

# MEAL SWIFT

## UX/UI REPORT



UWTSD  
London



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# MealSwift Website Redesign

## A UI/UX Design Specification Report

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**<https://mealswift-dl.netlify.app/>**

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## Table of Contents

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|                                                               |    |
|---------------------------------------------------------------|----|
| T able of C onte nts .....                                    | 2  |
| 1. Introduction .....                                         | 3  |
| 2. MealSwift Website Redesign .....                           | 4  |
| 2.1 Current Issues .....                                      | 5  |
| 2.2 Proposed Solutions and UX Principles .....                | 5  |
| 2.3 Brand Identity and Visual Strategy .....                  | 6  |
| 3. Responsive Design Implementation .....                     | 6  |
| 3.1 Responsive Design in E-Commerce .....                     | 7  |
| 3.2 Mobile-First Design and MealSwift's Target Audience ..... | 7  |
| 3.3 Accessibility as a Dimension of Responsive Design .....   | 7  |
| 4. Implementation .....                                       | 8  |
| 4.1 Mood Board .....                                          | 9  |
| 4.2 Wireframes .....                                          | 9  |
| 4.3 High-Fidelity Prototype .....                             | 10 |
| 5. Conclusion .....                                           | 11 |
| 6. References .....                                           | 12 |

## 1. Introduction

This report aims to present and rationale UI/UX decisions made while redesigning the MealSwift website. This project was completed for the Business and Web Management module (ACCA5019) at the University of Wales Trinity Saint David. MealSwift is a growing food delivery service with functionality issues in usability, accessibility, and visual hierarchy that negatively impact conversion. After analysing problems with the current website and researching competitor websites and online articles, decisions were made with referenced rationale to help improve upon the original design. Design Thinking was used as the guiding process by which these decisions were made. Design Thinking is a user-centric process made up of five stages: Empathise, Define, Ideate, Prototype, and Test [8]. The sections below each detail a design decision made or component of the Design Thinking process used. Section 2 outlines problems with the MealSwift website and provides solutions with academic references to help improve upon the design. Section 3 discusses Responsive Web Design and its impacts on e-commerce UX. Section 4 details the artefacts produced while using Design Thinking, including the moodboard, wireframes, and the final high-fidelity website prototype. Finally, Section 5 concludes the report.

## 2. MealSwift Website Redesign

### 2.1 Current Issues

The current MealSwift website suffers from various usability issues causing customers not to complete their food orders. Let us first consider the most significant problems in light of Nielsen's ten usability heuristics [1], which despite some downsides such as underdetecting satisfaction-related problems as shown by Alomari et al. [2] in their Analytic Hierarchy Process study remain a widely used starting point for UI/UX evaluation. That study rated user satisfaction (13.7%) and usefulness (13.6%) as the two highest-scoring UI qualities in their extended heuristic set, both of which this redesign seeks to improve throughout.

MealSwift's navigation is disorganised with no clearly defined customer journey. According to Nielsen's heuristic 'Match Between System and the Real World' [1], systems should speak the users' language rather than forcing them to recall information, by providing clear and understandable navigation. Because there is currently no visible hierarchy on the website to lead customers through the ordering process, users are likely to become frustrated and abandon the platform.

The website is not mobile-responsive. Given that over 50% of all online food orders are made through mobile devices, maintaining a desktop-only layout is highly counterproductive. This problem is compounded by poor image optimisation, which increases loading times for users on mobile data.

The current design also lacks accessibility. Acosta-Vargas et al. [5] analysed the top 50 websites according to the Web Accessibility Ranking and found that none conformed to WCAG 2.1 accessibility standards. The highest barrier category was perceivability, accounting for 83.1% of all barriers, within which contrast ratio errors made up 54.4% of all recorded accessibility issues. MealSwift exhibits similar problems, including insufficient contrast between text and background colours, missing alt descriptions on images, and ambiguous hyperlink labelling.

Further issues include low-quality food photography that fails to stimulate appetite, weak or absent call-to-action (CTA) buttons that do not prompt action at critical points in the ordering journey, a lack of customer reviews to establish social proof and trust, and the absence of real-time order tracking a feature that has been shown to reduce customer anxiety post-purchase, thereby increasing repeat orders.

### 2.2 Proposed Solutions and UX Principles

The redesign addresses each identified issue through considered design solutions grounded in established UX principles. Navigation is simplified by decluttering the top navigation bar and introducing a persistent search bar. A linear flow is applied to the checkout process, aligning it with the mental models users have developed from comparable services such as Deliveroo and Uber Eats. These decisions align with Nielsen's heuristic of 'Consistency and Standards' [1], which states that users should not need to question whether different words, situations, or actions carry different meanings.

Order status is made transparent through the Order Tracking page, which introduces four clear progress states: Order Confirmed, Being Prepared, Out for Delivery, and Delivered. This directly addresses Nielsen's 'Visibility of System Status' heuristic [1], keeping users informed that their order is progressing and thereby increasing confidence in the platform.

The Checkout page incorporates Nielsen's 'Error Prevention' and 'User Control and Freedom' heuristics [1]. Address autocomplete, logically grouped payment inputs, and an editable cart with item removal functionality all prevent users from reaching dead ends should they make a mistake. The sticky cart panel on the Restaurant Detail page leverages Nielsen's 'Recognition Rather Than Recall' heuristic [1] by keeping the user's order visible at all times.

The colour palette was selected with WCAG 2.1 contrast guidance in mind [5]. Ocean Blue (#288EC1) was chosen as the primary colour and paired with Lime Yellow (#E1ED30); these two colours achieve a contrast ratio of 4.5:1 or greater, the minimum recommended for normal text. Anthracite (#2D3436) is used for body text on an Off-White (#F9F9F9) background to aid readability and minimise visual fatigue. Soft Coral (#FF6B6B) is reserved for error states.

### 2.3 Brand Identity and Visual Strategy

MealSwift's colour scheme was carefully curated based on research into colour psychology as it applies to selling food online. Colour accounts for 62–90% of an initial purchase decision [7], consistent use of a brand palette can increase recognition by up to 80% [7], and 93% of customers base buying decisions primarily on visual appearance [7]. These figures underscore design as a strategic business asset.

Lime Yellow (#E1ED30) is an attention-grabbing colour used to highlight buttons and promotions most notably add-to-cart buttons and limited-time offers. Yellow and adjacent hues are known to capture user attention in online contexts without the aggression associated with red [6]. Since orange is already widely used by competitors such as Deliveroo and Uber Eats, adopting yellow allows MealSwift to establish a visually distinctive identity [6]. Blue carries strong associations with stability and trustworthiness [7]. As a service that handles sensitive personal and payment data, MealSwift must build user confidence, which is why Ocean Blue (#288EC1) was selected as the primary colour. Users form impressions within seconds of arriving on an application [3], making aesthetic and typographic choices critical. Cascadia Mono was selected as the primary typeface for its clean, monospaced geometry and consistent stroke weight qualities intended to subliminally reinforce perceptions of speed and reliability. High-quality food photography with natural, warm lighting features prominently across restaurant cards and in the hero section to stimulate appetite and elevate perceived quality.

### 3. Responsive Design Implementation

#### 3.1 Responsive Design in E-Commerce

Responsive web design can be defined as the practice of designing applications that automatically adapt their layout and content to the dimensions of the device on which they are displayed. Fluid grids, flexible images, and CSS media queries are the primary mechanisms through which this is achieved [4]. Fluid grids scale column widths proportionally relative to other page elements, rather than using fixed pixel values. Flexible images expand or contract to fit their container. Media queries apply CSS3 rules at specified viewport breakpoints to define how elements behave at different screen sizes [4].

On a responsive site, users need less scrolling, pinching, and tapping to complete tasks compared to a non-responsive design. Because mobile users must perform more interactions to complete an action than desktop users, non-responsive interfaces significantly increase the risk of cart abandonment [4]. When ordering food, users are typically hungry and therefore less inclined to process information carefully they will gravitate towards the platform that makes it easiest to complete an order. Optimising MealSwift to minimise friction and reduce the steps required to place an order is therefore central to its commercial success. It should be

acknowledged that the studies underpinning this argument note a relative scarcity of rigorous empirical research specifically on responsive web design's impact on e-commerce conversion. As such, additional evidence is provided in the subsection below to reinforce the argument in MealSwift's specific context.

#### 3.2 Mobile-First Design and MealSwift's Target Audience

A mobile-first approach to responsive design inverts the conventional workflow: styles are authored from the smallest mobile viewport upwards, rather than scaling down from a desktop layout. Given that the majority of worldwide web traffic now originates from mobile devices, Bhanarkar et al. [4] argue that mobile-first should be the default methodology for any new web project.

This approach is of particular relevance to MealSwift, whose primary users are millennials who habitually browse and make purchasing decisions on their smartphones. The majority of MealSwift's target users are likely to discover, evaluate, and complete orders entirely on mobile. When browsing a food delivery platform while hungry and short on time, any design friction is magnified users will be quick to abandon a site that does not meet their expectations immediately.

In Perlman's [3] UX case study on mobile e-commerce, usefulness and desirability were found to be the strongest predictors of purchase intention on mobile, while ease of use and findability, though beneficial, did not contribute significant predictive weight. This further highlights the importance of both functional and visually compelling mobile design. MealSwift was wireframed with 375px as the mobile breakpoint and 1440px as the desktop breakpoint, with all styling decisions authored for mobile first and adapted for larger viewports.

#### 3.3 Accessibility as a Dimension of Responsive Design

Responsive design and web accessibility share a common goal: ensuring that a user interface functions correctly regardless of context. Accessibility accounts for the diverse situations in which users might access content, including the use of assistive technologies. In the definition provided by Acosta-Vargas et al. [5], WCAG 2.1 accessibility is governed by four core principles: content must be Perceivable, Operable, Understandable, and Robust. Responsive web design must consider precisely these same dimensions.

Designing responsively should mean that content remains perceivable regardless of screen size or assistive technology. Interfaces must be operable whether users are tapping on a

touchscreen or navigating via keyboard. Content must remain understandable however it is displayed. Finally, the underlying code must be interpretable by all user agents. These requirements have been integrated into MealSwift's redesign: all interactive elements have a minimum touch target of 44×44px, as recommended by Apple's Human Interface Guidelines; no font falls below 15px in any viewport, in line with the guidance of Acosta-Vargas et al. [5]; and the colour palette has been verified against WCAG 2.1 contrast standards across both desktop and mobile display modes.

## 4. Implementation

### 4.1 Mood Board

The mood board was created to visually articulate the decisions made during the brand strategy phase of the project. Constructed prior to any design specifics, it functions as the midpoint between ideation and prototyping [8], translating insights from user research into a tangible visual aesthetic. Mood boards bridge this gap by converting abstract user needs into concrete visual direction.

The mood board documents the entire visual system developed for MealSwift's redesign: the colour palette including WCAG 2.1 contrast verification the typographic hierarchy (headline, section title, card title, body, caption) using Cascadia Mono, a sample homepage UI incorporating the hero section and card component, photography styles to emulate (hero food image, lifestyle delivery image, and in-context mobile use image), brand voice keywords (Swift, Warm, Trustworthy, Fresh, Bold, Convenient), common UI components (buttons, search bars, badges), icons sourced from the Lucide icon library, and screenshots of competitor websites (Deliveroo, Just Eat, and Uber Eats) for comparative reference.

Upon reflection, Deliveroo most closely aligns with the direction chosen for the MealSwift redesign employing a card grid, prominent search bar, warm colours, and high-contrast CTAs. Just Eat's bold colour blocking was considered too visually aggressive for MealSwift's warmer brand tone. Uber Eats, while editorially refined, was found to fall short on contrast accessibility. As Ibeji [6] observes, consistent use of brand colour increases recognition while differentiation from competitors helps solidify brand identity.

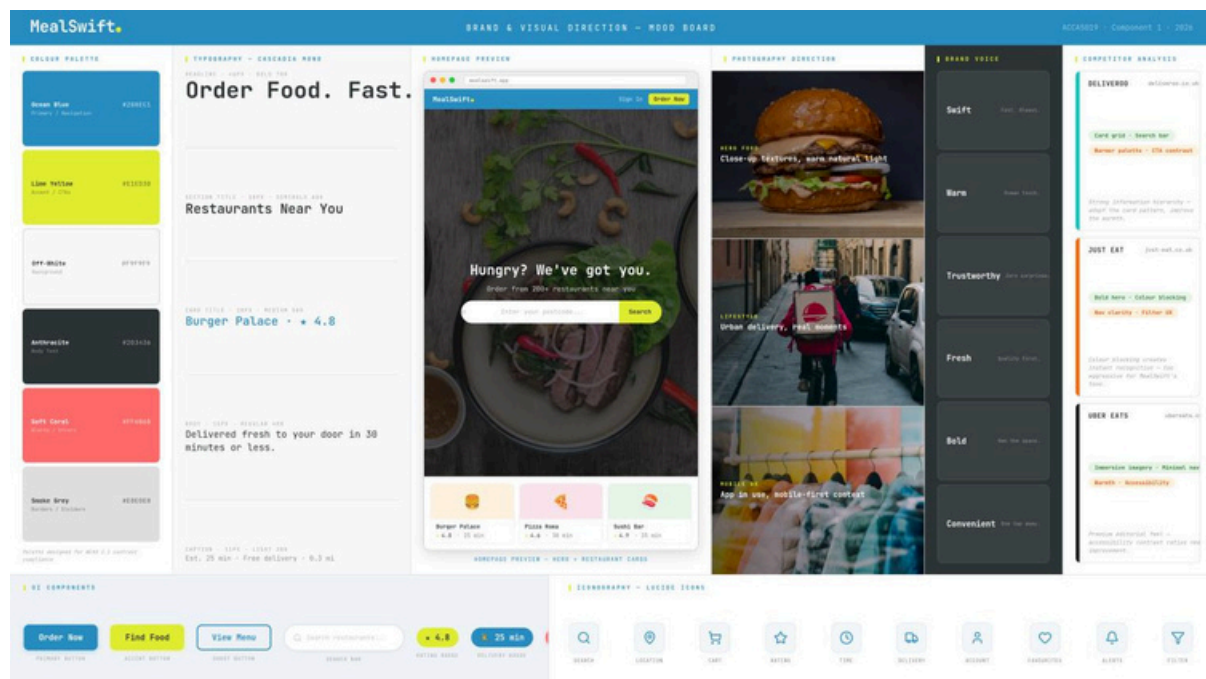


**Figure 1:** MealSwift Mood Board — brand colour palette, typography, photography direction, and competitor analysis

### 4.2 Wireframes

Wireframes define the structural layout and placement of all content, functionality, and interface elements before stylistic treatment is applied. Low-fidelity wireframes specifically use greyscale, placeholder imagery, and Lorem Ipsum text to focus attention on space allocation, content prioritisation, and intended user behaviour rather than visual appearance. The term 'fidelity' describes the degree to which a wireframe resembles the finished product [8]. This approach allows UX issues to be identified and resolved early, before significant time and resources are committed to high-fidelity design work.

Desktop (1440px) wireframes were produced for each of the five key pages: Homepage, Restaurant Listing, Restaurant Detail / Menu Page, Checkout, and Order Tracking. Brief annotations explaining key UX decisions were added to each wireframe taking into consideration the responsive aspect of them. On the Homepage, MealSwift employs a search-first experience, with a postcode search bar designated as the primary hero element — in line with Nielsen's 'Flexibility and Efficiency of Use' heuristic [1], which enables users who know what they want to act immediately without navigating through additional elements. On the Restaurant Detail / Menu page, a sticky cart widget was introduced to remain visible as the user scrolls through the menu, directly implementing Nielsen's 'Recognition Rather Than Recall' heuristic [1].

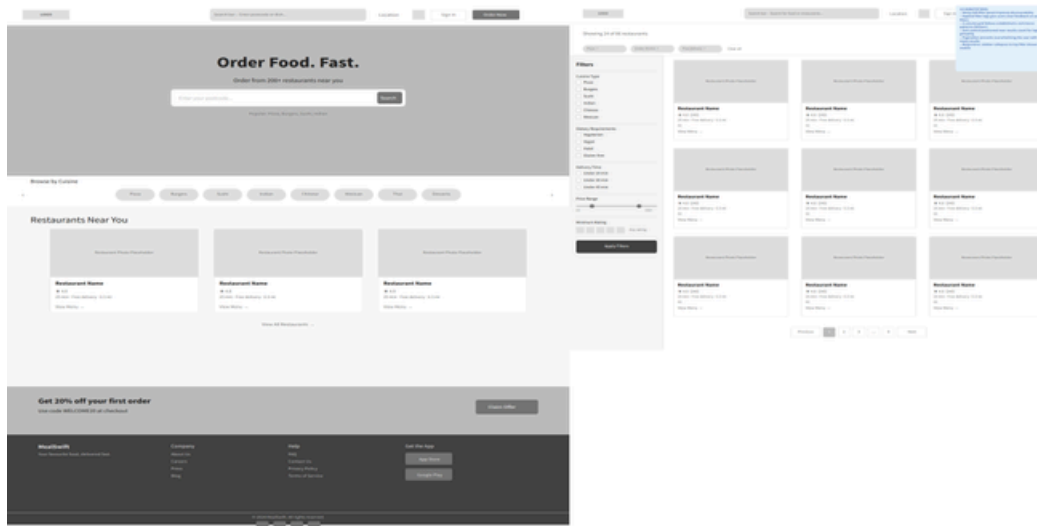


**Figure 2:** MealSwift Desktop Wireframes — Homepage and Restaurant Listing (1440px viewport)

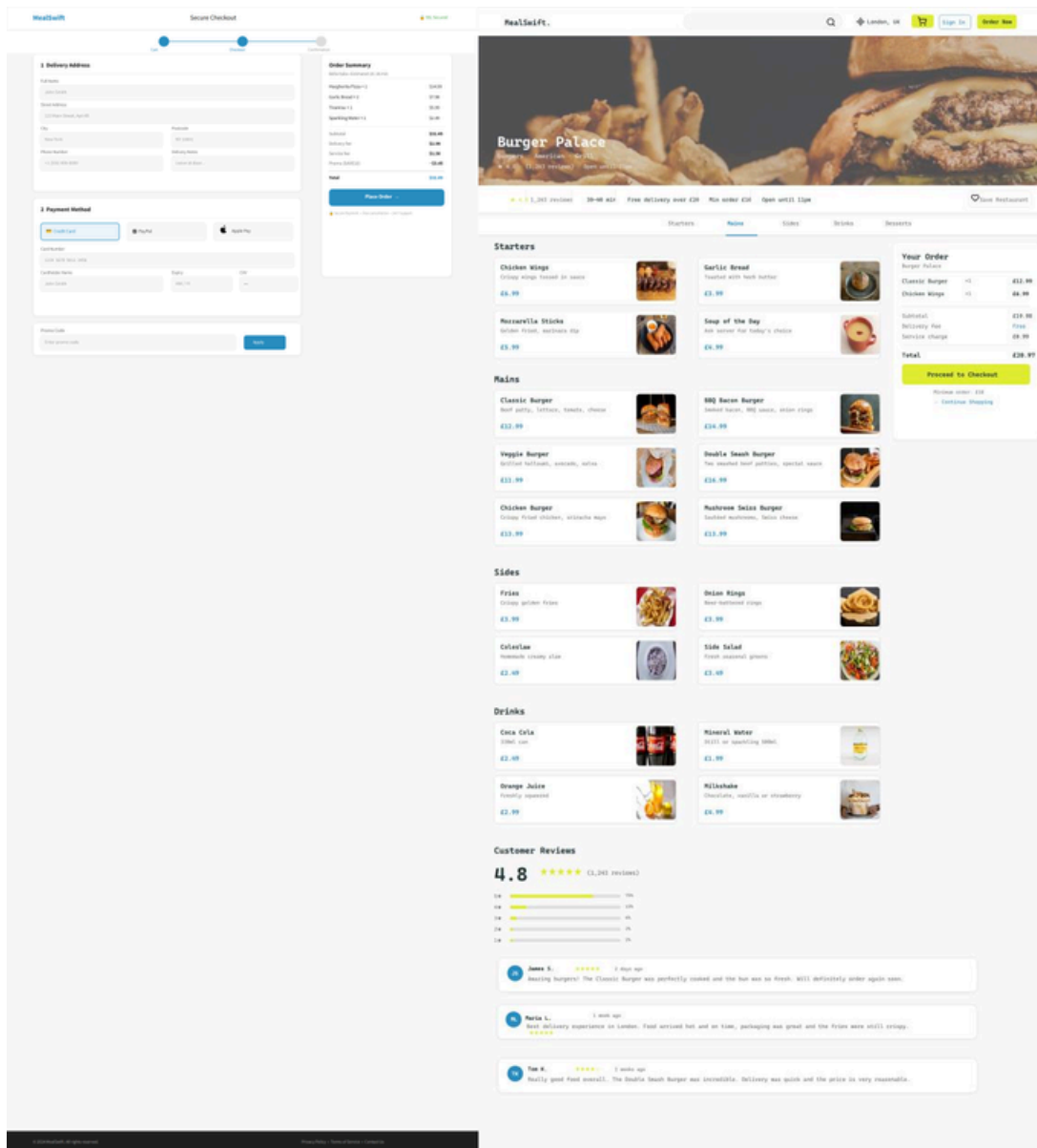
### 4.3 High-Fidelity Prototype

The high-fidelity prototype integrates all prior stages of the design process, applying the visual language established in the mood board to the structural foundations laid out in the wireframes. The five pages included in the prototype are: Homepage, Restaurant Listing, Restaurant Detail / Menu Page, Checkout, and Order Tracking. All primary buttons carry functioning prototype interactions: the Homepage hero CTA navigates to Restaurant Listing; restaurant cards link to the Restaurant Detail page; the checkout button at the bottom of the Restaurant Detail page links to Checkout; and the Place Order button leads to Order Tracking.

Visually, the Homepage features a large hero section with the headline 'Hungry? We've got you.' alongside an oversized postcode input and a Lime Yellow search button applying colour psychology to naturally direct user attention towards the primary conversion CTA [6]. Below the hero, horizontally-scrollable cuisine filter pills allow rapid category browsing, followed by a grid of restaurant cards displaying rating stars, delivery time estimates, and distance from the entered postcode. The Checkout page realises the wireframe's two-column layout: the left column contains the order summary, while the right column hosts the delivery address form and card payment fields, topped by a high-contrast Ocean Blue 'Place Order' CTA button. The

Order Tracking page brings to life the four-step progress timeline, directly addressing Nielsen's 'Visibility of System Status' heuristic [1] and resolving one of MealSwift's original identified pain points.

Alomari et al. [2] identify satisfaction as the highest-scoring factor in longitudinal usability measurements, characterised as whether an interface is pleasant to use and whether it behaves as users expect. To support user satisfaction, the high-fidelity prototype maintains a consistent and high-quality visual language throughout: Cascadia Mono is applied uniformly across the typographic hierarchy, the colour system meets WCAG 2.1 contrast standards, and food imagery was selected in accordance with the photography direction established during the mood board phase.



**MealSwift.**

London, UK

Sign In

Order Now

86 restaurants found in London

Sort by: Relevance

Active filters: [Pizza](#) [Under 30 min](#) [Free delivery](#) [Clear all](#)

**Filters**

**CUISINE TYPE**

☒ Pizza

☐ Burgers

☐ Sushi

☐ Indian

☐ Chinese

☐ Mexican

**DIETARY**

☐ Vegetarian

☐ Vegan

☐ Halal

☐ Gluten-free

**DELIVERY TIME**

☐ Under 20 min

☒ Under 30 min

☐ Under 45 min

**PRICE RANGE**

£0

£50+

**MIN RATING**

★★★★★

Apply Filters



**Burger Palace**  
★ 4.8 (reviews)  
25 min · Free delivery  
Burgers · American · Grill  
[View Menu](#)



**Pizza Roma**  
★ 4.6 (reviews)  
30 min · Free delivery  
Pizza · Italian · Pasta  
[View Menu](#)



**Sushi Bar**  
★ 4.9 (reviews)  
35 min · £1.99 delivery  
Sushi · Japanese · Asian  
[View Menu](#)



**Spice Garden**  
★ 4.7 (reviews)  
40 min · Free delivery  
Indian · Curry · Tandoori  
[View Menu](#)



**Pasta House**  
★ 4.5 (reviews)  
20 min · Free delivery  
Italian · Pasta · Pizza  
[View Menu](#)



**Green Bowl**  
★ 4.8 (reviews)  
20 min · Free delivery  
Healthy · Salads · Vegan  
[View Menu](#)



**BBQ Nation**  
★ 4.6 (reviews)  
45 min · £2.99 delivery  
BBQ · American · Grill  
[View Menu](#)

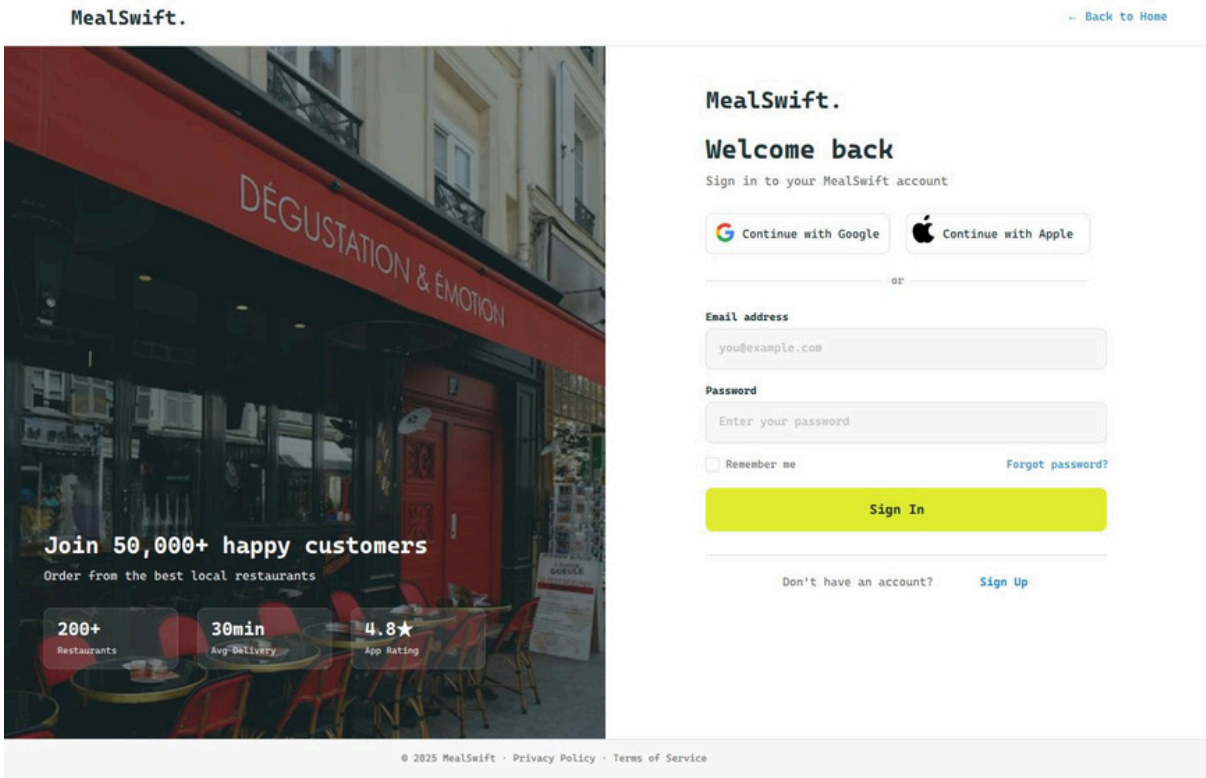


**Thai Garden**  
★ 4.7 (reviews)  
30 min · Free delivery  
Thai · Asian · Noodles  
[View Menu](#)



**Noodle House**  
★ 4.4 (reviews)  
25 min · Free delivery  
Chinese · Noodles · Asian  
[View Menu](#)

[1](#) [2](#) [3](#) ... [9](#)



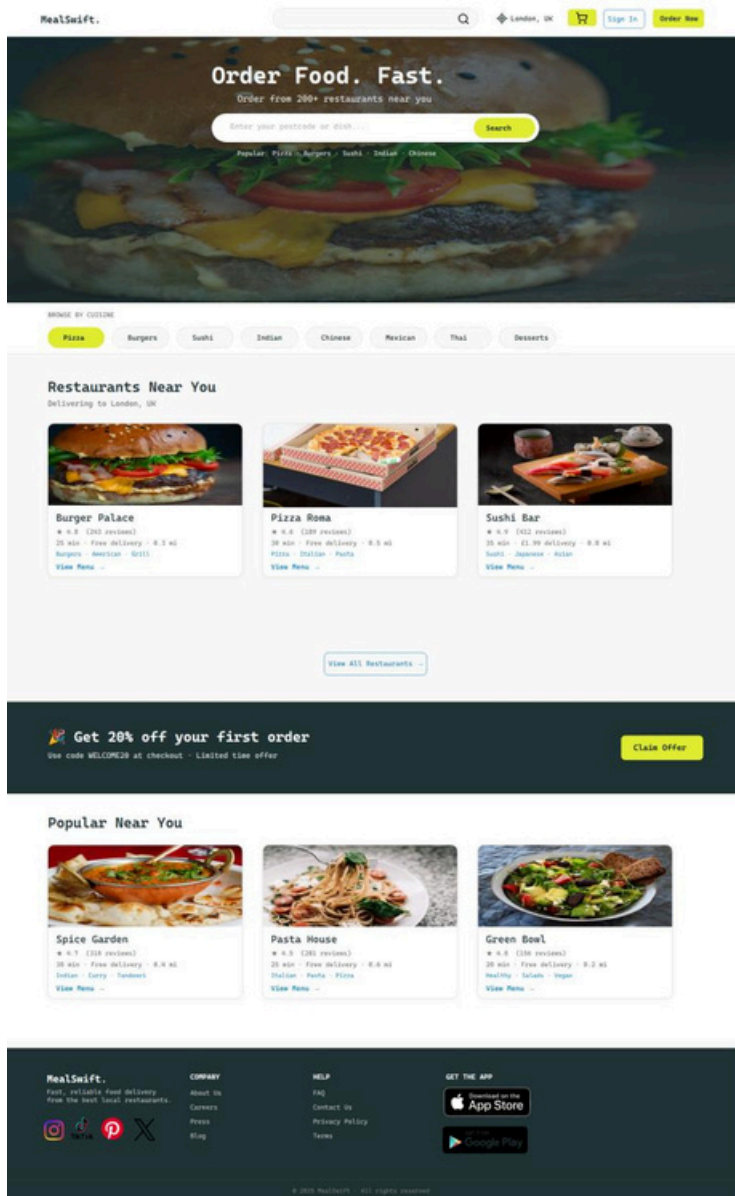


Figure 4-8: MealSwift High-Fidelity Prototype — Homepage, Restaurant Listing, Restaurant Detail, Checkout, Order Tracking

## 5. Conclusion

As evidenced by this project, adopting a structured, research-led approach to UI/UX redesign yields measurably superior outcomes. By following the phases of Design Thinking [8] progressing through research and problem definition, brand strategy, wireframing, and high-fidelity prototyping in sequence, the resulting work is not only visually coherent but defensible at every stage through academic evidence. Every element present in the redesign, from the WCAG-compliant colour palette to the sticky cart sidebar and the four-step order tracking timeline, can be traced back to an identified user pain point, a recognised usability heuristic, or a peer-reviewed design guideline.

In addition to addressing all twelve pain points identified on the original MealSwift website, the redesign devotes particular attention to the five issues with the greatest business impact:

responsiveness, accessibility, inadequate photography, and the absence of order tracking. The interactive high-fidelity prototype presents solutions to all five issues, implemented cohesively within a single visual system designed to support MealSwift's commercial objectives of growing order volume and building customer loyalty, while meeting the expectations of its core audience of urban millennial smartphone users.

A significant limitation of this project is the absence of user testing. Whilst the prototype has been validated against established heuristics and the relevant literature, it has not been tested with users who represent MealSwift's target customer demographic. As Darmawan et al. [8] note, testing is required to surface usability issues that heuristic evaluation alone cannot detect. The logical next step for this project would be to conduct moderated usability tests with five to eight participants matching the 18/40 urban professional profile, using tasks that exercise the full checkout flow, menu navigation, and order tracking functionality.

On a practical level, the decision to migrate from Figma to Penpot due to compatibility constraints demonstrates the kind of adaptive problem-solving valued in professional design practice. Penpot's open-source environment and compatibility with collaborative tooling allowed the project to progress without interruption a skill directly applicable to real-world agency workflows.

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