

The object of the development is related to a comparative analysis of already running applications for the online ordering of food, the subject of the research are www.takeaway.com and www.foodpanda.bg.

The aim is, based on the research and analysis of existing online ordering platforms, to develop a new application with an optimized and improved interface that meets the recommendations for existing applications and UI / UX requirements.

(ISO), „

(UI) -

1.

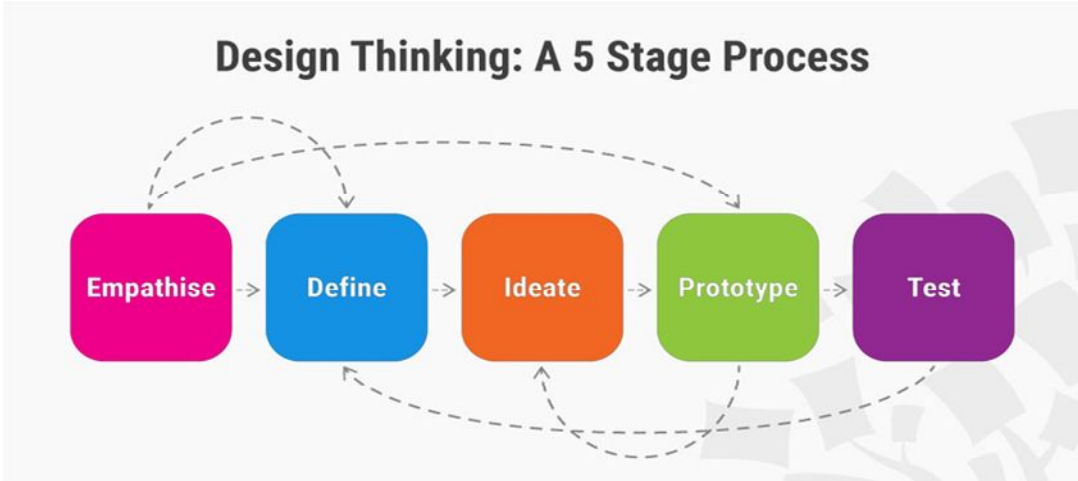
2.

3.

(Design Thinking)

UI/UX.

Hasso-Plattner Stanford University.



1

UX

84,6

2018

Year	Revenue (UX)	Operating Profit (UX)	Operating Profit Margin (%)
2019	1,000.0	100.0	10.0
2020	1,100.0	110.0	10.0
2021	1,200.0	120.0	10.0
2022	1,300.0	130.0	10.0
2023	1,400.0	140.0	10.0
2024	1,645.0	164.5	10.0
CAGR (2019-2024)	11.4%		



Leverage browser caching	F (2)	▼ AVG SCORE: 61%
Minimize redirects	F (19)	▼ AVG SCORE: 89%
Defer parsing of JavaScript	F (33)	▼ AVG SCORE: 71%
Specify a cache validator	B (87)	▼ AVG SCORE: 94%
Add Expires headers	F (0)	▼ AVG SCORE: 27%
Make fewer HTTP requests	F (0)	▼ AVG SCORE: 31%
Minify JavaScript and CSS	F (0)	▼ AVG SCORE: 71%
Use cookie-free domains	F (0)	▼ AVG SCORE: 54%
Reduce DNS lookups	F (0)	▼ AVG SCORE: 70%
Use a Content Delivery Network (CDN)	B (80)	▲ AVG SCORE: 26%

1

foodpanda



Enable gzip compression	F (0)	▼ AVG SCORE: 87%
Leverage browser caching	F (26)	▼ AVG SCORE: 61%
Serve scaled images	C (74)	◆ AVG SCORE: 70%
Optimize images	B (82)	▲ AVG SCORE: 71%
Add Expires headers	F (45)	▲ AVG SCORE: 27%
Configure entity tags (ETags)	D (67)	▼ AVG SCORE: 94%

3

Takeaway.com

GTmetrix

c x o o a a e o e e, o a a a e o a - o e e o
a c a a e a o p o p e e c a e a e e ,

Takeway Foodpanda

ТЪРСЕНЕ

- Отстъпка
- Закуска
- Обяд
- Вечера
- Тип хранене
 - Заравославно
 - Въглехидратно
 - Диетично
 - Веган
- Вид кухня
 - Българска
 - Китайска
 - Fast food
 - Френска

Ресторанти



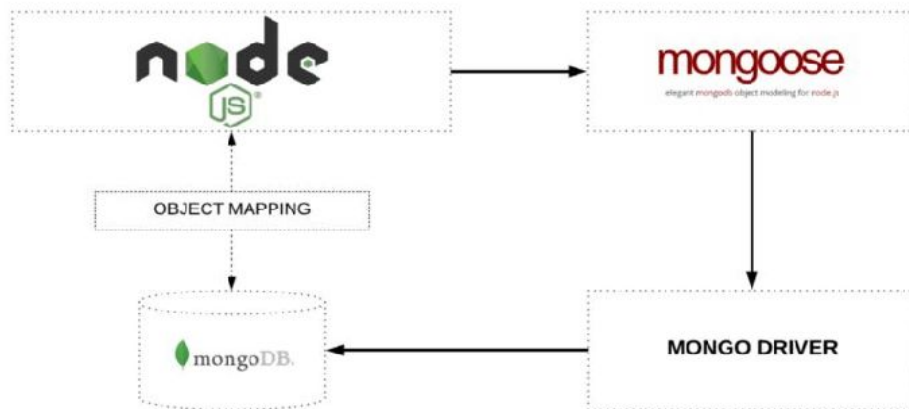
Foodpanda

Takeaway

mongoose,

ExpressJS,

MongoDB,



5 Mongoose

React. ReactJS JavaScript , landing page
React ,
JavaScript
Angular JS .
Redux. , Redux . state,
React Angular Vue
MBootstrap, , Bootstrap.
UI/UX ,
UI/UX ,

UI

Takeaway Foodpanda

UI/UX

Добре дошли в Tasty

Разполагаме с богат избор от ресторанти с атрактивно меню, което със сигурност ще отговори на високите очаквания и изисканото небце на всички ценители на вкусната храна.

ВИЖ ПОВЕЧЕ



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1. The Basics of User Experience (UX) Design by the Interaction Design Foundation (2019)
2. Soegaard, M., etc., The Encyclopedia of Human-Computer Interaction, 2nd Ed.
3. <https://www.interaction-design.org/literature>

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