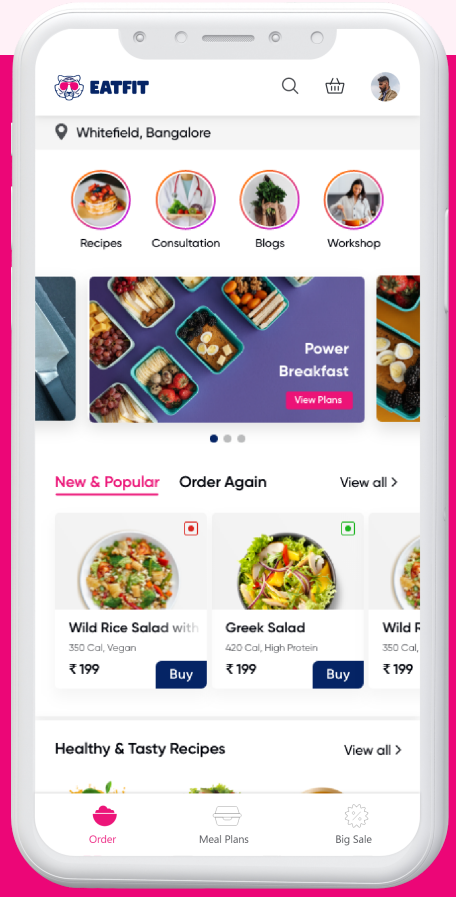
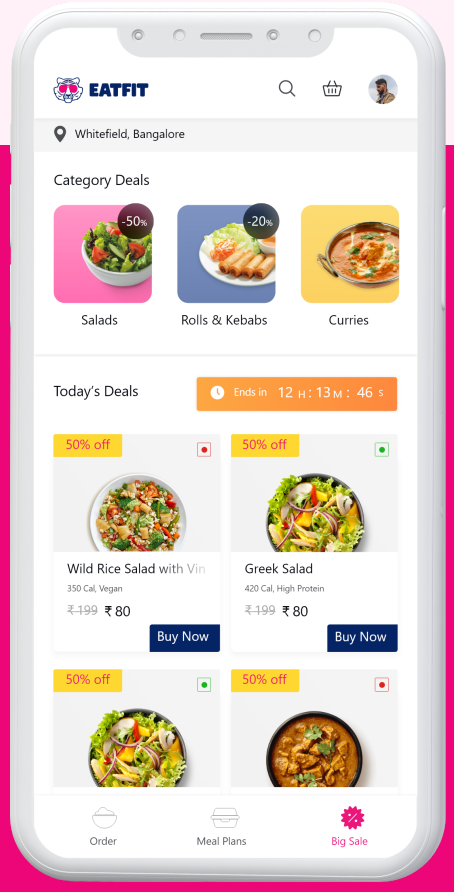
EATFIT





EATFIT

Eat Healthy & Stay Fit (UI/UX Case Study)

Eatfit is an online food delivery service focused on wholesome, healthy Indian food. The company needed a rebrand & redesign to grow in the new direction they've chosen. Our team was hired to improve their current Website's performance & design a new UI.

The Challenge

Eatfit has established its presence and has surged in popularity as a part of Curefit. But as a separate venture, Eatfit's challenge was selling content on healthy eating and lifestyle. Their sales were high, and they saw profits. But for long-term success, other ventures like workshops, consultations, etc., needed to work.

Our Goals

With the redesign, we're hoping to inspire and incentivize users to explore other app features besides food ordering. Creating a difference in the lives of Fitness enthusiasts and healthy eaters & being able to bring them a reliable platform is the goal.

Design Process

Empathise

We gain an empathic understanding of the problem you are trying to solve.

Define

We process and synthesize the findings to form a user point of view that needs to be addressed.

Ideate

We focus on idea generation and explore various ideas beyond solutions.

Prototype

We build to think. A simple and fast way to shape ideas so users can experience and interact with them.

User Interview

Kabir
Graphic Designer, Chennai
Vegetarian

Daily Routine

I wakeup on 5:30 and Order lunch on Zomato, Curefit (sometimes - twice a week)

Reason For Online Ordering

- Due to time issues, also going out is a problem due to covid.

Rohan
College student and working as Sales Intern, Age 22, Bangalore
Non - Vegetarian

Daily Routine

I do not have any fixed routine.
I order almost daily a month.

Reason For Online Ordering

- I do not schedule orders. I order only for the next meal.

Pain Points

- Eatfit is an experience I used due to getting discounts as an employee.
- Subscription is expensive, and fewer meal variations are there.
- I do not know that the Eatfit app exists. I order from Curefit.
- EatFit does not deliver in my area, so I prefer Zomato.
- The subscription price may change next month.

Insights

- Users started subscribing a lot after a challenge.
- I like the box 8 subscribing plan.
- 1000 a week for a one-time meal will be recommended, also can give some rewards. Later they can increase the price.

- I feel "Cooking is a waste of time."
- I do not schedule orders.

Pain Points

- Decision-making is difficult when there are too many items.
- I used the Curefit app. It is easy to book classes & order food from the same place.
- I have a free subscription. I may not take a paid subscription.
- Sometimes I need to change my delivery address in the subscription, but that food may not be available in that area.
- Fit cash is not available for subscription.
- Improvisation is needed in the feedback screen. I need to scroll selected chips.

Insights

- Orders tracking is not upto the mark.
- The pricing is kind of reasonable.
- Amazon food & phone pe has the lowest price.

Affinity Mapping

Reason For Online Ordering	Food Ordering Frequency	Subscription		Navigation	Tracking Order	Other Drawbacks		Goal	
Time issues & difficulty in going out due to COVID-19.	Order lunch 4 times a week.	Less meal variation in a subscription.	Sometimes forget to change the delivery address or cancel the order when in a different place.	There is no search option to find particular food; instead, you have to go through the whole list.	Post-order tracking can be improved.	Eatfit is expensive, using it because of the employee discount.	There is no option to collect the number of calories they have consumed, like healthify shows.	Easy to use and clear navigation pattern.	Proper notification before the delivery time.
Cooking is a waste of time.	Orders food more than 4 times in a month.	Fitcash is not available for subscription.	To change the meal in the subscription have to pay an extra amount which does not make sense.	Scrolling through a lengthy menu is annoying.	Live tracking of orders is not available.	Decision-making is difficult when there are too many options.	There are not many options for vegan food.	Wide varieties on daily changing menu (Veg & Nonveg)	
Emergency situations or health issues.	Orders food once in 15-20 day	No customization option for a subscription.	In subscribed plan few meals are available within the plan which user does not like.			EatFit feedback emojis design changes are needed. Ratings &reviews are down and need to scroll.		Savings over expenses	
Hostel food is not proper.	Using subscription plan for lunch (from last 2 months).	Taken free subscription, Won't take paid subscription as the delivery address is not fixed daily						Eating healthy should be accessible, easy, and affordable to everybody.	
Intense desire to consume specific food.									

Empathy Map

I felt disappointed when I couldn't customize the subscribed meal plan.

With a lot of options, it is getting difficult to decide on food.

I like the breakdown of calories and macros info.

I feel that a subscription is expensive.

I feel annoyed scrolling through a lengthy menu.

Think & Feel

It is difficult to track my order.

I had not heard about Eatfit till I joined CureFit.

I could not find the Global Search bar on the homepage.

I could not find more than three calorie ranges in the filter.

Hear

I heard that Eatfit does not deliver to all locations.

See

There are not wide varieties of vegan food.

Difficulty in locating previous orders.

Improvisation is needed in the feedback screen.

It is difficult to find offers.

UI of the Website can be improved.

Difficulty in locating previous orders.

Say & Do

The subscription price may change next month.

I order food frequently from Eatfit.

Found it difficult to apply offers.

I use the mobile app to order food from Eatfit.

I do not prefer ordering meals in advance.

I have paid an extra amount for changing the meal in the subscription.

Fit cash is not available for subscription.

I prefer buying combos mostly.

Pain

- Few meals are available within the plan, which I do not like, Can not customize.
- There is no search option to find particular food; instead, you have to go through the whole list.
- To change the meal in subscription, we have to pay an extra amount which does not make sense.
- Sometimes I need to change my delivery address in the subscription, but then that food may not be available in that area.
- Subscription is expensive, and fewer meal variations are there.
- There is no option to collect the total calories they have consumed.
- EatFit is expensive

Gain

- Subscribed users should receive a notification a few hours before the delivery time to change the delivery address or to cancel the meal when needed.
- Live tracking the food after the order is placed keeps the user informed.
- Should be able to customize a meal plan based on need.
- Wants a global search bar to find the food faster.
- Saving cash with special offers and cashbacks is needed.
- The breakdown of calories and macros info is very much helpful
- Wants to experience a quick, smooth, and easy ordering process.

User Persona

Kiran Singh

Demographics

Age :	32yrs old
Location :	Bengaluru
Job :	Software Engineer
Education :	Post Graduate

Bio

Kiran 32 years old Software Engineer who lives in Bengaluru. During her teenage, she came to know that she was suffering from thyroid which led to excess weight. Since then, she has focused more on workouts and healthy food habits, and she has become more cautious about the amount of calorie intake. Since she is a working woman, she has no time to cook breakfast or lunch, so she always depends on food ordering apps.

Frustrations

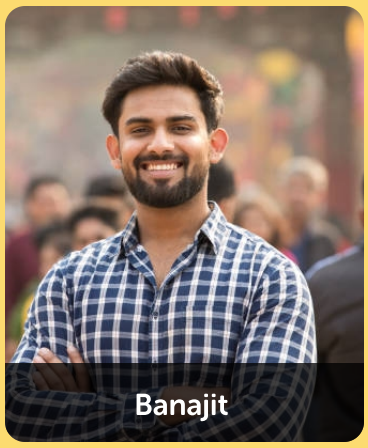
- Difficulty in locating previous orders.
- Difficult to find & apply offers during the checkout process.
- Not many options were available for vegan food.
- Overall, usage of the application is time-consuming.

Motivations

- Need for special offers & Cashbacks.
- Wide varieties on daily changing menu(veg & Non-veg).
- To experience a smooth ordering process.
- Easy to use and clear navigation pattern.

Personality Traits

- Diet Concious
- Initiative
- Self Motivated
- Experimental



Demographics

Age :	25yrs old
Location :	Bengaluru
Job :	Business Analyst
Education :	Under Graduate

Bio

Banajit 25 years old analyst living in Bengaluru. He also does a distance learning program from a reputed university at weekends. He is independent and cost-conscious. Since he stays in the pg, he usually orders food online, especially for lunch, since he is busy managing his work life & studies. He subscribes to healthy meal plans with decent offers and reasonable prices\ if available.

Frustrations

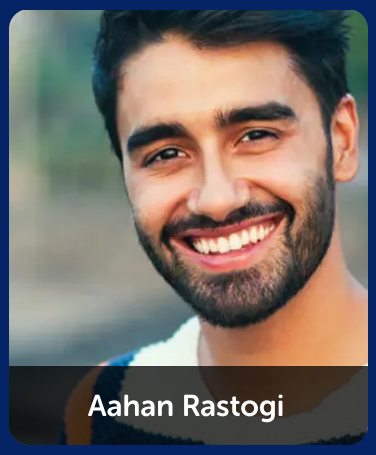
- Paying Extra Amount To Change A Meal In Subscription Plan.
- The price of the food is not budget-friendly.
- Not all the foods available within the subscription plans are likeable.
- No option to check the availability (person) before delivering food on a daily basis (Subscriptions).

Motivations

- Savings Over Expenses.
- Providing less expensive meals with special offers.
- Proper Notification for dynamic options.

Personality Traits

- Independent
- Productive
- Frugal
- Punctual



Demographics

Age :	19yrs old
Location :	Bengaluru
Job :	Student
Education :	Under Graduation

Bio

Aahan, 19 years old undergraduate student, lives in Bengaluru. He is active in sports and always conscious of his physic. He workouts for at least 2hrs every day. He lives away from his parents to finish his college studies. He cooks dinner on his own, whereas for breakfast and lunch, he started using a subscription plan due to time constraints. During weekends he used to cook his own food.

Frustrations

- Scrolling through a lengthy menu is annoying when the user has a specific option in their mind.
- Not able to track order status & unable to contact support while facing issues related to orders.
- Information about serving & portion size is not upfront.
- There are no rewards or any motivation factor to make buyers stick to buying expensive subscription plans.

Motivations

- Limited clicks to find specific food.
- Convenient communication to resolve issues quickly.
- Quantify recommended amounts.
- Game elements to motivate buyers.

Personality Traits

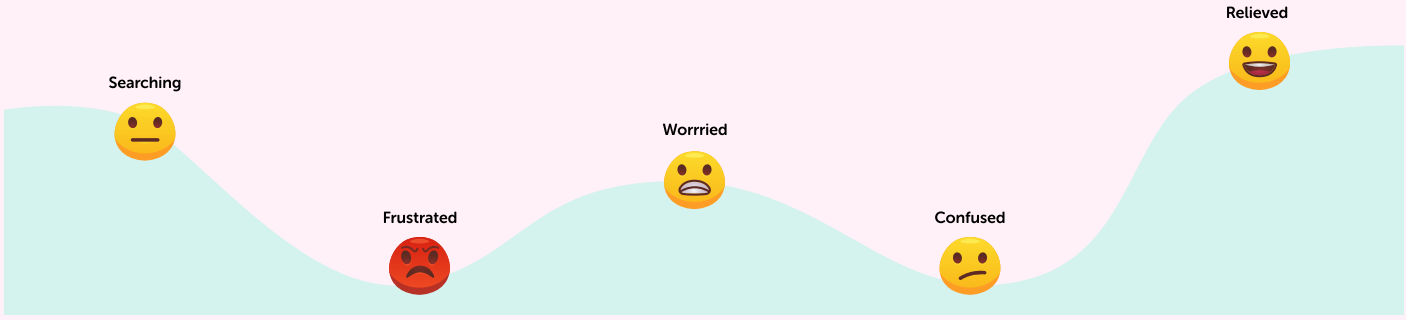
- Witty
- Athletic/ Self Motivated
- Active
- Curious

User Journey Map

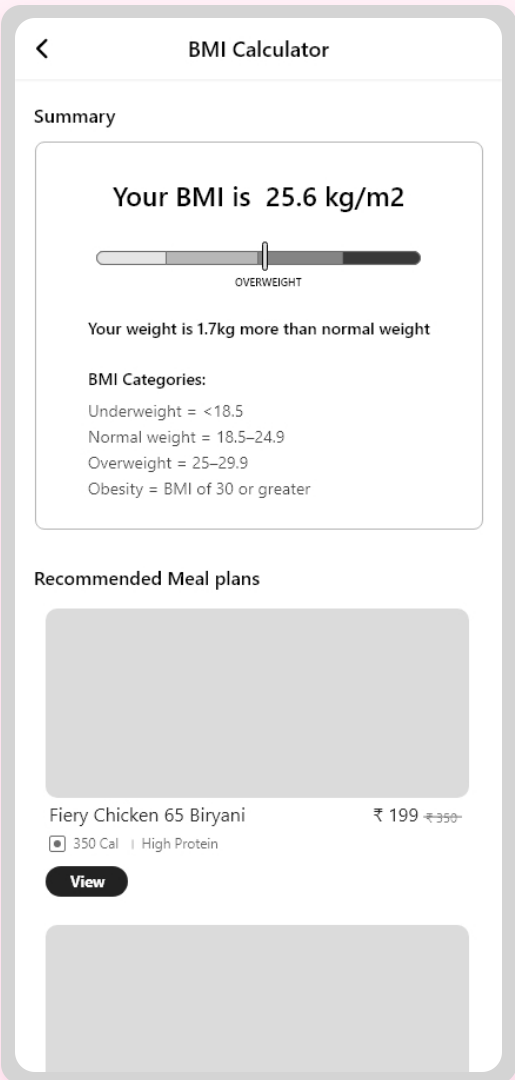
Stages	Awareness	Browsing	Ordering	Waiting & Receiving	Consuming & Feedback
Actions	Plans to buy a subscription for dinner.	Explore the site and looks into the available meal plan options.	Selecting a suitable dinner plan with more offers and varieties in the menu.	Waited for 30 min. & goes to collect the ordered food.	Unpacks the order. Sits down and eats his dinner while He is watching his fav show.
Goals	To find a less expensive and healthy meal subscription plan for dinner daily.	Finding a dinner plan with lots of varieties in the menu.	To experience easy and smooth subscribing process with proper updates about the subscribed plan.	On-time arrival and excellent delivery services.	Excellent quality and tasty food.
Touchpoints	Opens his mobile and logs into the site.	Browse dinner under subscription plan and choosing one among that to read more about the plan.	Completes subscribing, confirms delivery details and payment information.	Order is delivered at his doorstep.	Opens his mobile phone to give feedback.
Painpoints	On the OTP page, when tap on a close icon, it is redirecting to the home page instead of the login page.	No options to filter or search meal plan.	No menu customization options in subscription plans after subscribing.	Live tracking if the order is not available.	Feedback emoji design is not interactive. Rating & reviews are not upfront.
	When a user taps on close the icon on the OTP page it should redirect to log in	A good set of filters and facets ensure an improved user experience.	Giving user option to customize the meal will let users to make their own	Live tracking of an order will keep users updated about their orders along	Rating & reviews is a great way to induce faith in prospective customers and

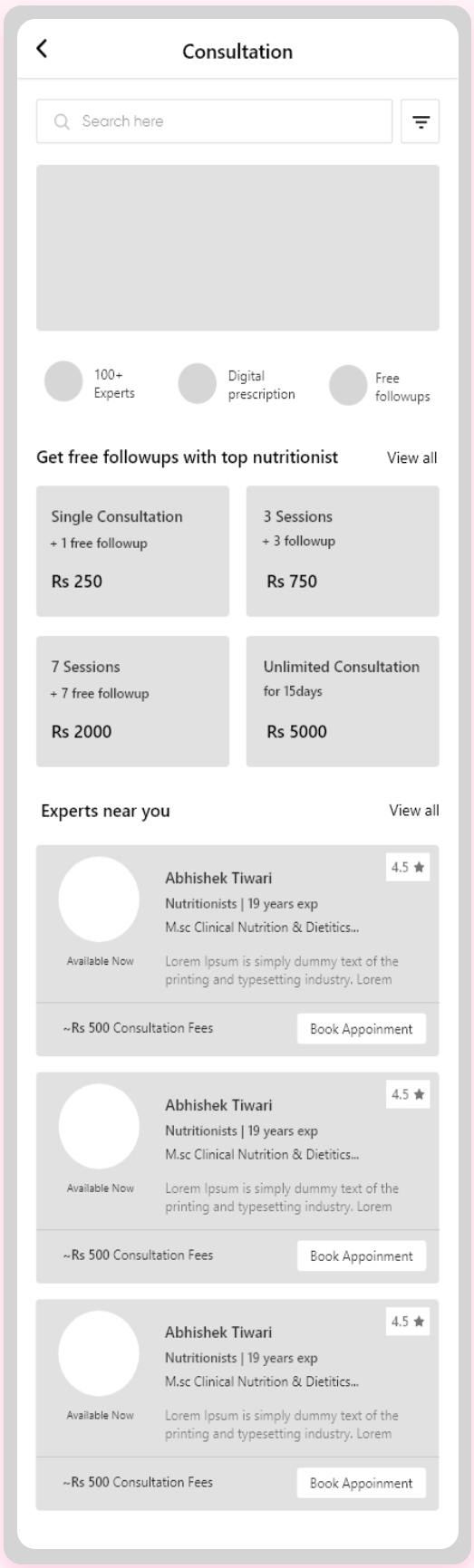
Opportunities	page instead of home page since the user is not aborting the login process it should close the OTP screen and show the login Page.	By helping users drill down to their needs with ease, it eliminates the need for numerous searches, queries just to find something specific.	selections about what they want to eat without any additional charges.	with the time status, such that clear communication can be retained until the parcel of food is delivered.	increase your visibility. So I tis necessary to make it easy for the users to rate them

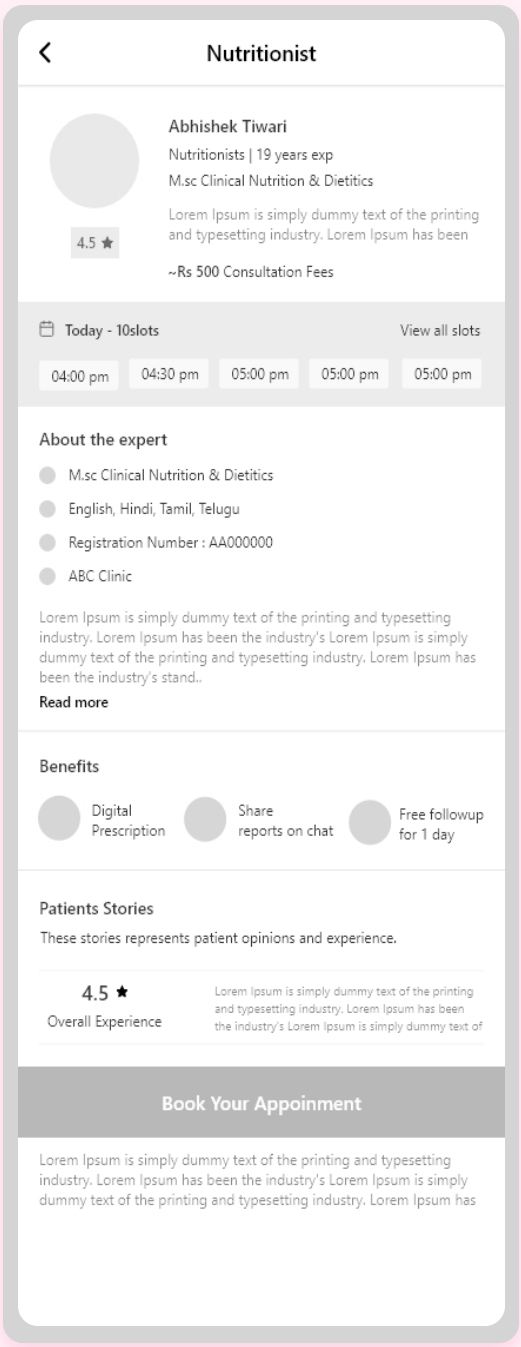
Experience

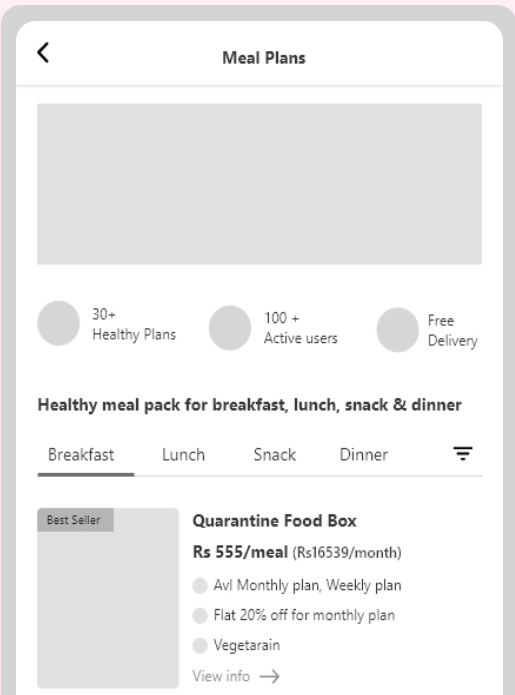


Wireframes









Best Seller

Quarantine Food Box

Rs 555/meal (Rs16539/month)

- Avl Monthly plan
- Flat 20% off for monthly plan
- Vegetarain

View info →

Quarantine Food Box

Rs 555/meal (Rs16539/month)

- Avl Monthly plan, Weekly plan
- Flat 20% off for monthly plan
- Vegetarain

View info →

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View info →

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Rs 555/meal (Rs16539/month)

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View info →

Show more

Similar Packages

Meal Plans + Nutrionist Consultation

Healthy homely meal pack for breakfast, lunch, snack & dinner

30 plus meal plans
Breakfast, Lunch, Snack &dinner
Monthly, Weekday, Weekend options
Flexible plan: change / cancel anytime

Starting From **Rs 999**

View all

Pedometer

User

Total Fitcash Earned - 100

Today's Target

Bronze - 30 | Silver - 50 | Gold - 70

Bronze 5k steps | Silver 10k steps | Gold 15k steps

Your Achievements

Today Weekly Montly

Today
Steps
2000

Still 3000 more steps to win BRONZE, you can do it!

Kilometer	Calories
1 km	**30cal**

Ad

Its good to strech out after a long walk

DOWNLOAD Curefit app now to get exercise video

Meal Plans + Nutrionist Consultation

Healthy homely meal pack for breakfast, lunch, snack & dinner

30 plus meal plans
Breakfast, Lunch, Snack &dinner
Monthly, Weekday, Weekend options
Flexible plan: change / cancel anytime

Starting From **Rs 999**

View plans

Packaged Food

Healthy homely meal pack for breakfast, lunch, snack & dinner

30 plus meal plans
Breakfast, Lunch, Snack &dinner
Monthly, Weekday, Weekend options
Flexible plan: change / cancel anytime

Starting From **Rs 999**

View plans

Packaged Food + Content Subscription

Healthy homely meal pack for breakfast, lunch, snack & dinner

30 plus meal plans
Breakfast, Lunch, Snack &dinner
Monthly, Weekday, Weekend options
Flexible plan: change / cancel anytime

Starting From **Rs 999**

View plans

Experts near you

Search by name

Search results (23)

Abhishek Tiwari 4.5 ★
Nutritionists | 19 years exp
M.sc Clinical Nutrition & Dietitics...
Available Now
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem
~Rs 500 Consultation Fees | Book Appoinment

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Workshops

Nutrition Buts & Bolt 9 day workshop

Health & Nutrition | Online Streaming | Paid

May 12, 2021 Wednesday - May 21, 2021 Sunday

Zoom Call (Joining link will be sent to mail Id)

More information

Duration	- 10 am to 11 am
Language	- English, Kannada
Age Limit	- 18 plus
Mode	- Online Streaming

About

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with

FAQ's

Disclaimer

Terms & Condition

Register Rs 250

EATFIT

Meal Plans | Nutritionist Consultation | Workshops

Nutrition Buts & Bolt

May 12, 2021 Wednesday - May 21, 2021 Sunday

Rs 99

Registration closes in : 22 hours

98% booked

Register

Subscribe to Special Packages

View all

Meal Plans — View plans

Meal Plans & Consultation — View plans

Packaged food — View plans

Packaged food & Consultation — View plans

Get free followups with top nutritionist

View all

Single Consultation + 1 free followup — Rs 250

3 Sessions + 3 followup — Rs 750

7 Sessions + 7 free followup — Rs 2000

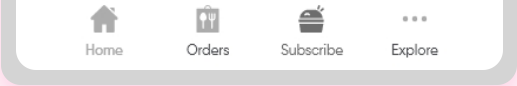
Unlimited Consultation for 15days — Rs 5000

Recommended Workshops

View all

May 12, Wed - May 21, Sun
Family Health Care
Health
Rs 200

May 12, Wed - May 21, Sun
Diabetes is Curable?
Education
Rs 200



Pattern Library

PRIMARY COLOR

Primary color used in the app

#EC1579

SECONDARY COLOR

Secondary color used in the app

#FFE3F0

TEXT COLORS

Text colors used in the app

#FD2F6F #01030A #4C4E53 #FFFFFF

BUTTON COLORS

Colors used in buttons

#EC1579 #FFE3F0 #FFCA23

NEUTRAL COLORS

Neutral colors used in the app (Inactive states, backgrounds)

#9CA7BC #D6DDEA #F4F4F4

GRADIENTS

Gradient colors used in banners, icons, special buttons

#FD91C3	#FFE3F0	#9A91DA	#FFCA23	#FFA756	#FF720B
#EE599E	#FFD1E7	#5D53AF	#FFAB01	#FF8835	#C216E2

COLOR GUIDE

We used candy colors as this application not only provide you the facility to order food online but it provides you workshops of health and fitness, you can consult to the fitness experts through this platform. It provides you the facility of choosing meal plan for you daily, weekly and so on.

Gilroy

FONT WEIGHTS

Gilroy Extra Bold

For Prominent headings, page titles

Gilroy Bold

For Section headings

Gilroy Semibold

For Section headings, product names, button text

Gilroy Medium

Labels for products, categories and small titles

Gilroy Regular

For Small Descriptions, short sentences

Gilroy Light

For paragraphs, long lines of text

FONT SIZES

Size varies based on context of use. Different sizes and weights to be used together to create visual hierarchy

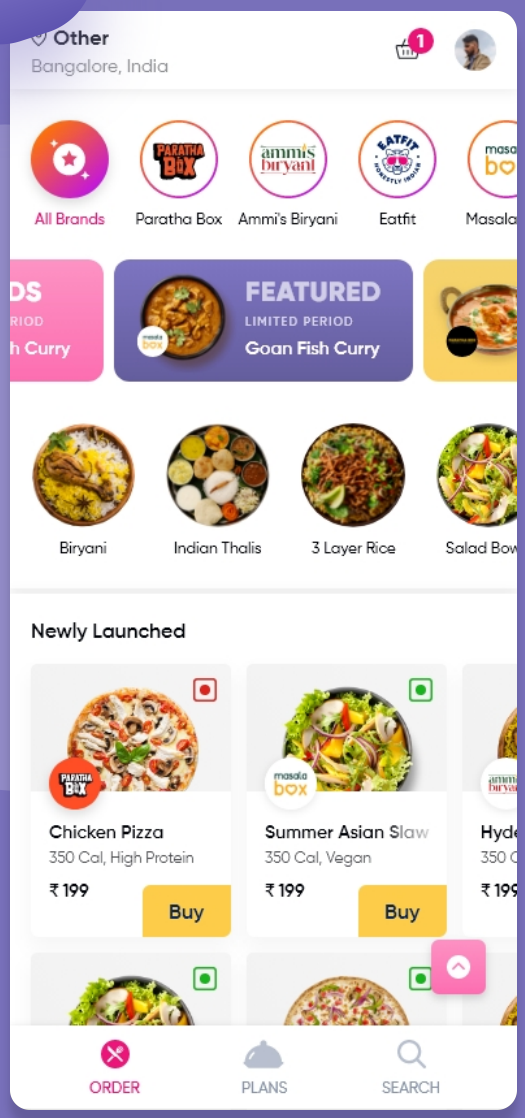
Small 1 - 10 px
Small 2 - 12 px
Medium 1 - 14 px
Medium 2 - 16 px
Medium 3 - 24 px
Medium 4 - 32 px
Large 1 - 40 px
Large 2 - 48 px

TEXT GUIDE

We used this font because it goes perfectly with health and fitness, and it is beautiful, sleek and soothing to the eyes. Good font and how it is used are vital in all aspects of design, both print and online. It has a very important job to do reflecting the tone and personality of what we are trying to say. It needs to be carefully considered why it is being used and also the implication of using that font further down the line.

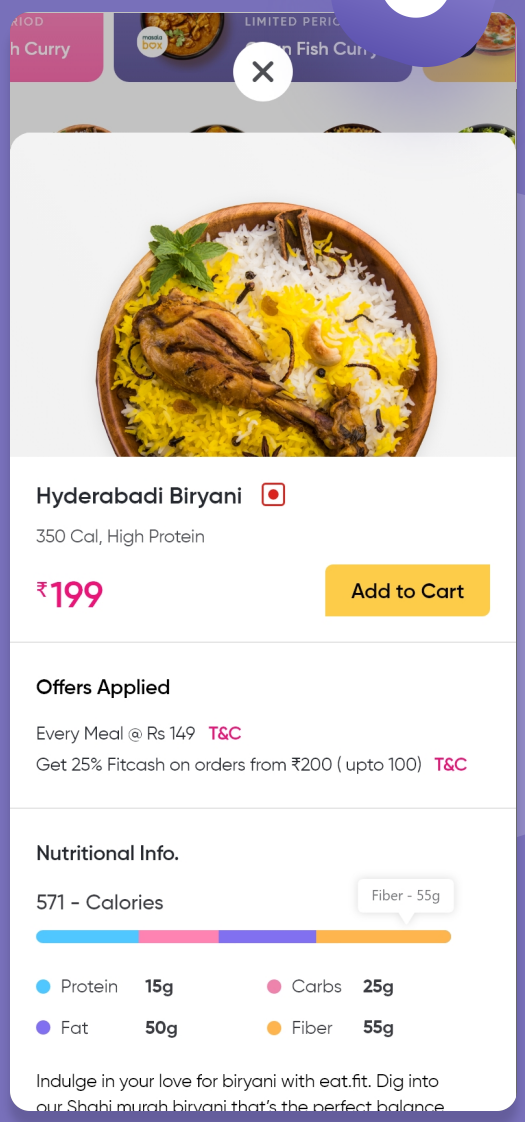
Visual Design

1



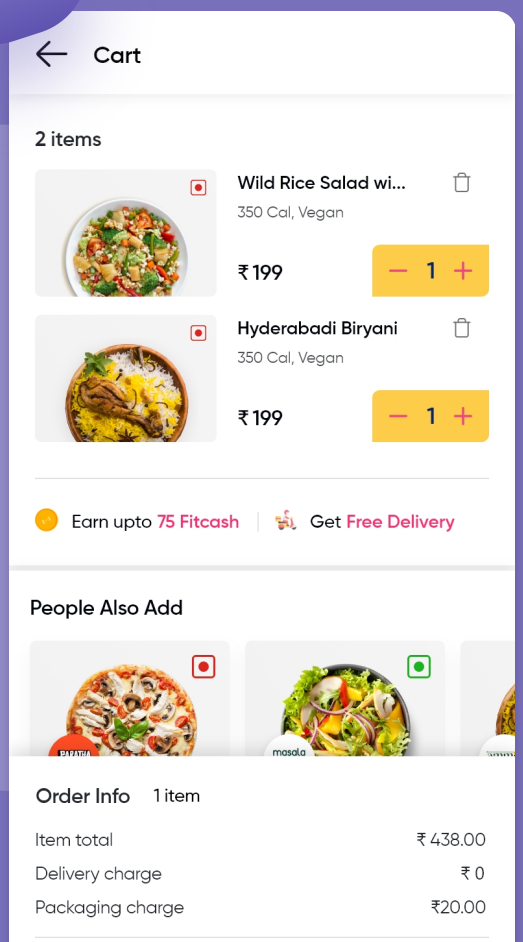
Choose your Favorite meal

2



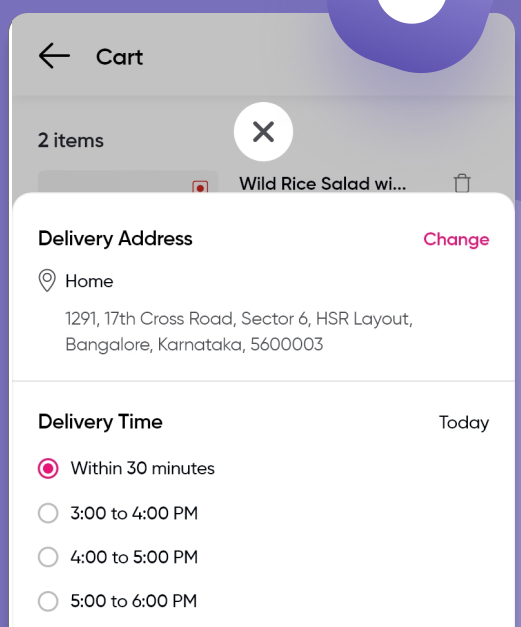
Check the nutritional facts

3

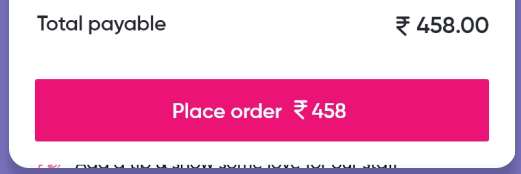


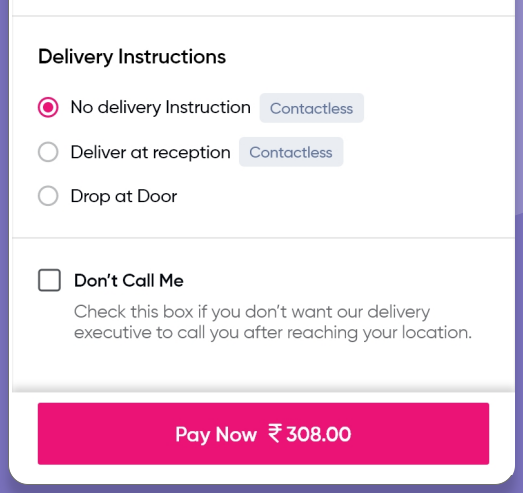
Add to your cart

4



Set Delivery Preferences





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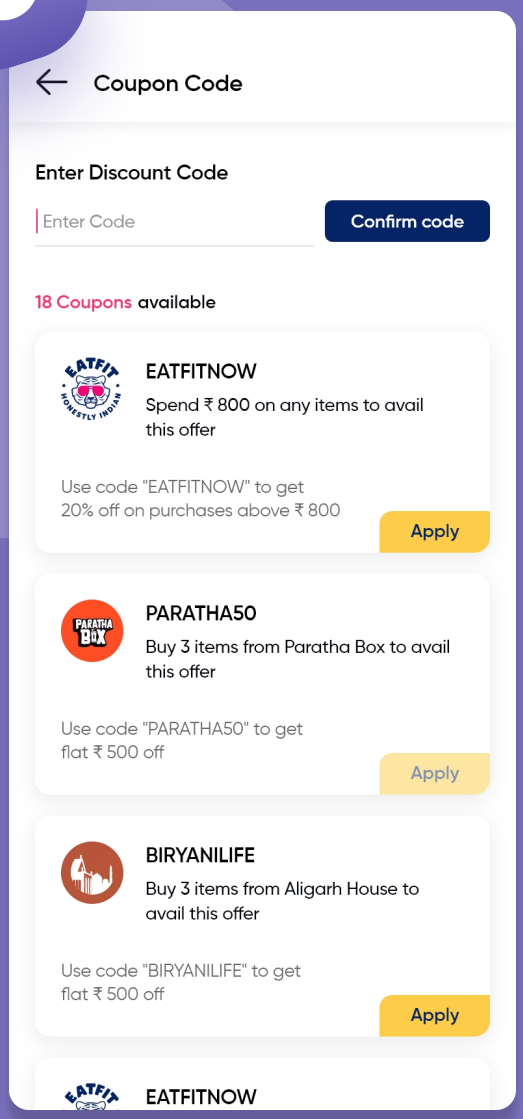
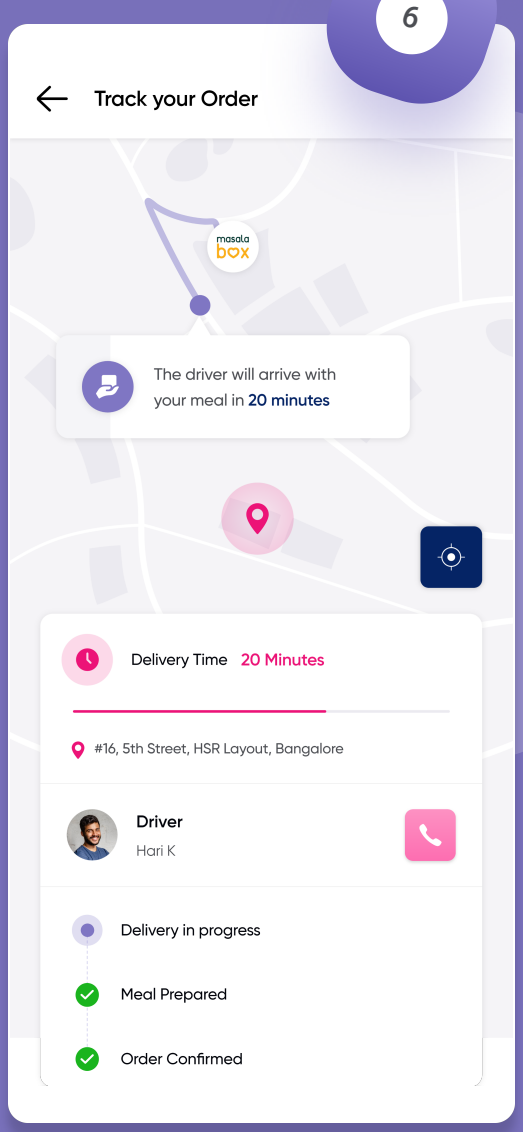
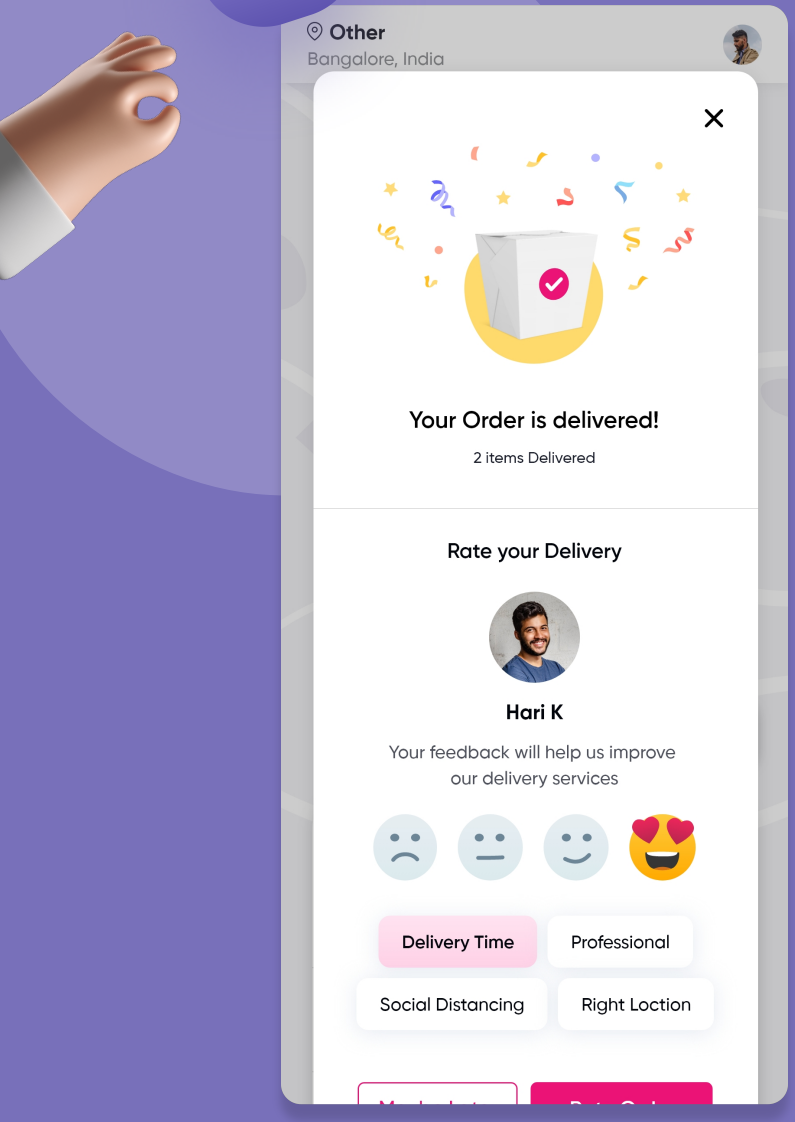


Get great deals for every order

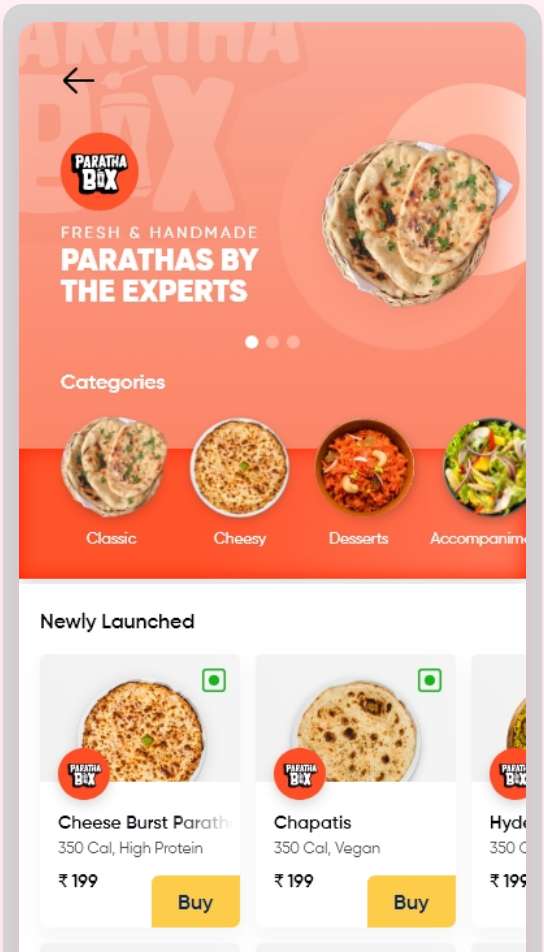
Track your order in real time

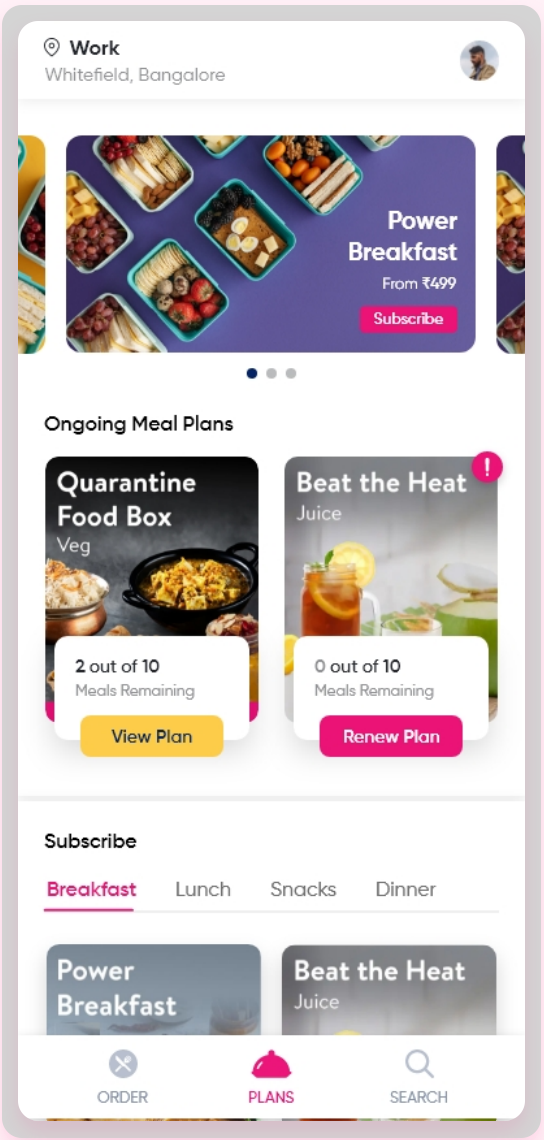
6

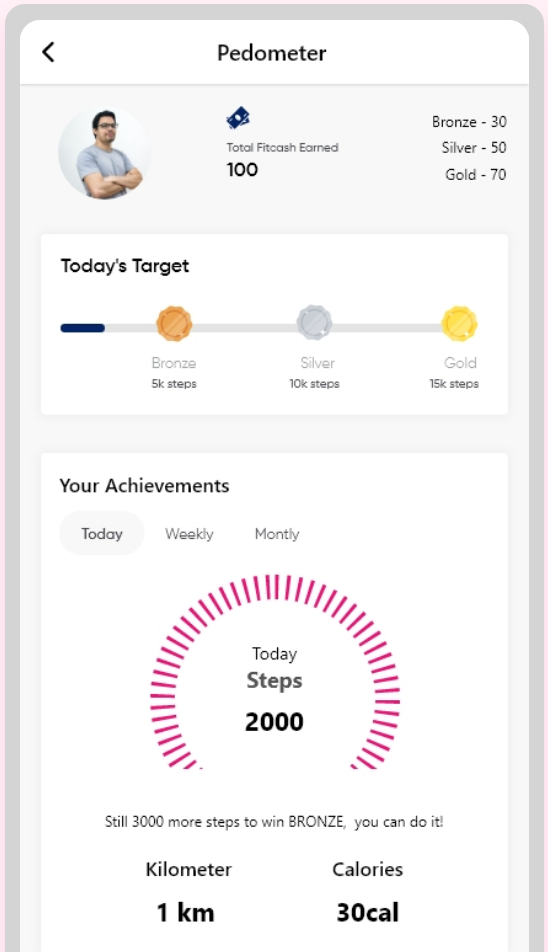




Order Received! Leave your delivery person a generous tip







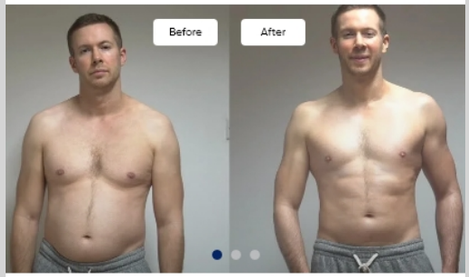
ORDER PLANS SEARCH

Ad

Its good to strech out after a long walk

DOWNLOAD Curefit app now to get exercise video

Inspirations



How Banajit lost 30kgs within 1 month with EatFit weight

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Success Stories

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MARCH 2, 2021

Pranay Shah

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Workshop details

Health Transformation

7 Sessions | 21 days | 60 min

Lifestyle | Food | Sleep | Self Growth

~~₹3500~~

₹1500

42% OFF

Jun 6th - 26th Jun 2021

All **7 sessions** will be held btw **10am - 11am**

More Information

Language English

Mode Virtual

About

Register ₹1500

Read more

What's included in the session?

Online Sessions | 1 Consultation | 2 Materials

What our participants says

I became a new person after losing a whopping 32 kilos and learnt to love myself!

- Joan

1 / 2

Meet your health coach

Dr. Mahesh Yadhav

Nutritionist

10 years of experience

M.sc Clinical Nutrition & Dietitics

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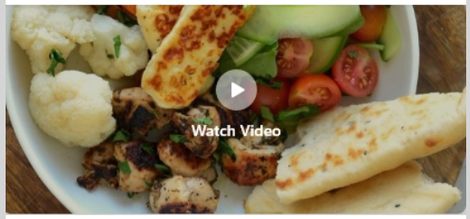
Know more

Recommended workshops



Egg Toast With Veggies

50 likes 20 Shares

Easy | 20 min | 100 Calories

Ingredients | Directions | Nutrition

2 Servings

4 Whole Eggs

4 Bread Slice (Wheat bread, Brown Bread)

2 Big Onions, Chopped

2 Chillies, Chopped

BMI Calculator

Your BMI is

25.6 kg

OVERWEIGHT

BMI Categories:

- Underweight = <18.5
- Normal weight = 18.5–24.9
- Overweight = 25–29.9
- Obesity = BMI of 30 or greater

Recommended Meal plans

Fiery Chicken 65 Biryani

Weight wise 30

~~Rs 210/meal~~ **Rs 110/meal**

Save ₹500 monthly

View

Fiery Chicken 65 Biryani

Weight wise 30

~~Rs 210/meal~~ **Rs 110/meal**

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Weight wise 30

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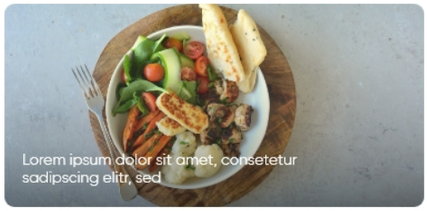
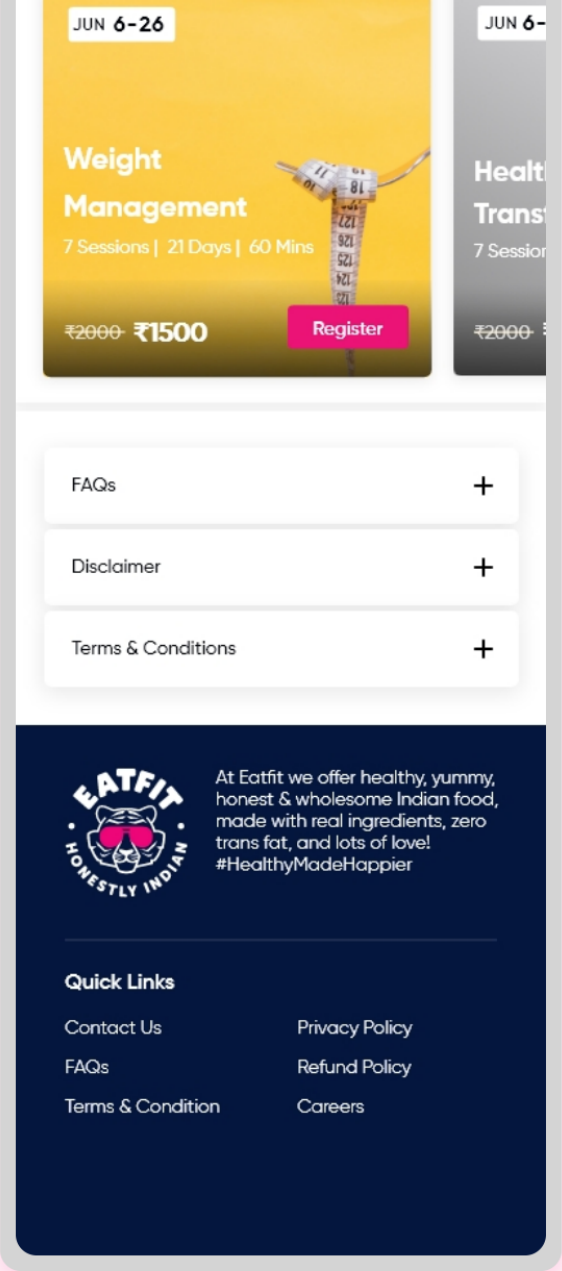
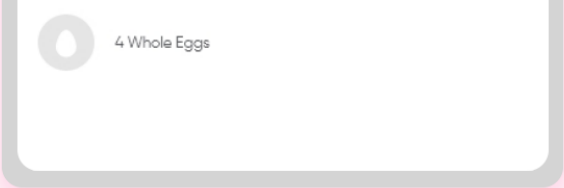
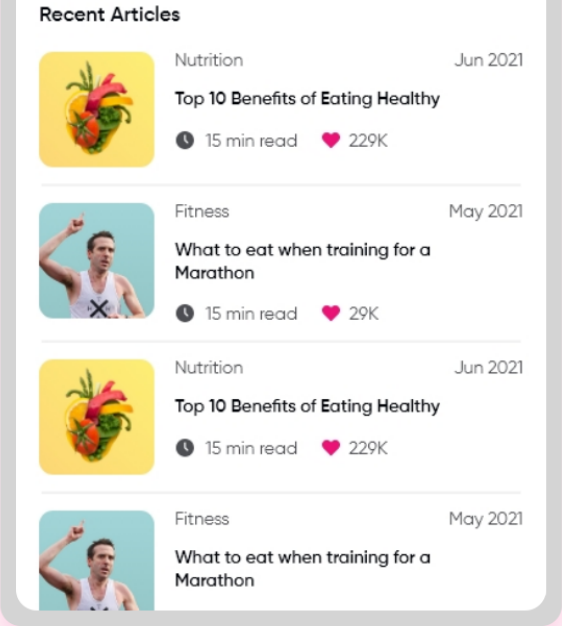
6 Trending Topics For You









Thanks For Watching!

"Eatfit" By Goprotoz