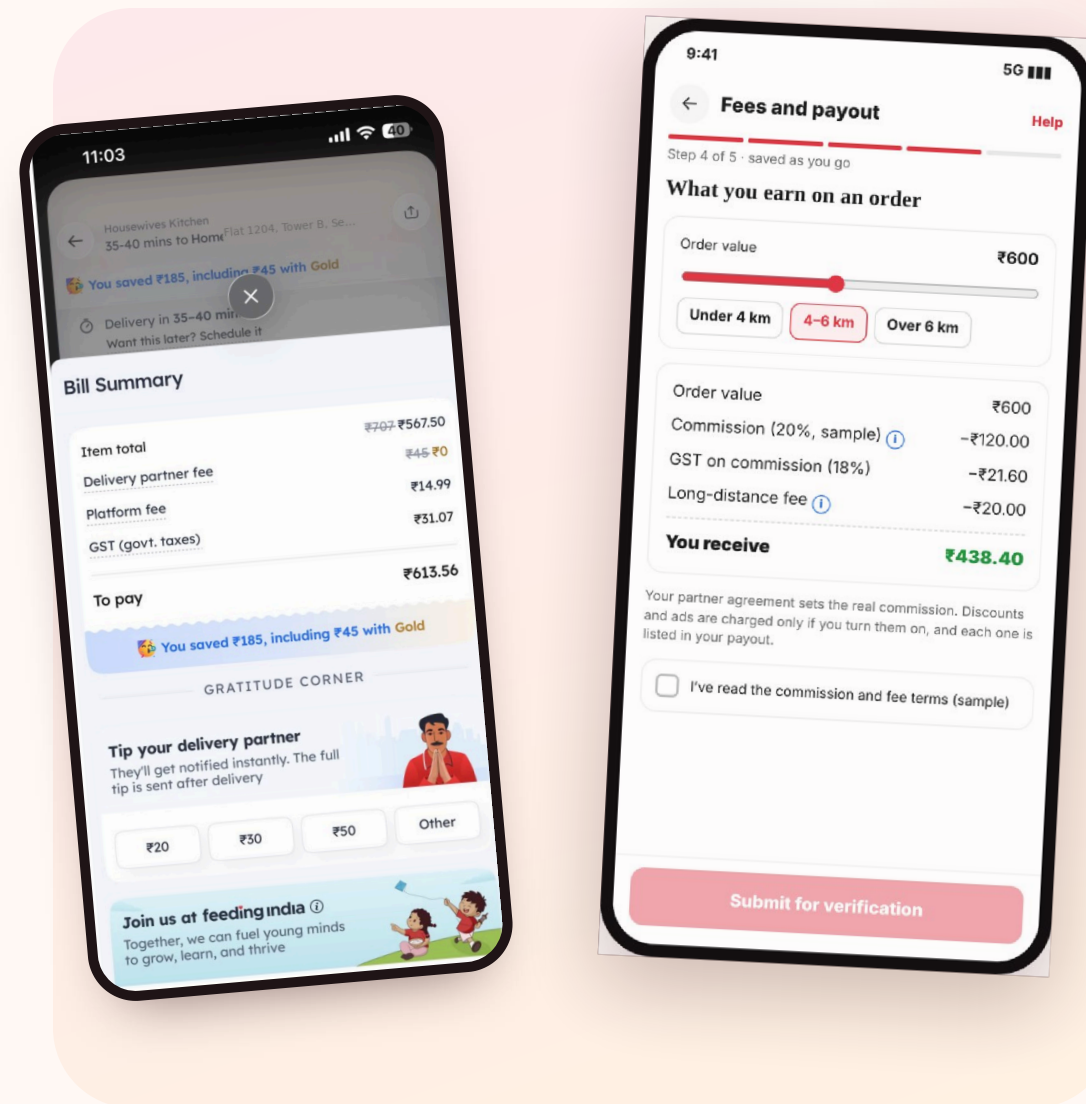


Customer ordering and restaurant partner journeys: evaluation and redesign

Seven evidence-backed customer issues (one corrected after new cart screenshots), five restaurant partner pain points from public sources, redesigns for both sides, a clickable prototype and a validation plan.

[Contents →](#)[Open prototype ↗](#)

Varun Kumar · companion to the 10-slide deck



What is in this report

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Every line is a clickable link. Companion files: 10-slide deck, clickable prototype, 5-minute video script.

Finding food is fast; price is busy; the bill is clear once you tap

In one paragraph

Zomato's customer flow makes finding food quick, and its cart shows a clear, itemised bill with explained fees. The main weakness is the number of price and offer messages competing on the menu and in the cart (①), plus a floating button that covers ADD (②). On the restaurant side, public sources point to effortful onboarding and deductions that are hard to trace. The redesign keeps what works, adds one clear price and a one-line cost split for customers, and shows the money and next step at every stage for restaurants.

What changed since the first version

- New cart screenshots (19 Oct 2026) show a full Bill Summary.
- **Issue ③ corrected:** “payment shows one total, no breakdown” → “breakdown is one tap away”, Sev 3 → 1.
- Prototype bill now matches the real lines: platform fee ₹14.99, GST incl. 18% on the platform fee.
- Issue ⑦ added; restaurant partner journey added.

#	Customer issue	Sev	Priority
①	Too many price and offer signals compete	3 · Major	P1
②	Floating “Menu” button covers ADD	2 · Minor	P1 quick win
③	Bill breakdown is one tap away (corrected)	1 · Cosmetic	P3
④	“Add-ons” mixes options with full-price upsells	2 · Minor	P2
⑤	Key details are truncated	1 · Cosmetic	P3
⑥	Home offers many competing paths	1 · Cosmetic	P3
⑦	A free Dining voucher is pre-added to the cart	1 · Cosmetic	P2

Restaurant partner (hypotheses)

R1 deductions hard to trace · R2 per-order fees after sign-up · R3 document-heavy set-up and waiting · R4 slow menu entry · R5 unclear offer funding.

Two users, two flows, and what each claim rests on

	Customer	Restaurant partner
Who	Smartphone user ordering delivery, comparing offers	Owner or manager of a single outlet
Goal	Choose food, understand full cost, pay confidently	Go live, take orders, understand every deduction
Flow	Home → search → menu → customise → cart & bill → payment	Register → details → documents → menu → agreement → verification → orders → payouts
Success	Reaches payment knowing what they pay	Live and able to explain a payout line

Evidence	Detail	Label
S1–S8	8 iPhone screens, 13 Oct 2026, 04:43–04:47 IST, Seoul Burgers order	OBSERVED
C1–C2	Cart and Bill Summary, 19 Oct 2026, 11:03, another order	OBSERVED
Personal data	Name, phone and address replaced with samples	—
Partner flow	Public guides, news, app store listing; no screenshots	HYPOTHESIS
Desktop web	Not captured	GAP
App version	Not recorded	GAP

ASSIGNMENT BRIEF

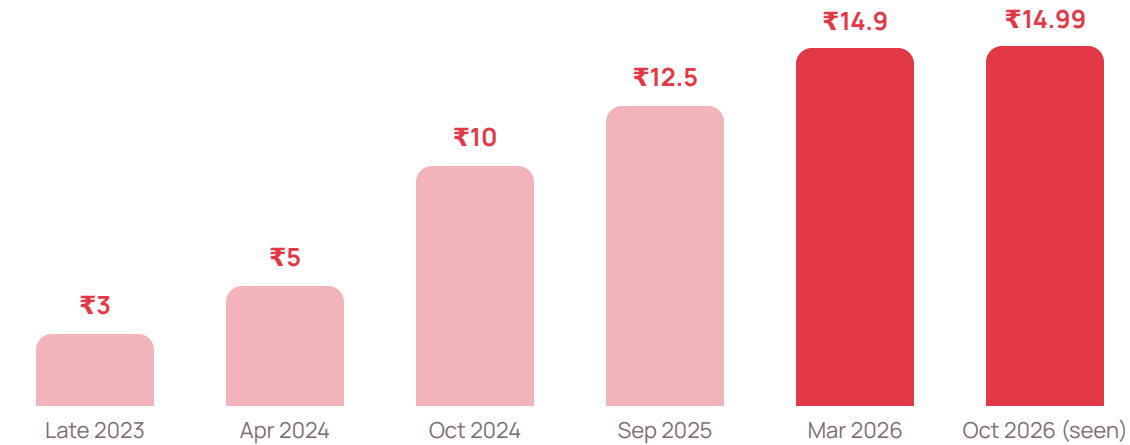
Evaluate the flow with Nielsen’s 10 heuristics; at least five evidence-backed issues; map Hick’s, Fitts’s and Jakob’s laws; before/after redesigns; validation plan. Do not invent screens, interviews or analytics.

HOW THE CORRECTION WAS HANDLED

The first version marked the cart as an evidence gap and still rated the payment total as a major issue. The new cart screens disproved the core claim, so the finding was downgraded, re-worded and logged here rather than quietly removed.

What the customer pays, and what the restaurant gives up

Platform fee per order (customer)



Reported: ₹14.90 from Mar 2026 (Business Today); ₹14.99 reported in Sep 2026 (Angel One) and seen on the 19 Oct bill. GST at 18% is charged on top and included in the GST line.

27M+

monthly customers (Eternal)

300,000+

restaurant partners (Eternal)

18–25%

typical commission + GST for a single outlet (partner guide, 2026)

30% cap

on total charges incl. long-distance fee (Outlook Business)

Regulation

India's CCPA dark-pattern guidelines (2023) name drip pricing and basket sneaking. A clear, itemised bill and opt-in extras keep both sides safe.

Restaurant economics in one line

Commission, GST on commission, distance fees, discounts and ads all come out of the order value, so a partner's payout statement is the restaurant's "bill", and needs the same clarity.

Heuristics, laws, severity and labels

Heuristic review

All 10 of Nielsen's heuristics checked on each screen; a violation is reported only where a screen shows it; each underlying problem counted once.

UX laws

Hick's, Fitts's and Jakob's laws used only where they explain an observed issue. Target sizes measured on 3x screenshots (3 px = 1 pt).

Priority

Severity × user benefit × confidence ÷ effort. Effort is an evaluator assumption to confirm with engineering.

Rating	Meaning (NN/g)	Customer issues
1	Cosmetic	③ ⑤ ⑥ ⑦
2	Minor	② ④
3	Major	① (provisional)
4	Catastrophe	none

OBSERVED seen in a real screenshot

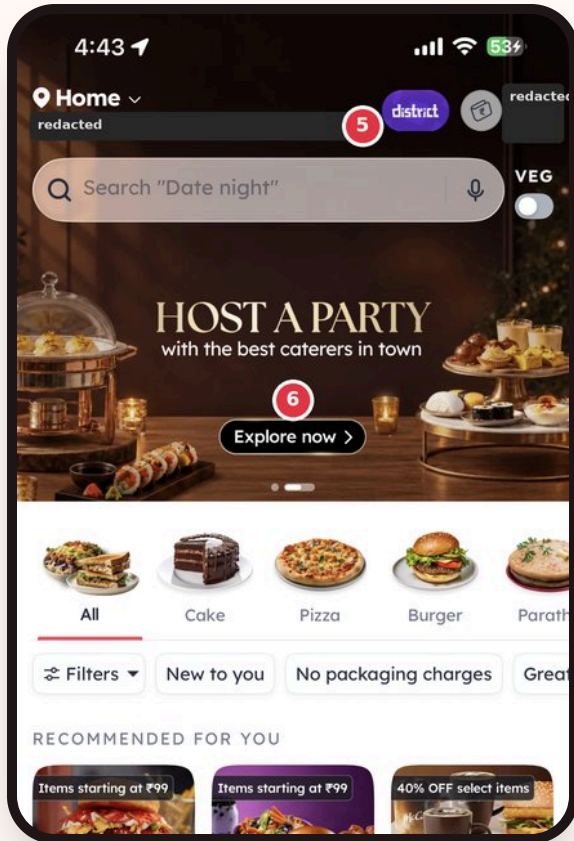
INTERPRETATION expert reasoning

HYPOTHESIS needs testing or screens

PROPOSED redesign concept

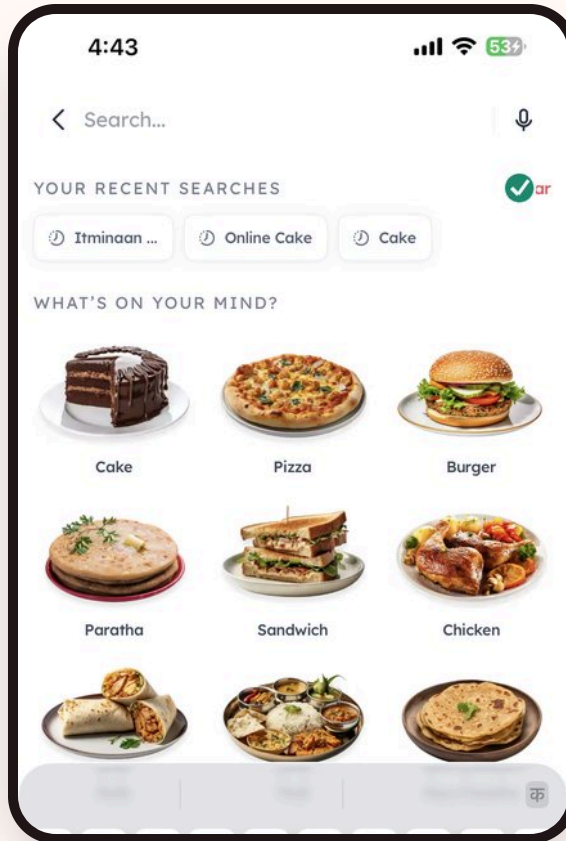
Partner pain points R1–R5 are all hypotheses: they come from public reporting, not from evaluating partner-app screens.

S1–S4: search is strong; offers compete



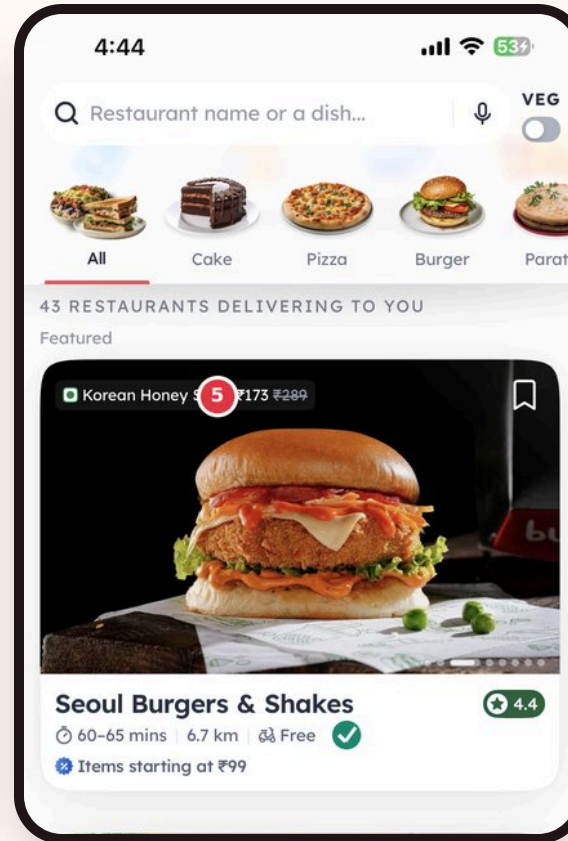
S1 Home · 04:43

Search first, voice, VEG toggle. Many promos ⑥; address cut ⑤.



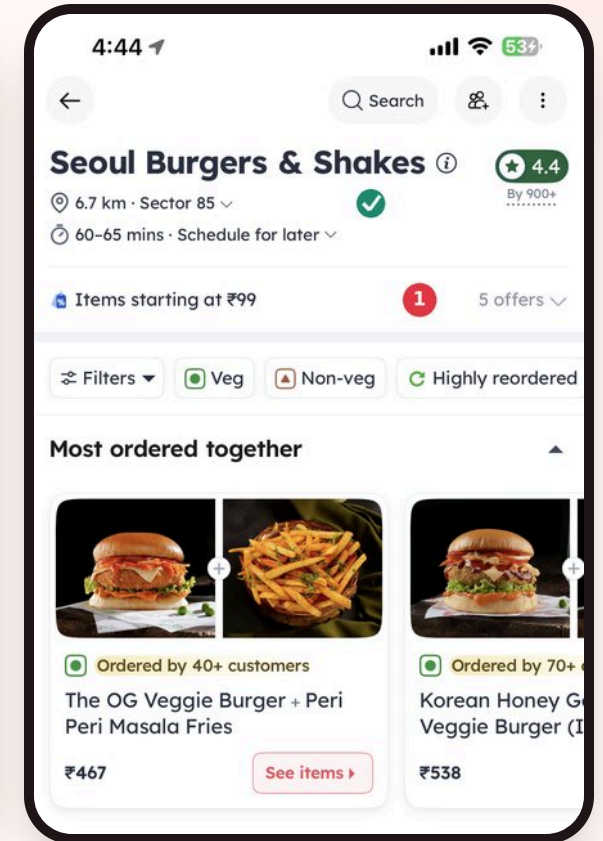
S2 Search · 04:43

✓ Recent searches with Clear; dish grid.



S3 Results · 04:44

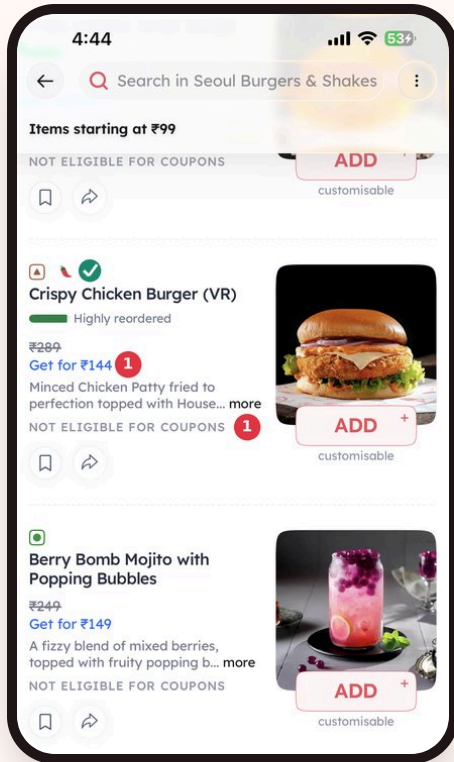
✓ Time, distance, free delivery per card. Names cut ⑤.



S4 Restaurant · 04:44

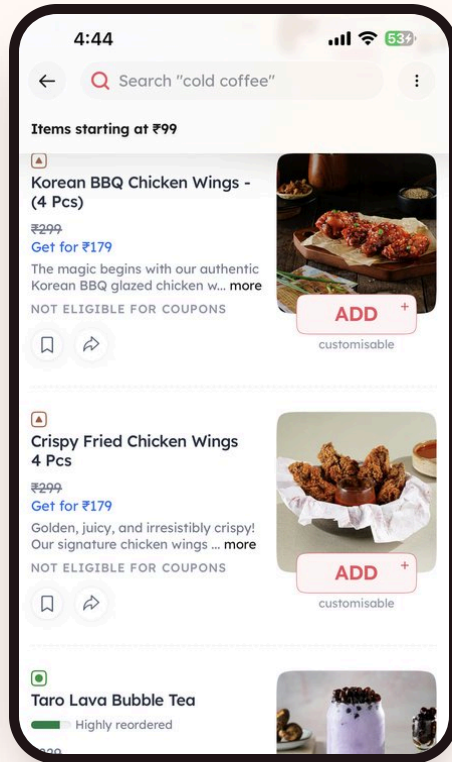
✓ Rating, "Schedule for later". "5 offers", Gold, deal sections ①.

S5–S8 and the cart from a second order



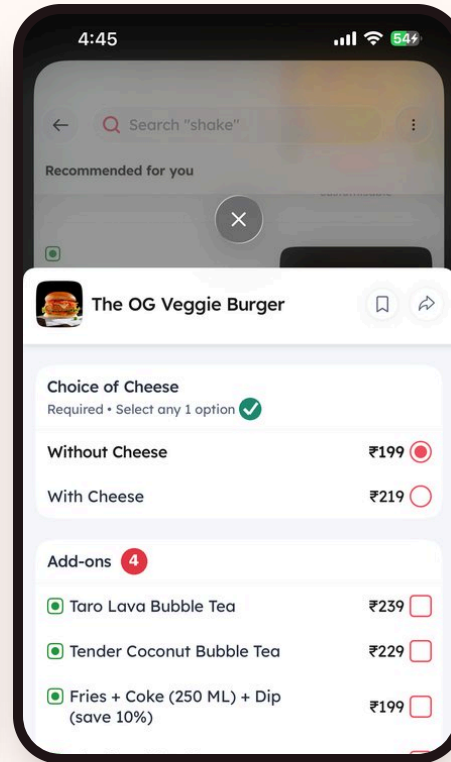
S5 Menu

Price text on every item ①; Menu button ②.



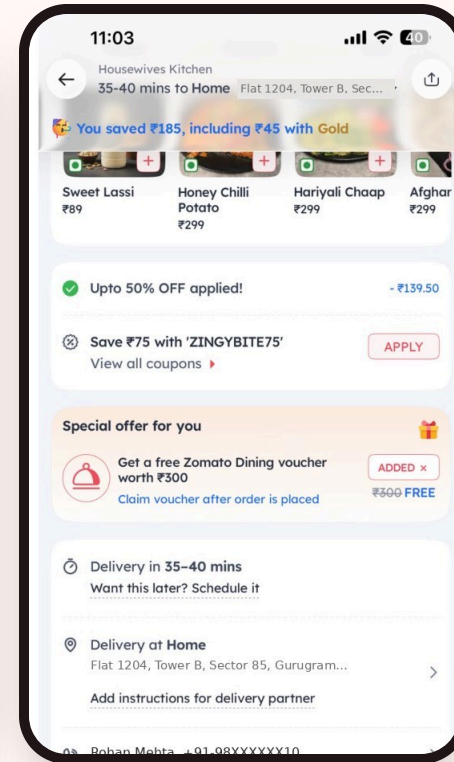
S5b Menu, scrolled

Menu button over ADD and “customisable” ②.



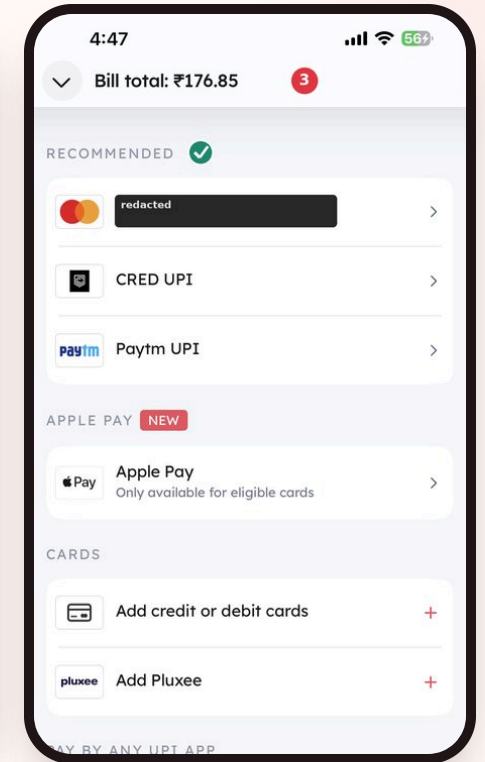
S7 Customise

✓ Required choice, live price. Upsells as “Add-ons” ④.



C1 Cart · 19 Oct

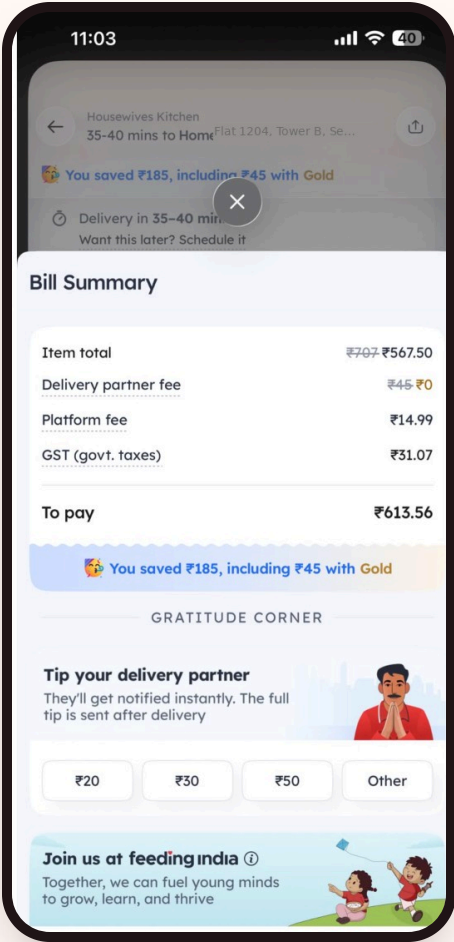
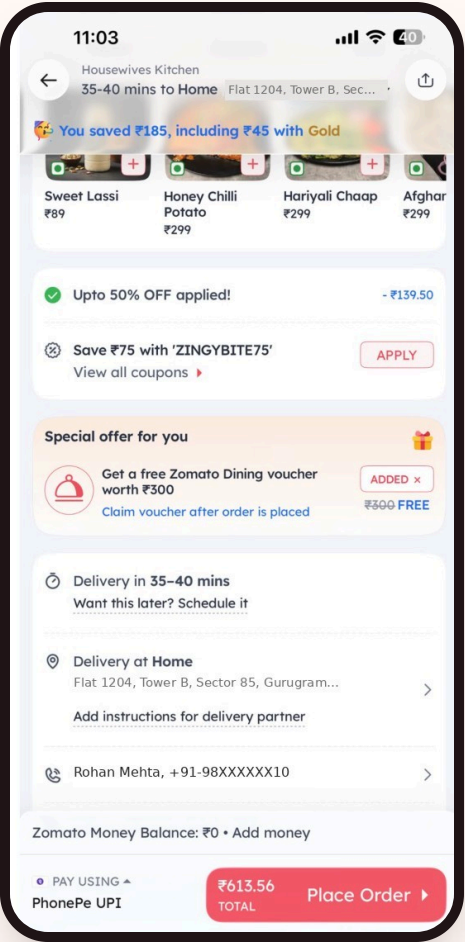
50% off + another coupon ①; voucher ADDED ⑦.



S8 Payment

✓ Grouped methods. “Bill total” collapsed ③.

The real Bill Summary, line by line



Line (as shown)	Amount	What it means
Item total	~~₹707~~ ₹567.50	"Upto 50% OFF applied" –₹139.50
Delivery partner fee	~~₹45~~ ₹0	Free with Gold (₹45 saved)
Platform fee	₹14.99	Fixed per-order fee
GST (govt. taxes)	₹31.07	5% × ₹567.50 = ₹28.38 + 18% × ₹14.99 = ₹2.70
To pay	₹613.56	567.50 + 0 + 14.99 + 31.07 = 613.56 ✓
Savings banner	₹185	139.50 + 45 = 184.50, rounded

What works

Every charge is itemised; labels have dotted underlines that explain them; Gold savings are shown as struck prices; the tip is optional and not pre-selected; the GST line is labelled as government tax.

What remains

The breakdown sits in a sheet; the Place Order bar shows only "₹613.56 TOTAL" (③, minor). Two offer messages appear together and a Dining voucher is pre-added (①, ⑦).

Every heuristic checked; violations only where a screen shows it

#	Heuristic	What was seen	Verdict	Issue
1	Visibility of system status	Live price in “Add item”; full Bill Summary in cart; total-only on the pay bar	Minor violation	③
2	Match with the real world	Veg marks, familiar labels; “Add-ons” used for separate full-price items	Violation	④
3	User control and freedom	Back, close, steppers; voucher pre-added (removable)	Minor violation	⑦
4	Consistency and standards	Price styles and ADD buttons consistent	No violation seen	—
5	Error prevention	Menu button overlaps ADD	Violation	②
6	Recognition rather than recall	Recent searches help; offers behind “5 offers”; truncated text	Violation	① ⑤
7	Flexibility and efficiency	Voice search, filters, schedule later, saved payments	No violation seen	—
8	Aesthetic and minimalist design	Repeated price/offer text; busy home	Violation	① ⑥
9	Recover from errors	No errors observed	Not assessed	GAP
10	Help and documentation	Dotted labels explain fees	No violation seen	—

The highest-priority fixes, and a corrected finding

1 Too many price and offer signals compete

Sev 3 · Major (prov.)

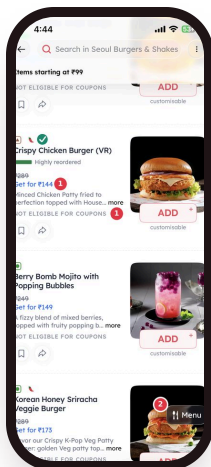
OBSERVED

Where: S4–S5 menu, C1 cart · **Heuristic:** #8 Aesthetic & minimalist; #6 Recognition rather than recall

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

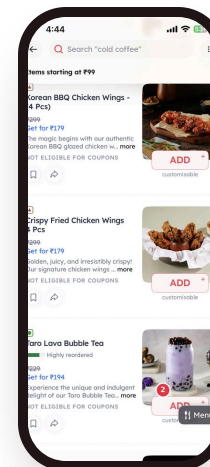
Fitts's law

Where: S5–S6 menu · **Heuristic:** #5 Error prevention

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

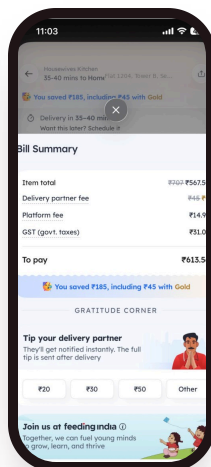
Jakob's law

Where: C1–C2 cart, S8 payment · **Heuristic:** #1 Visibility of system status (minor)

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”.



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

Sev 2 · Minor

OBSERVED

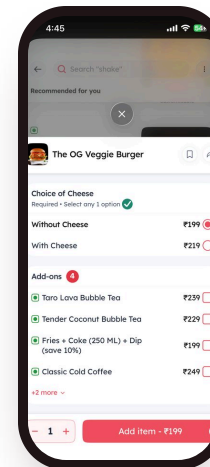
Hick's law

Where: S7 customise · **Heuristic:** #2 Match with the real world; #8 Minimalist

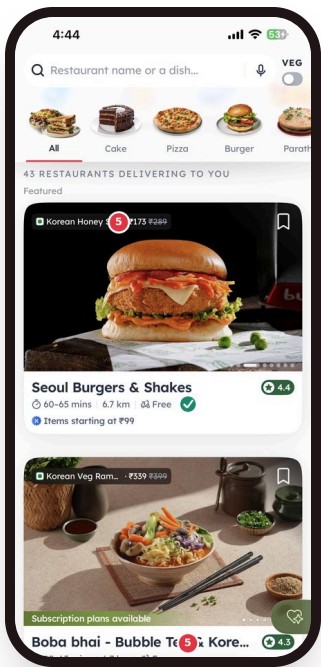
Evidence: Bubble teas ₹229–239, cold coffee ₹249 and a ₹199 combo are listed as “Add-ons” under a ₹199 burger, below the required cheese choice.

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.



Small cuts, a busy home, a pre-added extra

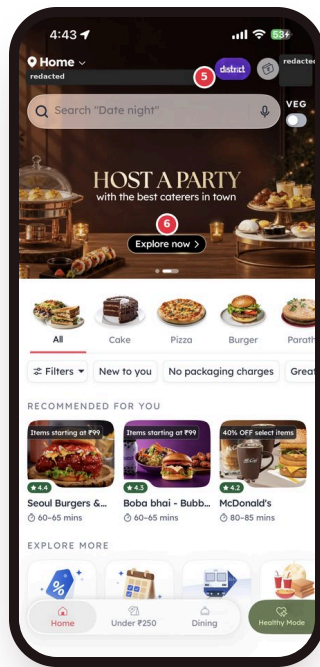


5 Key details are truncated

Sev 1 · Cosmetic OBSERVED

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

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

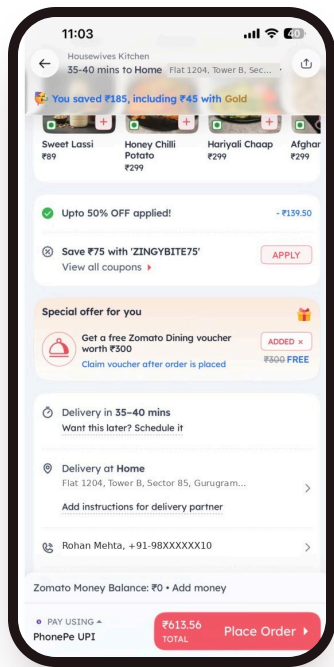


6 Home offers many competing paths

Sev 1 · Cosmetic OBSERVED

Evidence: Catering banner, district button, categories, filter chips, recommendations, Explore more, 4 tabs.

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

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

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

Observed issue → law → reasoning → change

Law	Observed issue	Reasoning	Change
Hick's	④ 6 add-ons + "2 more" beside a 2-option required choice; ⑥ many paths on home	More, and more mixed, choices lengthen decisions. Fewer is not always better; grouping is.	Required choice first; extras collapsed; fewer promos above the fold
Fitts's	② ADD ≈120×39 pt, ~27% covered by the Menu button	A partly covered target is effectively smaller; Apple suggests ≥44 pt.	Keep ADD fully exposed; Menu button above the cart bar
Jakob's	③ total-only on the pay bar; breakdown in a sheet	Most checkouts show a short split next to the pay button.	"Food ₹567.50 + fees & taxes ₹46.06" by Place Order

Priority	Fix	Issues	Why
P1	One clear price; say if offers stack	①	Sev 3 (prov.) · every order · medium effort
P1	Move the Menu button	②	Sev 2 · quick win · low effort
P2	Separate options from upsells; opt-in voucher	④ ⑦	Sev 1–2 · low–medium effort
P3	Inline cost split; two-line titles; calmer home	③ ⑤ ⑥	Sev 1 · polish

From “Partner with us” to the first payout (desk research)



Documents asked for

- FSSAI licence (14-digit)
- GSTIN, if registered
- PAN (business or owner)
- Bank account + cancelled cheque
- Address proof
- Menu with prices and descriptions
- 5–10 photos: dishes, kitchen, outside

Sources: Agile Regulatory, DineOpen (2026).

Partner app today

- Accept and track orders; reply to reviews
- Mark items and variants out of stock
- Edit menu, categories, timings, photos
- Offers and ads with performance
- Payouts, sales, AOV, funnel, dish trends
- Rush hour; outlet, FSSAI, bank, staff

Source: app listing, v10.8.0 (Oct 2026).

Money in the agreement

- Commission per order, typically 18–25% + GST (guide)
- Long-distance fee: ₹20 (4–6 km, orders > ₹150), ₹40 beyond 6 km (May 2025)
- Total charges capped at 30% of order value
- Ads and discounts on top, if run

Sources: Agile Regulatory; Outlook Business.

EVIDENCE LEVEL This page describes the journey from public sources. To turn it into evaluated findings, capture the partner app’s registration and payout screens and interview 5–6 owners.

Five hypotheses, each with a heuristic and a design response

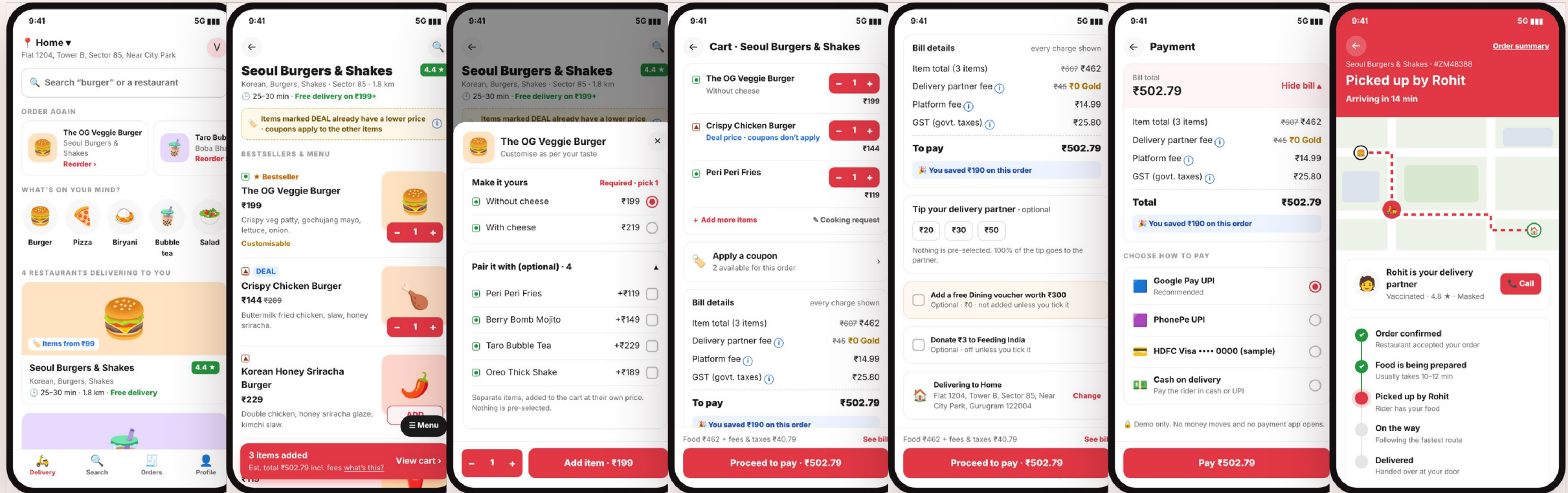
#	Pain point	What public sources say	Heuristic	Design response
R1	Deductions are hard to trace	Restaurateurs reported ads and discounts running without consent and being deducted from earnings (Outlook Business, Jul 2025).	#1 Visibility · #5 Error prevention	Payout lines that each link to an approval the owner gave, with a query button per line.
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	Show commission, GST and distance fees with the net payout before agreeing and on every order.
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	Checklist before effort, format checks as you type, a status tracker with ETA and edit-in-review.
R4	Menu entry is slow	A full menu with prices, descriptions and photos takes about 30 minutes (DineOpen guide).	#7 Flexibility & efficiency	Create the menu from a photo or PDF, then edit.
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	Offer builder that shows “you fund ₹X” and the payout on a sample order before it starts.

Biggest risk: R1. A payout that can't be explained damages trust faster than any UI friction.

Quickest win: R3 checklist and format checks; no policy change needed.

Needs business input: R2 and R5 depend on how fees and offer funding are set in the agreement.

Seven screens from the clickable prototype



PROPOSED

Home

Search first; "Order again" ⑥

PROPOSED

Menu

One price; Menu above cart bar
① ②

PROPOSED

Customise

Options first; extras collapsed
④

PROPOSED

Cart

Opt-in voucher; clear coupon
rules ⑦ ①

PROPOSED

Bill

Real lines + "Food + fees" split ③

PROPOSED

Payment

"View bill" expands the same
lines

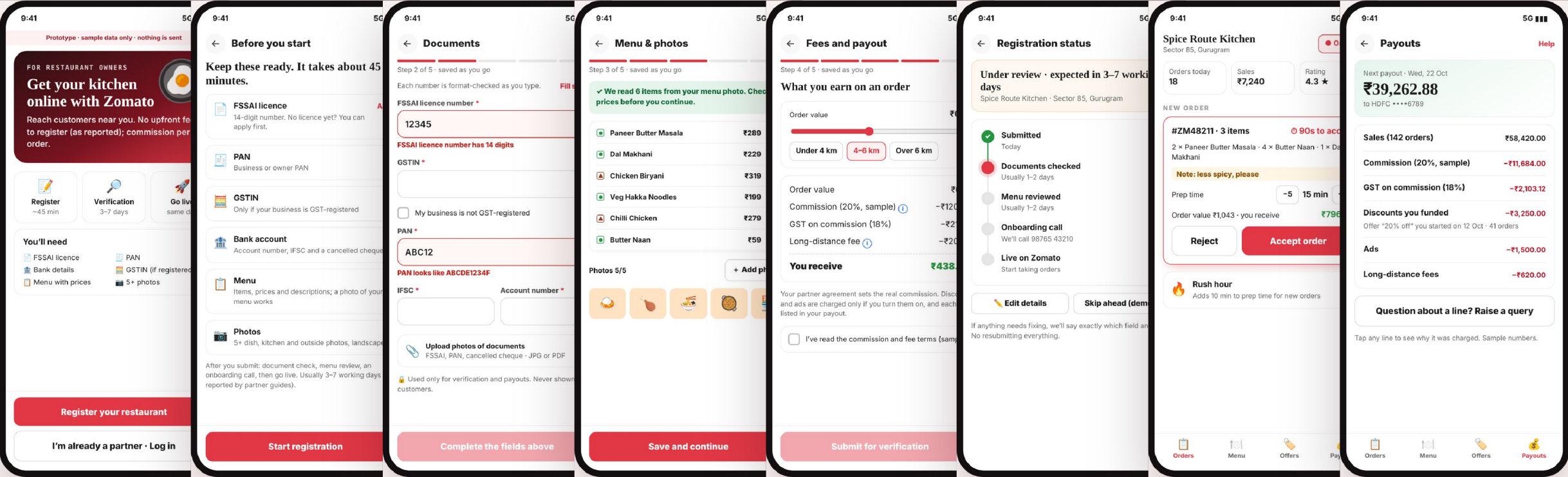
PROPOSED

Tracking

Status, ETA, rider

Bill lines follow the real app (19 Oct 2026). GST = 5% on food after discounts + 18% on platform and delivery fees. Item prices and restaurants are samples. Prototype: zomato-varun.netlify.app

Eight screens: show the money and the next step



CONCEPT

Welcome

Time and steps upfront

CONCEPT

Checklist

Documents before effort (R3)

CONCEPT

Documents

Format checks with examples (R3)

CONCEPT

Menu

From a photo (R4)

CONCEPT

Fees

Net payout before agreeing (R2)

CONCEPT

Status

Tracker with ETA (R3)

CONCEPT

Orders

Payout on every order

CONCEPT

Payout

Each line traced (R1)

Accessibility: large targets for busy kitchens, text errors (not colour only), labels on every field.

Dependencies: menu OCR, document verification APIs, a payout ledger that links deductions to approvals.

Samples: 20% commission, 18% GST on commission, distance fee as reported. The agreement sets real values.

Test both sides; compare fairly; watch the guardrails

Customers · 6–8 people
iOS and Android, budget-conscious and Gold users; current app vs prototype, counterbalanced; think-aloud.

Restaurant partners · 5–6 owners
New and existing partners; current partner app vs prototype; same sample menu and documents.

Task	Prompt	Success
T1	Order a meal under ₹300 and say what you'll pay	Correct total and parts
T2	Can you use a second coupon?	Correct yes/no + why
T3	Add two items while scrolling	No mis-tap on Menu

Task	Prompt	Success
T1	Register with these documents and menu	Submitted, first-time pass
T2	What do you get on a ₹600 order 5 km away?	Correct net payout
T3	Why was last week's payout lower?	Finds the line and its approval

Live metric	Type
Menu → cart → payment completion	Primary
Payment abandonment; charge-related contacts	Primary
Cancellations in 2 min; add-ons removed	Guardrail
Average order value	Guardrail

Live metric	Type
Registration drop-off by step; time to go live	Primary
Payout queries per outlet	Primary
Genuine documents rejected by checks	Guardrail

Sources and what this report cannot claim

1. [Business Today \(20 Mar 2026\)](#): Zomato platform fee to ₹14.90
2. [Angel One \(12 Sep 2026\)](#): ₹14.99 platform fee; ₹5 cash-on-delivery fee; GST on platform fee
3. [Outlook Business \(Jul 2025\)](#): long-distance fee, NRAI concerns
4. [Agile Regulatory \(2026\)](#): Zomato restaurant registration, documents, 18–25% commission
5. [DineOpen](#): Zomato onboarding steps and timelines
6. [APKMirror](#): Zomato Restaurant Partner app (v10.8.0, Oct 2026) feature list
7. [Eternal Ltd.](#): scale (27M+ monthly customers, 300,000+ restaurants)
8. [Nielsen Norman Group](#): 10 usability heuristics; severity ratings
9. [Laws of UX](#): Hick's, Fitts's, Jakob's law
10. [Baymard Institute](#): cart abandonment (48% cite extra costs)
11. Varun Kumar's screenshots of the Zomato iOS app, 13 and 19 Oct 2026 (personal details replaced).

Limitations

- One evaluator; two orders on one iPhone
- No partner-app screenshots; R1–R5 are hypotheses
- No Zomato analytics or support data
- Touch sizes measured from pixels
- Desktop web and error states not evaluated
- Reported figures vary (₹14.90 vs ₹14.99); the bill seen is used

Thank you

Varun Kumar · zomato-varun.netlify.app

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