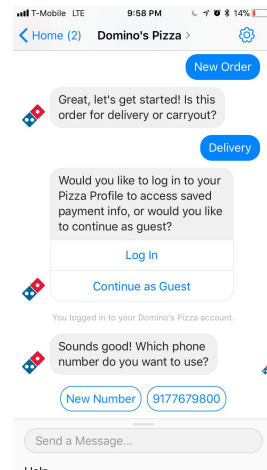
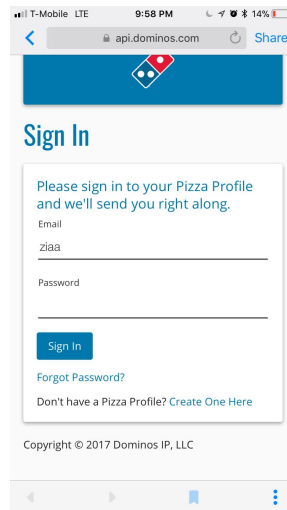
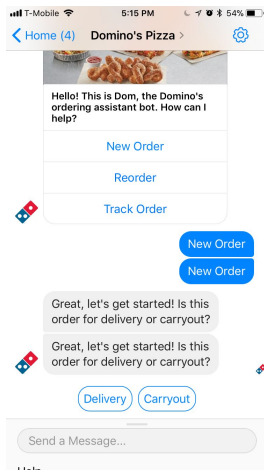
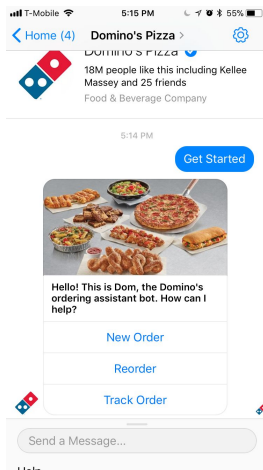
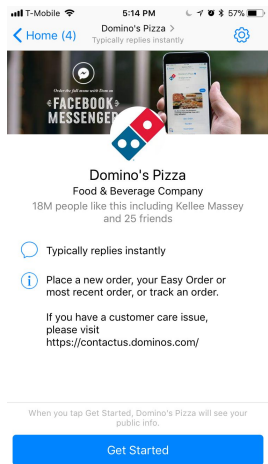


Onboarding

Search -> New/Reorder/Track Order -> Delivery/Carryout -> Log in -> Phone

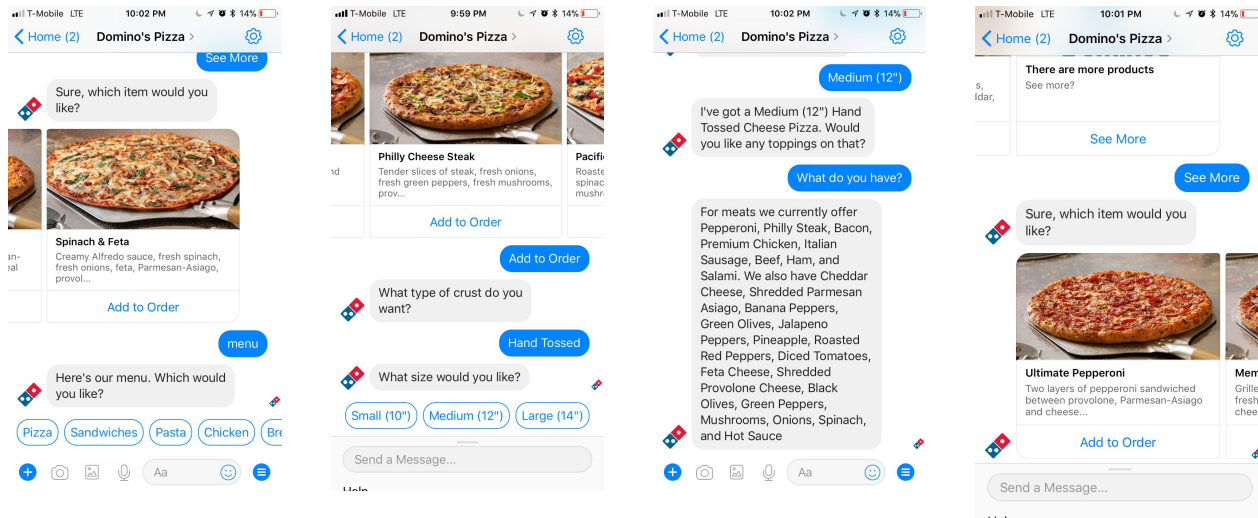


I like the swiftness of the onboarding where the log in screen is almost at the end of decision-making options. Log-ins usually is where friction happens for me.

CTA buttons are clear. Compared to using a mobile responsive site, I like being walked through certain actions that gives it a feeling of swiftness.

Selecting from Menu

Menu Options -> Food Properties -> Add Pizza Toppings -> See More

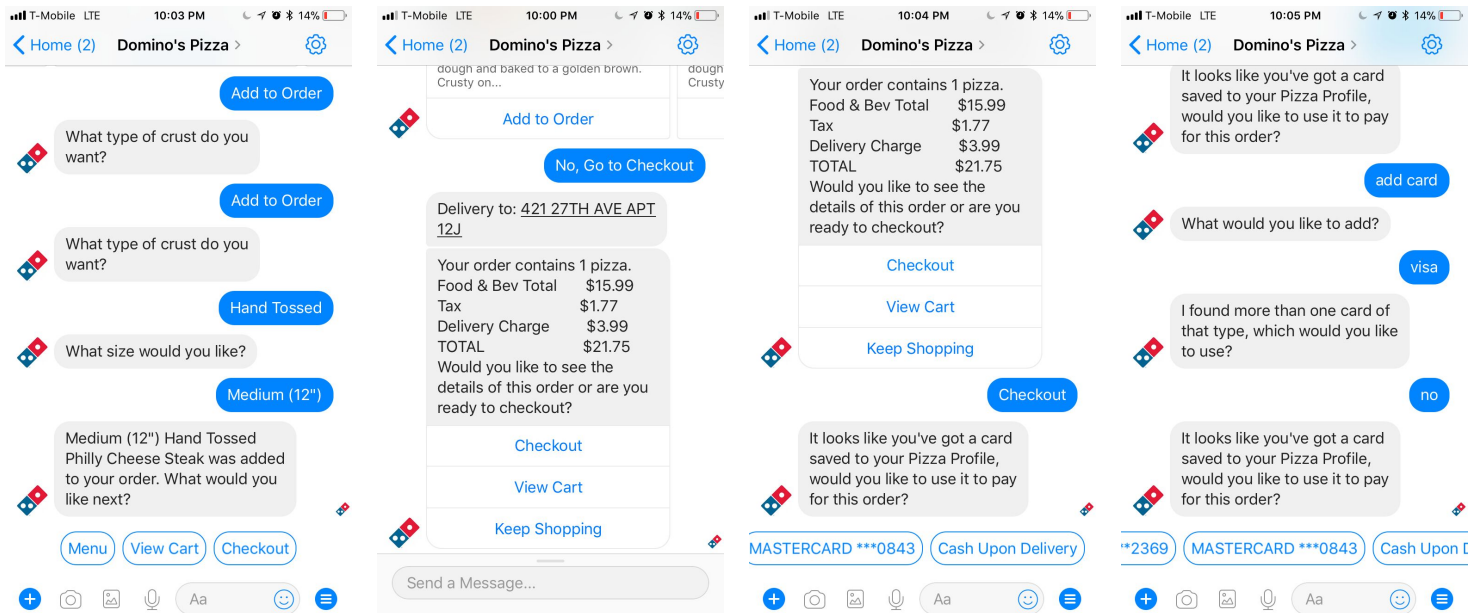


The menu list is overwhelming. For a bot UI, it is effective for revisiting an order rather than building your own pizza. The toppings list gave me anxiety that as a simple human, I chose the lesser evil of getting the pre-made pizza. I would recommend relinking to the web api for the Build-your-own option.

Overall, I thought the sliders are a good solution if you wanted a pizza that's pre-created.

Checking Out

Checkout CTA -> Get Total Cost -> Choose saved card -> Add Card Request -> Dropped out



Checkout process is straightforward. But I had a card issue with the saved cards.

I used a contingency "ADD CARD" command but it didn't work quite well.