

BUILDING FOR NEXT BILLION USERS

Zomato Junior for kid friendly meals

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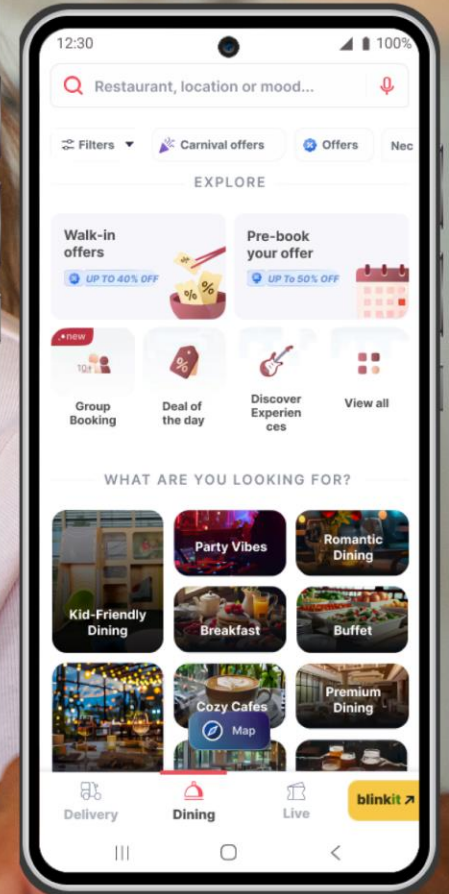
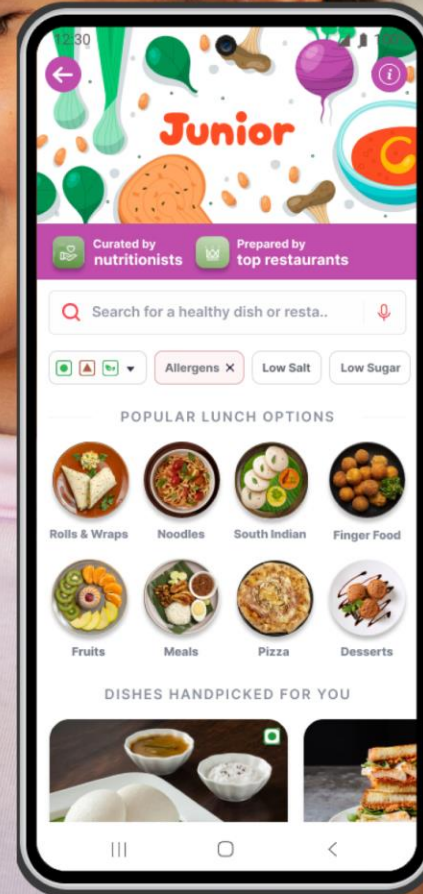


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Introduction

The Problem

Introducing Zomato 'Junior'

Study Overview

The Problem

Existing food delivery apps primarily cater to adult preferences, neglecting the specific needs and desires of children.

Parents face challenges in finding suitable and appealing meal options for their children, often leading to mealtime frustrations and unhealthy choices. Current challenges with ordering food for children are often:

- Limited kid-friendly meal options: Difficulty for parents in finding healthy and appealing meals for their children.
- Lack of nutritional information: The abundance of unhealthy options on many food delivery platforms can make it challenging for parents to ensure that they are making nutritious choices.
- Allergy Concerns: Parents of children with food allergies may find it difficult to navigate online menus and ensure their child's safety.
- Packaging Concerns: Ensuring that food arrives at the right temperature in safe and spill-proof containers, for picky eaters.

These challenges highlight the need for food delivery platforms to offer more kid-friendly options.

The Problem

Although Zomato has a 'Healthy' and 'Everyday' feature, there is no tab or filter focusing specifically on kid friendly meals.

Zomato recently introduced a new 'Healthy' feature that suggests "healthier options" when customers select food items. For instance it will suggest roti, instead of naan, and if you are hovering over a dessert, it would suggest low calorie options.

Zomato 'Everyday' feature will bring customers closer to home where Zomato food partners collaborate with the home-chefs, who design each recipe with love and care to serve users home-styled, wholesome food at the best prices within minutes.

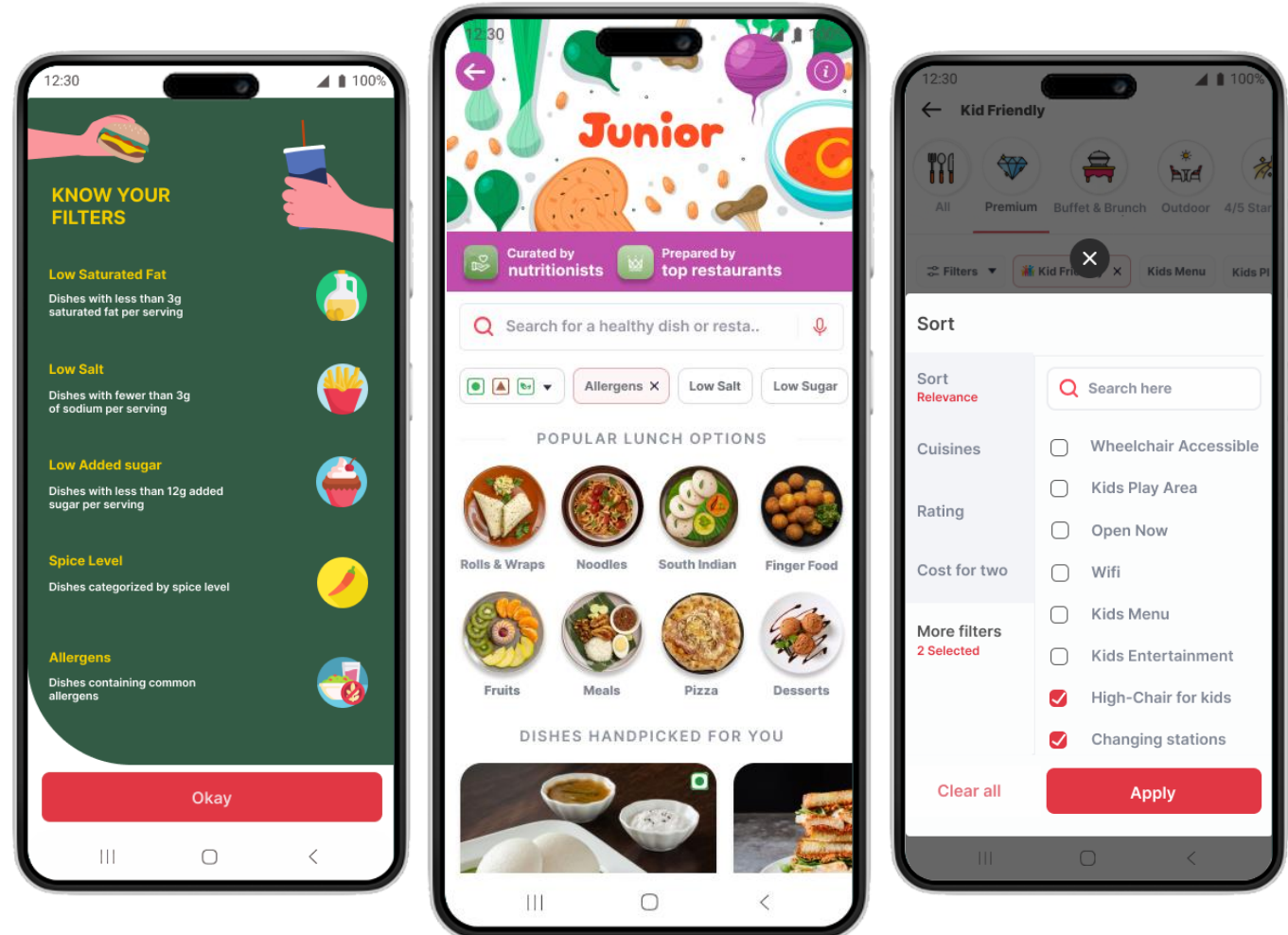
So, I decided to design this concept feature imagining how Zomato could be tailored for kids' meals.

"The evolution of children's dining experiences reflects a profound understanding of the holistic development of young consumers, encompassing not only nutritional requirements but also their cognitive and sensory development."

Dr. Emily Parker, Nutrition Specialist

Introducing Zomato 'Junior'

A small feature concept showing how Zomato can build greater engagement from already existing user base of young professionals by expanding its services to cater to the needs of young consumers between ages 3 and 12 years. The 'Junior' feature update should empower users to become efficient and confident caregivers by providing them with reliable information and appropriate filters enabling fast decision making.



Study overview

Goals

- Understand the challenges users face when ordering food online for children using Zomato app.
- Understand the challenges users face when discovering eateries to dine in with children.
- Explore children food and dining preferences and requirements.
- Identify user needs and pain points related to kid friendly eateries and explore solutions.
- Design a user friendly, intuitive, uncomplicated feature to delight the users.

Approach

I divided up the process into user research, strategy and design. Research allowed me to talk to target users, study existing solutions and figure out the problem. For strategy, I focused on value additions of the feature and the exact functionalities. This led me to the design phase, where I iterated through the process of wireframes, prototypes and user testing.

I started with the Delivery vertical first, then finally moved on to the Dining vertical.

My role

This feature concept is an individual project and I was involved in all aspects of Research, Ideation, Design and Testing.

- Define personas, create user journeys, empathy maps, identify pain points
- Define problem statement, goals and conduct competitive audits
- Design site map, outline user flows
- Conduct User testing
- Visual design of wireframes, low-fi and hi-fi prototypes.

Duration: 2 weeks from 26th August till 9th September 2024

Research

Discovery

Why Zomato?

Current Flow for ordering kid friendly food online

Proposed Flow for ordering kid friendly food online

User Research

Pain Points

Personas

User journey maps

Discovery

What is a Kid friendly meal?

I started my research with trying to figure out what constitutes a kid friendly meal.

I found that age group for a kid's meal typically ranges from around 3 to 12 years, encompassing the early childhood years and extending into the pre-adolescent phase.

Specific Guidelines for Children's meals in the F&B industry:

When designing children's meals, F&B establishment should consider factors such as nutritional balance, allergen awareness, and the inclusion of engaging elements to enhance the overall dining experience for young patrons.

Discovery

What is a Kid friendly space?

As an extension, I also wanted to explore and understand about the ideal kid friendly space or restaurant experience.

When designing a kid-friendly space, it is important to consider safety, comfort, and fun activities that will entertain the kids while they wait for their meals. This means considering accessibility, comfortable seating options, bright colors, fun decorations, and age-appropriate activities. Most importantly, parents should be able to supervise their kids easily while having enough room to move around freely.

These are a few practical ideas that big names in the restaurant industry have implemented to make their establishments more kid-friendly:

- **Atmosphere and Design-** Consider all safety aspects, including potential hazards, such as slippery floors or sharp edges, unsafe staircases, no loose wires or unsupervised electrical gadgets etc. Provide necessary equipment like high-chairs with booster seats, soft seating, childproof environment and forgiving materials. Provide highchairs and changing stations in the restroom for parents' convenience. **Food and Menu-** Offer a variety of kid friendly meals in appropriate portion sizes for children including healthy and nutritious choices. Clearly indicate allergens on the menu and take precautions to prevent cross-contamination. Maintain a high standard of hygiene and cleanliness throughout the restaurant.
- **Service and Staff-** Ensure staff members are friendly, patient, and knowledgeable about children's needs. Offer kid-sized cutlery, plates, and cups.
- **Activities and Entertainment-** Entertainment options such as coloring pages, activity sheets, and puzzle books will give kids something constructive to do while in the restaurant and help keep them occupied until the food arrives. Coloring pages and activity sheets can be tailored to a specific theme or related to the restaurant's menu items. If possible, creating a play zone or provide a safe outdoor play area for children.

Discovery

What is a Kid friendly Dining experience?

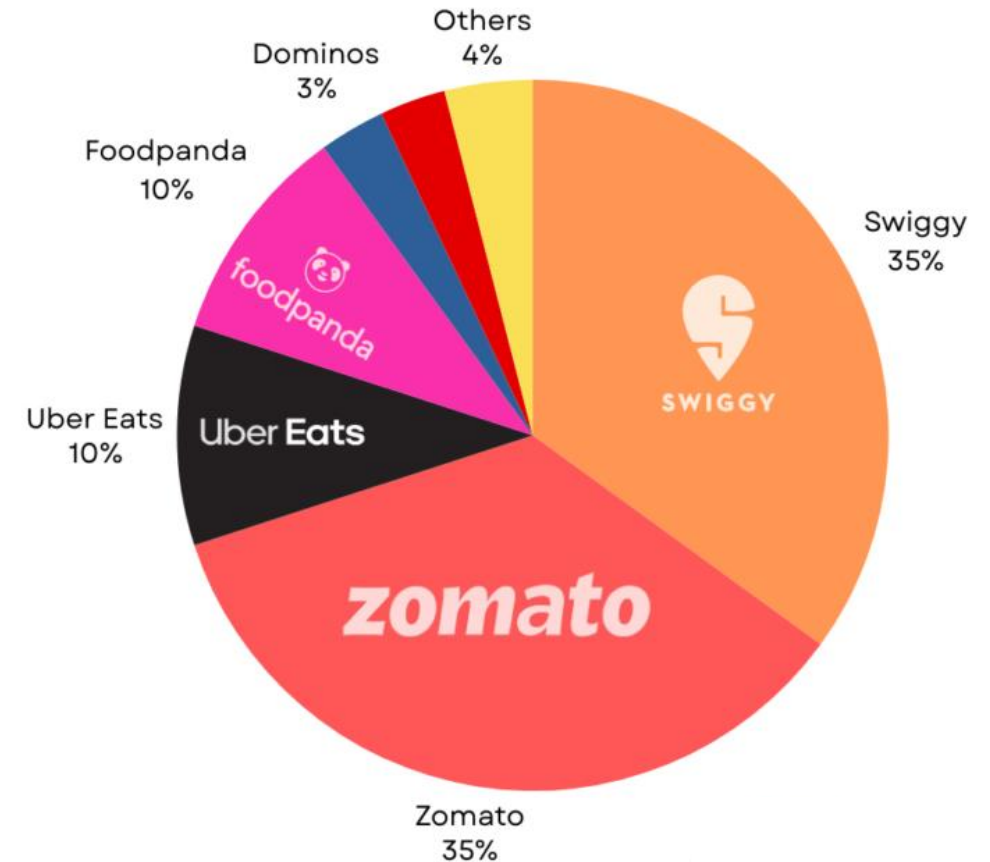
Below are some examples of Kid's meal as per establishment:

- **Renowned Fast Food Chain-** Popular fast-food chains have successfully tailored its children's meal offerings to include a variety of healthier options such as grilled protein choices, fruit cups, and low-sugar beverages. Moreover, the inclusion of interactive toy items complements the nutritional value, ensuring a balanced, engaging experience for young consumers. Popular chains in this category are Burger King, McDonalds.
- **Upscale Restaurant-** In an upscale restaurant, children's meal options are thoughtfully crafted to align with the culinary standards of the establishment. From incorporating mini gourmet creations to offering child-friendly tasting menus, the focus remains on instilling an appreciation for diverse flavors and culinary exploration. Examples of restaurants are Citrus Leela Palace, Sunny's Restaurant and California Pizza Kitchen with small portion sizes and dedicated kids menu.
- **Innovative F&B establishment-** An innovative food and beverage establishment has creatively redefined children's dining experiences through themed children's menus inspired by storytelling and imaginative presentations. This approach not only enriches the dining experience for children but also instills a sense of curiosity and excitement around food. Examples of these establishments are Bistro Claytopia where visitors can indulge in pot making activities and Gufha Restaurant with unique cave themed ambience.

Why Zomato?

Market leader

- I chose to add this feature to the existing Zomato Design System hence reducing the learnability curve needed to learn a new app since people are already familiar with Zomato.
- After the acquisition of Uber Eats in India Zomato emerges as the market leader in the food delivery app market.
- Furthermore, Zomato provides a comprehensive platform where users can discover restaurants, read reviews, view menus, and order food online.
- Lastly, Zomato has already made an effort to include 'kid friendly' as one of the filters and also lists it under Restaurants facilities in the Dining segment.



Why Zomato?

Competitive audit

India's online food delivery segment is dominated by Swiggy and Zomato. As I continued researching, I conducted a competitive audit of these giants in the Food delivery and Dining out segments.

My goal was to find out which food aggregator would be suitable for my project. After this analysis, I was confident in choosing to go ahead with Zomato because of its geographical reach and number of active users.

Parameter	Zomato	Swiggy
Vision	Better food for more people.	Elevate the quality of life of urban consumers by providing unparalleled convenience.
Focus area	Multifaceted approach includes food delivery, dining out, restaurant discovery via reviews	Focus on logistics and faster delivery for urban consumers.
Market Share	57% market share	43% market share
Geographical reach	750+ cities	580+ cities
Restaurant Network	390,000 restaurant partners	200,000 restaurant partners
Monthly active users	32 million	20 million
New Features	- Launched 'Schedule for later' feature - Launched 'Near and Fast' feature for quick delivery from restaurants within 4km radius - Launched 'Group order' feature - Launched 'Add to Collection' feature	- Launched Direct reply notification - Launched 'Group order' feature - Launched 'Eatlists' feature - Launched industry-first 'WhatToEat' feature - Launched the 'Explore' feature
Accessibility	- Unified search throughout their application - Voice User Interface - Chose Language feature in the homepage - One touch checkout experience - Unified search throughout their application	- Switch access — for users with motor issues or missing limbs - Talkback in Android / VoiceOver in iOS — for people with blindness or poor vision - One touch checkout experience - Voice feedback on order status change - Unified search throughout their application
Kid specific feature	- Has a Kids Choice filter for certain restaurants under Food Delivery segment - Has a Kid Friendly filter for certain restaurants under Dining Out segment	Has a Family Friendly category under Dineout segment
AI	Launched Zomato AI- a chatbot to help customers suggest food dishes & restaurants.	Launched Swiggy neutral search- an AI chatbot that offers personalized food recommendations.

Why Zomato?

Zomato Offerings

Once I established Zomato as the desired app for this feature addition, I looked into their product offerings to figure out which segments can benefit from this addition. I decided to focus the exercise on Food Delivery and Dining Out segments.

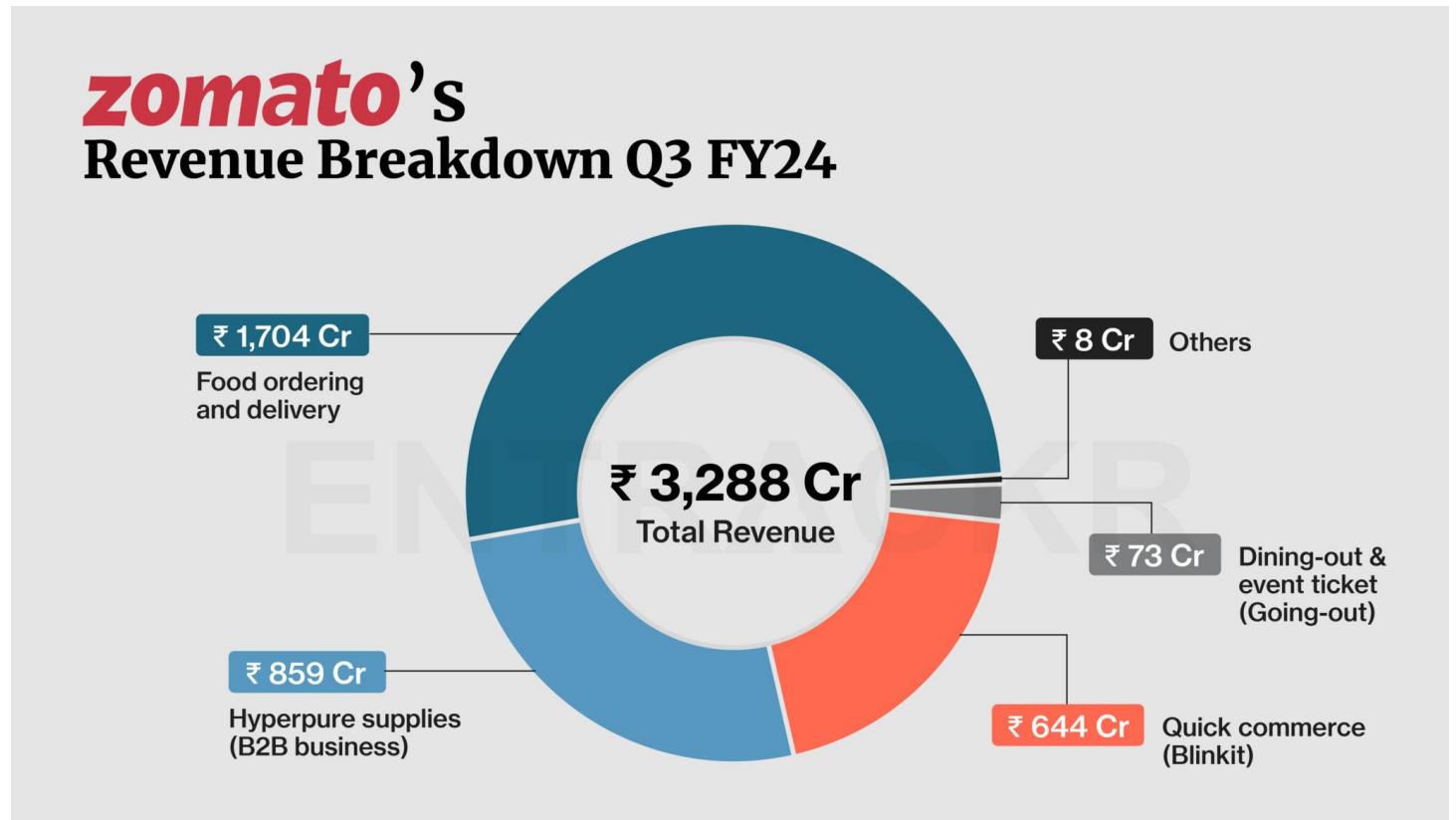


Why Zomato?

Zomato Revenue Breakdown

When I researched about the Revenue breakdown of Zomato's offerings, I found that Zomato has aggressively expanded but the major revenue generator is still Food ordering and delivery segment.

Together with Dining Out, It holds a significant share of Zomato's revenue. Hence focusing on these particular segments made sense.



Why Zomato?

Zomato new launches

Zomato has been on the forefront with multiple new launches that demonstrates the company's ongoing efforts to innovate and improve its service offerings in the competitive food delivery market.

Food delivery app Zomato recently introduced a new feature 'Healthy' that suggests "healthier options" when customers select food items. For instance it will suggest roti, instead of naan, and if you are hovering over a dessert, it would suggest low calorie options. It lists down the energy level, carbs, fat and fiber content of each dish. While this is a great addition but it does not cater to the dietary needs of children.

The new 'Everyday' feature, has daily changing menus by home chefs that are freshly made. It provides nutritional options but again does not cater specifically to kid's needs.

The image displays two screenshots of news websites. The top screenshot is from 'GADGETS NOW by THE TIMES OF INDIA'. It features a navigation bar with categories like Technology, Tech News, Tech Tips, etc. The main article is titled 'Zomato wants you to eat healthy with this new feature'. The article text states: 'Zomato CEO Deepinder Goyal introduces Healthier Suggestions feature on the app, suggesting roti as a healthier alternative to naan. Plans to expand feature to include lower calorie desserts for customers' healthier choices'. There is also a 'New For You' section with a small image of two people. The bottom screenshot is from the 'mint' website. It shows a market dashboard at the top with indices like Nifty 50 and Nifty Smallcap. The main article is titled '‘Zomato Everyday’: New service launched to deliver home-cooked meal. Details here'. The article text states: 'The food partner will collaborate with the home chefs to serve wholesome food'. Below the text is a photo of a Zomato delivery person. There are also advertisements for Adobe Photoshop and Silverglades on the right side of the Mint page.

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Zomato wants you to eat healthy with this new feature

TOI Tech Desk / TIMESOFINDIA.COM / May 17, 2024, 14:35 IST

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New For You

Zomato CEO Deepinder Goyal introduces Healthier Suggestions feature on the app, suggesting roti as a healthier alternative to naan. Plans to expand feature to include lower calorie desserts for customers' healthier choices

Brush on edits. It's a breeze. Update app Adobe Photoshop

mint

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‘Zomato Everyday’: New service launched to deliver home-cooked meal. Details here

The food partner will collaborate with the home chefs to serve wholesome food

Akash Yadav Published • 22 Feb 2023, 04:29 PM IST

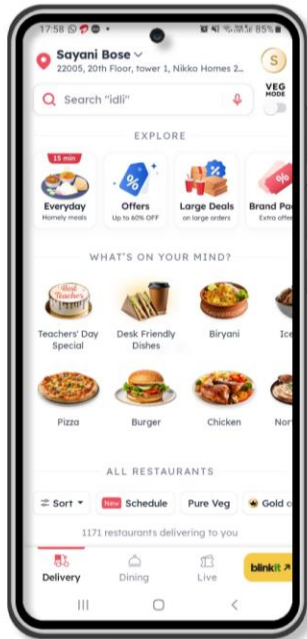
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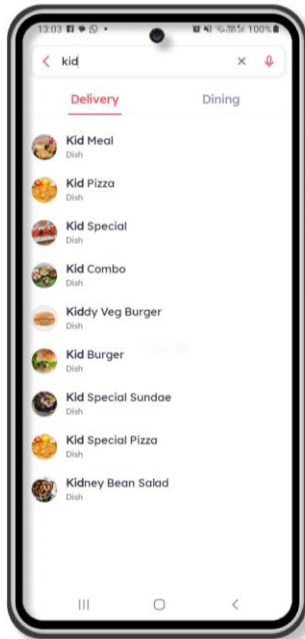
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Current Flow for ordering kid friendly food online



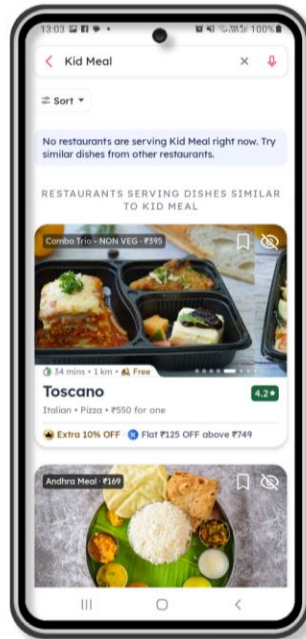
1. Open Homepage

- No dedicated section catering to kids.



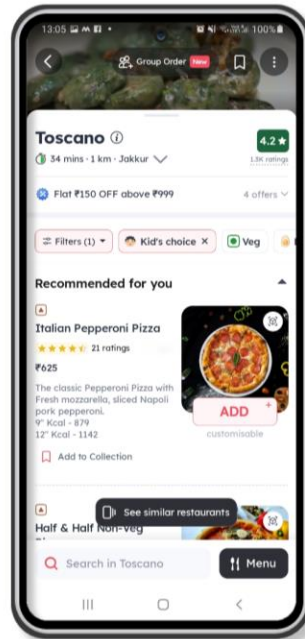
2. Search 'Kid friendly'

- Inconsistent and varied results.



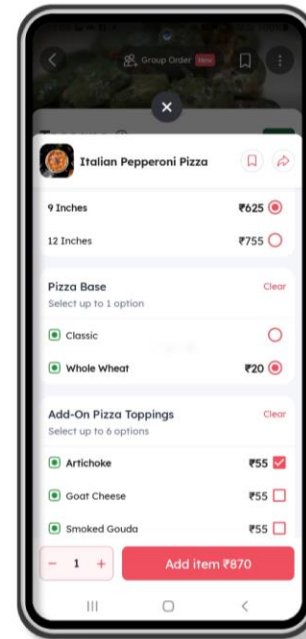
3. Explore Restaurants

- Inconsistent information.
- Time consuming process.



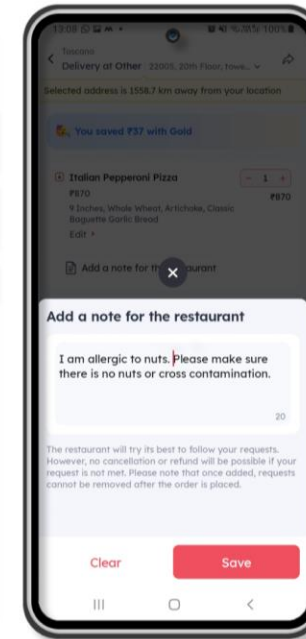
4. Explore Menu

- No allergen information and nutritional facts.



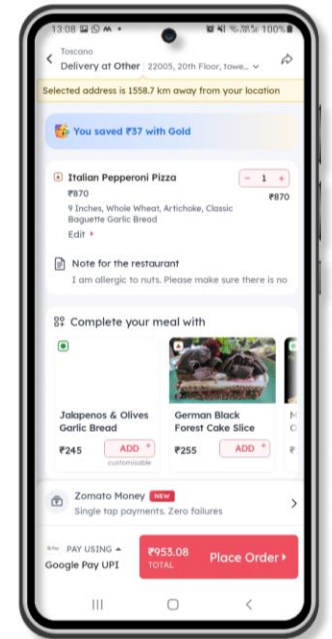
5. Customize & add

- No sample size available



6. Add a note for restaurant

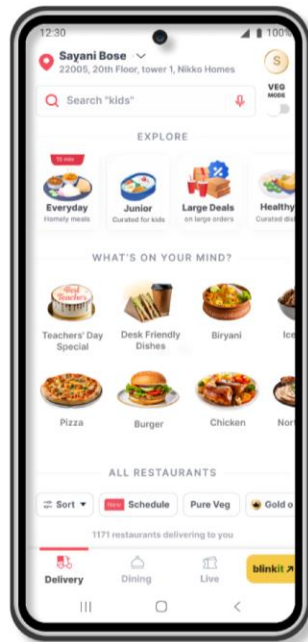
- Creates uncertainty & confusion.



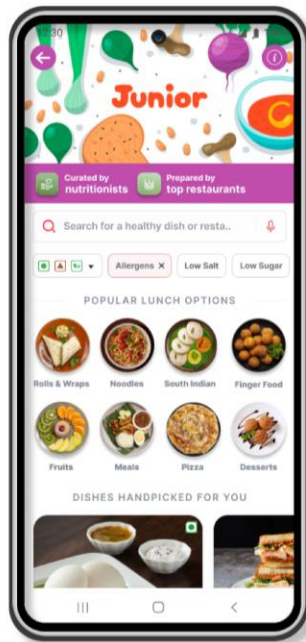
7. Place Order

- No option to select packaging for kids.

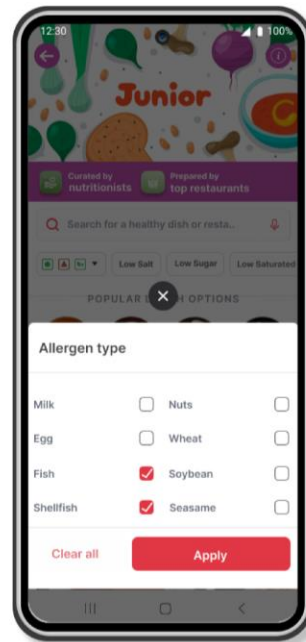
Proposed Flow for ordering kid friendly food online



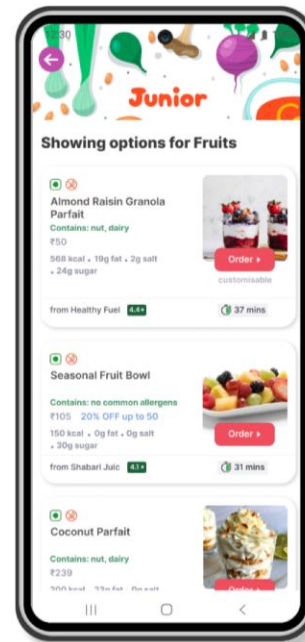
1. Open Homepage & Select 'Junior'



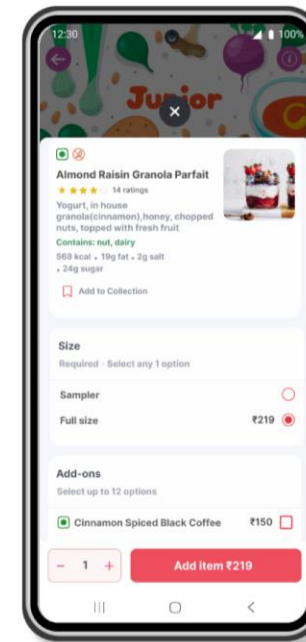
2. Explore Junior Page



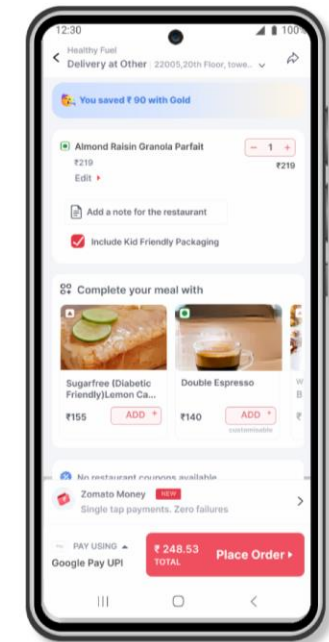
3. Apply kid friendly Filters



4. Explore Menu with nutritional facts



5. Customize and add



6. Select kid friendly packaging & place Order

User Research

Target Users

I began this exercise by identifying the target users of Zomato. Zomato targets urban millennials and Gen Z, who have a fast-paced lifestyle, limited time for cooking and are tech-savvy, prefer convenience, and are willing to pay a premium for quality service as well as restaurant owners. They can be categorized as below:

- Food enthusiasts seeking new dining experiences.
- Travelers looking for local food recommendations.
- Urban professionals ordering food online.
- Restaurant owners seeking increased visibility and access to wider customer base.

For the proposed 'Junior' feature, I focused on parents and caregivers from this list with kids aged between 3 to 12 years.

User Interviews

I decided to conduct qualitative research rather than surveys because I wanted in-depth conversations with a smaller group (of 5 persons) that allow for deeper exploration of user experiences and frustrations.

I focused on questions about:

- User experience with using Zomato to order food for kids.
- Specific challenges faced when ordering food for children online.
- User satisfaction level regarding variety, customization, quality of food and nutritional information available.
- Desired app functionalities and features (more filters, appropriate ratings etc)

Pain Points

It can be **difficult to assess the quality of the food** before I order it. I want to make sure my kids are getting healthy, nutritious meals.

I want my kids **to eat something they actually enjoy**, not just the usual chicken nuggets and fries.

Ordering food online means **I don't have the opportunity to interact with my child's server or ask questions** about the food.

It's important to me that my kids get enough to eat, but I don't want them to be **overwhelmed by huge portions**. It's such a waste.

Long wait times can be a nightmare. I try to avoid places that are known for long lines.

My **kids get bored easily**, especially during long meals. Hence one of us have to entertain them at all times and have cold food.

It's **impossible to find information about potential allergens online**. And even if I do find information, I'm still worried about **cross-contamination**.

A **friendly and attentive server** can make a huge difference in our dining experience.

Personas

Through User interviews I was able to understand user's challenges. Since Zomato has such a wide use base, I was able to categorize the users into five personas - The Busy Parent, Fun Loving Parent, Health-conscious Parent, Picky eater Parent and lastly Childcare providers. I did User Journey maps for each persona to understand their unique perspectives.



The Busy Parent

Garima, 42
Marketing Manager
Kids aged 3 and 9 years

Goals:

- Seeks reliable and time saving options.
- Values convenience and healthy meals.

Frustrations:

- Time consuming food ordering process since both kids have different needs and preferences.



The Fun Loving Parent

Debnath, 45
Art Director
One kid 13 years

Goals:

- Enjoys creating fun food experiences
- Are more open to experiment with new food cuisines.

Frustrations:

- Have to order full sized meals.
- Expensive and leads to food wastage.



The Health Conscious Parent

Natasha, 32
Yoga Instructor
One kid 3 years

Goals:

- Prioritizes nutritious food for children.
- Wants to control what their kids eat.

Frustrations:

- Lack of reliable information regarding ingredients and cooking specifications.



The Picky Eater Parent

Rajesh, 38
Software Engineer
One kid 5 years

Goals:

- Introduce kid to new foods.
- Values service and entertainment for kids.
- Wants customization option.

Frustrations:

- Keep visiting the same eateries again and again due to lack of knowledge.



The Childcare Provider

Swati, 27
Kindergarten Teacher
No kids

Goals:

- Wants to comply with dietary needs and allergies of each kid while ordering food online for picnics.

Frustrations:

- Lack of kid friendly packaging enabling kids to eat on their own with minimum supervision.

User Journey Map

Segment: Dining Out

Goals: To discover and book a restaurant serving Burmese Cuisine for Sunday night dinner with his son.

Action	Explore Zomato to discover Restaurants	Use Filters to narrow down search and discover Restaurants.	Go through individual Restaurant pages	Selects a Restaurant and Books Table
Task List	A. Open App. B. Update location C. Select 'Dining'	A. Use Filter 'Cuisine' and select Burmese. B. Go to More Filters section and try to find filters for kid friendliness. C. Can't find any filter. D. Finds 8 restaurants serving Burmese cuisine.	A. Filters for 'Near and Top Rated' since there are a lot to go through. B. Goes through the Menu, About, Reviews and Photos of all restaurants one by one. C. Selects one which seems appropriate for kids and reasonably priced.	A. Chose a restaurant having 'Kid Friendly', 'Family Friendly' and 'Valet Parking' available mentioned in the facilities of the restaurant. B. Books a seat for Sunday evening.
Feeling Adjective	- Excited - Hopeful	Lost	- Overwhelmed - Tired - Confused	- Glad - Relieved
Improvement Opportunities		Provide Kid Friendliness as a primary filter.	- Provide more information on Kid friendliness. - List more specific facilities available under Kid Friendliness.	



The Fun Loving Parent

Debnath, 45
Art Director
One kid 13 years

Goals:

- Enjoys creating fun food experiences
- Are more open to experiment with new food cuisines.

Frustrations:

- Have to order full sized meals.
- Expensive and leads to food wastage.

User Journey Map

Segment: Dining Out

Goals: To discover and book a Premium kid friendly restaurant for anniversary dinner.

Action	Explore Zomato to discover Restaurants	Use Filters to narrow down search and discover Restaurants.	Go through individual Restaurant pages	Selects a Restaurant and Books Table
Task List	A. Open App. B. Update location C. Select 'Dining'	A. Use Filter 'Premium Dining' from Homepage. Selects 'Family friendly' as secondary filter. B. Can't find any 'Kid Friendly' filter tag. C. Goes back to Homepage and selects 'Family Friendly' Dining. Selects 'Kid Friendly' as secondary filter. Can't select 4/5 star as filter now. D. Finds 12 restaurants.	A. Goes through the Menu, About, Reviews and Photos of all restaurants one by one. B. Selects one appropriate for kids based on images.	A. Chose a restaurant having '4/5 Star', 'Family Friendly' and 'Luxury Dining' available mentioned in the facilities of the restaurant. B. Calls Restaurant for kid friendliness and check availability of high-chair and feeding/nursing area. C. Books a table.
Feeling Adjective	- Excited - Hopeful	- Lost - Confused	Overwhelmed	- Unsettled - Glad
Improvement Opportunities		Option to select Kid Friendly establishments and kind of restaurant together.	Provide better sorting and Filters.	Better more detailed listing of facilities for specific needs.



The Picky Eater Parent

Rajesh, 38
Software Engineer
One kid 5 years

Goals:

- Introduce kid to new foods.
- Values service and entertainment for kids.
- Wants customization option.

Frustrations:

- Keep visiting the same eateries again and again due to lack of knowledge.

User Journey Map

Segment: Delivery

Goals: Order dinner from office for both kids. To be delivered at home.

Action	Explore Zomato to discover Restaurants/Dishes.	Discover Dishes	Go through the Menu	Selects a dish and place order.
Task List	A. Open App. B. Update location C. Select 'Delivery'	A. Goes to Homepage 'Everyday Meals' section. B. Selects Meals. C. Calls home to confirm selection with kids, learns preferences. D. Re selects meals.	A. Customizes order as per options given. B. Orders entire dishes due to lack of smaller portion options.	A. Places the order. B. Tracks Delivery C. Checks receipt of order.
Feeling Adjective	Hopeful	- Overwhelmed - Time consuming	Frustrated	- Glad - Relieved
Improvement Opportunities		Provide handpicked selections based on past preferences of user.	Provide smaller portion sizes.	



The Busy Parent

Garima, 42

Marketing Manager

Kids aged 3 and 9 years

Goals:

- Seeks reliable and time saving options.
- Values convenience and healthy meals.

Frustrations:

- Time consuming food ordering process since both kids have different needs and preferences.

User Journey Map

Segment: Delivery

Goals: Order a healthy and nutrition meal for daughter who has an allergy to dairy.

Action	Explore Zomato to discover Restaurants/Dishes.	Discover Restaurants	Go through the Menu	Selects a dish and place order.
Task List	A. Open App. B. Update location C. Select 'Delivery'	A. Go to 'Healthy' section under explore. B. Filter and choose 'Protein Type'. C. Can't find any Restaurants that cater to kid specific meals. D. Goes back to Homepage and selects meal from 'What's on your mind' section.	A. Tries to find information about ingredients to check for allergens and spice level.	A. Adds a note for Restaurant mentioning that the dish is for 3 year old with dairy allergy. B. Requests restaurant to be careful with cross contamination. C. Places the order. D. Calls the restaurant to double check.
Feeling Adjective	- Excited - Hopeful	- Overwhelmed - Tired - Lost	Confused	- Unsettled - Alert - Dissapointed
Improvement Opportunities		Categorization of kid friendly dishes by age.	Provide more detailed and reliable information.	More reliable way to list and filter for allergens.



The Health Conscious Parent

Natasha, 32
Yoga Instructor
One kid 3 years

Goals:

- Prioritizes nutritious food for children.
- Wants to control what their kids eat.

Frustrations:

- Lack of reliable information regarding ingredients and cooking specifications.

User Journey Map

Segment: Delivery

Goals: Order individually packed snacks for 15 kids on a kindergarten picnic trip.

Action	Explore Zomato to discover Restaurants/Dishes.	Discover Restaurants	Go through the Menu	Selects a dish and place order.
Task List	A. Open App. B. Update location C. Select 'Delivery' D. Select 'Veg' mode	A. Goes to Homepage 'What's on your mind' section and selects 'Desk Friendly' dishes. B. Can't find any kid specific meals. C. Goes back to Homepage Search and looks for Sandwich from known restaurant.	A. Tries to find information about ingredients to check for allergens and spice level but not successful. B. Orders a familiar order from before. C. Adds a pre packed refreshment.	A. Adds a note for Restaurant mentioning that the dish needs to be individually packed and appropriate cutlery to be added with orders. B. Places the order.
Feeling Adjective	- Excited - Hopeful	- Overwhelmed - Time consuming	- Lost - Frustrated	Alert
Improvement Opportunities		Categorization of kid friendly dishes by age.	Provide more detailed and reliable information.	Provide kid friendly packaging option.



The Childcare Provider

Swati, 27
Kindergarten Teacher
No kids

Goals:

- Wants to comply with dietary needs and allergies of each kid while ordering food online for picnics.

Frustrations:

- Lack of kid friendly packaging enabling kids to eat on their own with minimum supervision.

Strategy



Problem statement

Goal Statement

App User Flow- Delivery

App User Flow- Dining

Problem Statement

Based on the Research conducted, here are few takeaways that I found to be most pressing:

- Difficulty in identifying potential allergens and dietary offerings.
- Time consuming selection process of kid appropriate meals.
- Frustration with trial and error while Ordering from/Dining in new restaurants due to lack of adequate information.
- Lack of confidence in visiting new eateries with kids.
- Lack of consistency in 'kid friendliness' filter since it is not very clear as to what facilities are offered.

Goal Statement

How will it work for Users?

The 'Junior' feature update should empower users to become efficient and confident caregivers by providing them with reliable information and appropriate filters enabling fast decision making.

Delivery Feature Updates

- Easier Access: Introduction of **'Junior' category** in the Homepage for an uncomplicated process for users to find their favorite foods and place orders without getting lost.
- Curated selection of kid-friendly dishes: Offer a variety of healthy and delicious options curated by nutritionists that kids of age group 3 to 12 years will enjoy.
- Personalized recommendations: Suggest dishes based on kids' preferences and dietary needs.
- Small portion sizes & Customizable : Include options to order samplers or small portion sizes for trying out dishes. Allow kids to personalize their meals, such as choosing different sides or sauces.
- Relevant Filters: Allow for advanced filtering of restaurants based on multiple kid friendly parameters, including dietary restrictions like low sugar, low salt, low saturated fat, potential allergens, protein type, spice level, customization availability and popularity.
- Kid friendly packaging: Offer an option to choose spill proof and easy packaging option encouraging independent eating.

Dining Feature Updates

- Easier Access: Introduction of **'Kid -friendly Dining' segment** to offer direct access to kid friendly restaurants from homepage. This will enable users to discover restaurants without getting lost.
- Curated selection of kid-friendly restaurants: Offer a variety of restaurants with kid friendly amenities and activities that kids of age group 3 to 12 years will enjoy. Highlight restaurants with features like high chair availability, kids' menus, changing/feeding rooms or kids entertainment.
- Easy Identification: Include Icons to identify and recognize Kid friendly restaurants at a glance.
- More Filters: Allow users to use advanced filters for specific requirements in kids facilities and easier discovery of restaurants.

Goal Statement

How will it work for Zomato?

Brand Promise: Zomato's brand promise revolves around empowering their customers in discovering new tastes and experiences across countries by putting together meticulous information for their customers, by enabling them to make an informed choice. This promise is consistently communicated through its marketing campaigns, app interface, and customer interactions.

The introduction of 'Junior' feature demonstrates the company's ongoing efforts to innovate and improve its service offerings in the competitive food delivery market.

This update will lead to an increase in order placements and bookings from Zomato's existing user base of fast-paced demographic of young working professionals who are also parents and caregivers.

Goal Statement

How will it work for restaurant owners?

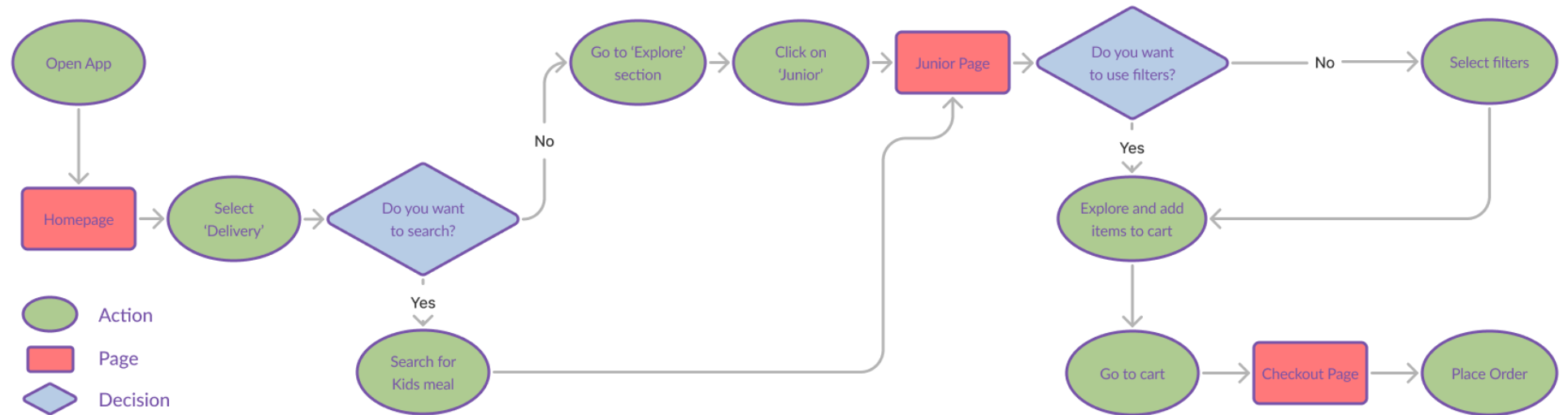
A food chain owner needs to list down the nutritional facts, allergens, spice level, customization options and popularity of dishes listed under 'Junior' tag for Delivery experience. They also need to specify if kid friendly packaging option will be provided.

For a kid friendly Dining experience, restaurant owners need to specify all the facilities available at the outlet and provide photos/video tours for additional advantage.

It will mean more exposure and enable them to engage and acquire customers to grow their business.

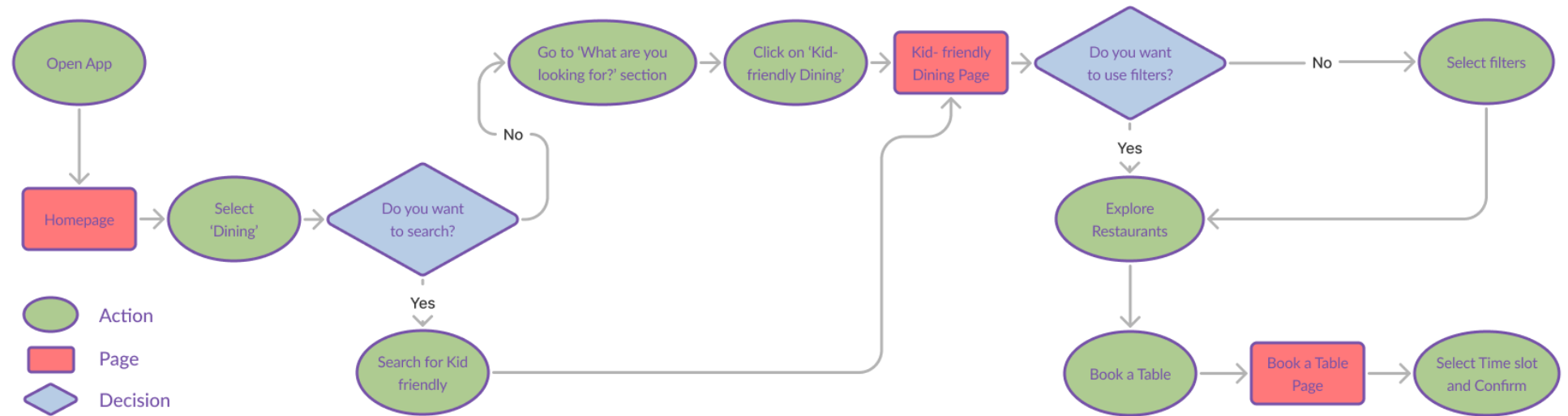
App user Flow- Delivery

After creating the Goal statement, I moved on to develop the user flow for the Delivery segment for the new feature. I wanted to ensure that my users can successfully complete the key objectives by reducing their pain points. It was fairly straight forward exercise.



App user Flow- Dining

After creating the Delivery user flow, I moved on to Dining segment.



Design

Design exploration

Usability Studies

Usability Findings- Delivery

Usability Findings- Dining

Accessibility considerations

Final hi-fi Prototype

**Current Flow for discovering kid friendly
restaurants for Dining**

**Proposed Flow for discovering kid friendly
restaurants for Dining**

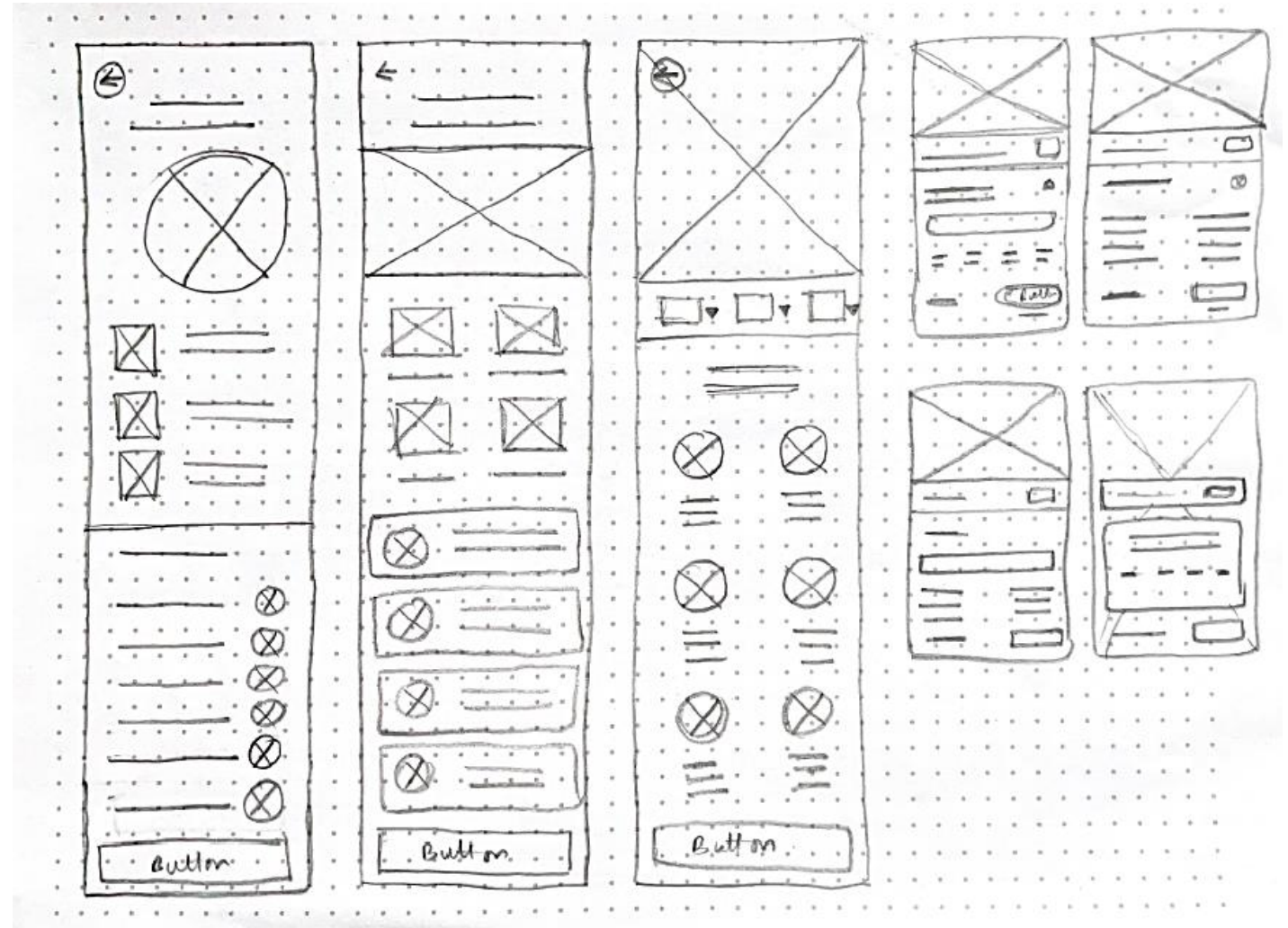
Delivery experience

Dining experience

Design exploration

Paper Wireframes

With the User flow established, I moved on to creating wireframe sketches. Focusing on the 'Junior' information page and cards for dishes with ingredients details, I iterated multiple wireframes using pencil and paper.



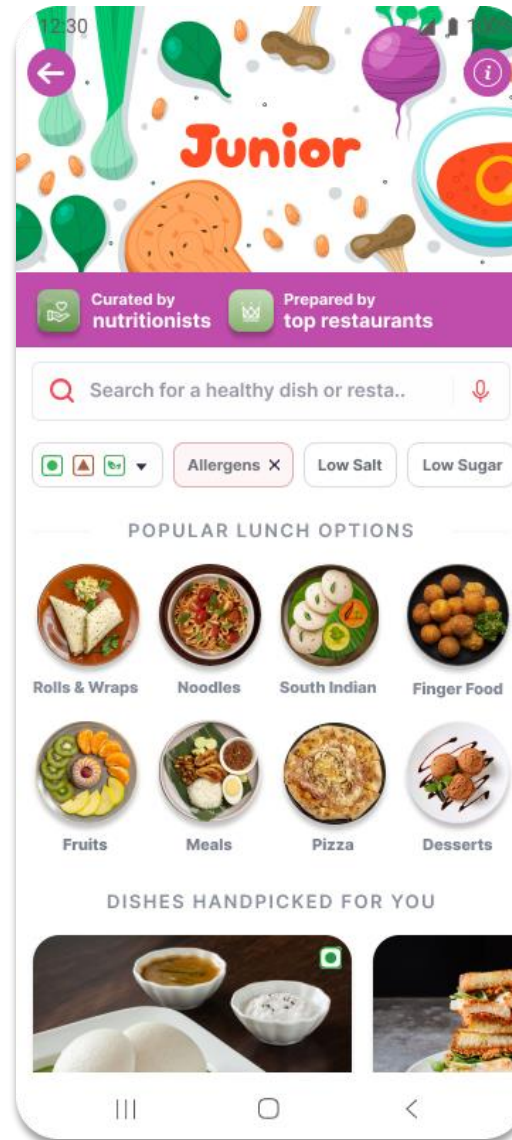
Design exploration

Design System

After completing the wireframe sketches, I began to explore the options digitally. I began with the Junior page in the Delivery segment. The structure of the page is inspired from the 'Healthy' feature of Zomato since I wanted to keep the familiarity. I introduced popular dishes for kids at the top followed by different kid friendly categories.

In the information page, I wanted to use a illustration which is inclusive and denotes the age group of 3 to 12 years. I was also careful to show both healthy and popular food options for kids in the illustrations.

For the text I wanted a sans serif font in a vibrant color to convey to users that it is for kids but I did not want to make it too juvenile since the app will be ultimately used by adults to order for kids and not by kids themselves.



Other options



Design exploration

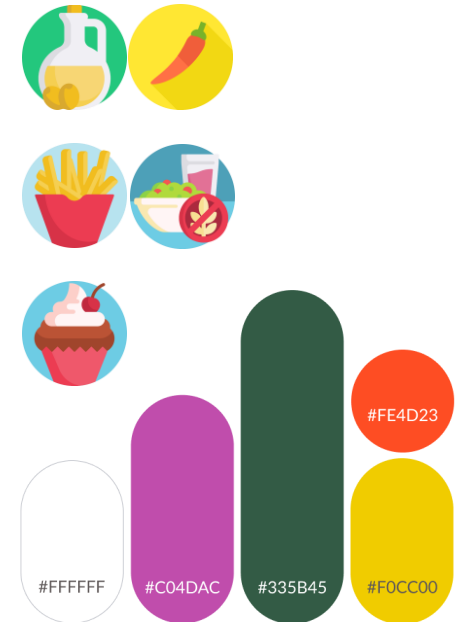
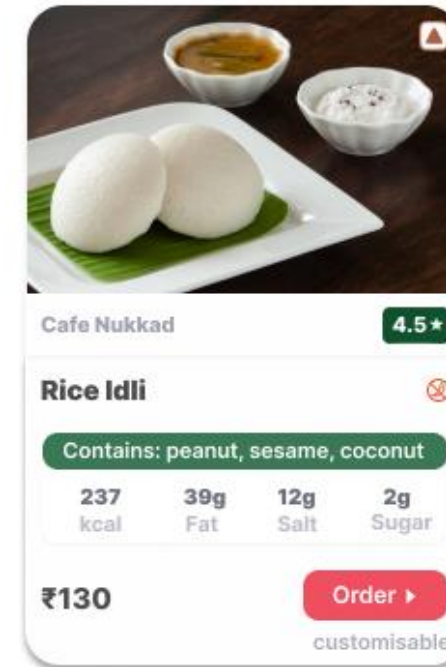
Design System

In the Junior information page, I selected colors which complement existing Zomato hues and are also compliant as per the WCAG guidelines for accessibility.

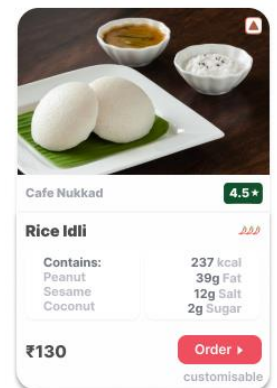
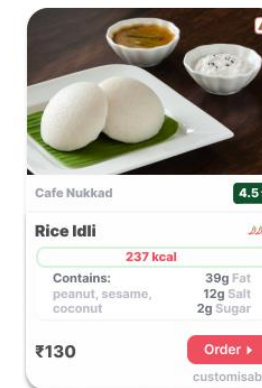
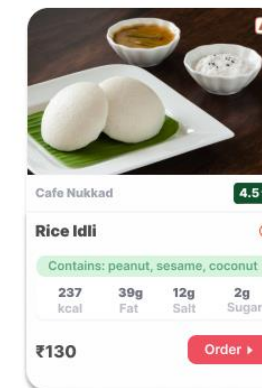
While designing the cards, I did a few rounds of exploration to try out different ways to show all the required information.

My final palette choice was:

- A Vibrant Orange- used for the logo to represent youth.
- A dark green- to get a nice contrast as a backdrop.
- A vibrant shade of purple-to get a nice contrast, and a calming effect.
- A bright yellow- used for text headers.
- White- used mainly for the text to create contrast.



Other options



Design exploration

Digital Mockups Iterations

Similarly I explored different layouts for bigger cards which has customization options. Remaining consistent with existing Zomato app, I have used circles when you can select only one option and square boxes when you can make multiple selections.

Almond Raisin Granola Parfait

★★★★☆ 14 ratings

Yogurt, in house granola(cinnamon),honey, chopped nuts, topped with fresh fruit

Contains: nut, dairy

568 kcal • 19g fat • 2g salt • 24g sugar

Add to Collection

Size

Required • Select any 1 option

Sampler

Full size ₹219

Add-ons

Select up to 2 options

Cinnamon Spiced Black Coffee ₹150

Other options

Almond Raisin Granola Parfait

★★★★☆ 14 ratings

Yogurt, in house granola(cinnamon),honey, chopped nuts, topped with fresh fruit

Additional Info

Add-ons

Select up to 2 options

Cinnamon Spiced Black Coffee ₹150

Almond Raisin Granola Parfait

★★★★☆ 14 ratings

Yogurt, in house granola(cinnamon),honey, chopped nuts, topped with fresh fruit

Contains: nut, dairy

568 kcal • 19g fat • 2g salt • 24g sugar

Add to Collection

Size

Required • Select any 1 option

Sampler

Full size ₹219

Add-ons

Select up to 2 options

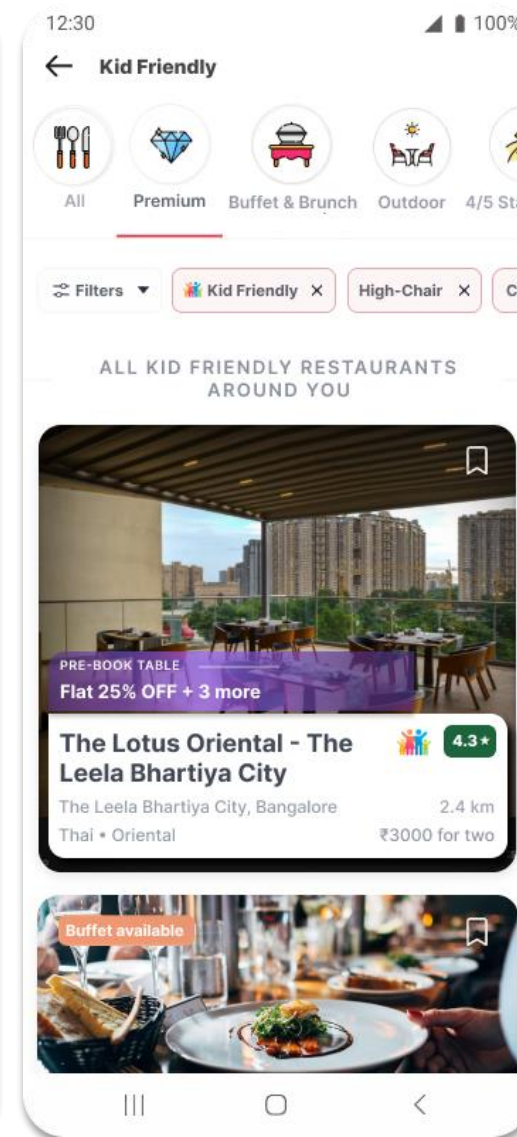
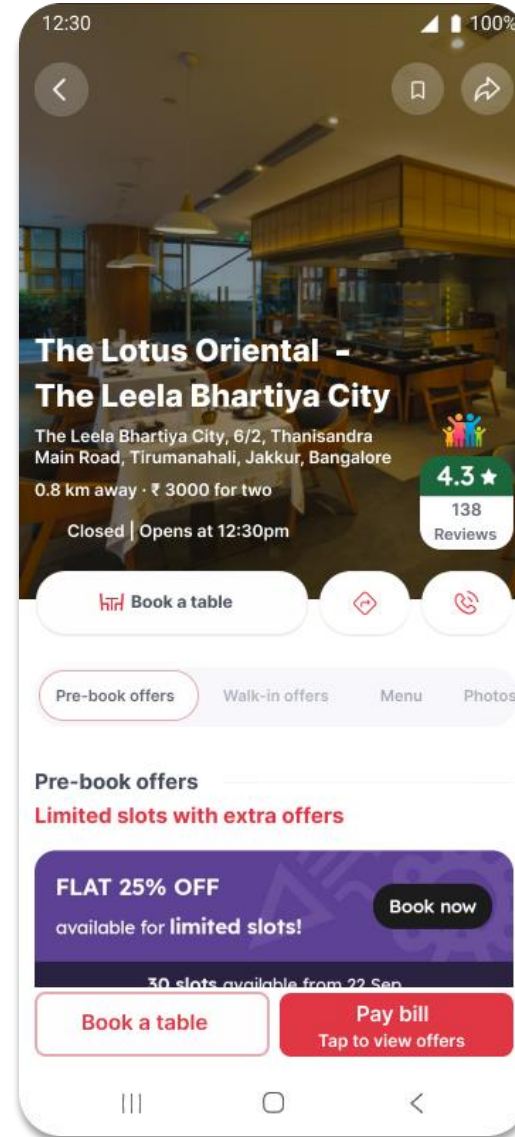
Cinnamon Spiced Black Coffee ₹150

Design exploration

Design System

Once I had the colors of the Junior page figured out, I wanted to pick an Icon which will have the same vibrant tones. I also wanted to pick one which had a thick stroke and was clearly visible both on a white and transparent background.

I wanted the icon to represent the age group of 3 to 12 years.



Other options

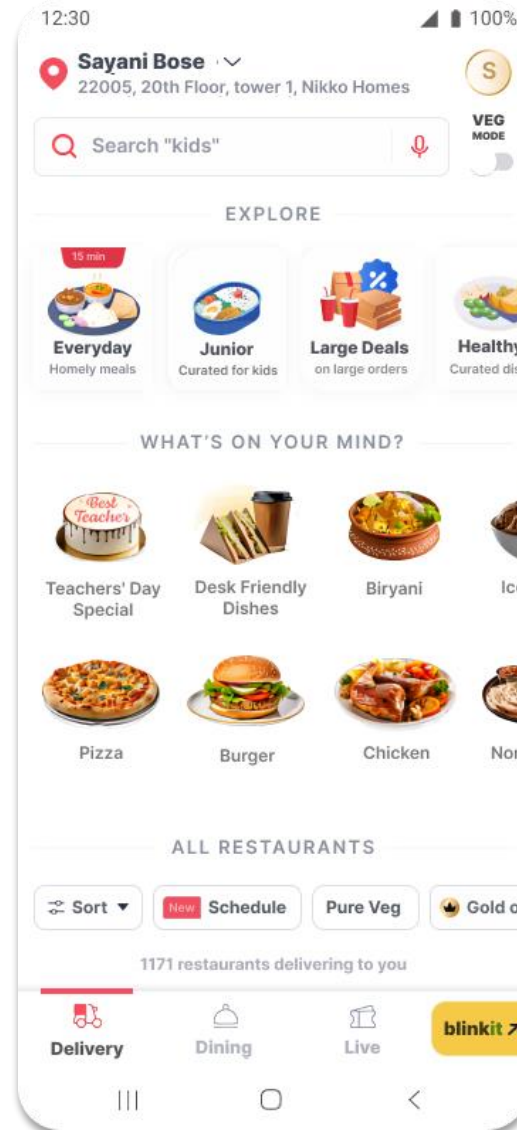


Design exploration

Design System

The next step was to select the Icon for 'Junior' in the homepage. Below are certain consideration I had before selecting the final one:

- It had to be consistent with the existing segments (ex Everyday, Gourmet, Healthy) in terms of illustration style, colors and type.
- I wanted to denote a healthy option and not just fries or finger food traditionally used to denote kids food.
- I wanted to convey compact spill proof packaging for kids.



Other options

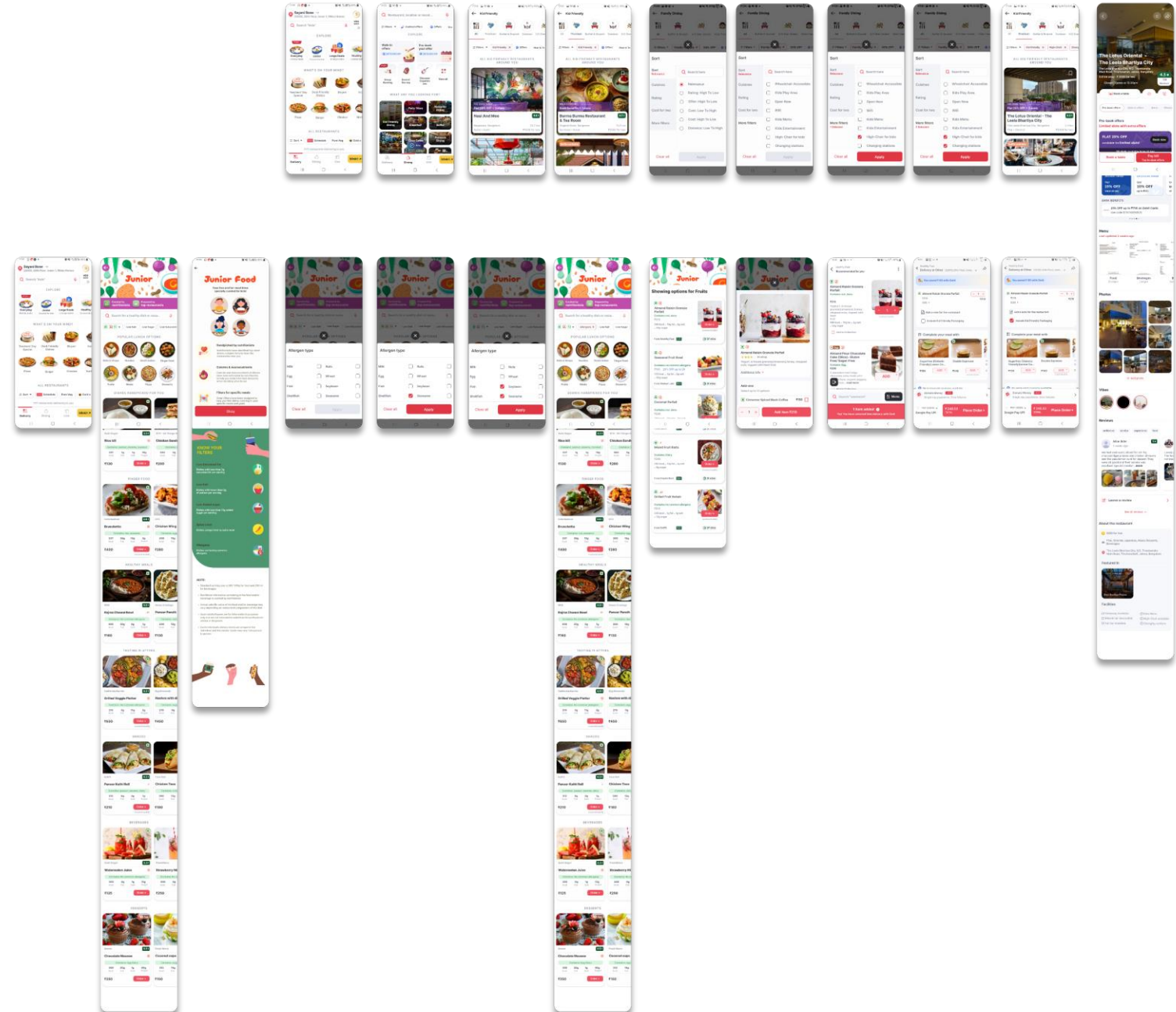


Design exploration

Hi-fi prototype

After finishing the digital wireframes, I added connections to the pages to test user flow and conduct usability tests.

View Prototype:
[App](#)



Usability Studies

Usability Testing

With the new feature prototype, I conducted one round of usability testing on a small group of users (5 people). I asked them to complete the below tasks and observed how they interacted with the app and areas where they were confused.

Tasks:

- Book a Table for a family with a 3 year old kid in a a kid friendly restaurant which has a Changing/feeding room available.
- Order a healthy meal with low sugar for a 10 year old who has allergy to peanuts.

I documented all the findings by taking a video of the process and later through affinity diagrams identified common themes and patterns.

Usability Studies

Usability Findings- Dining

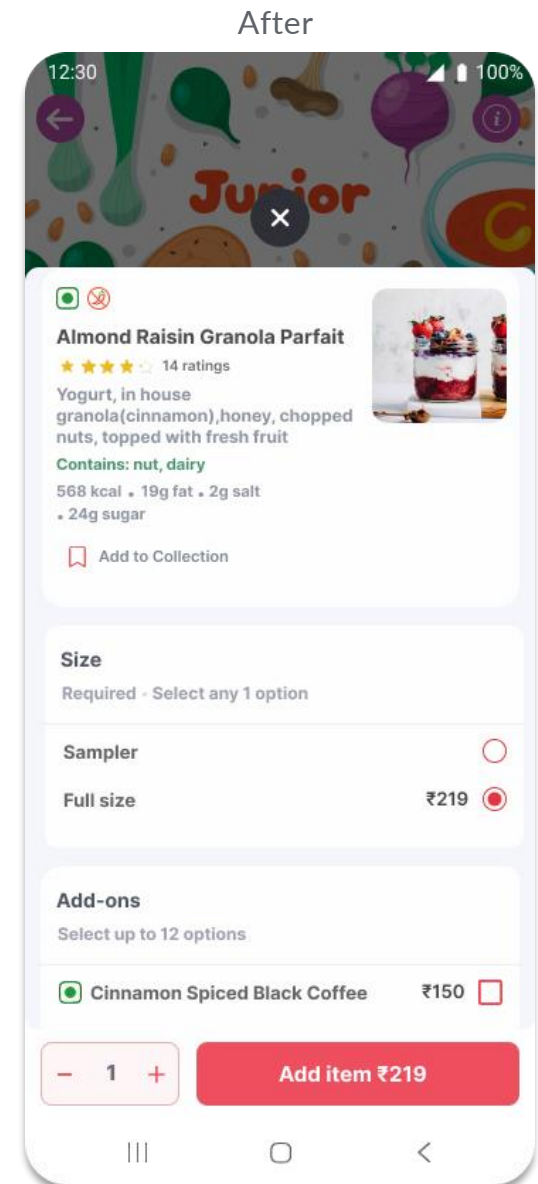
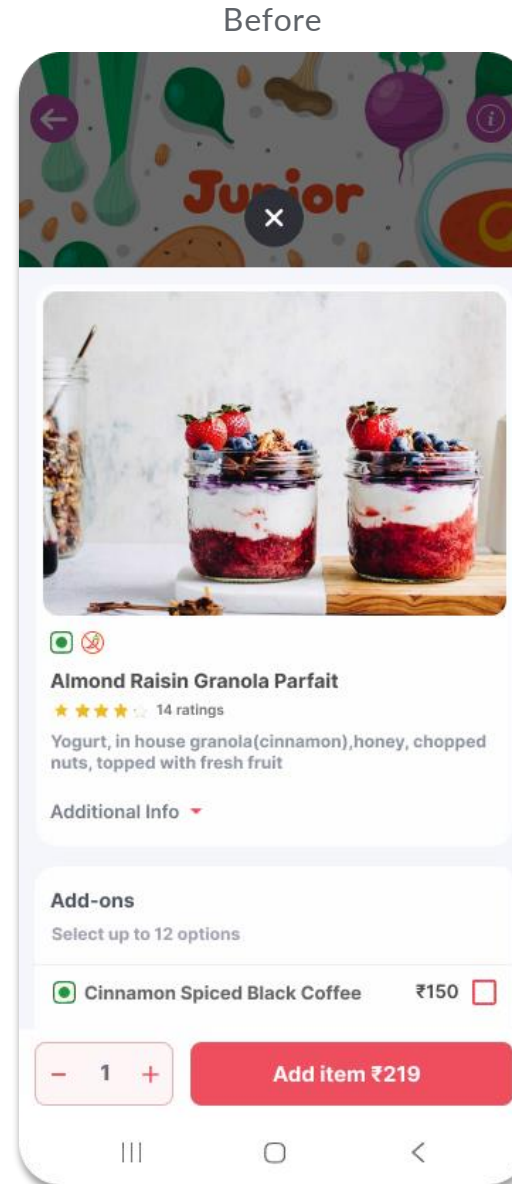
- Most users wanted to see the most commonly used kid friendly filters at the top centre when they were under 'Kid Friendly' category for easier access.
- One user wanted an icon next to the establishments that are Kid friendly for easier identification.

Usability Findings- Delivery

- Some users wanted an option where they can order a smaller portion or a sample size instead of the entire dish/item since they were not sure if their kids will prefer it.

Usability findings- Delivery

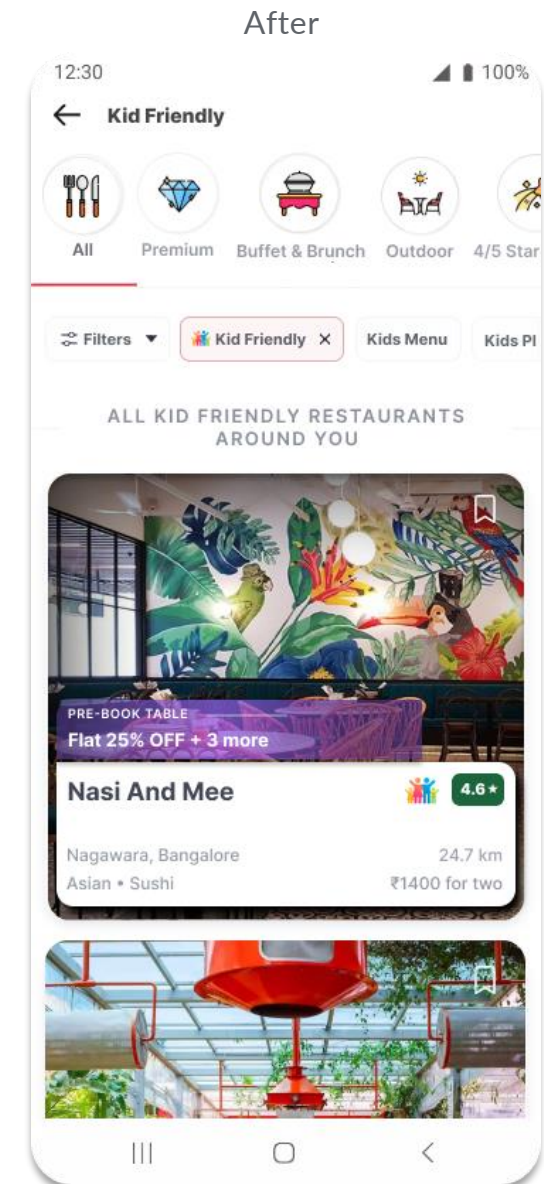
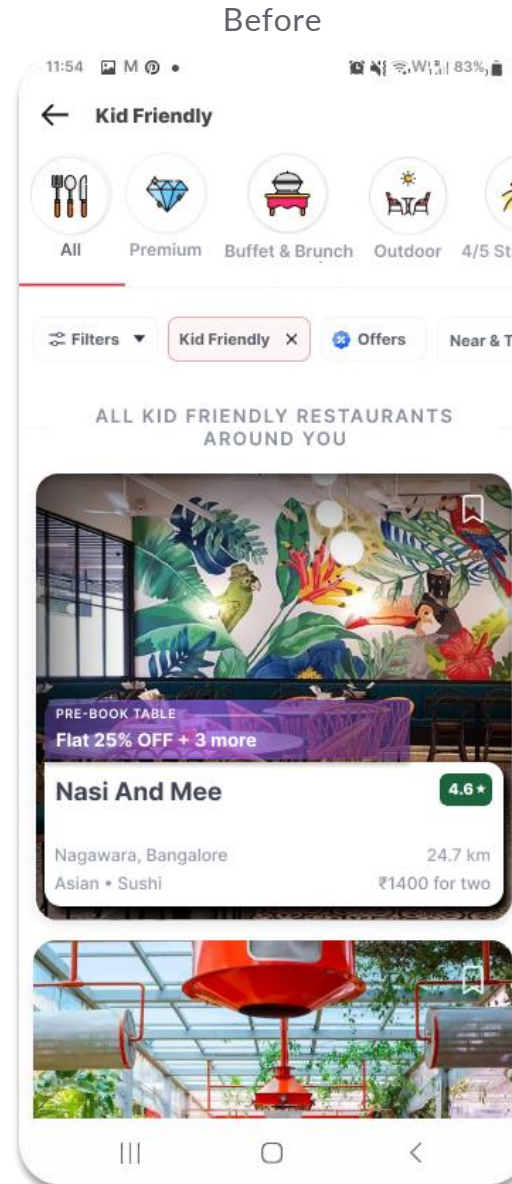
Some users wanted an option where they can order a smaller portion or a sample size instead of the entire dish/item since they were not sure if their kids will prefer it. Hence a choice of meal size or sampler was proposed which restaurants can choose to add to their customization options.



Usability findings- Dining

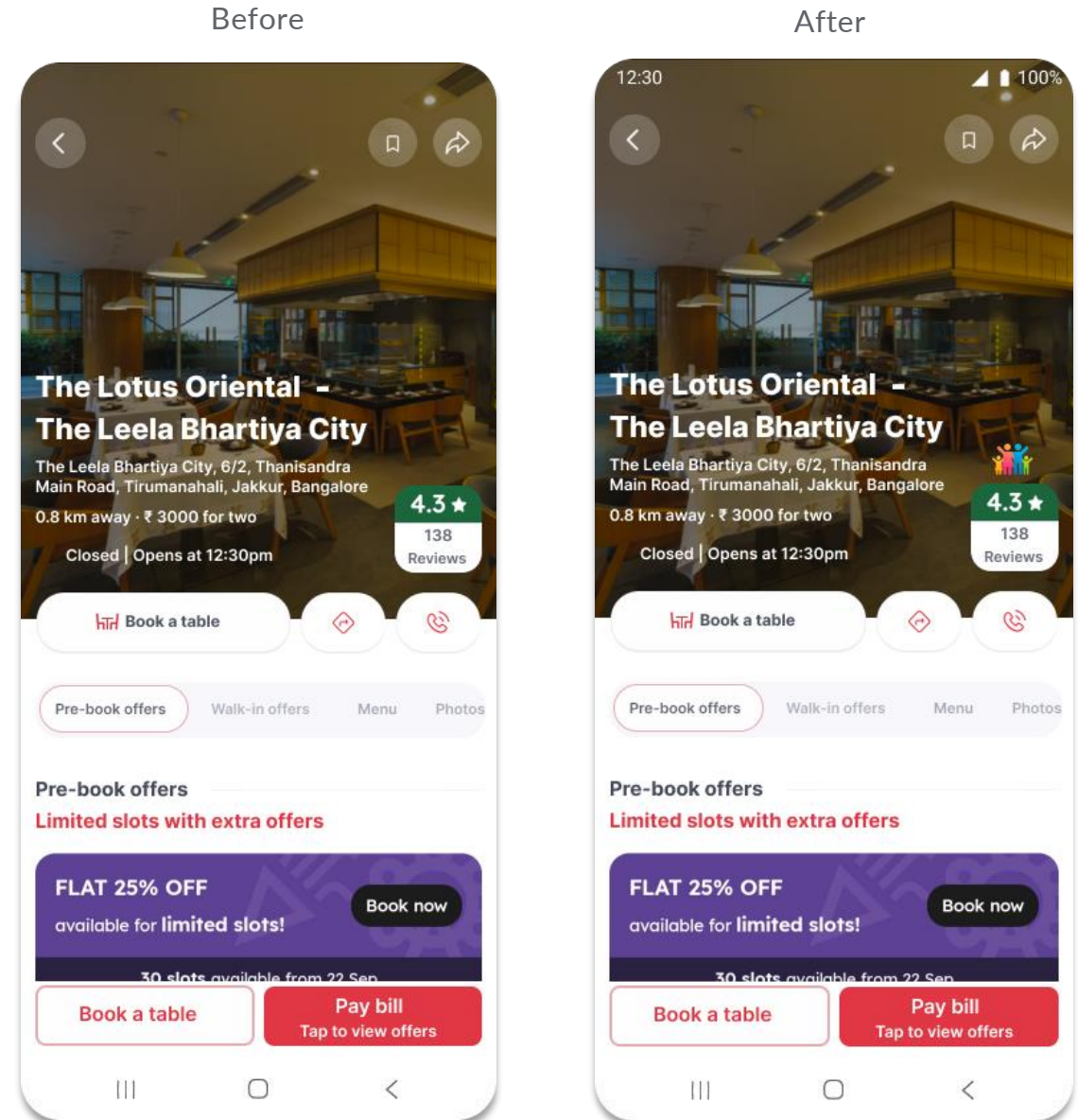
Most users wanted to see the most commonly used kid friendly filters at the top center when they were under 'Kid Friendly' category for easier access.

Users preferred an icon next to the establishments that are Kid friendly for easier identification at a glance when browsing through lists.



Usability findings- Dining

The Kid friendly Icon was similarly added to the dedicated restaurant's page as well for consistency and faster identification.



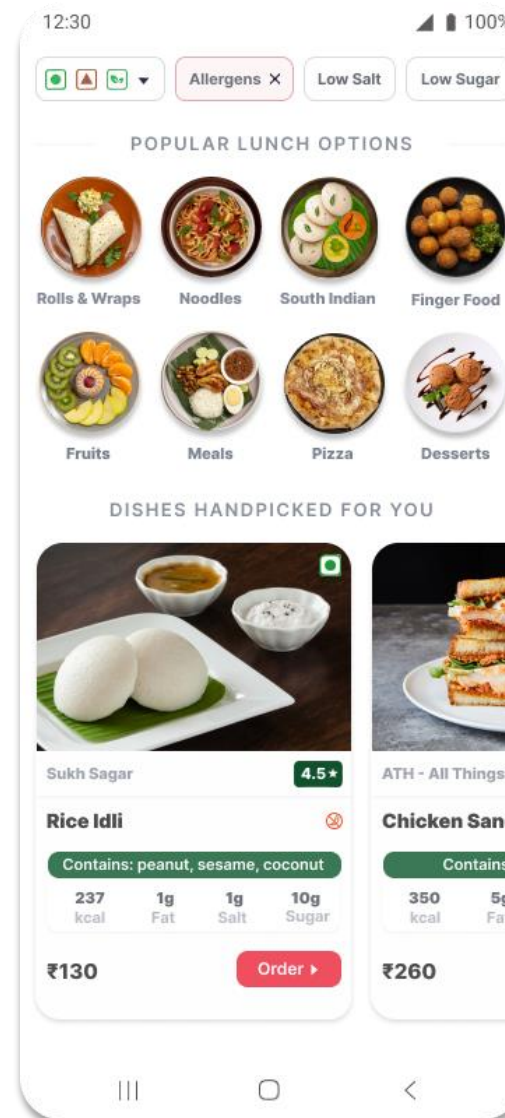
Accessibility considerations

Next, I approached accessibility and I had considered the WCAG guidelines for the new feature while maintaining the existing color scheme of the overall app. The new feature had the below considerations:

- Color Contrast: I ensured sufficient color contrast between text and background for users with visual impairments.
- Hierarchy: I have done a text hierarchy and all Icons in the information page are accompanied by text for easy understanding by the users.
- Clear and Simple Language: I have used plain language and avoided jargon. I have also limited the amount of text so that the user is not overwhelmed.
- Error Prevention: The 'Junior' Information page provides clear guidance regarding the considerations made for Junior feature.
- Consistency: Maintain consistent design patterns and language to match to the overall app.

Accessibility considerations

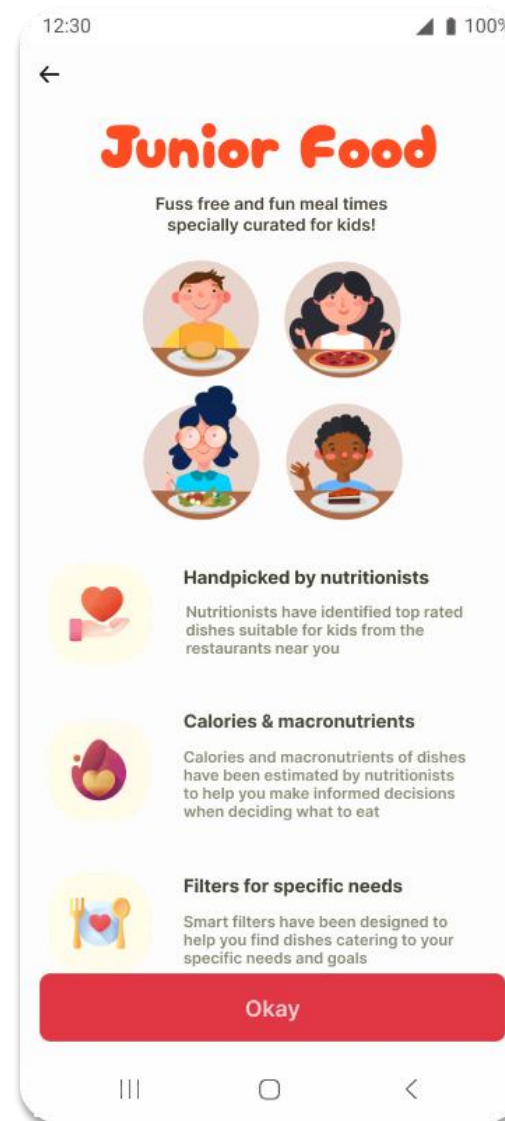
I ensured sufficient color contrast as per WCAG guidelines between text and background for users with visual impairments.



Accessibility considerations

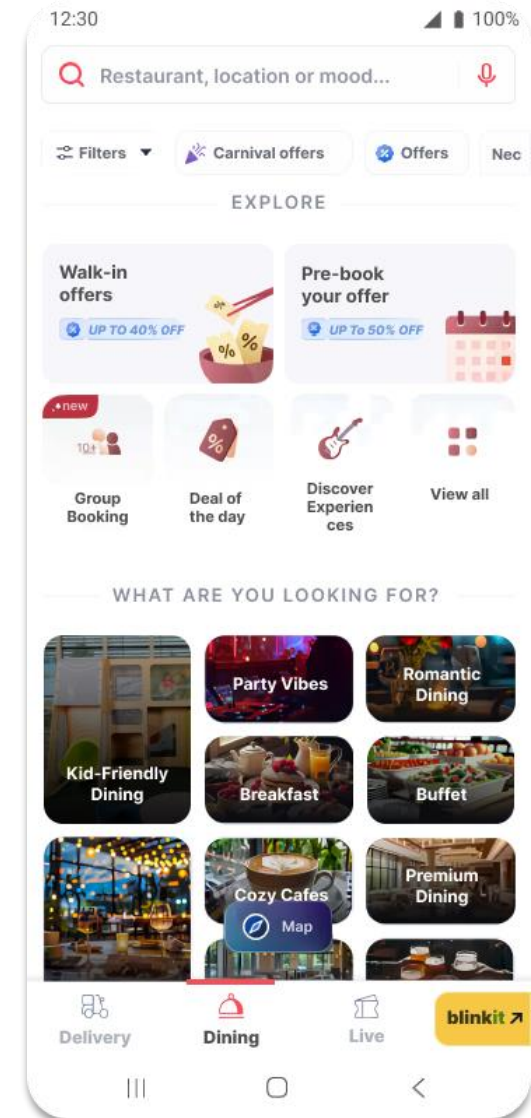
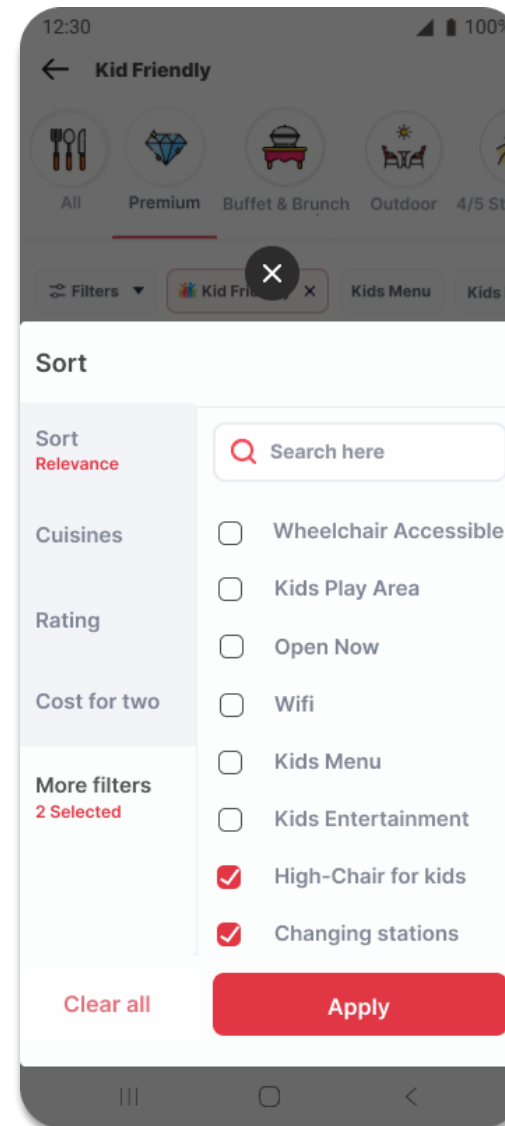
I have tried to use clear and simple text free of jargons. The information has been categorized and broken down into sections. Further I have used the principle of similarity, proximity and ample negative space to group the information and present in a manner that doesn't overwhelm the user.

All the icons are accompanied by text so that it is easier for the user to understand.



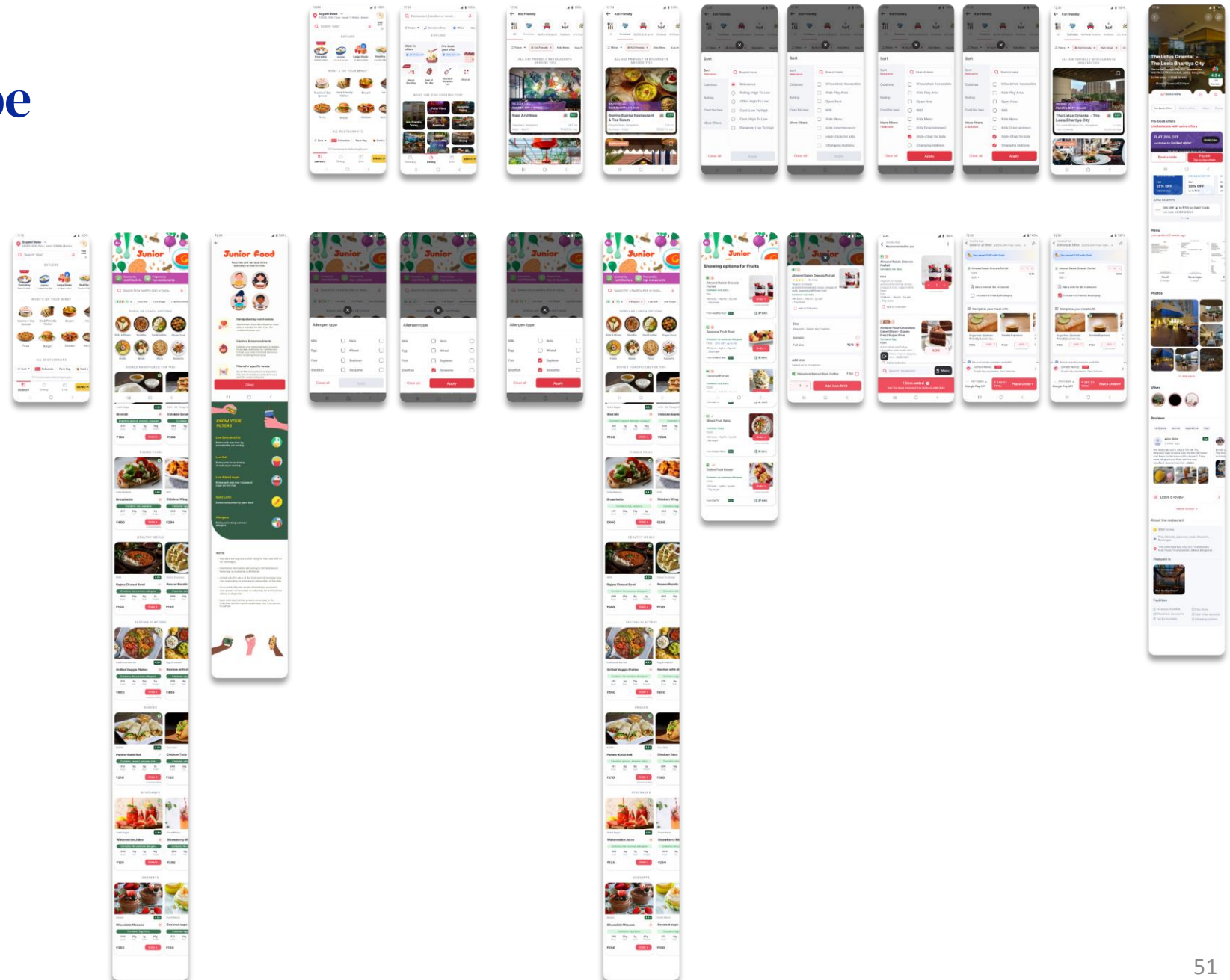
Accessibility considerations

I have tried to maintain consistent design patterns with the existing Zomato app so that it is familiar to the existing users..



Final hi-fi prototype

Finally, I translated it back to the feature. The additions felt dynamic and representative of the users.



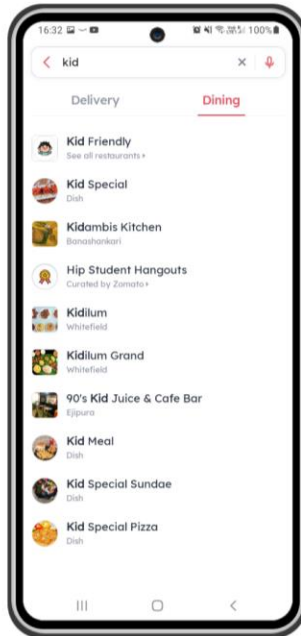
View Prototype:
[App](#)

Current Flow for discovering kid friendly restaurants for Dining



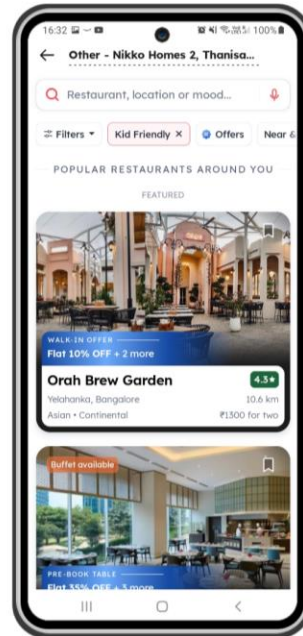
1. Open Homepage

- No dedicated section catering to kids.



2. Search

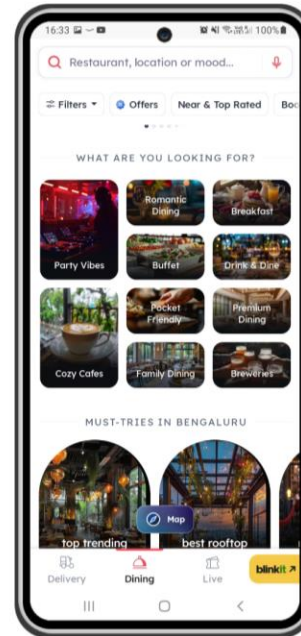
- Inconsistent and varied results.



3. Explore Restaurants

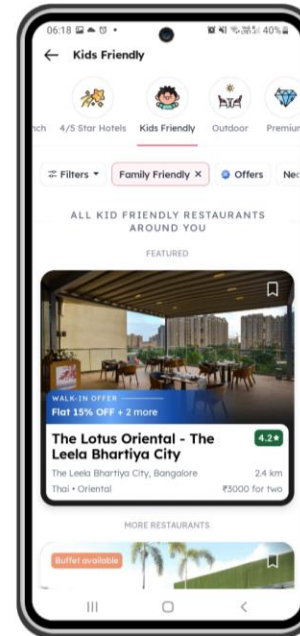
- Unreliable and Inconsistent information.
- Time consuming process.

OR



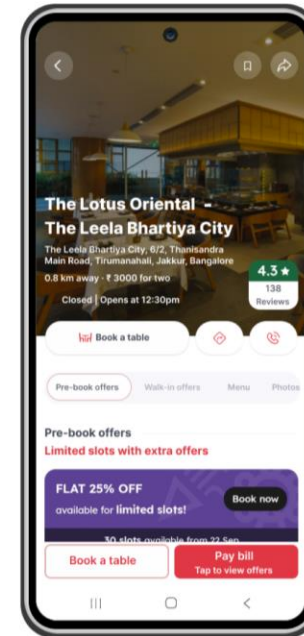
1. Select 'Family Dining'

- No dedicated section catering to kids.



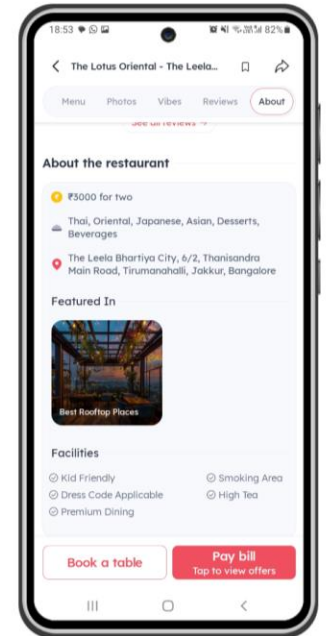
2. Apply 'Kid Friendly' filter

- Kid friendly and type of restaurants are mutually exclusive.



3. Explore each restaurant

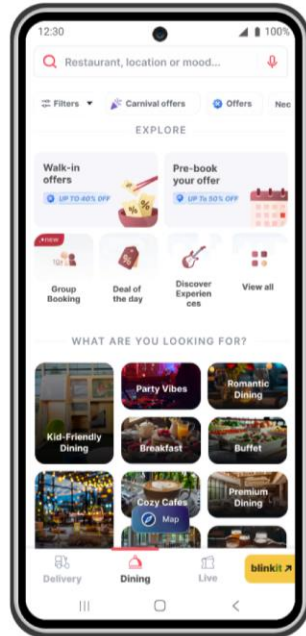
- Time consuming process.



4. Book a Table

- Generic and broad categorization without specifics.

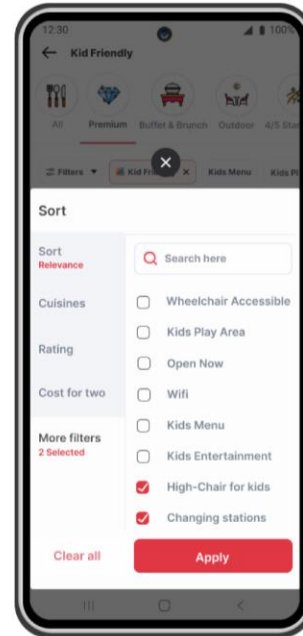
Proposed Flow for discovering kid friendly restaurants for Dining



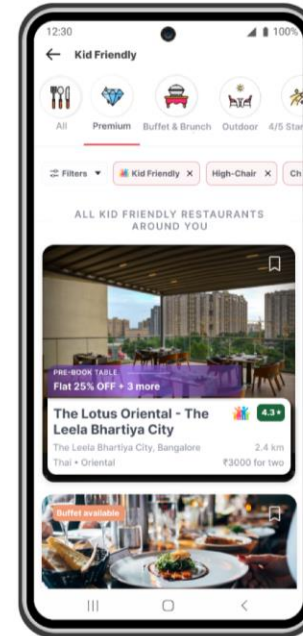
1. Select 'Kid-Friendly Dining'



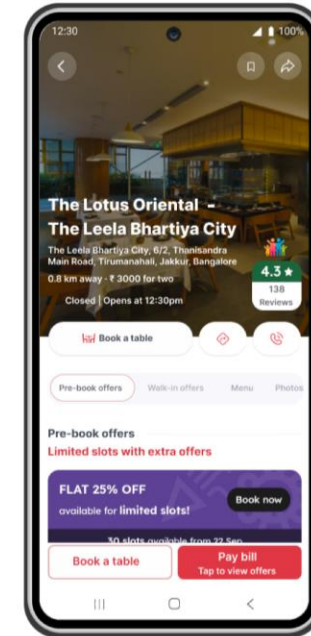
2. Filter Restaurant Type



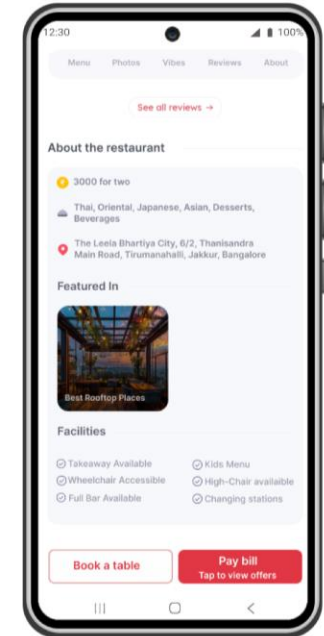
3. Apply Filters



4. Explore Restaurants



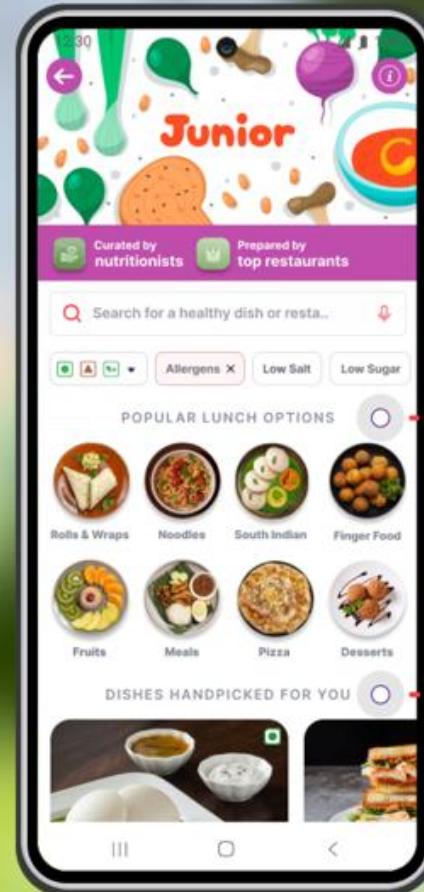
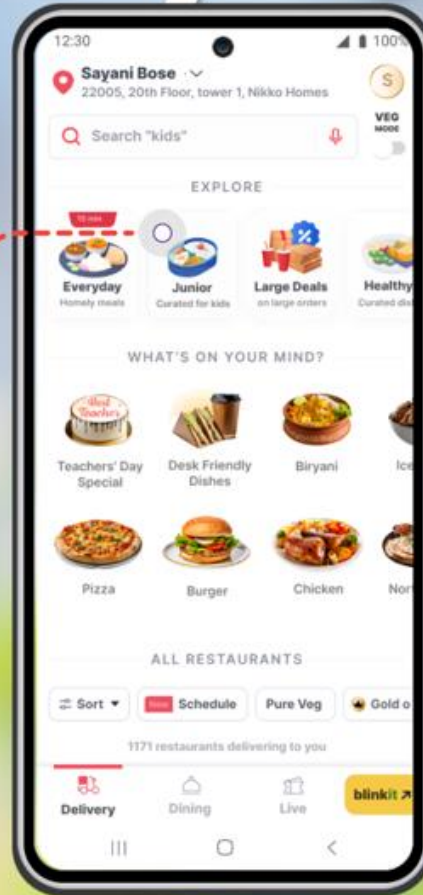
5. Explore Restaurant Page



6. Book a Table

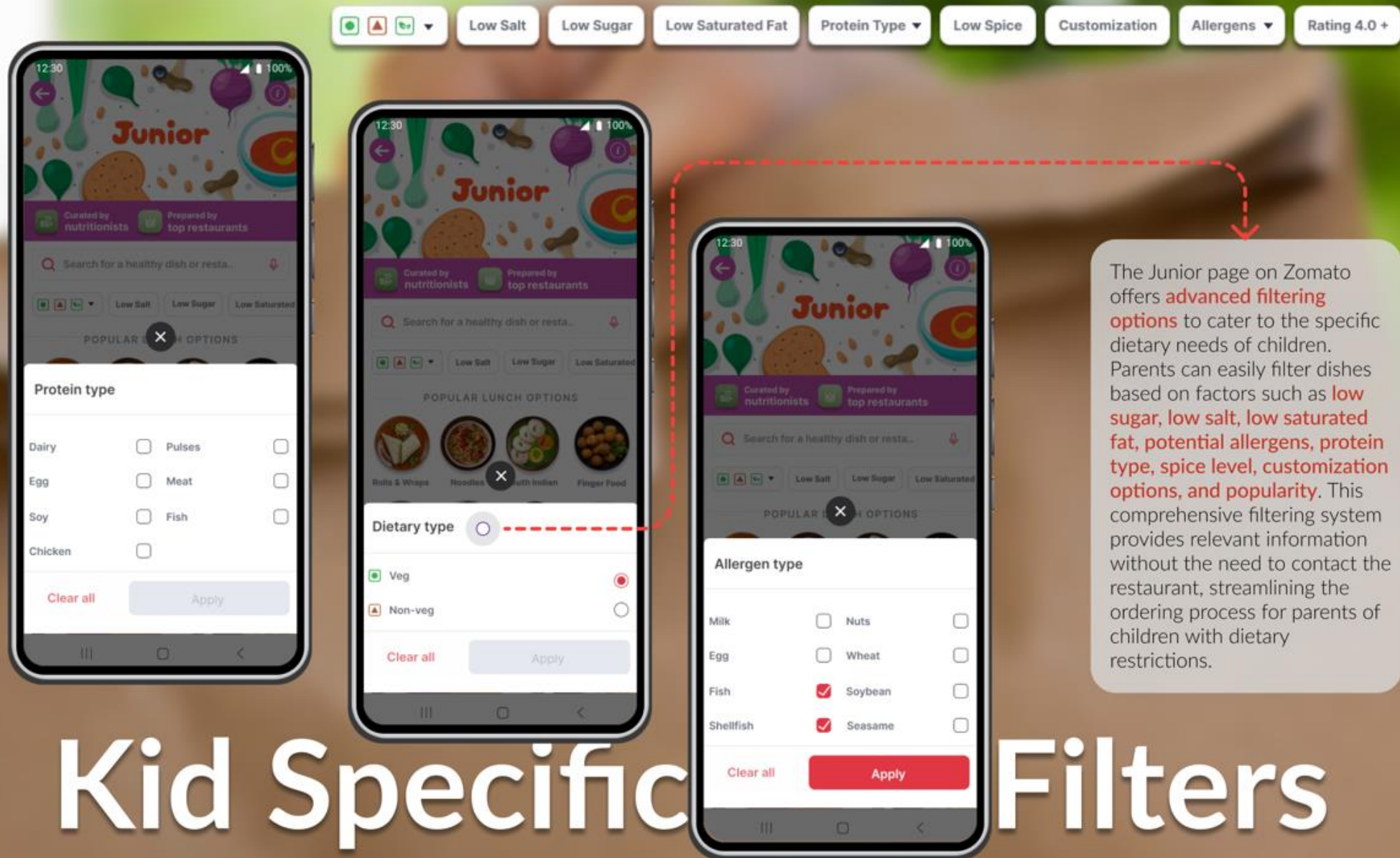
Delivery experience

The new Junior feature on Zomato offers a **convenient and time-saving** way for parents to order kid-friendly meals.



Accessible directly from the Home screen, the Junior page features a **curated selection** of popular kid-friendly dishes, **personalized recommendations** based on individual preferences, and other commonly ordered food categories tailored to children aged 3 to 12.

POPULAR LUNCH OPTIONS
DISHES HANDPICKED FOR YOU
FINGER FOOD
HEALTHY MEALS
TASTING PLATTERS
SNACKS
BEVERAGES
DESSERTS



The Junior feature on Zomato provides **detailed nutritional information for each dish**, making it easier for parents to filter and select options based on their child's specific dietary needs. This includes information on protein type, spice level, and potential allergens.

Nutritional Labels



Sukh Sagar 4.5 ★

Rice Idli ⚠️

Contains: peanut, sesame, coconut

237 kcal	1g Fat	1g Salt	10g Sugar
----------	--------	---------	-----------

₹130 [Order ▶](#)



ATH - All Things Healthy! 4.1 ★

Chicken Sandwich ⚠️

Contains: Chicken, egg

350 kcal	5g Fat	2g Salt	10g Sugar
----------	--------	---------	-----------

₹260 [Order ▶](#)
customisable



Cafe Nukkad 3.8 ★

Spinach Corn Omelet ⚠️

Contains: Egg

300 kcal	3g Fat	1g Salt	2g Sugar
----------	--------	---------	----------

₹150 [Order ▶](#)
customisable



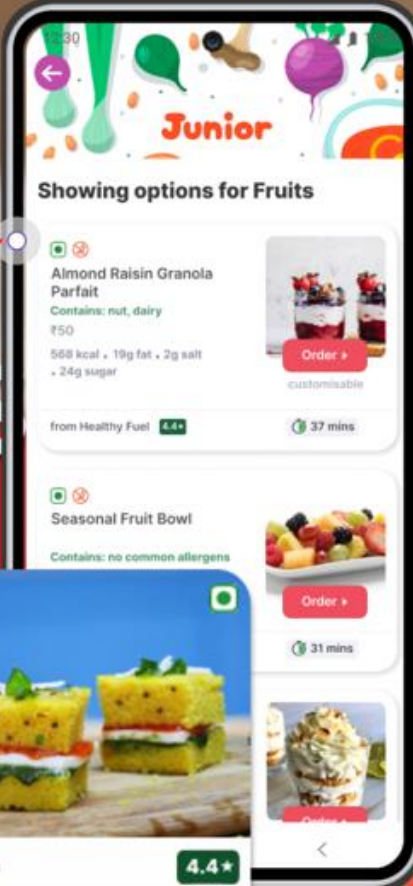
Anand Sweets 4.4 ★

Paneer Dhokla ⚠️

Contains: Dairy

250 kcal	5g Fat	6g Salt	5g Sugar
----------	--------	---------	----------

₹300 [Order ▶](#)

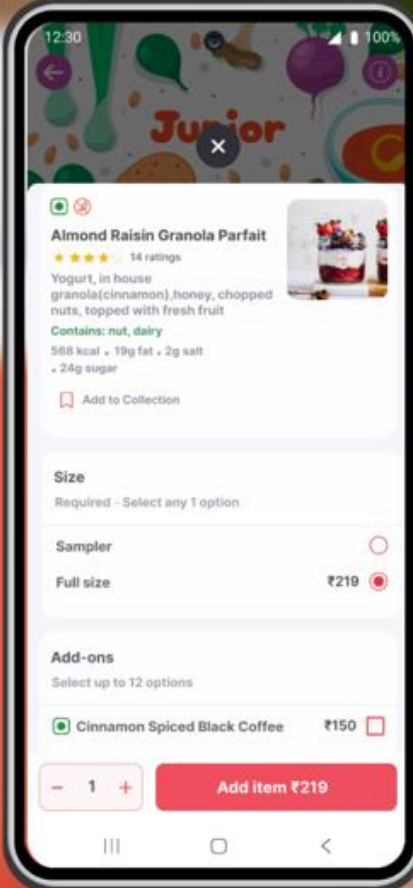


Junior

Showing options for Fruits

Almond Raisin Granola Parfait ⚠️
Contains: nut, dairy
₹50
568 kcal • 19g fat • 2g salt • 24g sugar
from Healthy Fuel 4.4 ★ 37 mins
[Order ▶](#)
customisable

Seasonal Fruit Bowl ⚠️
Contains: no common allergens
[Order ▶](#)
31 mins



Junior

Almond Raisin Granola Parfait ⚠️
★★★★★ 14 ratings
Yogurt, in house granola(cinnamon),honey, chopped nuts, topped with fresh fruit
Contains: nut, dairy
568 kcal • 19g fat • 2g salt • 24g sugar
[Add to Collection](#)

Size
Required - Select any 1 option

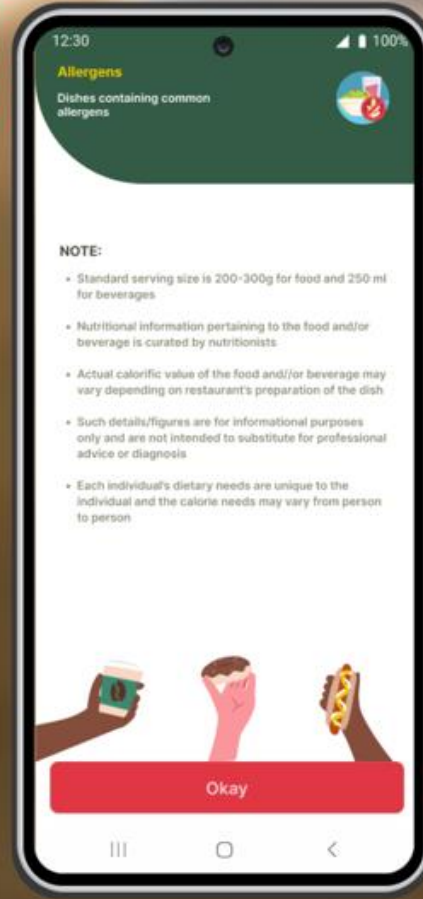
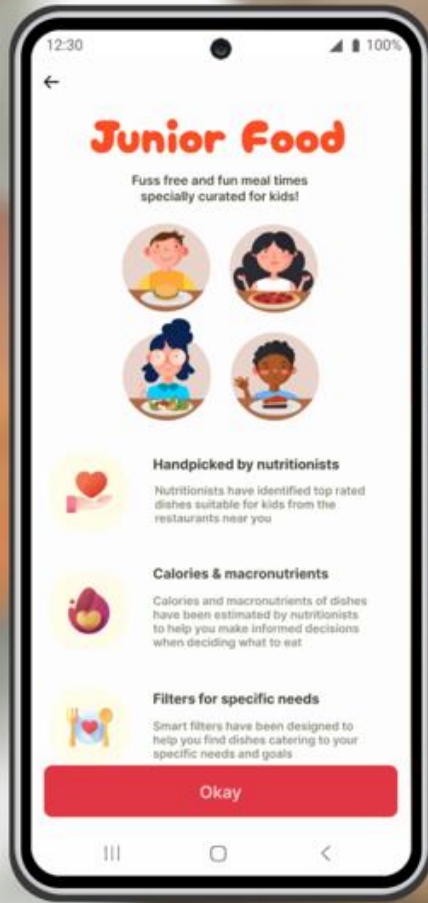
Sampler ☐

Full size ₹219 ☒

Add-ons
Select up to 12 options

☒ Cinnamon Spiced Black Coffee ₹150 ☐

[-](#) 1 [+](#) [Add item ₹219](#)



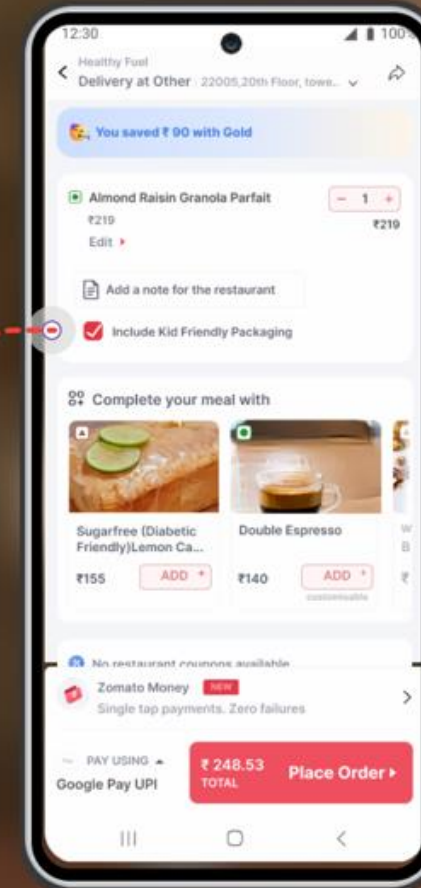
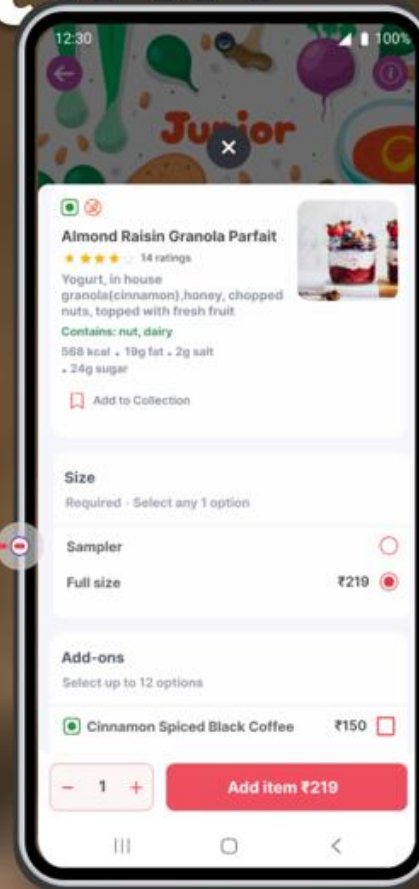
The Information page provides users with **valuable insights into the Junior feature**, including the benefits of curation, the calories & nutrients, and the introduction of advanced filtering options designed to simplify mealtimes with children.

Information

Customization

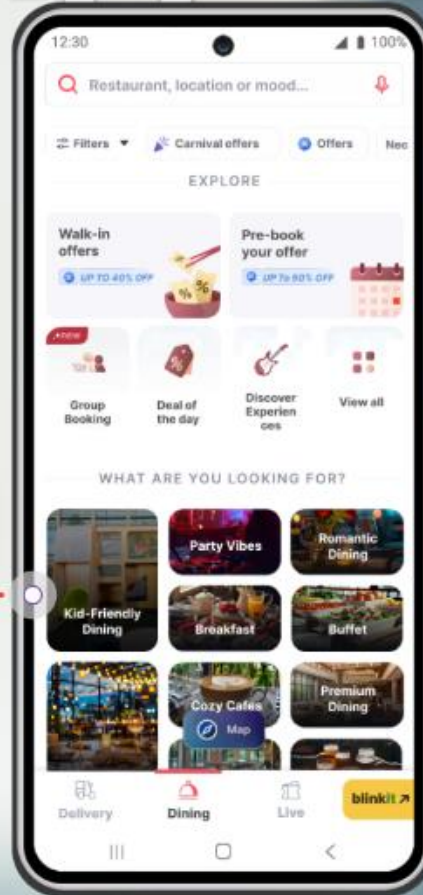
Kid-friendly restaurants on Zomato often **offer smaller portion sizes or samplers** to introduce children to new dishes gradually.

Additionally, the **introduction of kid-friendly packaging**, such as spill-proof containers and compact tray-type packaging, encourages independent eating and makes mealtimes easier for parents.



Dining experience

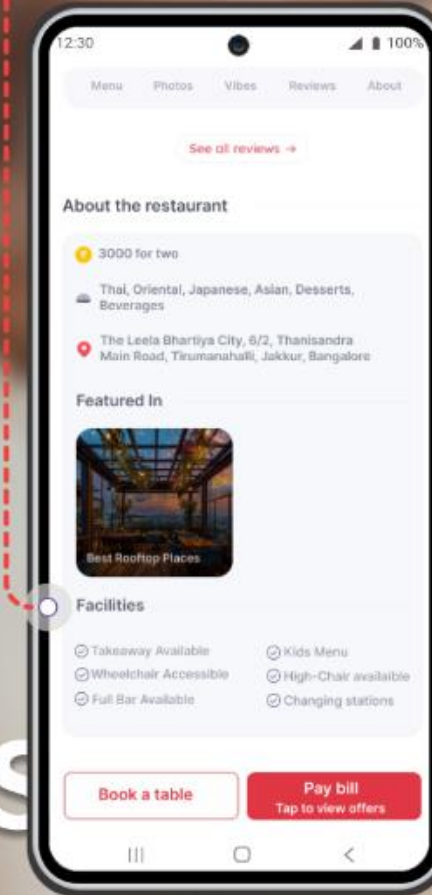
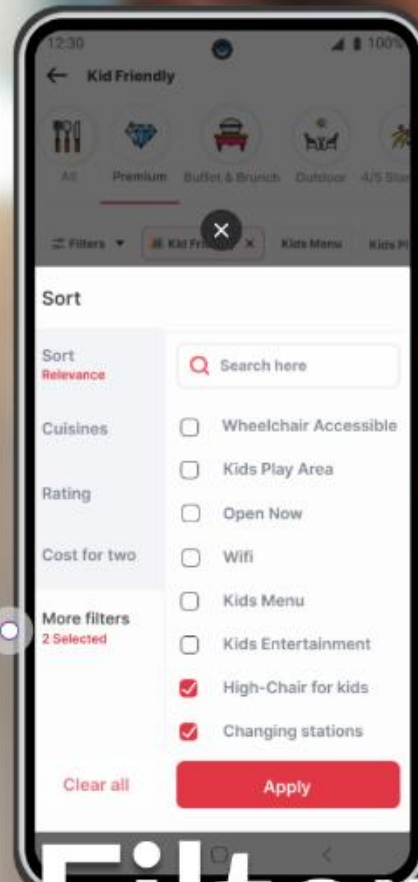
Kid-friendly restaurants on Zomato are conveniently **accessible directly from the Home screen**, saving users time and effort.



Within the Kid-friendly category, users can **explore a variety of restaurant options**, including premium establishments, buffets, 4/5-star restaurants, Buffet/Brunch places and outdoor dining experiences.

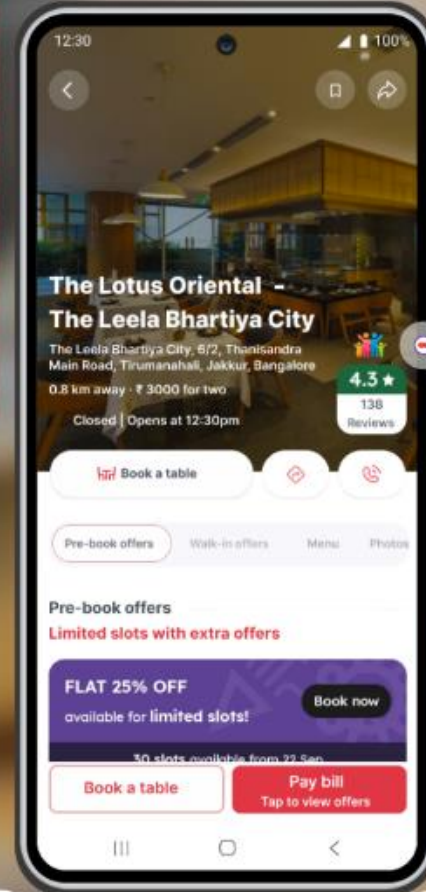
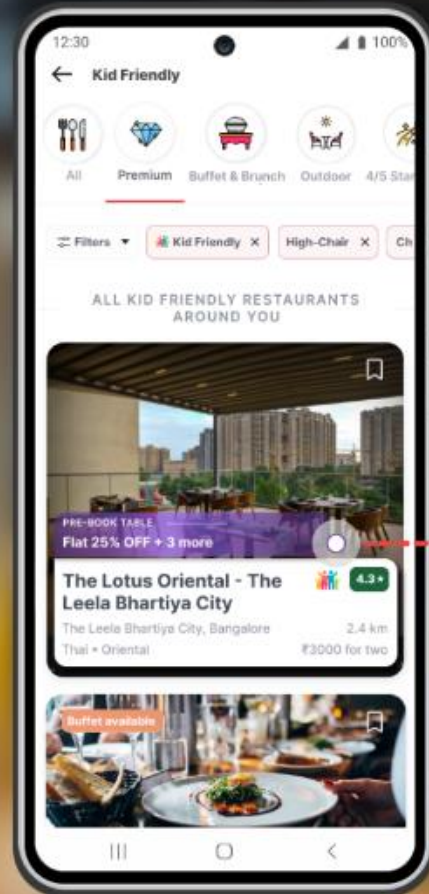


Zomato's new Kid-Friendly feature offers **advanced filtering** options, allowing parents and caregivers to quickly and easily find restaurants that cater to their children's specific needs. Instead of a generic "Kid-Friendly" tag, the feature provides a **detailed list of specific facilities available at each restaurant**, saving time and effort when making dining decisions.



- ☐ Wheelchair Accessible
- ☐ Kids Play Area
- ☐ Open Now
- ☐ Wifi
- ☐ Kids Menu
- ☐ Kids Entertainment
- ☐ High-Chair for kids
- ☐ Changing stations
- ☐ Buffet
- ☐ Hygiene Rated
- ☐ Outdoor Seating
- ☐ Less Wait Time
- ☐ Pram Accessible
- ☐ Valet Parking
- ☐ Kid's Menu

Kid Specific Filters



The Kid-Friendly **icon prominently displayed** next to restaurant reviews on Zomato provides users with a quick and easy way to identify kid-friendly establishments, offering peace of mind and convenience.

Easy identification

Conclusion

Challenges

Closing Thoughts

Let's Connect

Source List

Challenges

The research part was the most challenging for this project, since I had to understand the nutritional requirements of kids meals, safety measures necessary for an establishment to be kid friendly.

Since this is a new feature, I also had to study Zomato's app structure, new launches, existing Design system and monetization strategies to seamlessly integrate it with the existing app.

Closing Thoughts

This was my attempt towards imagining how Zomato can be used by busy parents and child care givers to plan meal time on a regular basis. The design is adapted to the existing Zomato Design System hence reducing the learnability curve needed to learn a new app since people are already familiar with Zomato.

I believe that we should think of ways to adapt to users existing behavior and habits rather than always creating new apps and platforms. Plus Zomato's huge market share and existing delivery structure and restaurant network can be leveraged to add value to this segment of users.

Let's connect

Thankyou for taking the time to go through my project. I would appreciate your feedback.

Please contact me at bose.sayani2@gmail.com

I am not associated with Zomato in any way. I am a loyal customer and I felt like this was an opportunity worth exploring.

Source List

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