# Comparing the aesthetics of websites Zomato, Foodora and Uber Eats.

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## Abstract

"Do you like what you see?", This question is in every UX designer's mind when users are looking at their work. There is a tendency in users to visualize any website with respect to their sense of perception (aesthetics), challenging the designer in creating a more versatile design. Some elements such as Visual weight, Color, Pattern, Scale, Line, Texture, Balance, Shape, Movement and Proximity[6] will help us achieve visual aesthetics.

Based on above mentioned elements, a matrice will be drawn with each field completed to the user inputs on a scale of 0-5, where 0 being least favourable and 5 being most favourable. This will be then used to make final decisions of the comparative study.

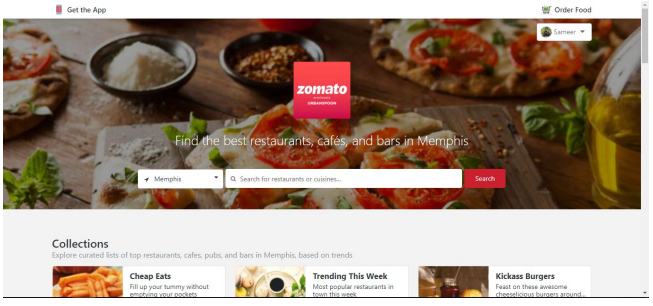
Developers are constantly trying to build and improve websites that would be easy to understand, usable and visually attractive as possible. As we read further, we would learn more about the aesthetics of the websites, evaluating using surveys and questionnaires and finding suggestions for the improvement of the current websites.

## Keywords

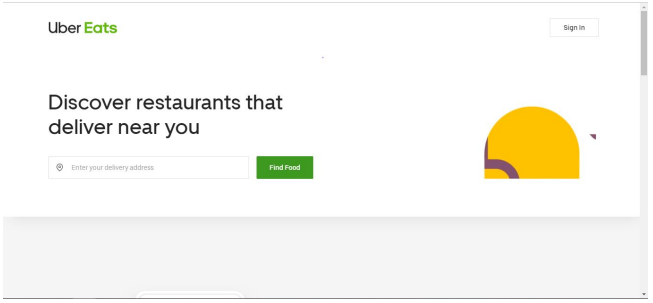
Aesthetics, visual attractiveness, human-computer interaction, survey, perception, user behavior.

## Introduction

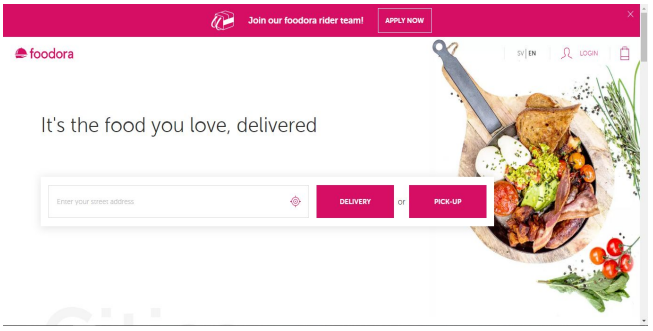
Aesthetics is the philosophical study of beauty and taste. The term stems from the Greek word "aisthetikos," meaning "of sense perception," and is related to the study of sensory values. In design, aesthetics refers to the visual attractiveness of a product. Studies have proven that creating good aesthetics in a product leads to better usability and user experience [7].




Zomato is an Indian restaurant search and discovery service operating in 24 countries. It provides information and reviews of restaurants, including images of menus where the restaurant does not have its own website and also online delivery services in some countries.[7]




Uber Eats is an American online food ordering and delivery platform. Users can order food from participating restaurants on their website.[7]




Foodora GmbH is a German online food delivery company based in Berlin, which offers meals from over 9,000 selected restaurants in six countries worldwide.[7]

Three websites from different parts of the world, having different approach towards a common goal of providing users an easy way to navigate through restaurants and order food online. With their differences in culture, orientation, color choices etc. the basic outline of the website remains the same which we will be comparing further. After studying this three websites, it would be easy to find the common ideas behind the design, understanding how people in different parts of the world think and all the possible similarities in their designs.[3]

## Background

Using websites to order food online for themselves or someone else is a commonly practised process. Considering the aspect of online purchasing and a user of computer, how is the user's decision affected in various situations with respect to user experience.

According to the previous work, Observing user behavior and experience in various aspects (color, design, ease of access etc) of usability [4], they studied user behavior by applying flow theory (being in the zone) and acceptance model (how users accept and use technology) widening the scope for research.

Studying the online purchasing aspect associated to the user behavior study[1] can be an interesting task. Trying to figure out the user's mentality and seeking for some traits which could be generalised so that they might be in use for future designs, it would prove helpful for the designers as well as restaurant owners to reach out to maximum people over the web and make their business more profitable.

## Research Question

Comparing the aesthetics of websites Zomato, Foodora and Uber Eats considering elements like Visual weight, Color, Pattern, Scale, Line, Texture, Balance, Shape, Movement and Proximity so as to conclude the better website among the three.

## Limitations

The study is based on human behavior which itself has a lot of limitations like cultural,racial, gender, choices and a lot more. There is uncertainty in the decisions made by the users as everyone thinks differently or have a different opinion regarding the same entity. For example some people associate pink as a feminine color or white as color for peace. Test samples might have ambiguity (bad data or false data) as taking the survey might be boring to some users or the questionnaire might not lead to satisfactory results.

## Ethics

When studying about behavioral sciences and interaction of humans with computers, considering that all users are similar or think similar is an incorrect assumption to begin with. To consider different users as one entity and forcing them to use the websites without providing any options to customize or perform any additional tasks.

Trying to find out patterns that can be used in general for all the users is something every developer aims at. But it is not possible for the developer to create something which could be satisfactory to all it's users in terms of personalised taste of every individual, making it unethical for the developer.

Data monitoring of people with or without their prior approval. Need to have prior permissions, written or signed consent form online would be sufficient.

Giving a sense of urge of hunger for the users while testing the website or making them feel hungry without any intentions of providing them any food. Humans have feelings and one should not alter it at any circumstances, it would be a very bad practice. Manipulation of people's feelings or emotions.

# Method

## Theory

Using the referential paper, "*Prediction of User's Web-Browsing Behavior* [2]*"* based on markov model.

**Markov Model**: Is a stochastic model, in theory of probability. It is used to model/create randomly changing systems. It is assumed that future states depend only on the current state, not on the events that occurred before. Generally, this assumption enables reasoning and computation with the model that would otherwise be intractable. For this reason, in the fields of predictive modelling and probabilistic forecasting, it is desirable for a given model to exhibit the Markov property. In the fields of predictive modelling and probabilistic forecasting, the Markov property is considered desirable since it may enable the reasoning and resolution of the problem that otherwise would not be possible to be resolved because of its intractability. [7]

Above mentioned paper will help me study the nature of data, along with providing a clearer understanding, whether actual users follow '*fixed size'* or '*sequential size'* search strategies, and "*Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior* [4]*"* later *"Understanding users' experience of interaction* [5]*"* on websites like Foodora,Uber Eats and Zomato.

**Acceptance model and Flow theory:** Technology acceptance model (TAM) is an information system(IS) theory that models how users come to accept and use a technology. The model suggests presenting users to a new technology, a number of factors influence their decision about how and when they will use it, notably:

Perceived usefulness (PU) – "The degree to which a person believes that using a particular system would enhance his or her job performance". In our case, job is looking up the application to order food.

Perceived ease-of-use (PEOU) – "The degree to which a person believes that using a particular system would be free from effort". In our case, if the user finds the application

free from efforts then he/she will use it more often and can be considered as the users favourite application. [7]

## Approach

Considering 20 samples, consisting of different people from various places in the age group of 20-25 years with different study areas like science, politics, mathematics, literature, arts etc.

All these test users would try to perform some tasks like browsing the given websites foodora, zomato and Uber Eats. There will be 5 basic tasks like browsing the website and noting their experience (visual weight), colors in the websites, if they could find any specific pattern, whether the Scaling looks suitable, how the lines are, their texture, does it look balanced, Shape of the site looks interesting, movement within the websites and time proximity whilst browsing the websites.

Later all the test user data will be summarized and tabulated in a matrice form with individual field depicting each aspect against their selected points from a scale of 0-5 where 0 is least favourable and 5 being most favourable, taking average from all the samples in each field hence making it easy to compare the websites.

Later the users would be asked to fill in a questionnaire with some questions like how did it felt like while using the websites, how well were they placed, if the colors were interesting, readable fonts, decent styling and other suggestions for future development.

## Discussions

After gathering the data, processing and analysing it. The users found similarities in the websites. All these websites had uncanny resemblances to each other despite of being created by different people across different parts of the world. The main motive of the websites, to help people order food is satisfied. But Zomato was found out to be the best in class next to UberEats due to their better display and delivery tracking system having real time tracking with colors and clear status messages. Foodora can improve their system a little bit and can cover up for the differences.

Some other observations were that people liked the dark contrast color scheme of red with white in zomato and black with green vibes of UberEats more over Traditional pink appearance of Foodora. The fonts on all three websites were almost similar and were easy to read.

In future the changes in these website might be phenomenal based on new generation of designers and will help in creating better bases for them to study on and create new idea to make the website better.

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