved ₹79
₹601

Add more items

Add notes for the restaurant

Select an adress

Add Address

Saved Address

Home
Flat No. 702, Shree Ganesh Heights,
SV Road, Andheri West,
Mumbai, Maharashtra – 400058

Office
Unit 1104, Trade Square Business Park,
Saki Vihar Road, Powai,
Mumbai, Maharashtra – 400072

09:40 am

Theobroma

You just saved ₹89 on your order – sweet deal!

Black Forest Pastery
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Add more items

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Grab Extra Deals

To Pay ₹780
You've saved ₹89 on this order – smart choice!

Payment mode
Google Pay UPI

₹780 Total

Place Order

09:40 am

Theobroma

You just saved ₹89 on your order – sweet deal!

Black Forest Pastery

To Pay ₹780
You've saved ₹89 on this order – smart choice!

SMART BUY | BLACK FRIDAY

CRAZY SALES THIS MONTH

Recommend

Google Pay

Make payment via UPI

09:40 am

Theobroma

You just saved ₹89 on your order – sweet deal!

Black Forest Pastery
saved ₹10
₹179

Blueberry Cheese Cake
saved ₹79
₹601

Add more items

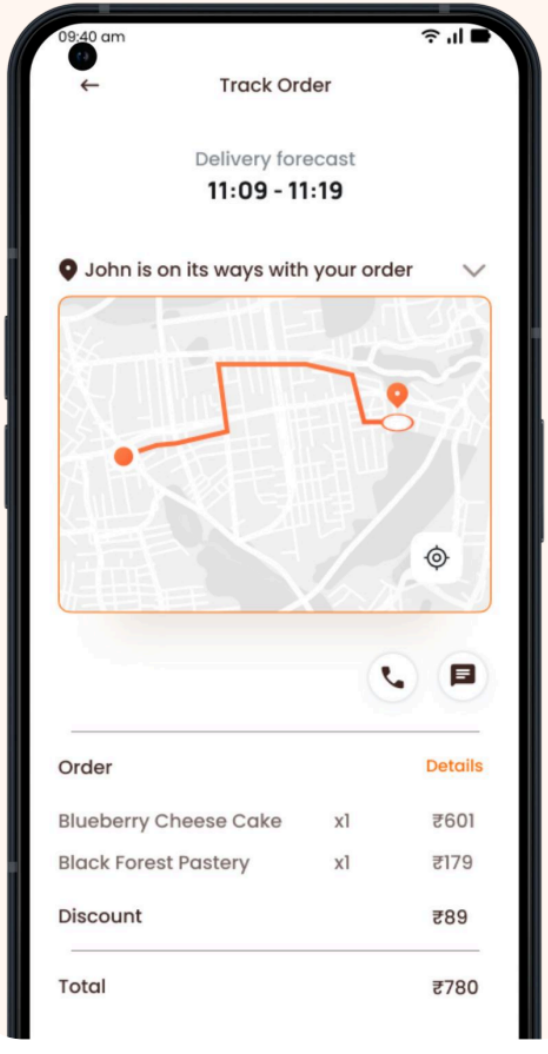
Add notes for the restaurant

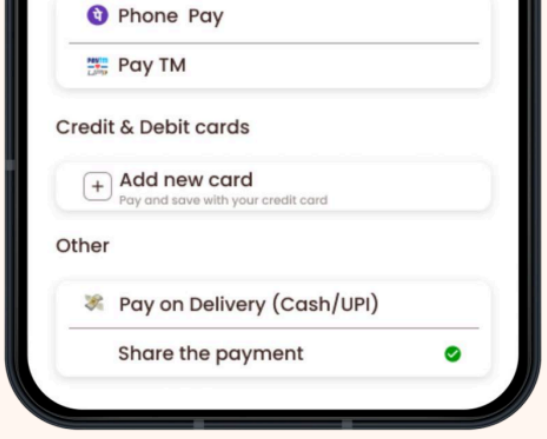
Fast to

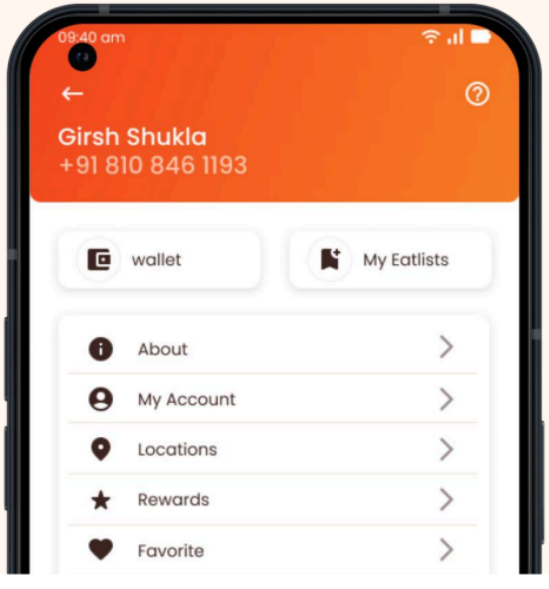
Thanks for your order

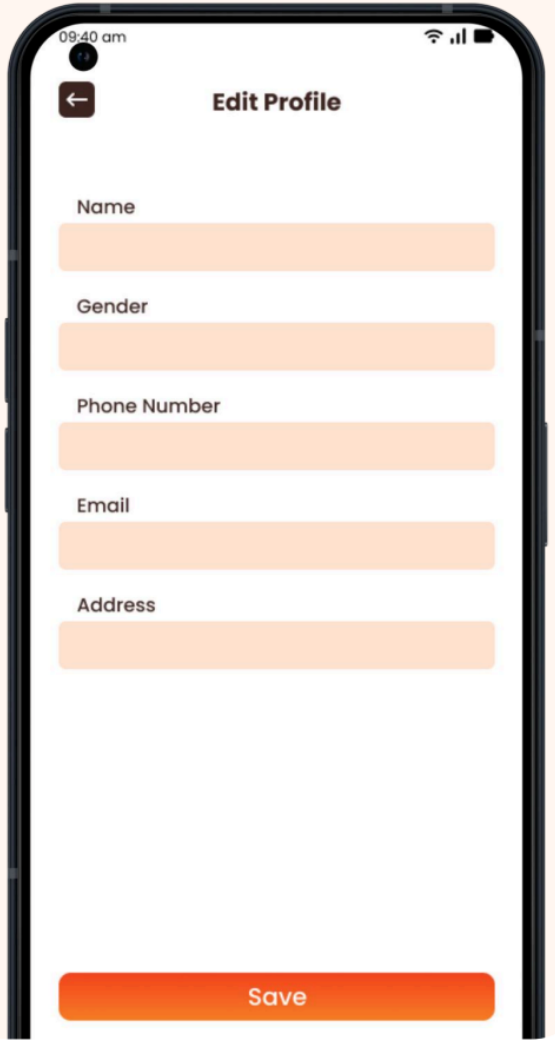
You'll receive your parcel shortly from our delivery partner. Thanks again for choosing us.

Track Order









Mobile App

Food Delivery app

Thank your For scrolling 👋