



Website Redesign

Specification Report



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Link Prototype:

<https://www.figma.com/make/Kku3HbcivIO4SXctg6khek/MealSwift-Website-Redesign?fullscreen=1&t=LQ7BZT91GG2J48Ww-1>

UI/UX Design Project

Phase 1: Mood Board | Phase 2: Wireframe Design

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1. Introduction

This specification report documents the research, analysis, and web design prototype produced for the MealSwift food delivery platform redesign project. MealSwift is a modern food delivery service operating across multiple cities, connecting customers with local restaurants for fast, reliable meal delivery.

The report is structured around five key areas. First, it examines the current issues present in the MealSwift website and proposes evidence-based solutions to address usability and performance shortcomings. Second, it analyses the implications of responsive design implementation in e-commerce websites, exploring how mobile-first approaches enhance user experience and drive increased mobile sales revenue. Third, it explains how the Mood Board and Wireframe artefacts were used to inform and guide the high-fidelity prototype design. Finally, the report concludes with a reflective summary on the design process, the significance of structured UX methodology, and how the deliverables meet MealSwift's business objectives.

The accompanying design artefacts reflects on a Brand Mood Board and a set of low-fidelity Wireframes which together form the foundation of the prototype website, which covers five core pages: Home, Menu/Browse, How It Works, About, and Contact. Throughout this project, current literature from peer-reviewed sources has been used to underpin design decisions and analytical conclusions.

2. MealSwift Website Redesign

2.1 Current Issues with the MealSwift Website

A thorough review of the MealSwift prototype website reveals several usability, accessibility, performance, and conversion-related issues that hinder the platform from fully achieving its commercial goals. These issues are examined below across key dimensions of web design.

2.1.1 Visual Design and Brand Consistency

While the MealSwift website employs a consistent green colour palette aligned with the brand identity established in the Mood Board (#16a34a Forest Green, #059669 Emerald), certain page sections show insufficient contrast ratios between text and background colours. For instance, the light mint background (#d1fae5) combined with medium-weight body text may not meet the Web Content Accessibility Guidelines (WCAG) 2.1 AA standard of a 4.5:1 contrast ratio for normal text [1]. Poor contrast directly impairs readability, particularly for users with visual impairments or those accessing the site on low-brightness mobile screens.

Image selection across the website lacks thematic cohesion. Stock photography on the How It Works page and About page features imagery, such as a mountain camping scene, that bears no obvious relation to food delivery, undermining brand credibility. According to Nielsen Norman Group's principles on visual design, imagery must reinforce the brand message and be directly relevant to the content context to build user trust [2].

2.1.2 Navigation and Information Architecture

The website's navigation structure is largely functional; however, the current implementation does not include breadcrumb navigation or contextual cues on inner pages, making it difficult for users to understand their position within the site hierarchy. Research by Farrell (2020) confirms that clear wayfinding mechanisms, including breadcrumbs and active state indicators, significantly reduce user disorientation in multi-page web applications [3].

Additionally, the Cart button in the navigation bar lacks a visible item count badge when items are present in the cart, showing only 'Cart (0)' in its default state. Real-time cart updates are essential in e-commerce UX to provide feedback and encourage checkout completion, a principle supported by Baymard Institute's large-scale e-commerce usability studies [4].

2.1.3 Menu Page and Product Discovery

The Menu page presents a grid of food items with category filter tabs (All, Breakfast, Lunch, Dinner, Desserts, Beverages) and a search field. However, the filter system lacks multi-criteria filtering : for example, users cannot simultaneously filter by dietary requirement (vegan, gluten-free) and category. Studies on e-commerce product

discovery show that faceted navigation and combined filter options dramatically improve conversion rates by reducing the time users spend searching for suitable products [5].

The product cards on the Menu page display food photographs sourced from generic stock image libraries. Many of these images are incongruent with the described dishes; for instance, the 'Healthy Buddha Bowl' card displays a photo of mixed legumes in bowls rather than a prepared Buddha Bowl. This misalignment between image and product description reduces customer confidence and may increase bounce rates, a phenomenon documented in research on product image quality in online food ordering platforms [6].

2.1.4 Performance and Page Load Speed

No evidence of image optimisation (e.g., WebP format, lazy loading, responsive images via srcset) is apparent from the current prototype. Large, unoptimized images are among the leading causes of slow page load times on mobile networks. Google's Core Web Vitals framework identifies Largest Contentful Paint (LCP) as a key performance indicator; pages with LCP above 2.5 seconds are penalised in search rankings and exhibit significantly higher bounce rates [7]. For a food delivery platform where impulse ordering is common, slow load times represent a material risk to conversion.

2.1.5 Accessibility and Inclusive Design

A review of the Contact and FAQ page reveals that the FAQ items are rendered as static blocks rather than interactive accordion components. While this avoids JavaScript dependency, it presents all content simultaneously, creating a dense page layout that increases cognitive load. Inclusive design principles advise progressive disclosure revealing content on demand to reduce visual complexity and improve comprehension, particularly for neurodivergent users [1].

2.1.6 Call-to-Action and Conversion Optimisation

The Home page features two CTAs: 'Order Now' and 'Learn More'. The secondary CTA ('Learn More') competes visually with the primary action and directs users away from the conversion funnel toward the How It Works page. Best practice in CTA design recommends a clear primary action with a contrasting but subordinate secondary action; having near-identical visual weight on both CTAs dilutes the urgency of the primary conversion goal [4].

2.2 Proposed Solutions

Based on the issues identified above, the following solutions are proposed to improve the MealSwift website's usability, accessibility, and commercial performance:

Issue Area	Proposed Solution
Contrast & Accessibility	Revise text and background colour pairings to achieve WCAG 2.1 AA contrast ratio of at least 4.5:1. Implement ARIA landmarks, skip-nav links, and keyboard focus management throughout all pages.
Image Relevance	Replace generic stock photography with contextually relevant images that directly correspond to their associated content. Commission or license high-quality food photography matching the actual menu items listed.
Navigation & Wayfinding	Add breadcrumb navigation to all inner pages. Implement a live cart item counter badge. Include active state visual indicators for the current navigation item.
Menu Filtering	Introduce multi-criteria faceted filtering enabling simultaneous selection of category, dietary requirements, and price range. Add a clear 'Reset Filters' option.
Performance Optimisation	Convert all images to WebP format. Implement lazy loading for below-the-fold imagery. Use responsive images (srcset) to serve appropriately sized assets on mobile.
CTA Hierarchy	Redesign the Home hero section with a single dominant primary CTA ('Order Now') and a clearly subordinate secondary link ('Learn More') with reduced visual weight.

3. Responsive Design Implementation

Responsive web design (RWD) refers to the approach of building websites that adapt their layout, typography, and media to the screen size and capabilities of the device being used [8]. This section analyses the implications of implementing responsive design within e-commerce platforms, with particular reference to the MealSwift context.

3.1 Importance of Responsive Design in E-Commerce

The proliferation of smartphones as the primary internet access device has fundamentally altered the landscape of online commerce. According to Statista (2025), mobile devices accounted for approximately 60% of global website traffic, and mobile commerce (m-commerce) is projected to account for over 73% of total e-commerce sales globally by 2025 [9]. For a food delivery platform such as MealSwift; where the immediacy of the ordering context means customers predominantly order via mobile devices, often while commuting or relaxing. That's show the needs to deliver a seamless mobile experience which if miss it translates directly into lost revenue.

Responsive design is no longer a discretionary enhancement but a fundamental technical requirement. Google's mobile-first indexing policy, in effect since 2020, means that the mobile version of a website is used as the primary basis for search engine indexing and ranking [7]. A non-responsive MealSwift website would therefore face reduced organic search visibility, directly impacting new customer acquisition.

The MealSwift prototype employs a responsive layout based on CSS flexbox and grid systems, visible in the multi-column card layouts on the Menu page that transition from a three-column grid on desktop to a single-column stacked layout on mobile. This approach ensures content hierarchy is preserved across viewport sizes.

3.2 Impact on User Experience

Responsive design has a documented, measurable impact on user experience quality across multiple dimensions. Budi (2021) identifies three core UX benefits specific to responsive e-commerce implementations: improved readability, reduced task completion time, and lower error rates [10].

Readability is directly improved when text sizes, line lengths, and spacing are scaled proportionally for smaller screens. The MealSwift typography system defined in the Mood Board establishes a clear hierarchy using weight variants (800 for display headings, 600 for sub-headings, 400 for body) which translates directly to scalable REM-based type sizing in the implementation. This prevents the common failure mode of 'tiny text' on mobile, which forces users to pinch-to-zoom and is a leading cause of mobile session abandonment.

Navigation is another critical dimension of mobile UX. Desktop navigation menus with five or more items typically collapse to hamburger menus on mobile. Research by Raluca Budiou at Nielsen Norman Group found that users consistently prefer visible navigation labels over icon-only hamburger menus because the latter obscures available navigation options and increases the effort required to explore content [10].

In the MealSwift design, the navigation bar transitions to a compact mobile-friendly format on small screens, maintaining usability without sacrificing discoverability.

Touch target sizing is a further UX consideration unique to mobile-responsive design. Apple's Human Interface Guidelines and Google's Material Design both recommend minimum interactive element sizes of 44x44 pixels and 48x48dp respectively to accommodate finger input accuracy. The MealSwift 'Add to Cart' buttons and filter tabs on the Menu page must meet these minimums in the mobile implementation to prevent mis-taps, which contribute to user frustration and cart abandonment.

3.3 Impact on Mobile Sales

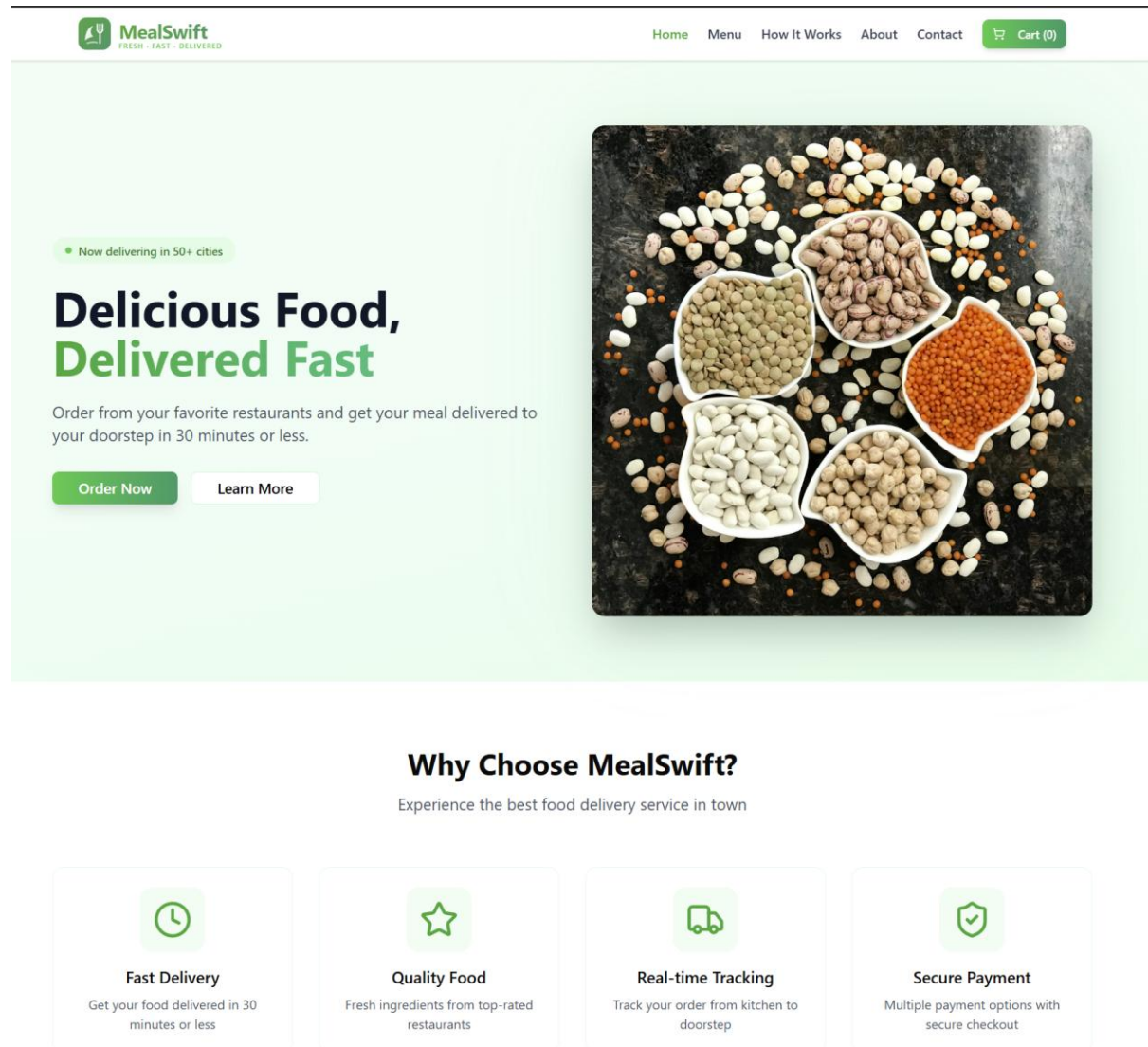
The relationship between responsive design quality and m-commerce conversion rates is well established in the literature. Boag (2022) reports that every 100ms reduction in mobile page load time correlates with a 1% increase in conversion rate, underscoring the performance dimension of responsive design [11]. By serving optimally-sized images and loading only the CSS and JavaScript required for the current viewport, responsive implementations inherently reduce page weight and improve performance.

Checkout flow simplification is particularly important for mobile e-commerce conversion. The MealSwift cart and checkout process must present form fields, input elements, and payment options in a single-column mobile layout with large tap targets, auto-completing address fields, and device-native keyboard types (e.g., numeric keyboards for card numbers). Research by Baymard Institute (2023) found that 69.9% of mobile checkout sessions result in abandonment, a rate 15% higher than desktop, primarily due to form complexity and small input targets [4].

A responsive design implementation that addresses these friction points through streamlined mobile forms, persistent cart summaries, and one-tap re-order functionality can materially reduce abandonment rates and increase completed orders. For MealSwift, which targets daily or weekly ordering frequency from a repeat customer base, even small improvements in mobile conversion rate translate to significant cumulative revenue impact.

4. Implementation Section

This section explains how the two key design artefacts: the Brand Mood Board (Phase 1) and the Wireframe Design document (Phase 2) are influencing the development of the MealSwift prototype website. Both artefacts represent critical stages in the UX design process, serving as structured tools for communicating visual intent and information architecture before any high-fidelity code is written. I will now attach the screenshots of my prototype and then I'll explain in more details both phases.





Why Choose MealSwift?

Experience the best food delivery service in town



Fast Delivery

Get your food delivered in 30 minutes or less



Quality Food

Fresh ingredients from top-rated restaurants



Real-time Tracking

Track your order from kitchen to doorstep



Secure Payment

Multiple payment options with secure checkout

Popular Dishes

Our customers' favorite meals



Healthy Bowl

\$12.99

★ 4.8

[Add to Cart](#)



Fresh Salad

\$10.99

★ 4.7

[Add to Cart](#)



Gourmet Burger

\$14.99

★ 4.9

[Add to Cart](#)



Asian Noodles

\$11.99

★ 4.6

[Add to Cart](#)

[View Full Menu](#)

Ready to Order Your Favorite Meal?

Join thousands of satisfied customers and experience the MealSwift difference

[Start Ordering](#)

Our Menu

Discover delicious dishes from top-rated restaurants

[Filters](#)[All](#)[Breakfast](#)[Lunch](#)[Dinner](#)[Desserts](#)[Beverages](#)**Popular**

Healthy Buddha Bowl

★ 4.8

Quinoa, avocado, chickpeas, mixed greens, tahini dressing

\$12.99[+ Add](#)

Fresh Garden Salad

★ 4.7

Mixed greens, cherry tomatoes, cucumber, balsamic vinaigrette

\$10.99[+ Add](#)**Popular**

Classic Gourmet Burger

★ 4.9

Angus beef patty, lettuce, tomato, special sauce, crispy fries

\$14.99[+ Add](#)**Popular**

Artisan Pizza

★ 4.8

Hand-tossed dough, fresh mozzarella, basil, tomato sauce

\$16.99[+ Add](#)

Asian Fusion Noodles

★ 4.6

Stir-fried noodles, vegetables, choice of protein, sesame sauce

\$11.99[+ Add](#)

Breakfast Stack

★ 4.7

Fluffy pancakes, maple syrup, fresh berries, coffee

\$9.99[+ Add](#)



How It Works

Ordering your favorite food has never been easier

Simple Steps to Your Meal

From order to delivery in just a few clicks



01 Download the App

Get the MealSwift app on iOS or Android, or order directly from our website



02 Browse Restaurants

Explore menus from hundreds of local restaurants and cuisines



03 Place Your Order

Select your favorite dishes and customize them to your taste



04 Track Delivery

Monitor your order in real-time from preparation to delivery



05 Enjoy Your Meal

Receive your fresh, hot meal at your doorstep and enjoy!

Why MealSwift?

The benefits that set us apart



Lightning Fast

Average delivery time of 30 minutes



Quality Assured

Fresh ingredients from verified restaurants



Easy Ordering

User-friendly app and website interface

Ready to Get Started?

Join thousands of satisfied customers and order your first meal today

[Order Now](#)



Delicious food delivered fast to your doorstep

Quick Links

[Home](#)
[Menu](#)
[How It Works](#)
[About](#)

Support

[Contact Us](#)
[FAQs](#)
[Delivery Info](#)
[Privacy Policy](#)

Contact

1-800-MEAL-SWIFT
support@mealswift.com
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San Francisco, CA 94102

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[DESIGN PORTFOLIO](#)

[Mood Board](#)

[Wireframes](#)



Home Menu How It Works About Contact 

500K+
Happy Customers

1000+
Partner Restaurants

50+
Cities Covered

2M+
Deliveries Made

Our Values

The principles that guide everything we do



Customer First

Your satisfaction is our top priority.
We go above and beyond to ensure every meal arrives perfect.



Quality Standards

We partner only with top-rated restaurants that meet our strict quality and hygiene standards.



Community Focus

Supporting local restaurants and creating jobs in the communities we serve.



Innovation

Continuously improving our technology to provide the best food delivery experience.



Our Mission

To revolutionize the food delivery experience by connecting people with the meals they love, supporting local restaurants, and creating opportunities for delivery partners in communities everywhere.

We're committed to using technology to make food delivery faster, more reliable, and more enjoyable for everyone involved - from customers to restaurants to delivery partners.



HomeMenuHow It WorksAboutContact

Cart (0)

Contact Us

We're here to help! Reach out with any questions or concerns



Email Us
support@mealswift.com
We'll respond within 24 hours



Call Us
1-800-MEAL-SWIFT
Available 24/7



Visit Us
123 Food Street, San Francisco, CA
94102
Mon-Fri: 9AM - 6PM



Business Hours
24/7 Delivery Service
Support: 9AM - 11PM Daily

Send Us a Message

Full Name

John Doe

Email Address

john@example.com

Subject

How can we help?

Message

Tell us more about your inquiry...

Send Message

Find Us



Interactive Map

Office Location

123 Food Street
San Francisco, CA 94102
United States

Parking Information

Visitor parking available in the building garage. Street parking also available on Food Street.

Frequently Asked Questions

Quick answers to common questions

What are your delivery hours?

We deliver 24/7! Our restaurant partners have varying hours, but many are available late into the night.

How long does delivery take?

Most deliveries arrive within 30-45 minutes. You can track your order in real-time through our app.

What payment methods do you accept?

We accept all major credit cards, debit cards, PayPal, Apple Pay, and Google Pay.

Is there a minimum order amount?

Minimum order amounts vary by restaurant, typically ranging from \$10-\$15.

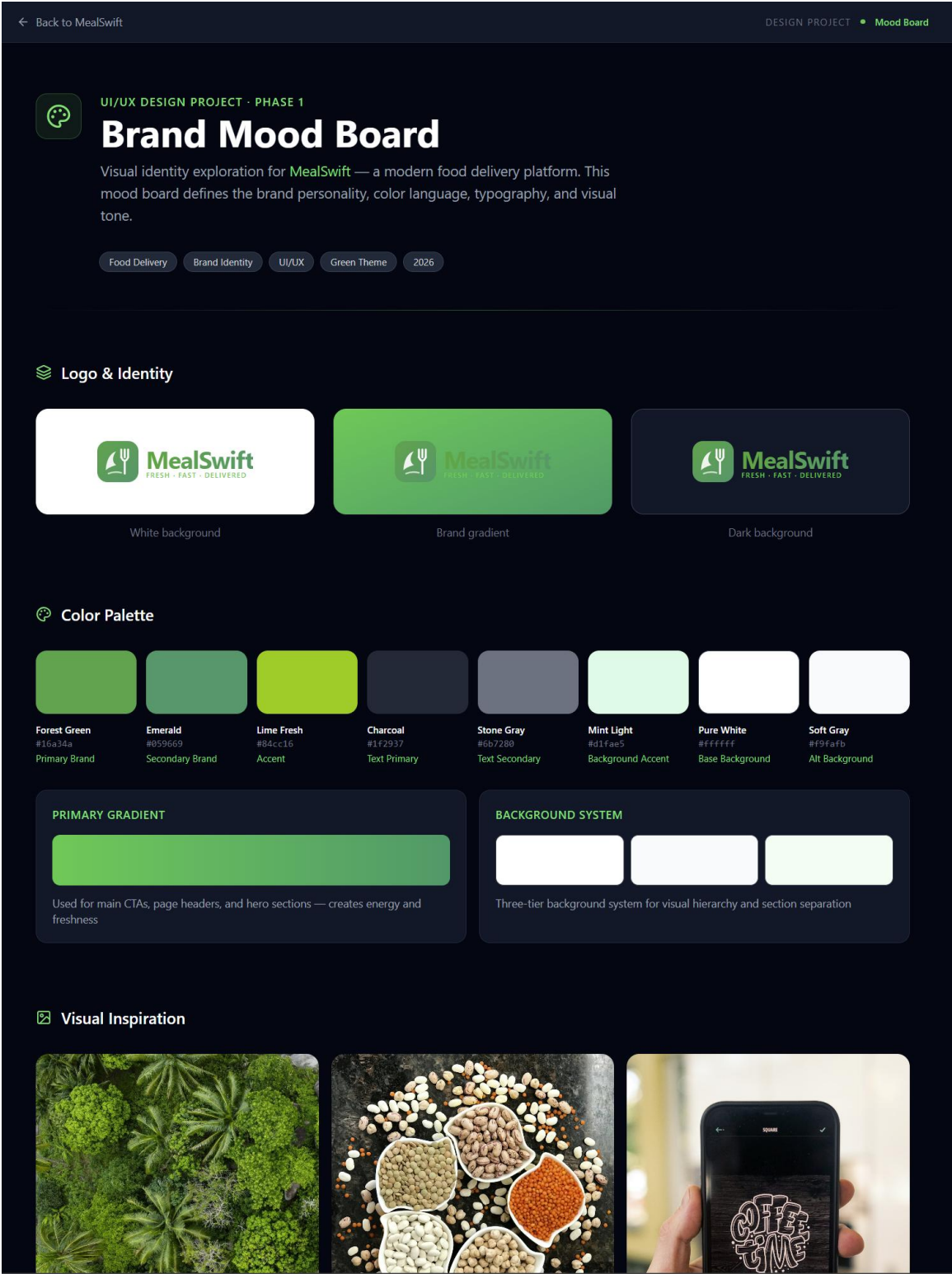
Need Immediate Assistance?

For urgent order issues or delivery concerns

 [Call Support Now](#)

4.1 Influence of the Mood Board on Design

The MealSwift brand mood board was created during Phase 1 of the UI/UX design process. It defines the brand personality through colour language, typography system, logo variants, and visual tone before shaping the prototype across these key dimensions:





T Typography System

DISPLAY / HEADINGS
Weight 800

MealSwift

Bold, impactful — used for hero titles and section headers

SUB-HEADINGS
Weight 600

Delicious & Fast

Semibold — used for card titles and CTAs

BODY TEXT
Weight 400

Fresh food delivered to your doorstep in 30 minutes.

Regular — used for paragraphs and descriptions

CAPTION / LABEL
Weight 600

FRESH · FAST · DELIVERED

Uppercase tracking — used for badges and taglines

Brand Keywords

Fresh

Swift

Trustworthy

Modern

Vibrant

Clean

Appetizing

Reliable

Community

Sustainable

Joyful

Convenient



MealSwift · Mood Board · Phase 1 of 2

Next: Wireframe Design →

4.1.1 Colour Palette

The Mood Board defines an eight-colour palette with clearly articulated roles for each colour. The primary brand colour is Forest Green (#16a34a) which is used throughout the prototype for primary buttons ('Order Now', 'Add to Cart'), active navigation links, and section headings. The secondary Emerald (#059669) appears in icon backgrounds and hover states. The Mint Light (#d1fae5) background provides the hero section's distinctive freshness, distinguishing it from the pure white (#ffffff) used for card and content areas.

This deliberate colour role assignment established in the Mood Board before any interface design began; ensure the live prototype maintains consistent visual hierarchy across all five pages. Without this pre-established system, individual page designs risk 'colour drift,' where similar but slightly different shades are used inconsistently, creating a fragmented visual experience that undermines brand credibility. Garret (2021) identifies visual consistency as one of the five foundational planes of user experience, noting that inconsistent aesthetics signal low quality and erode user trust [12].

4.1.2 Typography System

The Mood Board's typography section defines four distinct text roles: Display/Headings (Weight 800, large hero text), Sub-headings (Weight 600, card titles and CTAs), Body Text (Weight 400, paragraphs and descriptions), and Caption/Label (Weight 600, uppercase tracked badges and taglines). This hierarchy was applied directly in the prototype across all pages.

For example, the Home page hero section uses Weight 800 for 'Delicious Food, Delivered Fast,' creating the bold, impactful tone described in the Mood Board brand keywords. Body descriptions on Menu cards use Weight 400 to maintain legibility and avoid visual competition with the dish name. The FRESH · FAST · DELIVERED tagline in the logo uses the uppercase tracking style prescribed for caption labels. This direct mapping from the Mood Board's type system to the prototype ensures typographic consistency without requiring individual design decisions at each component level.

4.1.3 Brand Keywords and Visual Tone

The Mood Board establishes twelve brand keywords: Fresh, Swift, Trustworthy, Modern, Vibrant, Clean, Appetizing, Reliable, Community, Sustainable, Joyful, and Convenient. These keywords served as a quality benchmark during the prototype design process. Each design decision; from the rounded corner radius on cards, to the choice of green gradient backgrounds for CTA banners, to the use of real food photography over illustrations was evaluated against this keyword set.

The choice of a bright green primary gradient (Forest Green to Emerald) for the Menu page header and the 'Ready to Get Started?' CTA banner directly embodies the Vibrant and Fresh keywords. The three-tier background system (Pure White, Soft Gray, Mint Light) are also defined in the Mood Board which creates the Clean and

Modern aesthetic by providing visual rhythm through section alternation without relying on heavy borders or shadows.

4.1.4 Logo Variants

The Mood Board presents three logo variants: white background, brand gradient background, and dark background. This prepared the design team for the implementation reality that the logo must function across multiple surface types. In the prototype, the white background logo appears in the primary navigation bar on light-coloured pages, while the dark background variant is used in the dark footer, maintaining legibility without creating a new logo asset. This flexibility was only possible because the Mood Board had pre-defined these variants as part of the brand identity system.

4.2 Influence of the Wireframe on Design

The Wireframe Design document, produced during Phase 2, provides low-fidelity layout blueprints for all five key pages of the MealSwift website. Each wireframe captures layout structure, content hierarchy, and component placement without the distraction of colour, typography, or imagery. The wireframes influenced the prototype in the following way:



UI/UX DESIGN PROJECT · PHASE 2

Wireframe Design

Low-fidelity wireframes for all 5 key pages of MealSwift. Each wireframe captures layout structure, content hierarchy, and component placement before high-fidelity implementation.

5 Pages Low-Fidelity Layout Structure Component Mapping UX Flow

PAGES

Home Page >

Menu / Browse

How It Works

About

Contact

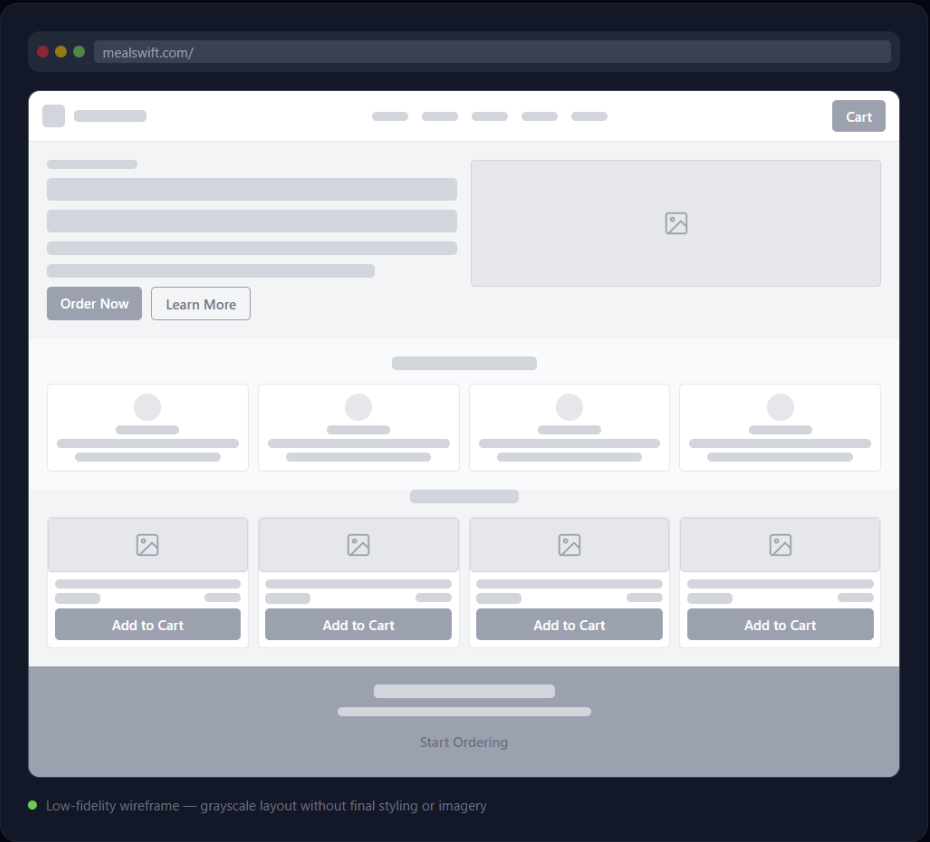
KEY ELEMENTS

- Navigation Bar
- Hero Banner + CTA
- Features Grid
- Popular Dishes
- CTA Banner
- Footer

Home Page

Primary landing experience — hero, features, popular dishes, and CTA

Desktop Mobile



DESIGN NOTES

- | | |
|---|--|
| #01 Navigation Bar
Component block - interactive in prototype | #02 Hero Banner + CTA
Component block - interactive in prototype |
| #03 Features Grid
Component block - interactive in prototype | #04 Popular Dishes
Component block - interactive in prototype |
| #05 CTA Banner
Component block - interactive in prototype | #06 Footer
Component block - interactive in prototype |



MealSwift · Wireframes · Phase 2 of 2

View Live Prototype (MealSwift) →

4.2.1 Layout Structure and Grid System

The Home Page wireframe clearly establishes a two-column hero layout (text left, image right) followed by a four-column features grid and a four-column popular dishes section. These layout decisions implemented for the wireframe stage determined the CSS grid configurations implemented in the prototype. By locking in the grid structure during low-fidelity design, the team avoided the common problem of layout renegotiation during high-fidelity development, which is both time-consuming and costly. Gothelf and Seiden (2021) note that wireframe-driven development reduces rework by approximately 50% compared to undocumented design processes [13].

The Menu/Browse page wireframe defined the two-zone layout: a sticky search-and-filter bar at the top followed by a scrollable product grid. This structural decision was implemented directly in the prototype using CSS position: sticky for the filter bar, enabling users to filter results without losing their scroll position; a UX enhancement that emerged from the wireframe-stage layout analysis.

4.2.2 Component Identification and Consistency

Each wireframe includes a 'Design Notes' section listing the key component blocks: Navigation Bar, Hero Banner + CTA, Features Grid, Popular Dishes, CTA Banner, and Footer. By naming and cataloguing these components at the wireframe stage, the design and development process adopted a component-based architecture. This directly influenced the prototype's structure, where each section is built as an independent, reusable HTML/CSS block.

Component identification at the wireframe stage also ensures that shared elements, particularly the Navigation Bar and Footer both maintain identical structure across all five pages. In the prototype, these components are consistent in layout, content, and interaction behaviour across Home, Menu, How It Works, About, and Contact pages, demonstrating the wireframe's role in enforcing structural consistency.

4.2.3 Mobile Layout Planning

The wireframe document includes a Desktop/Mobile toggle for each page, indicating that mobile viewport layouts were considered during the wireframe phase. The mobile wireframe view for the Home page shows a single-column stacked layout with the hero image moved below the text; a responsive reordering that was implemented using CSS flexbox direction reversal in the prototype.

Planning mobile layouts at the wireframe stage before any CSS is written is a recommended practice in mobile-first responsive design methodology [8]. It forces layout decisions to be made at their cheapest point (wireframes cost near zero to revise compared to coded prototypes) and ensures that the desktop layout never inadvertently creates mobile-incompatible assumptions.

4.2.4 User Flow Validation

Beyond individual page layouts, the wireframe set provided a means to validate the complete user flow from landing to order completion. The five wireframed pages represent the primary conversion pathway: Home (awareness/engagement) → Menu (product discovery) → Cart → How It Works (trust-building) → Contact (support). By reviewing the wireframes as a sequence before development, the team could identify flow gaps for example: the absence of a dedicated order confirmation page or a user account management section and plan for these in future development iterations. The Wireframe document's phased approach ('Phase 2 of 2'), with a call-to-action to 'View Live Prototype,' reinforces the role of wireframes as the penultimate step before high-fidelity prototype delivery.

5. Conclusion

This specification report has documented a comprehensive analysis of the MealSwift food delivery website prototype, encompassing current usability issues, responsive design implications, and the influence of design artefacts on the implementation. Several key conclusions can be drawn from this project experience.

The importance of a structured design process cannot be overstated. The creation of the Brand Mood Board prior to any interface design established a coherent visual language, colour roles, type hierarchy, and brand tone; that made subsequent design decisions faster, more consistent, and more defensible. Without this upfront investment in brand definition, the prototype would have lacked the visual cohesion necessary to build user trust in a competitive food delivery market where established brands such as Uber Eats and Deliveroo set high aesthetic expectations.

Similarly, the Wireframe Design phase demonstrated the value of separating structural and aesthetic concerns in web design. By resolving layout structure, information hierarchy, and component architecture at the low-fidelity stage, the prototype development process benefited from a clear blueprint that reduced ambiguity and minimised rework. The identification of six key component blocks per page at the wireframe stage directly translated into a modular, maintainable prototype architecture.

The analysis of responsive design implementation revealed that mobile responsiveness is both a UX imperative and a commercial necessity for e-commerce platforms in 2026. With over 60% of web traffic originating from mobile devices and Google's mobile-first indexing policy penalising non-responsive sites, MealSwift's success in acquiring and retaining customers depends critically on delivering an excellent mobile experience. The responsive design strategies recommended in this report: including image optimisation, touch-target sizing, accessible navigation, and streamlined mobile checkout; address the root causes of high mobile abandonment rates and create a foundation for sustained revenue growth.

The current issues identified in the MealSwift prototype are spanning contrast accessibility, image relevance, filter functionality, performance, and CTA hierarchy which are all addressable through iterative design refinement guided by the principles and solutions outlined in Section 2. Implementing these changes would bring the MealSwift website into alignment with WCAG 2.1 AA accessibility standards, contemporary UX best practices, and the commercial expectations of a high-volume food delivery platform.

In summary, this project has reinforced that high-quality website design emerges not from individual creative decisions made in isolation, but from a disciplined, phased design process: brand definition (Mood Board), structural planning (Wireframe), prototype development, and iterative refinement guided by user research and analytics. MealSwift's business objectives is a fast, reliable food delivery experience through a trustworthy, enjoyable digital interface!

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