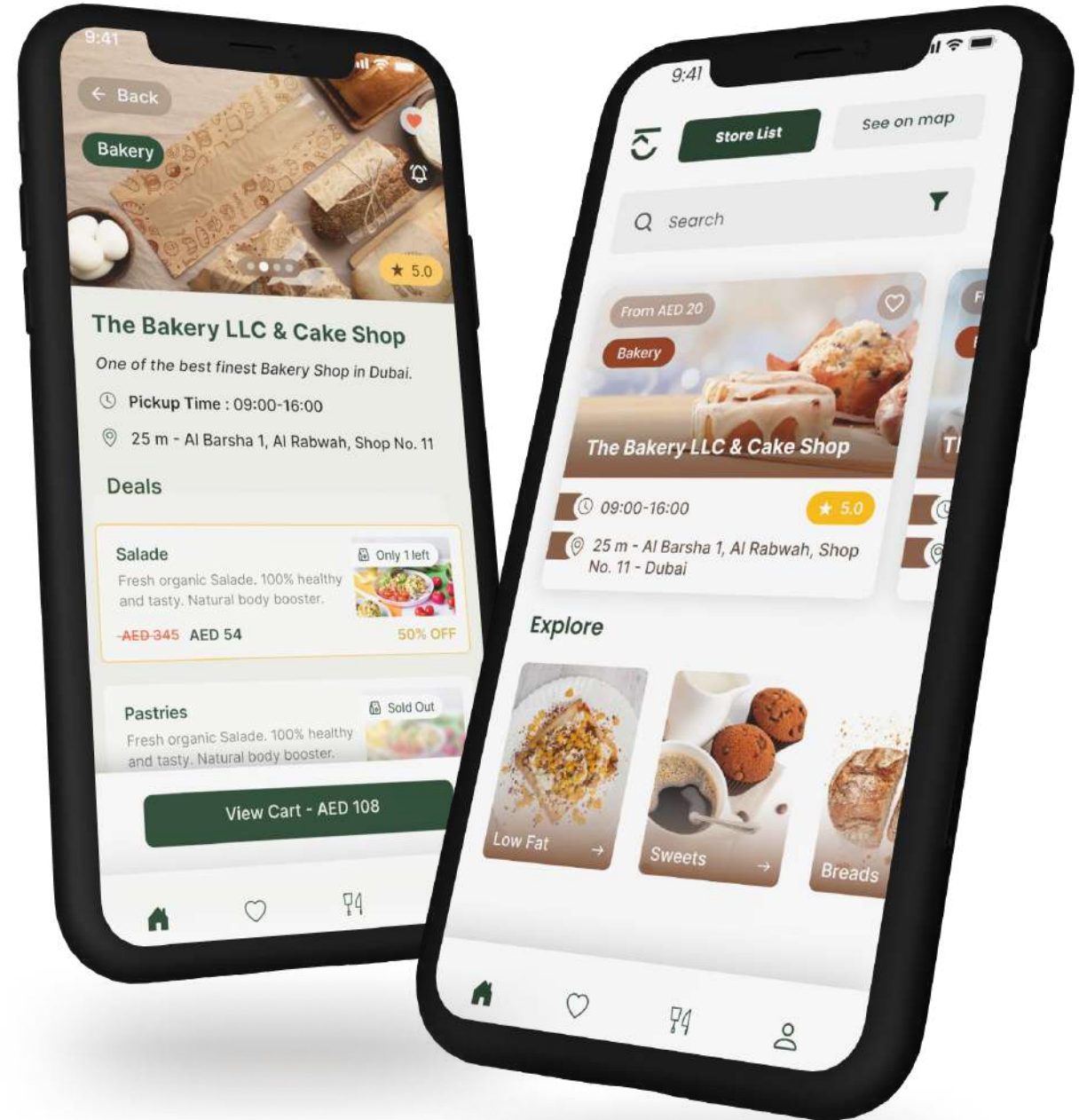




# Fight food waste with us.

Access everyday fresh and affordable food from our Takkul partners.

TAKKUL

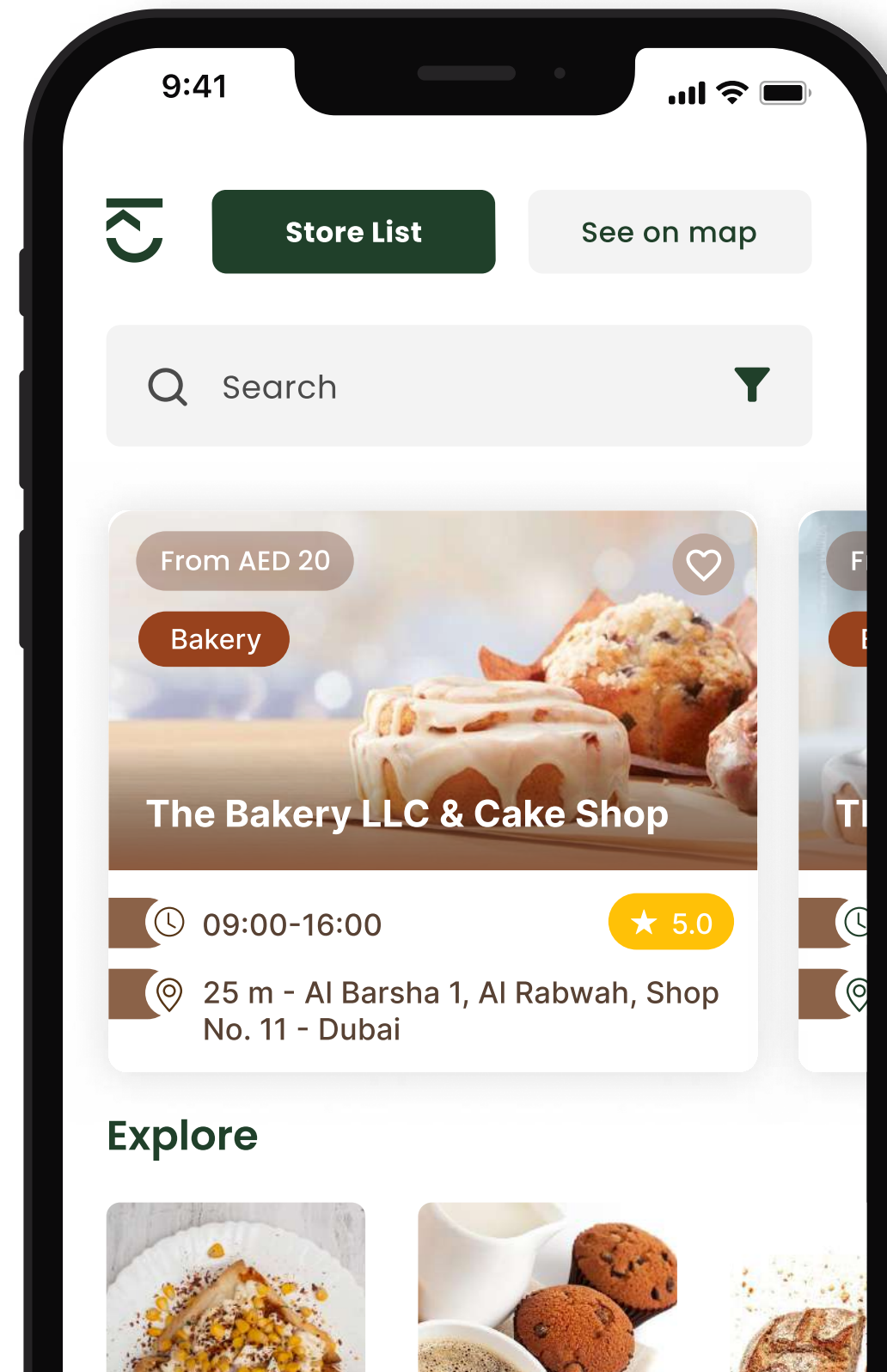




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**TAKKUL**



# About

Takkul is a platform that aims to address the **food waste problem in Dubai** by connecting restaurant owners with people who are willing to buy their leftover food at a lower price.

With this app, restaurant owners can reduce the amount of food they waste while providing people with a more affordable way to access healthy and delicious food.

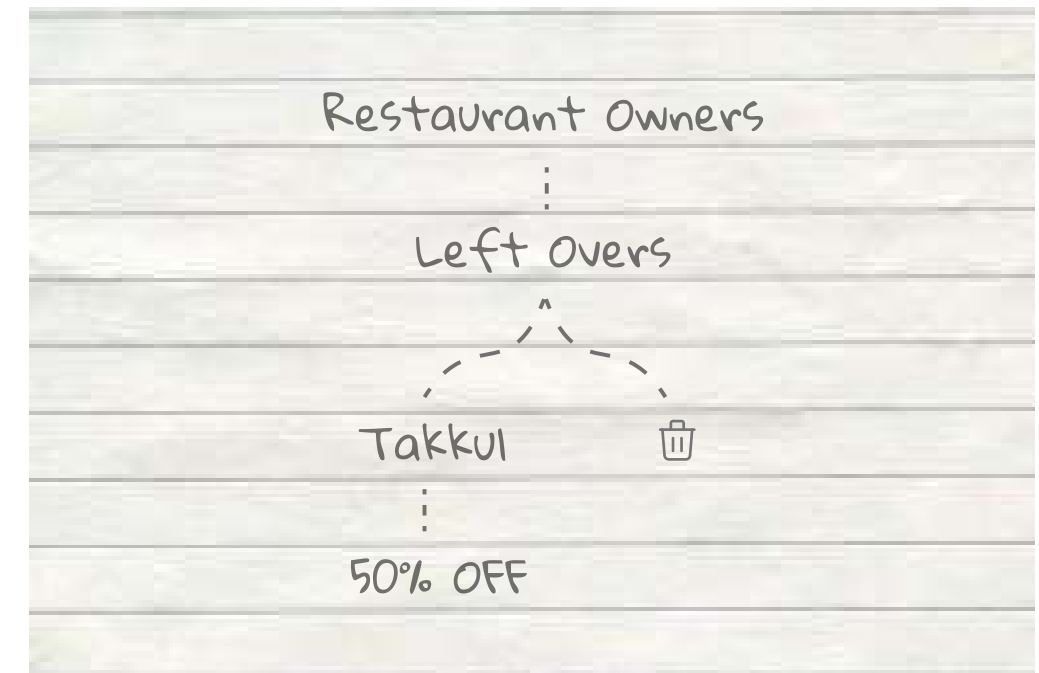
## User Types

## Platform

- |                      |       |            |
|----------------------|-------|------------|
| 1. Restaurant Owners | ----- | Web Portal |
| 2. Customers         | ----- | Mobile App |
| 3. Admin (My Client) | ----- | Web Portal |

# Ideate

The objective was to create a food app with restricted features to encourage users to purchase healthy and **hygienic leftover** food at lower prices, thereby **reducing food waste** & promoting environmental sustainability.

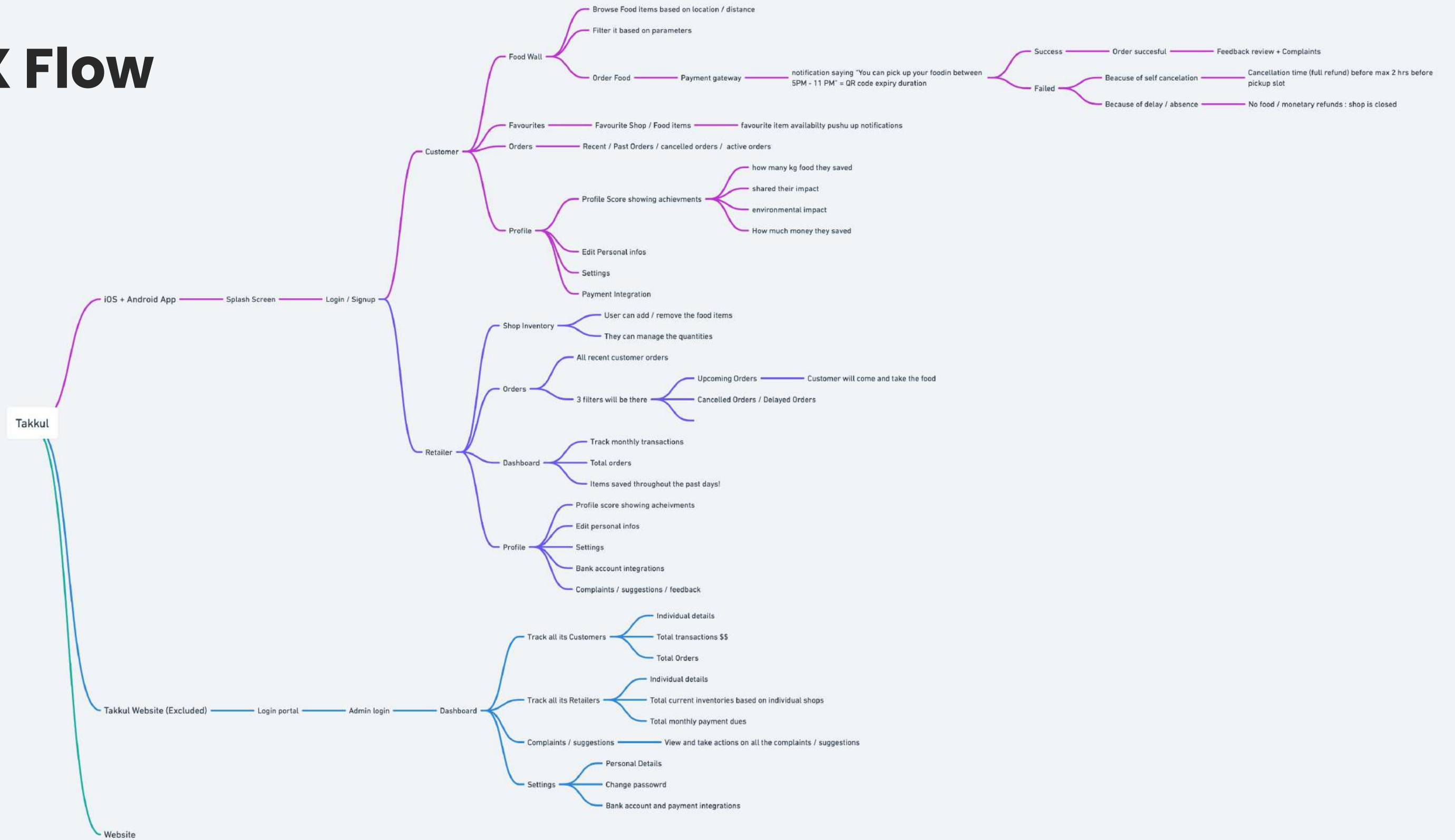


Environmental  
Friendly

Reduce Food  
wastage

Revenue  
Generate

# UX Flow

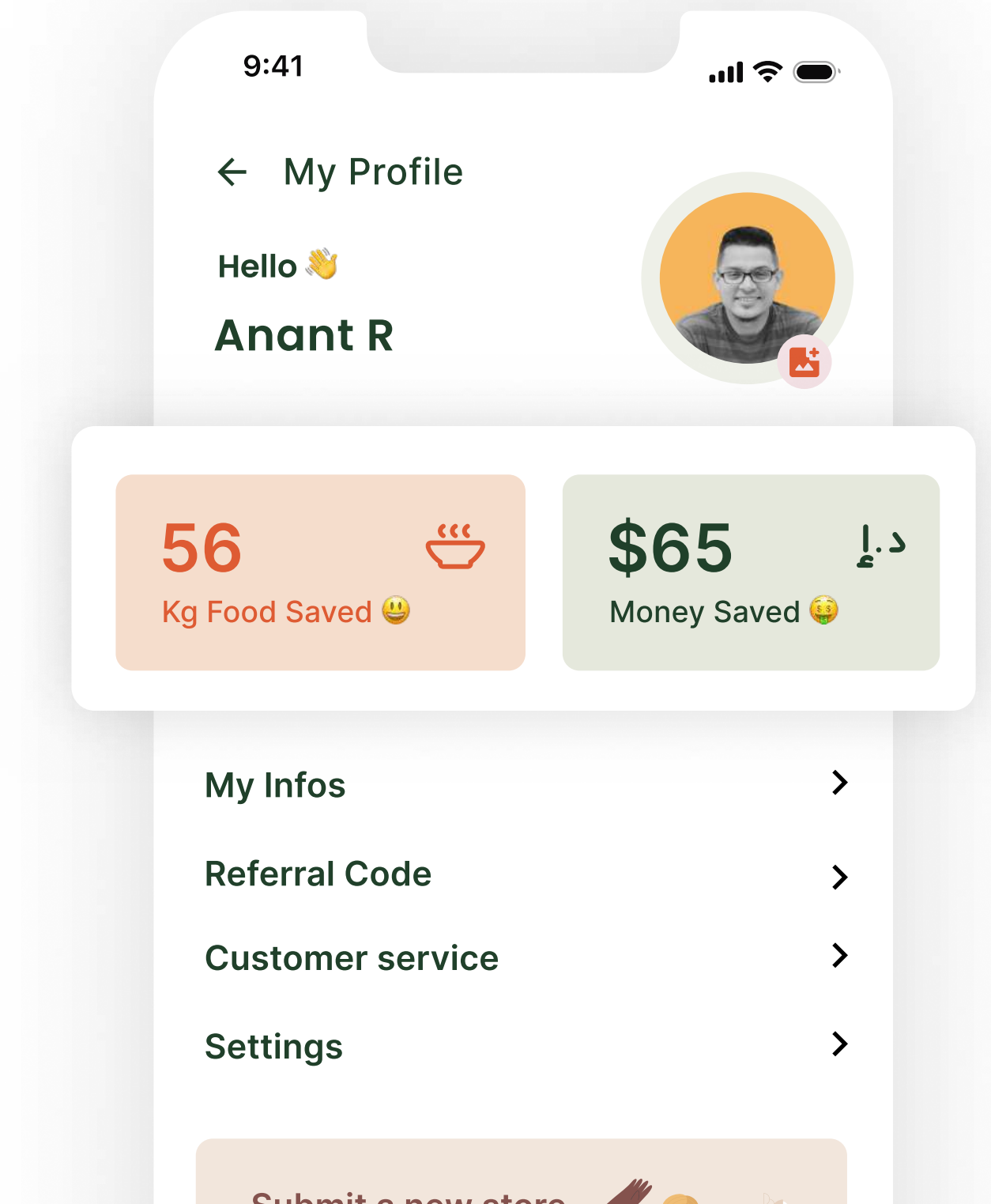


## Add on features › Brain Storming

While working on the ideation, we discovered that **price reduction** alone may **not be a compelling feature** for users in a prosperous city like Dubai. While it may benefit retailers, it may not be enough to motivate users to consistently use the app.

Therefore, we introduced a **Takkul score**, which monitors users' progress in terms of monetary savings and environmental safety measures.

By incorporating a **gamification element** into the app, via the Takkul score, it drives the user engagement and motivate to compete with friends for the highest score.

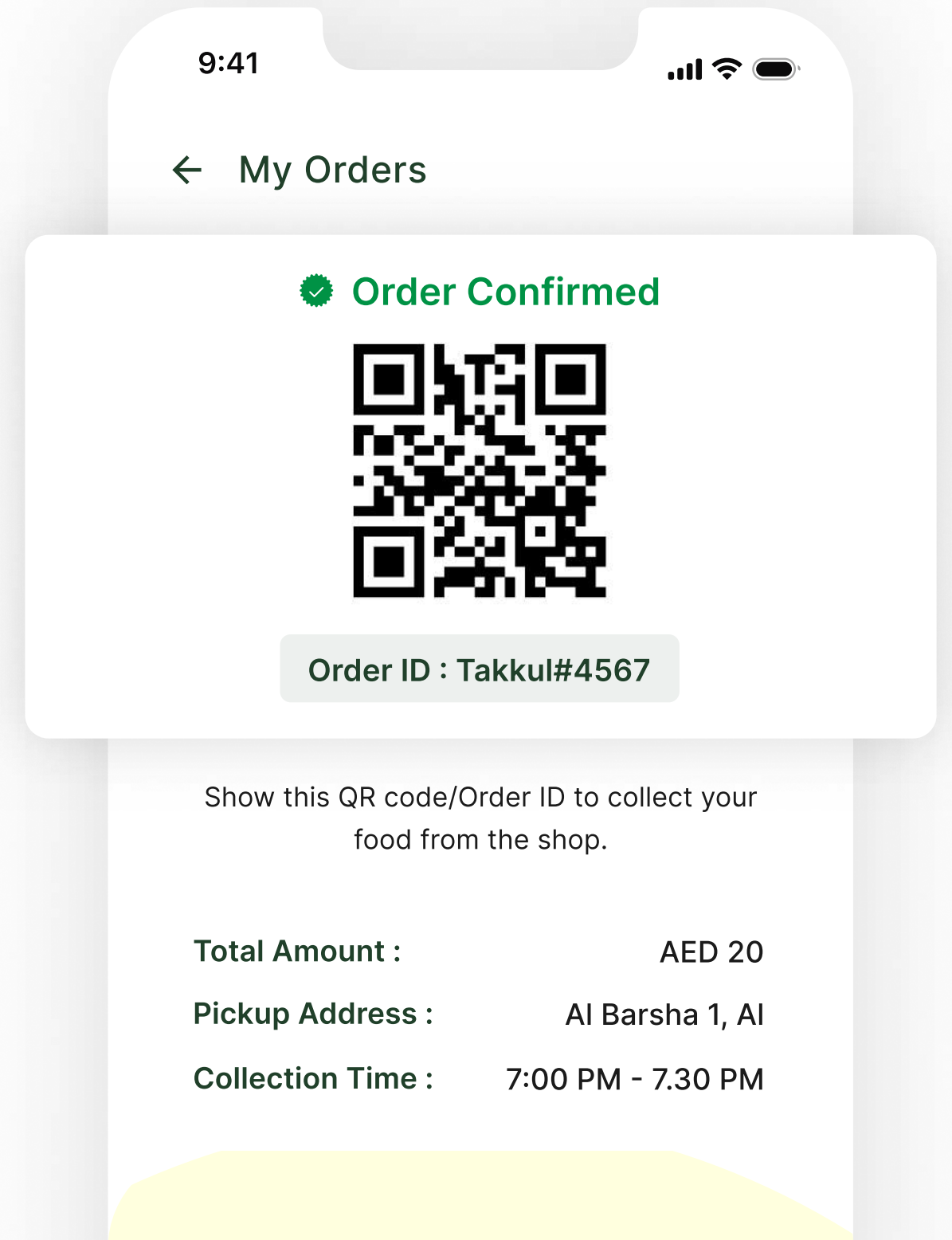


## Problem › Resource Constraints

Due to budget and resource constraints, my client and I had to simplify and streamline every feature of the app for ease of deployment. Leveraging my UX expertise, I was able to minimize technicalities and optimize the user flow. However, delivery posed a major challenge.

As the **client lacked** the resources for **door-to-door delivery**, we implemented a solution to facilitate only physical takeaways.

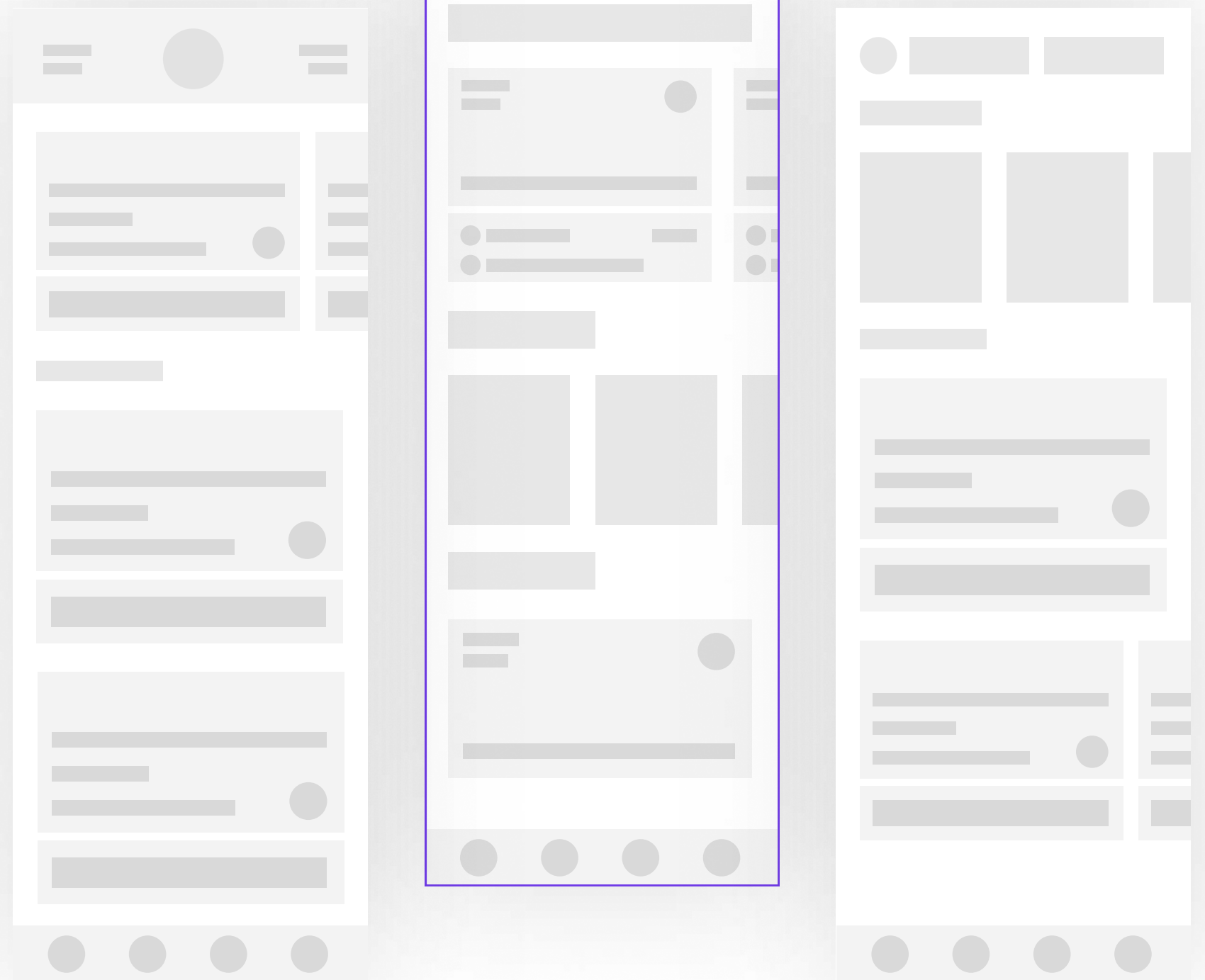
We positioned this feature as a step towards promoting health and environmental responsibility.



# Low Fidelity

At the outset, I created three low-fidelity designs while keeping the essential points in mind.

- I discarded the first one primarily due to issues with the placement of the top bar & logo.
- In the second design, I added a horizontal scrolling category list and incorporated a toggle button to facilitate the switch between two different views.
- For the third design, I experimented with the same previous components while maintaining their layout.

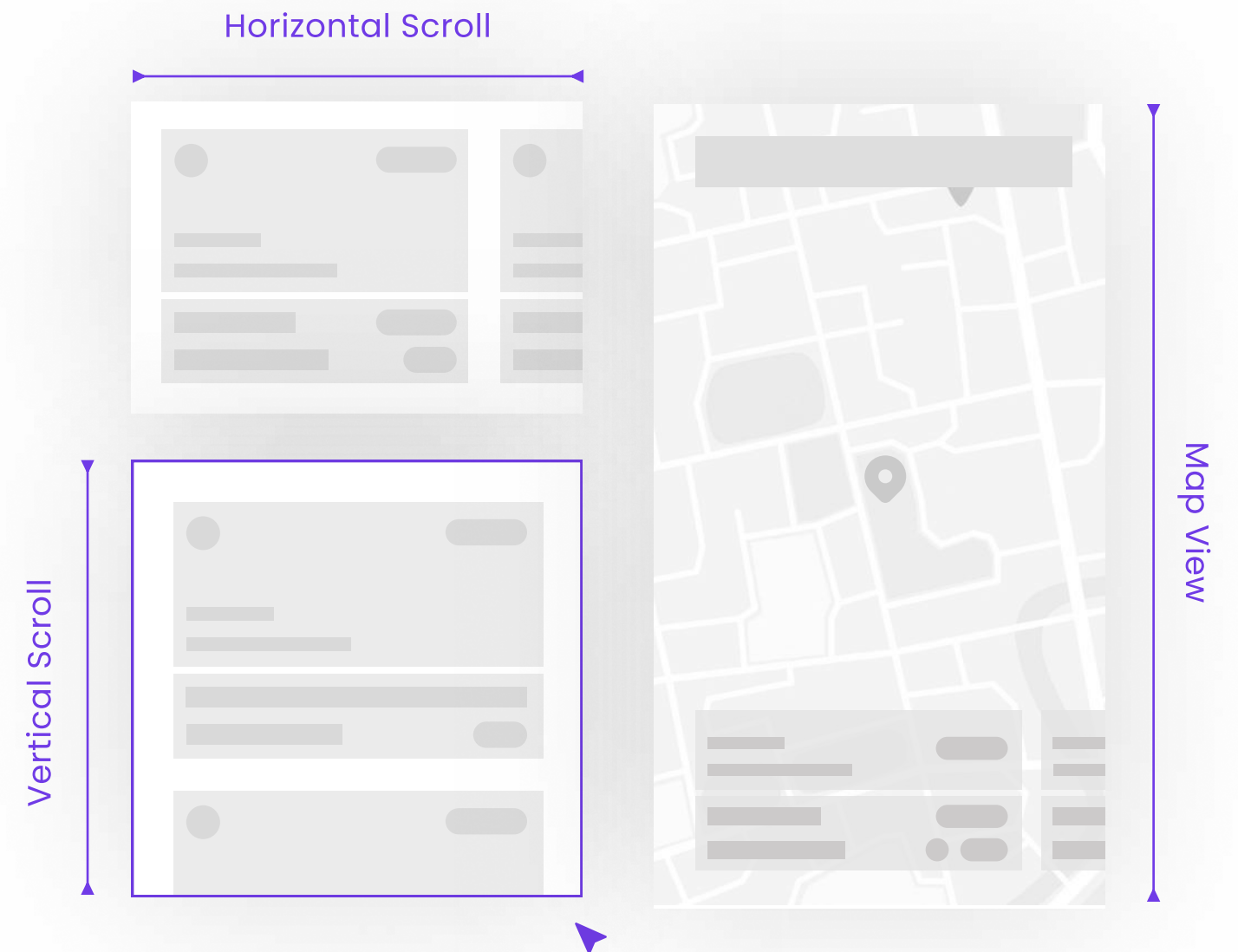




# Low Fidelity > Challenges

With its UX element, I faced a challenge while designing the main **product component** because it needed to be used in three different dimensions in different places.

To maintain consistency across all elements, I focused on creating a cohesive design that could be easily understood and navigated by users.



# Product Component > Elements

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