

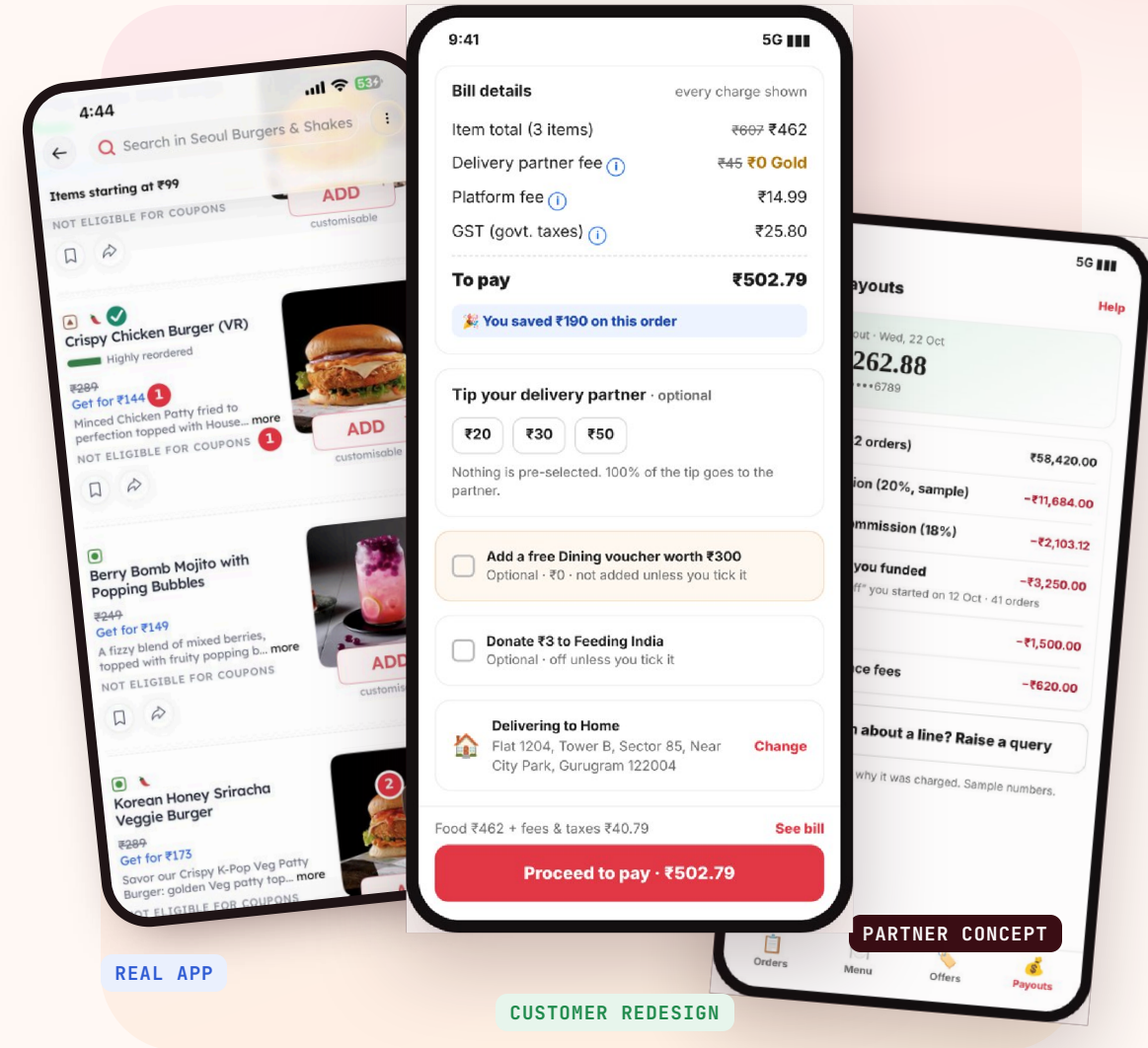
From menu to payment for customers, and from kitchen to payout for restaurants

A heuristic evaluation of the customer ordering flow with real screens, a desk-research view of the restaurant partner journey, and redesigns for both, ready to test.

WHAT WE'LL DISCUSS

- 02 Brief, users and context
- 04 Customer issues 1–3 (incl. a correction)
- 06 Heuristics, UX laws, priorities
- 08 Customer redesign: before → after
- 10 Validation and next steps
- 03 Customer journey today
- 05 Customer issues 4–7
- 07 Restaurant partner journey
- 09 Restaurant partner redesign

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Two sides of one order: the person paying and the kitchen cooking

USER 1 · CUSTOMER

Orders a meal on a phone

Goal: choose food, understand the full cost, pay with confidence. **Flow:** home → search → menu → customise → cart & bill → payment.

USER 2 · RESTAURANT PARTNER

Gets a kitchen online and paid

Goal: register, go live, take orders, understand every deduction. **Flow:** register → documents → menu → fees → verification → orders → payout.

CONTEXT

27M+
monthly customers; 300,000+ restaurants (Eternal)

18–25%
typical restaurant commission + GST (partner guide, 2026)

₹14.99
platform fee on the real bill, 19 Oct 2026 (reports: ₹14.90 from Mar 2026)

₹20 / ₹40
long-distance fee per order for restaurants since May 2025

EVIDENCE

OBSERVED Customer: 10 genuine iPhone screens (13 Oct and 19 Oct 2026); names, phone and address replaced. **DESK RESEARCH** Restaurant partner: public guides, news and the partner app's store listing; **no partner-app screenshots**, so partner points are hypotheses. Desktop web: not evaluated.

METHOD

Nielsen's 10 heuristics · NN/g 0–4 severity · Hick's, Fitts's and Jakob's laws where they explain an observed issue · labels: OBSERVED, INTERPRETATION, HYPOTHESIS, PROPOSED.

Why this matters

Every order has two people checking the same money from opposite sides. If the customer can't see what they pay, or the restaurant can't see what was deducted, trust drops on both sides of the marketplace.

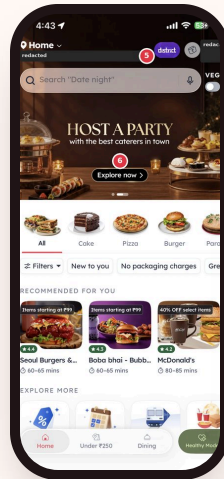
CUSTOMER FLOW EVALUATED (REAL SCREENS)



RESTAURANT PARTNER FLOW (DESK RESEARCH)



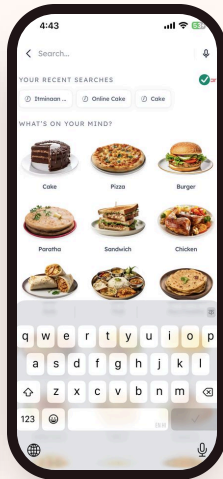
Fast to find food; busy around price, and the bill is there if you tap



Home

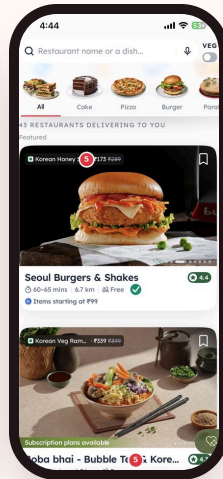
Search first; busy

⑤⑥



Search

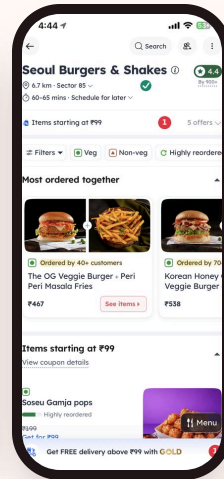
✓ Recent searches



Results

✓ Time, distance

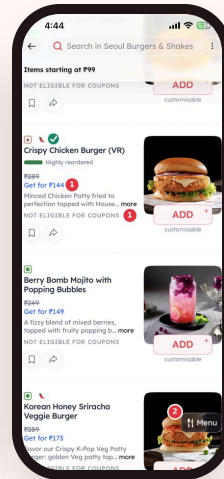
⑤



Restaurant

Offers everywhere

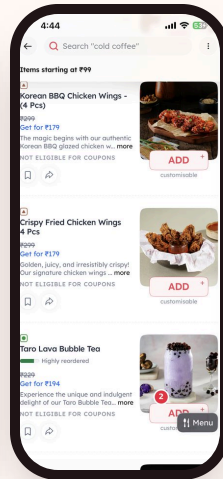
①



Menu

Dense price text

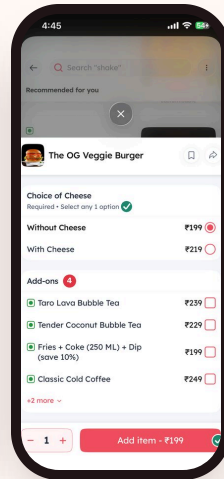
①



Menu, scrolled

Menu over ADD

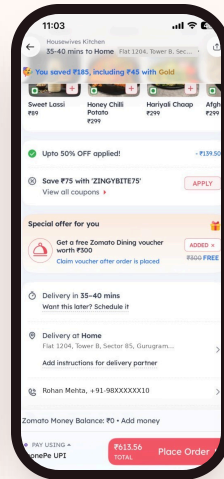
②



Customise

Add-ons mixed

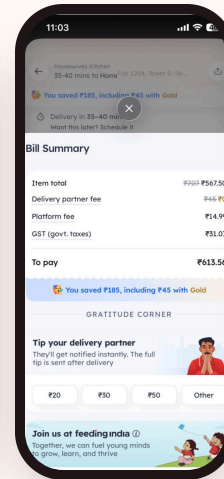
④



Cart

Voucher ADDED;
stacking unclear

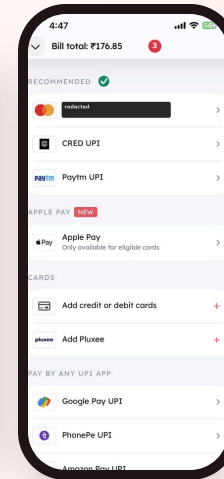
①⑦⑤



Bill summary

✓ Full itemised bill

③ corrected



Payment

Total collapsed

③

Works well

Search first · veg marks · cards show time, distance, fee · required option labelled · live price in "Add item" · **itemised bill with dotted "explain" labels** · tip not pre-selected · saved payments first.

Correction from the 13 Oct version

The cart screenshots (19 Oct) show a full Bill Summary. The earlier "payment shows one total, no breakdown" finding was wrong and is now a minor issue ③.

Still not seen

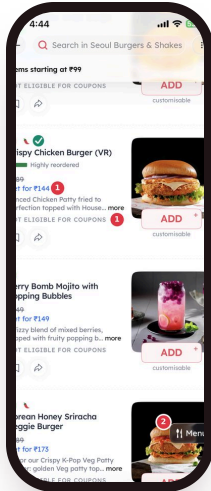
Error states, order cancellation, desktop web. C1-C2 are from a different order (Housewives Kitchen) than S1-S8.

Price signals, a covered button, and a correction on the bill

1 Too many price and offer signals compete

Sev 3 · Major (prov.)

OBSERVED



Heuristic: #8 Aesthetic & minimalist; #6 Recognition rather than recall

Where: S4–S5 menu, C1 cart

Evidence: Menu: “Items starting at ₹99”, “5 offers”, Gold banner, struck ₹289 → “Get for ₹144”, “NOT ELIGIBLE FOR COUPONS” on every item. Cart: “Upto 50% OFF applied – ₹139.50” next to another coupon to APPLY, plus a Gold saving.

Impact: People must reconcile 4–5 price rules and still can't tell if offers stack.

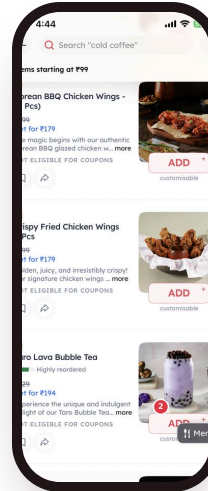
Fix: One price line per item; the deal rule once per section; in cart, say plainly whether a second coupon can stack.

2 Floating “Menu” button covers ADD

Sev 2 · Minor

OBSERVED

Fitts's Law



Heuristic: #5 Error prevention

Where: S5–S6 menu

Evidence: The ~83×39 pt Menu button hides ~27% of a ~120×39 pt ADD button and the “customisable” hint (measured on the 3× screenshot).

Impact: Mis-taps and a hidden hint on the most frequent action.

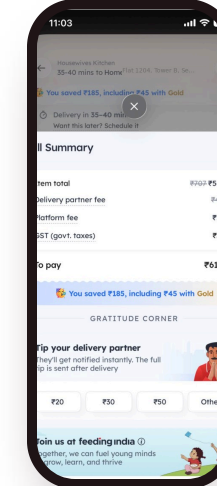
Fix: Place the button above the cart bar or hide it while scrolling; add bottom padding.

3 Bill breakdown is one tap away (corrected)

Sev 1 · Cosmetic

CORRECTED 19 OCT

Jakob's Law



Heuristic: #1 Visibility of system status (minor)

Where: C1–C2 cart, S8 payment

Evidence: CORRECTED 19 Oct: the cart's Bill Summary lists Item total ₹707 → ₹567.50, Delivery partner fee ₹45 → ₹0 (Gold), Platform fee ₹14.99, GST ₹31.07, To pay ₹613.56. The Place Order bar shows only the total; payment shows “Bill total” collapsed.

Impact: The full bill exists, so the earlier “no breakdown” finding was wrong. Only a small cost remains: one tap to see what the total contains.

Fix: Show a one-line split next to the pay button: “Food ₹567.50 + fees & taxes ₹46.06”.

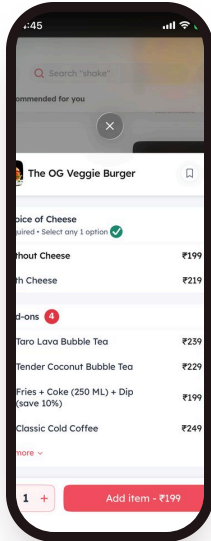
Choices at customisation, small cuts, and a pre-added extra

4 “Add-ons” mixes options with full-price upsells

Sev 2 • Minor

OBSERVED

Hick's law



Heuristic: #2 Match with the real world; #8 Minimalist

Where: S7 customise

Evidence: Bubble teas ₹229–239, cold coffee ₹249 and a ₹199 combo are listed as “Add-ons” under a ₹199 burger, below the required cheese choice.

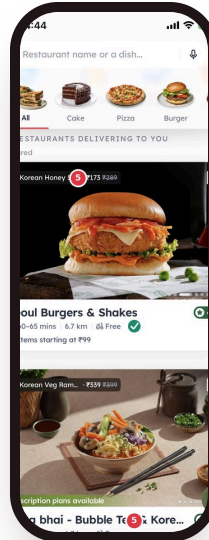
Impact: A two-option choice becomes a long scan; risk of costly extras.

Fix: “Make it yours” first; “Pair it with (optional)” collapsed; nothing pre-selected.

5 Key details are truncated

Sev 1 • Cosmetic

OBSERVED



Heuristic: #6 Recognition rather than recall

Where: S1, S3, C1

Evidence: Address cut after “Sect...” on home and “Gur...” in the cart; “Korean Honey Sri...”, descriptions end “... more”.

Impact: An extra tap to confirm the address or a dish.

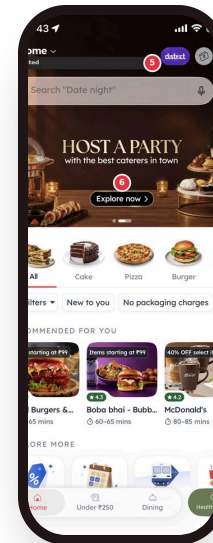
Fix: Two-line titles; show locality + landmark for the address.

6 Home offers many competing paths

Sev 1 • Cosmetic

OBSERVED

Hick's law



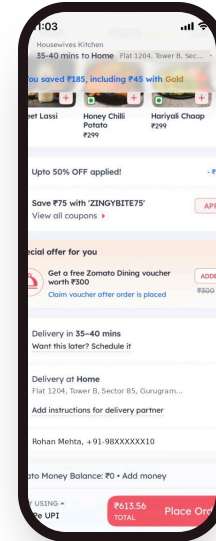
Impact: Low: search stays prominent.

Fix: Keep search first; fewer promos above the fold for returning users; test “Order again”.

7 A free Dining voucher is pre-added to the cart

Sev 1 • Cosmetic

OBSERVED



Heuristic: #3 User control & freedom

Where: C1 cart

Evidence: “Get a free Zomato Dining voucher worth ₹300 — ADDED ×”. It costs ₹0, but it is added by default and must be removed.

Impact: Small, but it normalises opt-out cross-sells at checkout; a paid version would raise basket-sneaking concerns.

Fix: Make it an opt-in tick: “Add a free Dining voucher (₹0)”.

Issue · which heuristic is violated · how to improve

Issue	Which heuristic is violated	How to improve
① Too many price and offer signals compete · Sev 3	#8 Aesthetic & minimalist; #6 Recognition rather than recall	One price line per item; the deal rule once per section; in cart, say plainly whether a second coupon can stack.
② Floating “Menu” button covers ADD · Sev 2	#5 Error prevention	Place the button above the cart bar or hide it while scrolling; add bottom padding.
③ Bill breakdown is one tap away (corrected) · Sev 1	#1 Visibility of system status (minor)	Show a one-line split next to the pay button: “Food ₹567.50 + fees & taxes ₹46.06”.
④ “Add-ons” mixes options with full-price upsells · Sev 2	#2 Match with the real world; #8 Minimalist	“Make it yours” first; “Pair it with (optional)” collapsed; nothing pre-selected.
⑤ Key details are truncated · Sev 1	#6 Recognition rather than recall	Two-line titles; show locality + landmark for the address.
⑥ Home offers many competing paths · Sev 1	#8 Aesthetic & minimalist	Keep search first; fewer promos above the fold for returning users; test “Order again”.
⑦ A free Dining voucher is pre-added to the cart · Sev 1	#3 User control & freedom	Make it an opt-in tick: “Add a free Dining voucher (₹0)”.

Hick’s law · ④ ⑥

6 add-ons + “2 more” beside a 2-option choice. Group and collapse extras.

Fitts’s law · ②

ADD ≈120×39 pt, 27% covered (Apple: ≥44 pt). Keep it fully exposed.

Jakob’s law · ③

Checkouts usually show a short split by the pay button. Add “food + fees”.

Priority

- P1 ① one price, clear stacking · ② quick win
P2 ④ add-ons · ⑦ opt-in
P3 ③ ⑤ ⑥

Getting a kitchen live takes about an hour of forms and up to a week of waiting



WHAT THE PARTNER APP OFFERS TODAY (STORE LISTING)

Accept and track orders · mark items out of stock · edit menu and photos · offers and ads · payouts, sales and funnel metrics · rush-hour prep time · outlet, FSSAI and bank details · staff access · help tickets.

EVIDENCE LEVEL

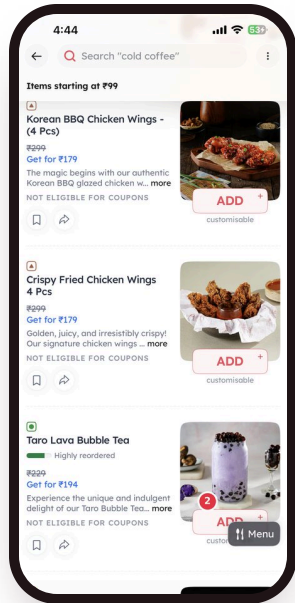
HYPOTHESIS No partner-app screenshots or owner interviews yet. Points R1–R5 come from public reporting and guides and must be checked with real screens.

LIKELY PAIN POINTS, FROM PUBLIC SOURCES

Pain point	What sources say	Heuristic
R1 Deductions are hard to trace	Restaurateurs reported ads and discounts running without consent and being deducted from earnings (Outlook Business, Jul 2025).	#1 Visibility · #5 Error prevention
R2 New per-order fees arrive after sign-up	A long-distance fee of ₹20 (4–6 km, orders above ₹150) and ₹40 (beyond 6 km) began in May 2025, capped at 30% of order value (Outlook Business).	#1 Visibility of system status
R3 Document-heavy set-up, then days of waiting	FSSAI (14-digit), GSTIN, PAN, bank, address proof, menu and 5+ photos; review 3–7 working days (partner guides).	#10 Help & docs · #5 · #1
R4 Menu entry is slow	A full menu with prices, descriptions and photos takes about 30 minutes (DineOpen guide).	#7 Flexibility & efficiency
R5 Who pays for an offer is unclear	Offers and ads are managed in the partner app (app listing); owners report surprise deductions (R1).	#2 Match with the real world · #5

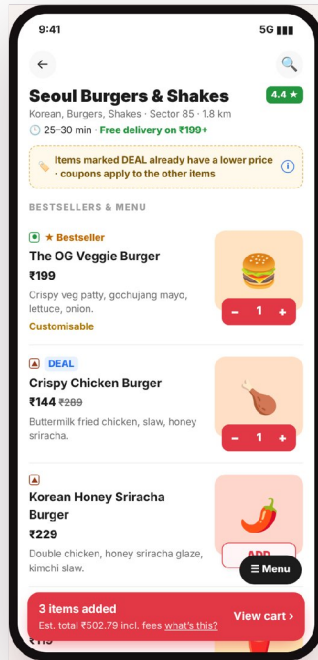
Three changes that keep price, choices and fees easy to read

A · Menu · ① ②



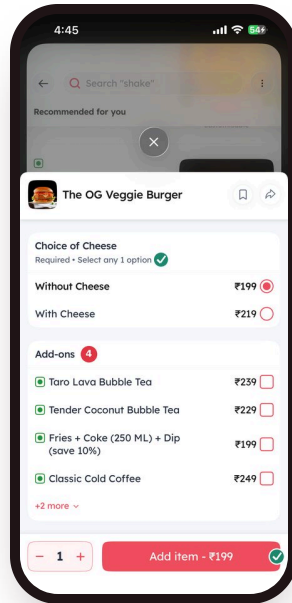
BEFORE · REAL

One price per item; deal rule stated once; Menu button sits above the cart bar; the bar shows an estimated total with fees.



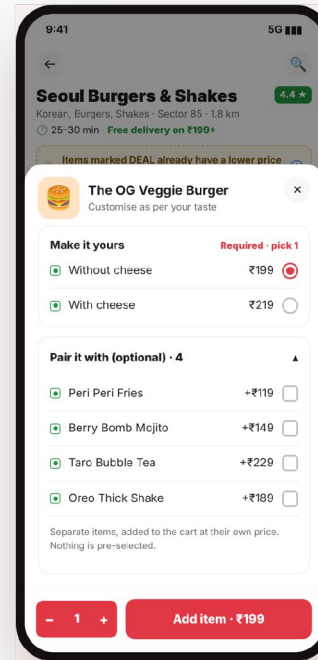
AFTER · PROPOSED

B · Customise · ④



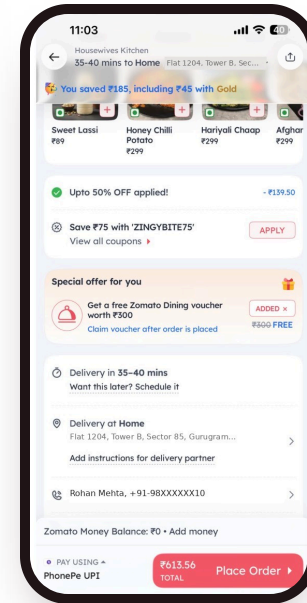
BEFORE · REAL

"Make it yours" first; drinks under a collapsed "Pair it with (optional)"; nothing pre-selected.



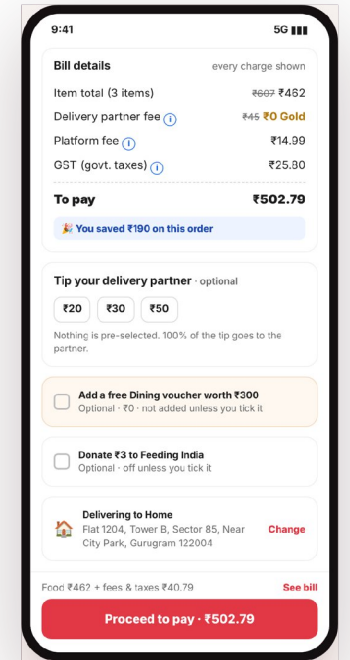
AFTER · PROPOSED

C · Cart & bill · ③ ⑦



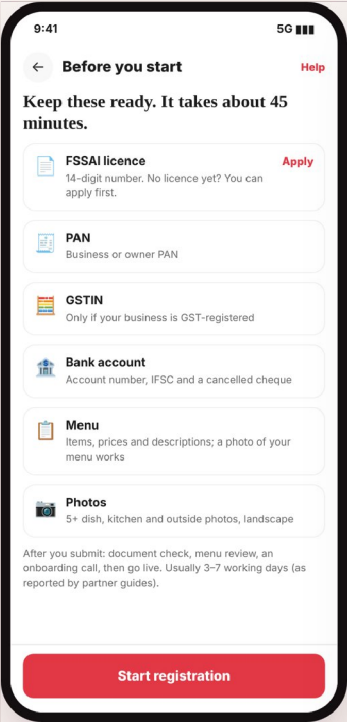
BEFORE · REAL

Same bill lines as the real app (item total, delivery partner fee, ₹14.99 platform fee, GST) plus "Food + fees" by the pay button; voucher becomes opt-in.



AFTER · PROPOSED

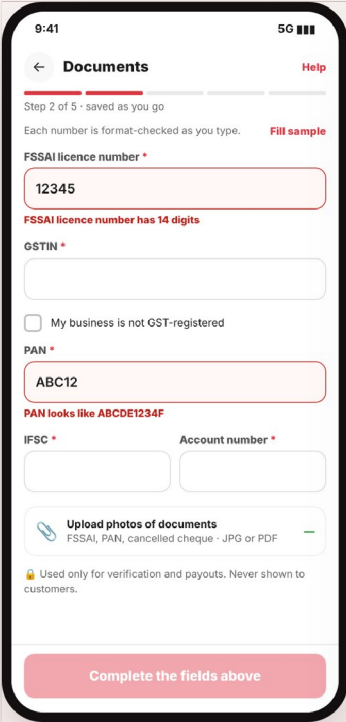
Show the money and the next step at every stage



R3

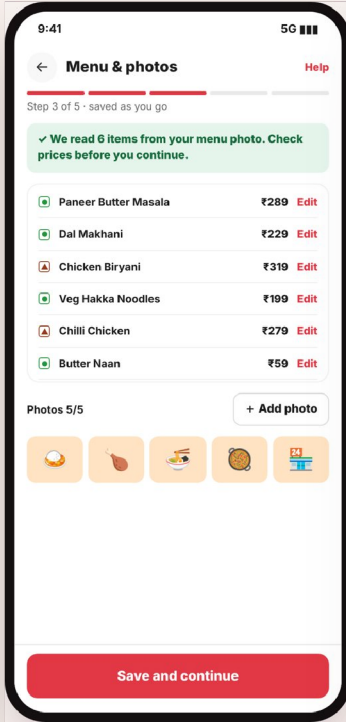
Checklist and time before any effort

Kept: required documents, verification and the commission model. The redesign changes when and how they are shown.



R3

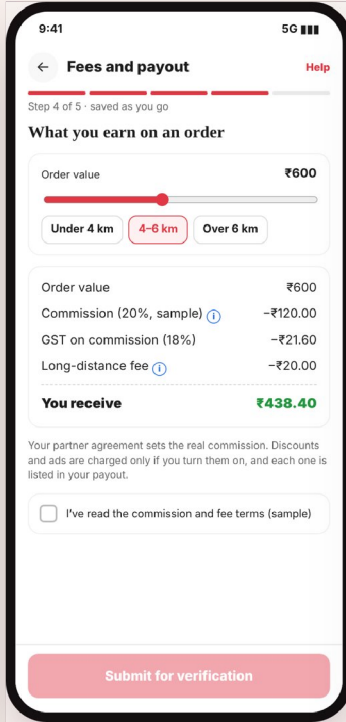
Format checks with examples as you type



R4

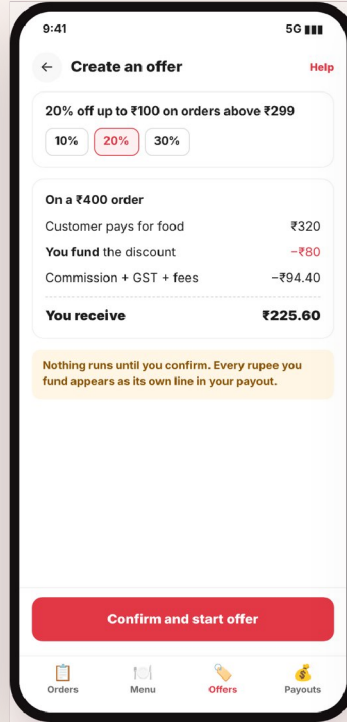
Menu from a photo, then edit

Kitchen-ready: big Accept / Ready buttons, a timer, and the restaurant's payout on every new order.



R2

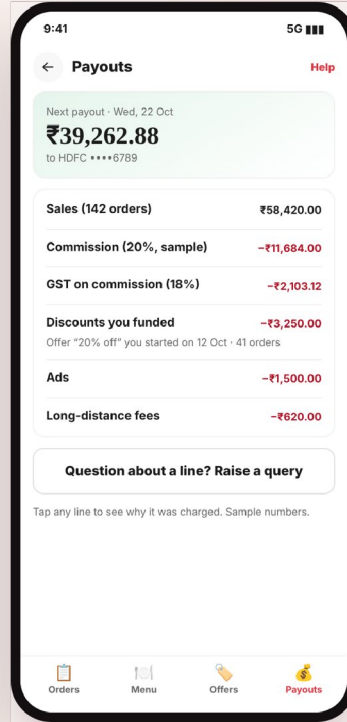
Net payout shown before agreeing



R5

“You fund ₹80”: offer cost before it runs

Numbers are samples: commission 20%, GST 18% on commission, distance fee as reported. Try it: zomato-varun.netlify.app



R1

Every deduction traced to an approval

Test both sides before shipping; watch the guardrails

Customers • 6–8 people, think-aloud

- **T1** Order a meal under ₹300 and say what you'll pay.
- **T2** Can you use a second coupon here?
- **T3** Add two items while scrolling the menu.

Measure: completion, time, mis-taps, correct cost explained, confidence 1–7. **Live:** menu → cart → payment funnel, payment abandonment, charge-related support contacts. **Guardrails:** cancellations in 2 min, removed add-ons, AOV.

Restaurant partners • 5–6 owners

- **T1** Register your outlet with this sample menu and documents.
- **T2** What will you receive on a ₹600 order 5 km away?
- **T3** Find why last week's payout was lower.

Measure: completion, time to submit, first-time document pass rate, correct payout explained. **Live:** registration drop-off by step, time to go live, payout queries per outlet. **Guardrail:** genuine documents rejected by format checks.

Expected (hypotheses)

Clearer cost before paying; fewer “why was I charged” contacts; fewer onboarding drop-offs; fewer payout disputes. Not measured results.

Limits

One evaluator • two orders on iPhone • no partner-app screens • no Zomato data • touch sizes from pixels • desktop not evaluated.

Recommendation

Fix price clarity (①) and the Menu button (②) first, keep the good itemised bill and add a one-line split, then capture partner-app screens to validate R1–R5.