SERVICE BOOKING REDESIGN.

Milo Levinson

Process Book

Understanding the brief.

The challenge.

Rethink

Rethink and enhance the booking journey for a service that could benefit from a more seamless, engaging experience.

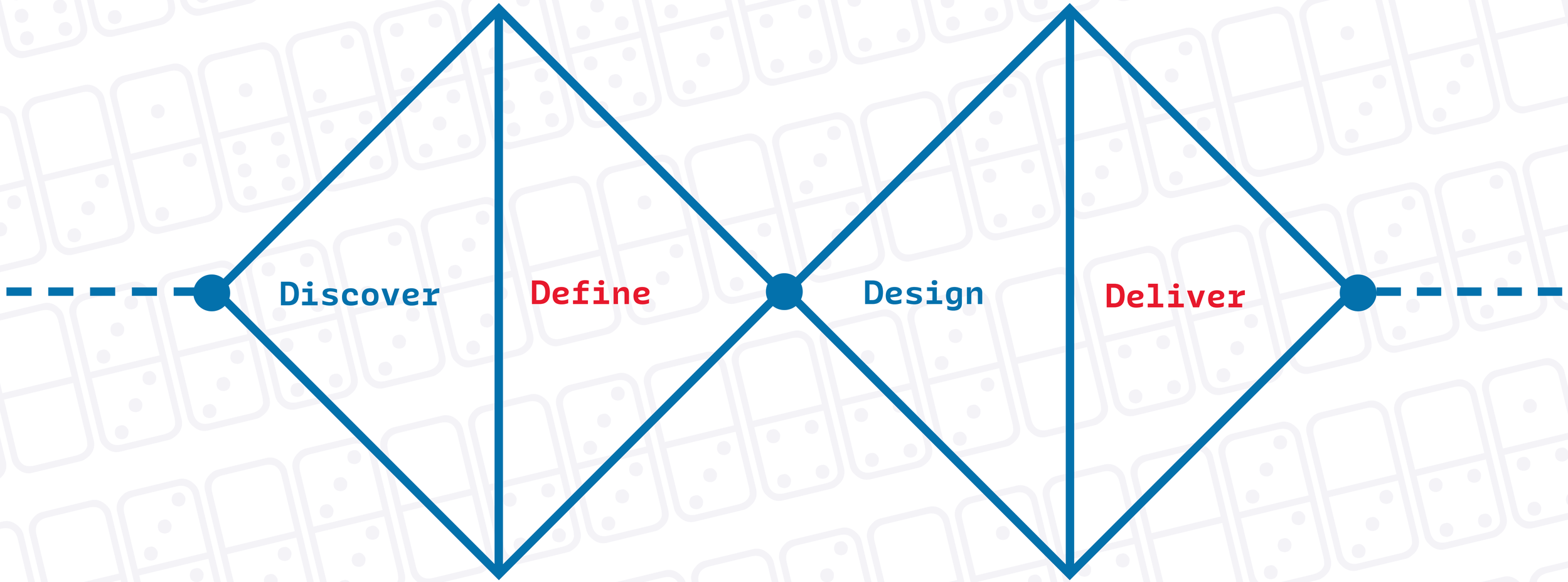
Options

Booking concert tickets, flights, holidays, or any service you think needs an update.

Journey

How do users find it, how do they use it, how do they engage with it?

The Double Diamond process.



01 Discover.

Using Figma board to conduct primary and secondary research to identify user needs and pain points in existing booking journeys (e.g., surveys, user interviews, competitive analysis).

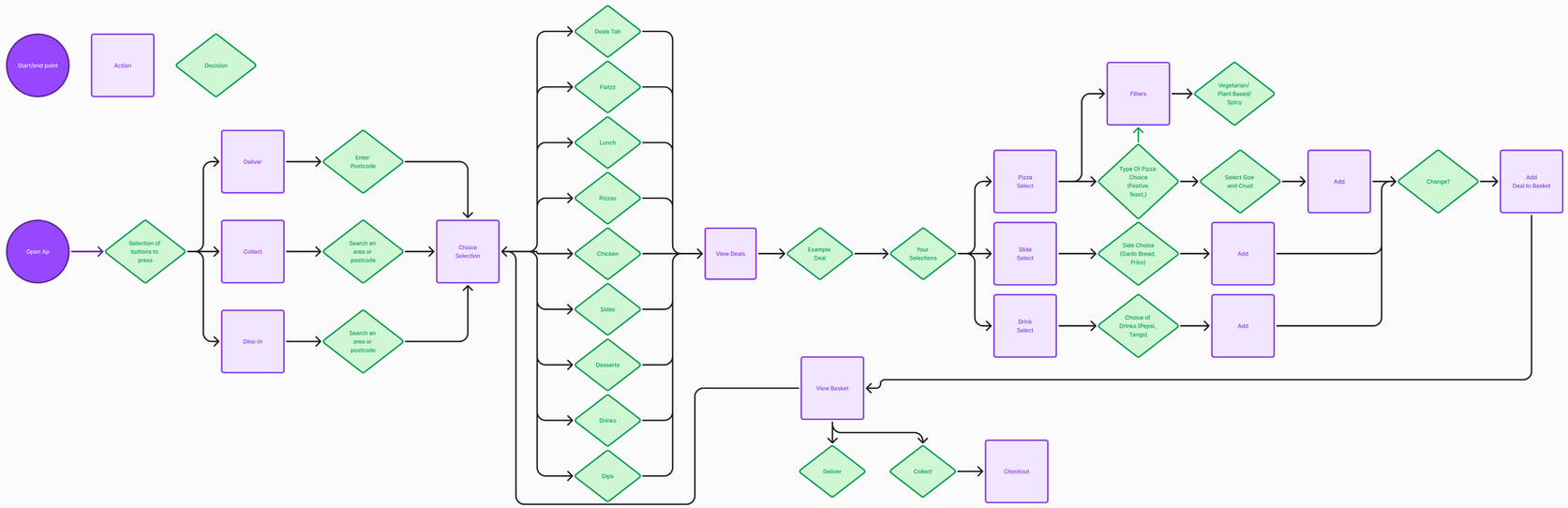
User Flow.

What
A user flow is a step-by-step visual diagram that illustrates how a user navigates through a digital product to complete a specific goal, such as signing up, making a purchase etc.

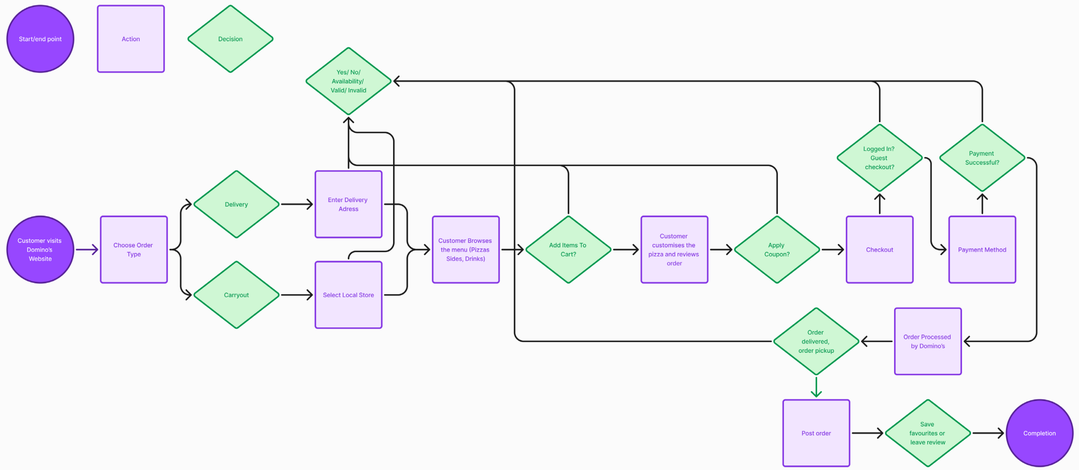
Why
To understand how users interact with a product and identify where their experience can be improved.

How
Define a clear user goal, then map out each screen, action, and decision the user encounters on their way to achieving it. Show alternative paths (e.g., errors, back navigation, or skipped steps) to reflect real-world behaviour.

Your turn



Your turn



Desk Research.

What
Take some time to explore published articles, industry reports, academic papers, and case studies that discuss the best practices and challenges related to booking systems.

Why
To understand industry standards, trends, and best practices, building a foundational knowledge base to inform the redesign.

How
Review credible sources, focusing on relevant topics like booking flow optimisation, user expectations, and emerging technology in booking systems.



Learnings
Domino's online ordering works like a booking system, where simplicity, clarity, and accurate timing are essential.

Industry reports emphasize that users expect fast, mobile-first flows, clear deal information, and honest delivery estimates, while UX case studies highlight common issues like cluttered interfaces, confusing customisation steps, and friction during checkout or login.

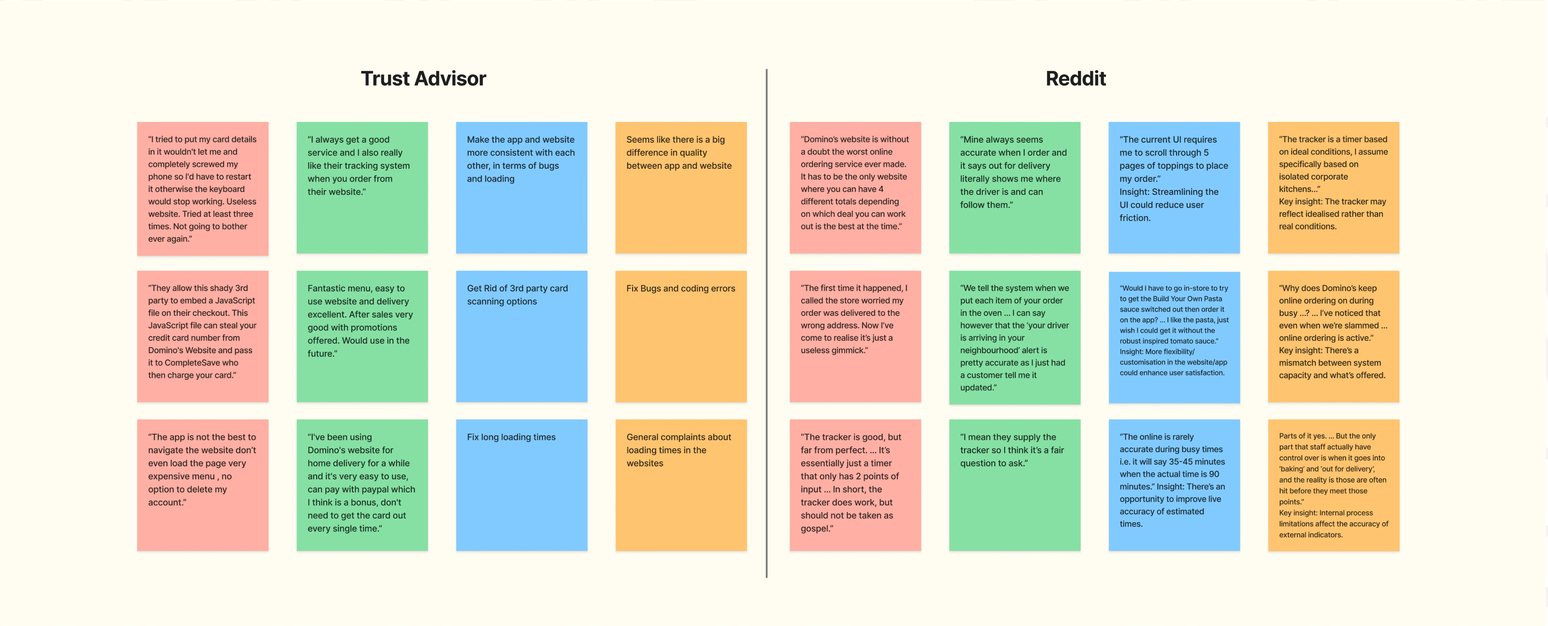
Although Domino's already offers strong features like the Tracker, saved profiles, and easy re-ordering, there is a clear opportunity to simplify the journey, improve time accuracy, reduce promo and login friction, and follow proven booking-system patterns to make ordering feel more seamless and reliable.

Social Scrape.

What
Take a deep dive into user reviews and what people are saying on social media. Look for common themes that keep popping up and spots where we can make things better.

Why
To gain insights into real user pain points, preferences, and common frustrations or delights in booking journeys.

How
Identify relevant platforms (e.g., Twitter, Reddit), search for specific keywords related to booking, and categorise feedback to reveal themes and user sentiments.



Learnings
Social listening across Reddit and Trust advisor shows that people like Domino's for its convenience, fast re-ordering, and the fun, reassuring feel of the Tracker—but they're vocal about UX frustrations.
Many posts complain that the website/app feels cluttered with deals, makes it hard to compare or trust offers, and sometimes breaks at checkout or login.

A big recurring theme is distrust in the Tracker's accuracy ("just a timer" / "jumps stages"), plus irritation when delivery times and order status don't match what the UI promised.

Customisation and menu layout also come up, with users saying items or options feel buried or take too many taps/scrolls.

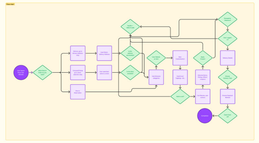
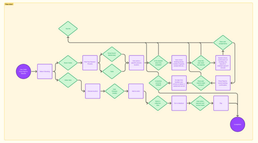
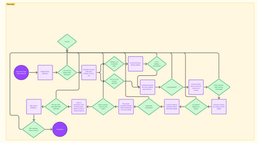
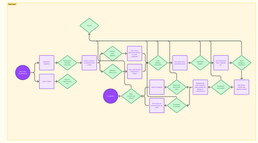
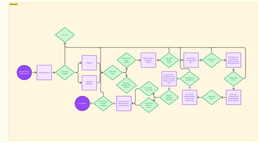
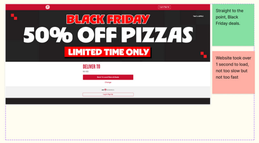
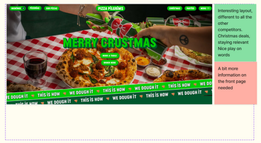
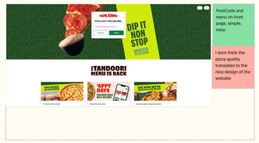
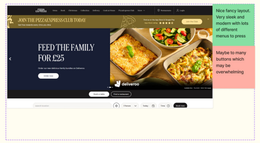
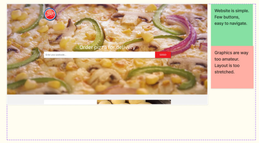
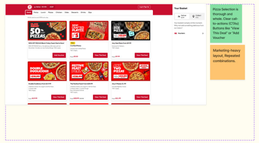
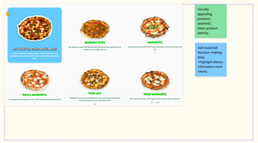
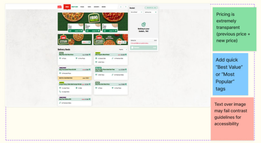
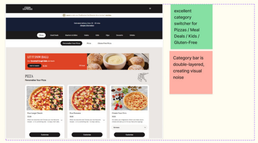
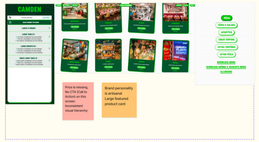
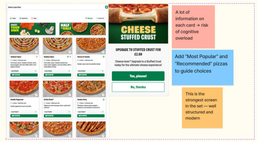
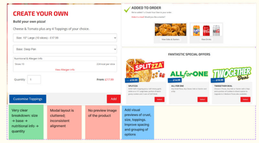
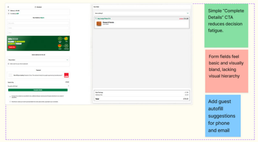
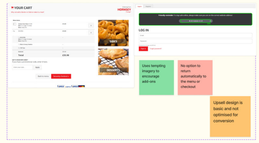
Overall, the social scrape confirms that while the digital journey is central to why people use Domino's, real-world bugs, confusing pricing, and shaky time/ status communication are eroding trust in the experience.

Competitor Analysis.

What
Study other booking platforms to spot successful features, pain points, and user feedback. This helps uncover opportunities for differentiation.

Why
To identify best practices, gaps, and differentiators in the market that can inspire improvements and help create a competitive edge.

How
Analyse competitors' booking processes, document each step, and evaluate user feedback on their experience to find areas for innovation and improvement.

Competitor Profiles Name of the competitor. Brief description. Target audience (if relevant).	**Pizza Hut** Fast food pizza chain, based in over 100 countries. People who want to eat conveniently. (No wash up, no cooking)	**Pizza Pilgrims** Pizza Pilgrims is a UK pizzeria chain known for its authentic Neapolitan-style pizzas. Young adults, families, groups of friends, and casual diners	**Papa Johns** International pizza chain known for its "better ingredients, better pizza" slogan. It is meant for customers looking for convenient, higher-quality pizza delivery or pickup.	**Pizza Express** UK-based restaurant chain known for its freshly made pizzas, casual dining, and modern Italian inspired menu. PizzaExpress is for families, couples, and casual diners.	**PizzaGOGO** Pizza GoGo is a UK-based pizza delivery and takeaway chain offering affordable pizzas with a focus on value for money. It is for budget-conscious customers.
Booking flow					
Search Screenshots and observations	 Straight to the point, Black Friday deals. Website took over 1 second to load, not too slow but not too fast Interesting layout, different to all the other competitors. Christmas deals, staying relevant Nice play on words A bit more information on the front page needed.	 Interesting layout, different to all the other competitors. Christmas deals, staying relevant Nice play on words A bit more information on the front page needed.	 NewCode and menu on front page, simple, easy I dont think the pizza quality translates to the nice design of the website	 Nice fancy layout. Very sleek and modern with lots of different menus to press Maybe to many buttons which may be overwhelming	 Website is simple, few buttons, easy to navigate. Graphics are way too amateur, Layout is too stretched.
Selection Screenshots and observations	 Pizza Selection is thorough and simple. Clear call to action with the Add Buttons like "View This Deal" or "Add Voucher" Marketing heavy layout. Repeated combinations.	 Visually appealing, premium aesthetic. Clear product identity Add essential decision-making information, Highlight dietary information more clearly	 Pricing is extremely transparent (previous price + new price) Add quick "Best Value" or "Most Popular" tags Text over image may fail contrast guidelines for accessibility	 excellent category navigation for Persons / Meal Deals / Kids / Gluten-Free Category bar is double-layered, creating visual noise	 Clear visual navigation through images Images are very heavy and dated, Inconsistent quality Visual style feels more like a 2010-era website Use cleaner delivery cards with clear titles below images
Booking Process Screenshots and observations	 No quick filtering. There's no filter to narrow down pizzas by price value etc. Add text comparison tools, like calories, fat, fibre, to improve the overall experience. Feels like a "behind the scenes" flow but without progress indicators.	 Price is missing. No CTA (Call to Action) on this screen. Inconsistent visual hierarchy Brand personality is artisanal. Large featured product card	 A lot of information on each card → risk of cognitive overload Add "Most Popular" and "Recommended" pizzas to guide choices This is the strongest screen in the set — well structured and modern	 Password requirement indicators are helpful and increase clarity Form is quite long, especially on mobile. Add social login for speed.	 Very clear breakdown view + base + nutritional info + quantity Modal layout is cluttered, inconsistent alignment. No preview image of the product Add visual versions of rules, like toppings, sauces, and grouping of options
Payment options (if applicable) Screenshots and observations	 "Buy with Google Pay" offers fast checkout for users who want speed No inline validation (e.g., "email format incorrect," card number"), only "Please enter" placeholders Only two payment options are visible — no Apple Pay or PayPal.	 Simple "Complete Details" CTA reduces decision fatigue. Form fields feel basic and visually bland, lacking visual hierarchy Add guest autofill suggestions for phone and email	 No quick login buttons (Google, Apple) "Success! Cloudflare" captcha message may confuse users Looks more like a bank login than a food ordering app Very elegant, but not optimised for speed	 Uses tempting imagery to encourage add-ons No option to return automatically to the menu or checkout Upsell design is basic and not optimised for conversion
Confirmation (if able) Screenshots and observations					
User Interface	Pizza Hut's UX is bold, deal-driven, and built for speed, using strong visuals, large CTAs, and a clear basket sidebar to push quick ordering. It's highly promotional and easy to navigate, but the busy layout and repetitive deal cards can feel overwhelming compared to more refined competitors.	Papa John's UX is straightforward and deal-focused, with clear categories, strong dietary filters, and transparent pricing. It's easy to browse and functional, though the interface can feel busy and less polished than competitors, prioritising value and clarity over visual refinement	Pizza Pilgrims' UX is warm, artisanal, and personality-rich, creating a friendly, authentic feel. It's charming and simple to navigate, though slightly less structured and optimised for fast ordering than larger chains	PizzaExpress offers a clean, premium, restaurant-style UX with elegant visuals and clear customisation options, but it can feel slower and more form-heavy than faster, delivery-focused competitors	Pizza GoGo's UX is simple, direct, and built for speed, using familiar layouts and straightforward flows. While functional, it feels visually dated and lacks the polish and guidance of larger chains, prioritising quick ordering over modern design or refinement

Learnings
Competitor analysis shows that other food delivery platforms—like Pizza Hut, and Papa John's—tend to offer cleaner home screens, stronger search and filtering, clearer deal breakdowns, and more reliable delivery-time communication.

These services often highlight popular items, make customisation more visual, and streamline checkout with fewer steps and better mobile optimisation.

Many also provide real-time GPS tracking that feels more trustworthy than Domino's current tracker.

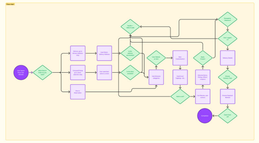
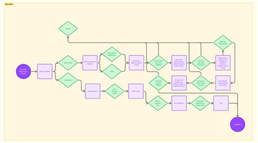
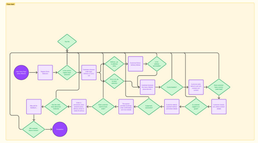
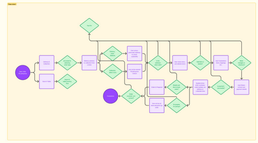
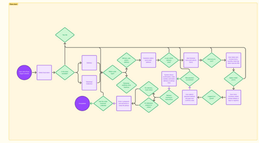
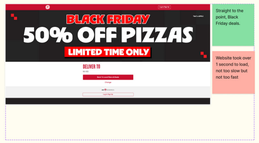
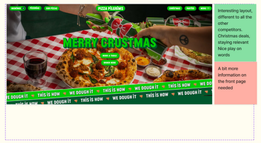
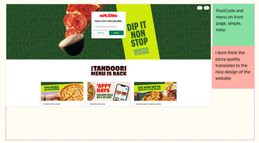
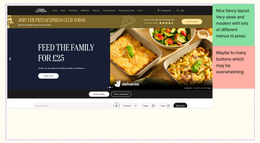
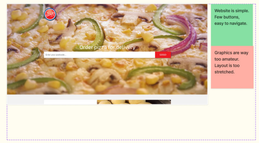
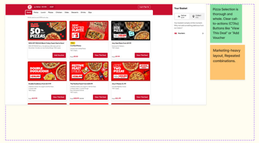
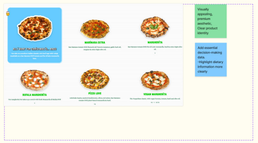
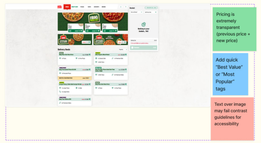
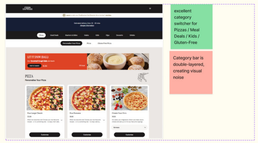
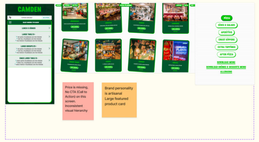
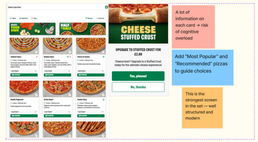
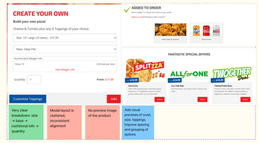
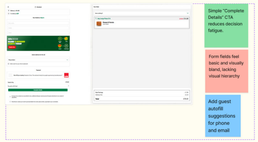
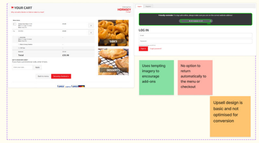
Overall, competitors focus heavily on simplicity, transparency, and mobile-first design, giving users faster ways to find items and clearer expectations around price and timing. This creates an opportunity for Domino's to reduce visual clutter, improve time accuracy, strengthen personalisation, and modernise its UX to match evolving market standards.

Competitor Analysis.

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Competitor Profiles Name of the competitor. Brief description. Target audience (if relevant).	**Pizza Hut** Fast food pizza chain, based in over 100 countries. People who want to eat conveniently. (No wash up, no cooking)	**Pizza Pilgrims** Pizza Pilgrims is a UK pizzeria chain known for its authentic Neapolitan-style pizzas. Young adults, families, groups of friends, and casual diners	**Papa Johns** International pizza chain known for its "better ingredients, better pizza" slogan. It is meant for customers looking for convenient, higher-quality pizza delivery or pickup.	**Pizza Express** UK-based restaurant chain known for its freshly made pizzas, casual dining, and modern Italian inspired menu. PizzaExpress is for families, couples, and casual diners.	**PizzaGOGO** Pizza GoGo is a UK-based pizza delivery and takeaway chain offering affordable pizzas with a focus on value for money. It is for budget-conscious customers.
Booking flow					
Search Screenshots and observations	 Straight to the point, Black Friday deals. Website took over 1 second to load, not too slow but not too fast Interesting layout, different to all the other competitors. Christmas deals, staying relevant Nice play on words A bit more information on the front page needed.	 Interesting layout, different to all the other competitors. Christmas deals, staying relevant Nice play on words A bit more information on the front page needed.	 NewCode and menu on front page, simple, easy I dont think the pizza quality translates to the nice design of the website	 Nice fancy layout. Very sleek and modern with lots of different menus to press Maybe to many buttons which may be overwhelming	 Website is simple, few buttons, easy to navigate. Graphics are way too amateur, Layout is too stretched.
Selection Screenshots and observations	 Pizza Selection is thorough and simple. Clear call to action with the Add Buttons like "View This Deal" or "Add Voucher" Marketing heavy layout. Repeated combinations.	 Visually appealing, premium aesthetic. Clear product identity Add essential decision-making information, Highlight dietary information more clearly	 Pricing is extremely transparent (previous price + new price) Add quick "Best Value" or "Most Popular" tags Text over image may fail contrast guidelines for accessibility	 excellent category navigation for Persons / Meal Deals / Kids / Gluten-Free Category bar is double-layered, creating visual noise	 Clear visual navigation through images Images are very heavy and dated, Inconsistent quality Visual style feels more like a 2010-era website Use cleaner delivery cards with clear titles below images
Booking Process Screenshots and observations	 No quick filtering. There's no filter to narrow down pizzas by price value etc. Add text comparison tools, like calories, fat, fibre, to improve the overall experience. Feels like a "behind the scenes" flow but without progress indicators.	 Price is missing. No CTA (Call to Action) on this screen. Inconsistent visual hierarchy Brand personality is artisanal. Large featured product card	 A lot of information on each card → risk of cognitive overload Add "Most Popular" and "Recommended" pizzas to guide choices This is the strongest screen in the set — well structured and modern	 Password requirement indicators are helpful and increase clarity Form is quite long, especially on mobile. Add social login for speed.	 Very clear breakdown view + base + nutritional info + quantity Modal layout is cluttered, inconsistent alignment. No preview image of the product Add visual versions of rules, like toppings, sauces, and grouping of options
Payment options (if applicable) Screenshots and observations	 "Buy with Google Pay" offers fast checkout for users who want speed No inline validation (e.g., "email format incorrect," card number"), only "Please enter" placeholders Only two payment options are visible — no Apple Pay or PayPal.	 Simple "Complete Details" CTA reduces decision fatigue. Form fields feel basic and visually bland, lacking visual hierarchy Add guest autofill suggestions for phone and email	 No quick login buttons (Google, Apple) "Success! Cloudflare" captcha message may confuse users Looks more like a bank login than a food ordering app Very elegant, but not optimised for speed	 Uses tempting imagery to encourage add-ons No option to return automatically to the menu or checkout Upsell design is basic and not optimised for conversion
Confirmation (if able) Screenshots and observations					
User Interface	Pizza Hut's UX is bold, deal-driven, and built for speed, using strong visuals, large CTAs, and a clear basket sidebar to push quick ordering. It's highly promotional and easy to navigate, but the busy layout and repetitive deal cards can feel overwhelming compared to more refined competitors.	Papa John's UX is straightforward and deal-focused, with clear categories, strong dietary filters, and transparent pricing. It's easy to browse and functional, though the interface can feel busy and less polished than competitors, prioritising value and clarity over visual refinement	Pizza Pilgrims' UX is warm, artisanal, and personality-rich, creating a friendly, authentic feel. It's charming and simple to navigate, though slightly less structured and optimised for fast ordering than larger chains	PizzaExpress offers a clean, premium, restaurant-style UX with elegant visuals and clear customisation options, but it can feel slower and more form-heavy than faster, delivery-focused competitors	Pizza GoGo's UX is simple, direct, and built for speed, using familiar layouts and straightforward flows. While functional, it feels visually dated and lacks the polish and guidance of larger chains, prioritising quick ordering over modern design or refinement

Learnings
Competitor analysis shows that other food delivery platforms—like Pizza Hut, and Papa John's—tend to offer cleaner home screens, stronger search and filtering, clearer deal breakdowns, and more reliable delivery-time communication.

These services often highlight popular items, make customisation more visual, and streamline checkout with fewer steps and better mobile optimisation.

Many also provide real-time GPS tracking that feels more trustworthy than Domino's current tracker.

Overall, competitors focus heavily on simplicity, transparency, and mobile-first design, giving users faster ways to find items and clearer expectations around price and timing. This creates an opportunity for Domino's to reduce visual clutter, improve time accuracy, strengthen personalisation, and modernise its UX to match evolving market standards.

User Interviews.

What
One-on-one conversations with users to gather in-depth insights into their experiences, needs, and pain points in a specific journey.

Why
To uncover detailed, qualitative information directly from users that reveals motivations, frustrations, and preferences often missed in quantitative research.

How
Conduct semi-structured interviews with open-ended questions, allowing users to share their experiences freely while focusing on specific parts of the booking journey.



Surveys & Questionnaires.

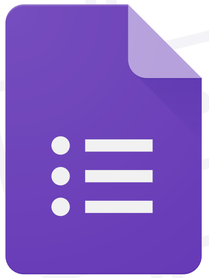
What
Structured forms or lists of questions sent to a larger user base to collect quantitative data on behaviours, preferences, and satisfaction.

Why
To gain broad insights and spot trends by collecting responses from a large sample, which can validate or complement findings from interviews.

How
Design clear, focused questions (mixing scales, multiple-choice, and open-ended types) and distribute to a representative group, analyzing responses for patterns.

Surveys & Questionnaires

Question	Answer Type	Purpose
How easy is it for me to understand the layout of the page (buttons, sections, images) when I'm ordering food online?	Scale: 1 (Very Confusing) to 5 (Very Clear)	To measure how well the UI communicates hierarchy, spacing, and visual structure so users can navigate without hesitation.
How clear is the delivery or pickup time information when I'm placing my order?	Scale: 1 (Very Unclear) to 5 (Very Clear)	To understand whether users struggle with navigation, menu structure, or locating items quickly.
How easy is it for me to customise my order (toppings, extras, quantity) the way I want?	Scale: 1 (Very Hard) to 5 (Very Easy)	To measure how well the UI communicates time estimates and reduce uncertainty or confusion.
How simple is the checkout process for me, from reviewing my order to completing payment?	Scale: 1 (Very Complicated) to 5 (Very Simple)	To identify friction in the customisation flow and improve clarity of controls and options.
What is the one thing that consistently slows me down or frustrates me when ordering food online?	Open-ended response	To uncover problems with form fields, summary layout, login friction, or payment interactions.



I used google forms for alot of the subtopics.

Journey Mapping.

What
A visual representation of the steps users take and their experiences at each stage of the booking process, capturing touchpoints, emotions, and pain points.

Why
To gain a holistic view of the user experience, identifying specific areas where users struggle, feel satisfied, or encounter barriers.

How
Create a map by combining data from user research, identifying each stage in the booking journey, and documenting user emotions, actions, and pain points along the way.

Journey Map

User steps *What is each step of the user journey?*	Pre-awareness	Awareness	Consideration	Booking	Post-booking
User actions *What action does the user take during each step?*	Thinking about what type of food they want. Browsing social media or ads. Talking with others about what to order.	Visiting the Domino's website or app. Looking at the day's deals. Deciding whether to pick delivery or pickup.	Scrolling through menu items. Searching for specific items (wings, sides, etc.). Comparing pricing between options.	Selecting toppings and extras. Reviewing the order in the cart. Entering address or payment information.	Tracking the order's progress. Receiving notifications about the order. Checking if the order is correct.
Goals & experiences *What is the user trying to accomplish?*	Find something satisfying and easy to order. Choose a place they trust. Avoid cooking or long wait times.	Decide where to order quickly. Understand current deals or promotions. Confirm Domino's is a convenient option.	Identify the best meal for their mood. Make sure the price fits their budget. Ensure delivery/pickup time works for them.	Build their perfect meal. Avoid any checkout problems or delays. Make sure the price, fees, and deals are correct.	Track the order confidently. Receive the food on time. Feel satisfied with quality and accuracy.
Feelings & thoughts *Use the emojis below to help illustrate how the user might be feeling.* 😃 😕 😐 😕 😡	Hungry 😐 Curious 🙂 Wondering where to order from 🙂	Interested 😃 Unsure about deals 😕 Slightly annoyed by too many banners 😡	Overwhelmed by menu sections 😐 Unsure where specific items are 😐 Worried about delivery timing 😕	Happy customising 🙂 Frustrated by promo code issues 😐 Unsure if selections updated correctly 😕	Excited while waiting 😃 Not sure if tracker is accurate 😐 Annoyed if order is late or incorrect 😡
Pain points *What's not working well? What causes friction?* *How many people does this affect?* *On a scale of 'nuisance to show-stopper', how bad is this pain?*	Hard to remember past experiences clearly. Domino's ads feel cluttered and overwhelming. Unsure if Domino's will deliver fast enough.	Homepage feels busy with promotions. Hard to find where to start an order. Deals are confusing and unclear.	Menu categories are unclear. Too much scrolling to find items. New or featured items not highlighted well.	Customisation options feel crowded. Promo codes don't apply smoothly. Checkout requires repeated steps (address, login).	Tracker feels inaccurate or inconsistent. Delivery time changes unexpectedly. Wrong or missing items in the order.
Opportunities *How might we address these pain points?* *How big is the opportunity if we correct this pain point?* *What are new ways to serve this person?*	Clearer, simpler ads and promotions. Better reminders of past orders. Personalised suggestions based on history.	A cleaner homepage with fewer banners. A clear "Start Order" button to reduce confusion. Simplified, easy-to-read deals.	Improve menu layout with clearer categories. Add search and filters for faster navigation. Highlight featured/new items.	Make customisation more visual and intuitive. More visible, easier promo code entry with instant feedback. Streamlined checkout with fewer repeated steps.	Improve tracker accuracy and timing updates. Provide clearer notifications at each stage. Add quick feedback tools if something goes wrong.

Journey Mapping.

Journey Map

User steps *What is each step of the user journey?*	Pre-awareness	Awareness	Consideration	Booking	Post-booking
User actions *What action does the user take during each step?*	Browses social media and sees food content. Mentally compares Domino's to alternatives. Checks their budget or cravings for the day.	Opens Domino's website/app from a saved shortcut or memory. Browses banners or notifications. Selects delivery or pickup early in the flow.	Navigates categories like "Specialty Pizzas," "Sides," or "Deals." Looks up item photos and descriptions. Checks store hours or delivery estimates.	Makes topping selections and chooses crust/ sauce options. Adds sides, drinks, or desserts. Chooses payment method and enters details.	Responds to push/email updates about the order. Interacts with the delivery driver or goes to pick up food. Leaves feedback mentally or through a prompt.
Goals & experiences *What is the user trying to accomplish?*	Find food that matches their mood. Avoid making or cooking anything. Choose something predictable and reliable.	Confirm Domino's fits their hunger and budget. Easily begin an order without friction. Quickly understand today's offers.	Identify the right items without confusion. Understand what's included in deals. Make sure delivery isn't too slow.	Build their perfect pizza without mistakes. Get through checkout with minimal effort. Feel confident pricing is correct.	Know exactly when to expect their order. Receive everything as ordered. Finish the meal feeling satisfied and positive.
Feelings & thoughts *Use the emojis below to help illustrate how the user might be feeling.* 😃 🙂 😐 😕 😡	Ready to eat something tasty. 😃 Open to different choices. 🙂 Wondering what would be fastest. 🙂	Familiar and comfortable with Domino's. 😃 Unsure if deals are worth it. 😐 Neutral but cautious about delivery times. 😐	Slightly overwhelmed by number of options. 😐 Confused by deal conditions or menu groups. 😕 Worried about long wait periods. 😕	Satisfied when customising freely. 😃 Confused when changes don't reflect instantly. 😐 Annoyed by slow forms or repeated login prompts. 😕	Excited to see order progress. 😃 Skeptical about tracker accuracy. 😐 Upset when order is wrong or late. 😡
Pain points *What's not working well? What causes friction?* *How many people does this affect?* *On a scale of 'nuisance to show-stopper', how bad is this pain?*	Hard to recall what they ordered last time. Overwhelmed by ads or notifications. Unsure if Domino's delivers reliably to their area.	Homepage feels too busy and cluttered. Deals are not clearly explained. Unsure where to start the order.	Categories feel inconsistent (e.g., wings under "Sides"). Takes too long to scroll through items. Filtering or searching is limited or unclear.	Topping buttons feel small or unclear. Promo codes don't apply instantly or visibly. Checkout repeats address or login steps unnecessarily.	Tracker jumps between stages unpredictably. Delivery estimate feels inaccurate. Food sometimes arrives incomplete or missing extras.
Opportunities *How might we address these pain points?* *How big is the opportunity if we correct this pain point?* *What are new ways to serve this person?*	Provide a "recent orders" reminder earlier. Simplify marketing and reduce noise. Use personalised suggestions based on time/ day.	Clean up homepage layout and prioritise actions. Show deal explanations in simple terms. Highlight "Start your order" clearly.	Improve menu structure with clearer grouping. Add stronger search + filtering options. Use visual badges for new or popular items.	Make button states clearer (selected vs not selected). Show live price updates instantly during customisation. Make checkout steps fewer and more direct.	Increase accuracy of tracker status changes. Provide proactive updates if delays happen. Allow quick reporting of missing or incorrect items.

Journey Mapping.

Learnings

The updated Domino's journey shows that users appreciate the convenience of ordering but still face friction across key stages.

Early on, they struggle with overloaded promotions and unclear starting points, which make the homepage feel noisy.

Menu navigation is another major pain point, with misaligned categories and excessive scrolling that slow decision-making. During booking, unclear button states, hidden customisation options, and delayed price updates create uncertainty.

Checkout remains a bottleneck due to extra steps, address repetition, and slow or inconsistent promo code feedback. Finally, while users enjoy the Domino's Tracker, they don't fully trust its accuracy, noting sudden jumps or mismatched updates. Overall, users want a simpler, clearer, and more reliable ordering flow from start to finish.

Learnings

Users find the Domino's online ordering experience convenient but often confusing and inconsistent across stages.

The homepage feels cluttered with promotions, making it unclear where to begin, and the menu structure requires too much scrolling and guesswork to locate items.

Customisation lacks clear visual feedback, causing uncertainty about toppings and pricing. Deals and promo codes are difficult to understand or apply, leading to distrust in pricing.

Checkout feels longer than necessary due to repeated steps and slow updates, and the mobile web experience can feel cramped or hard to tap.

Overall, while users enjoy the end result, the ordering journey has multiple friction points that reduce confidence and slow down decision-making.

02 Define.

Using Figma board to refine research insights into specific design problems to address.

Affinity Diagramming.

What
A visual method used to sort and organise data from research. By categorising similar information, you can discover relationships and key themes within the data that are critical to solving user problems.

Why
Makes it easier to synthesise large amounts of data, highlighting what users experience, need, and struggle with. It encourages collaboration and helps teams quickly see trends, which leads to user-centred design decisions.

How
1. Looking back at your research, record all notes or observations on individual sticky notes.
2. Colour-code insight to note where it came from (eg. purple for user interviews, yellow for social scrape).
3. Look for patterns in notes or observations that are related and group them.
4. Create a group for each pattern or theme
5. Give each theme or group a name (eg. “Booking Confusion” or “Mobile Preferences.”).
6. Create a statement of what you learned about each group (provide your analysis or key insight).



Affinity Diagramming.

Themes

Group 1

Theme name

Cluttered & Confusing Navigation

Statement

Users struggle to find items quickly because the menu layout feels cluttered, categories are unclear, and excessive deals crowd the interface. This slows down decision-making and increases frustration, especially for mobile users who rely on quick scanning and minimal scrolling.

Group 2

Theme name

Deals & Pricing Uncertainty

Statement

Users don’t trust the pricing because deals feel confusing, promo codes behave inconsistently, and savings aren’t clearly explained. This creates doubt and forces users to compare multiple screens or reconfigure baskets to understand what they’re paying.

Group 3

Theme name

Checkout Friction & Repetition

Statement

The checkout process feels longer than necessary due to repeated address entry, login prompts, and slow-loading form fields. These issues disrupt the flow and cause users to lose momentum or abandon the process altogether.

Group 4

Theme name

Tracker Accuracy & Reliability Issues

Statement

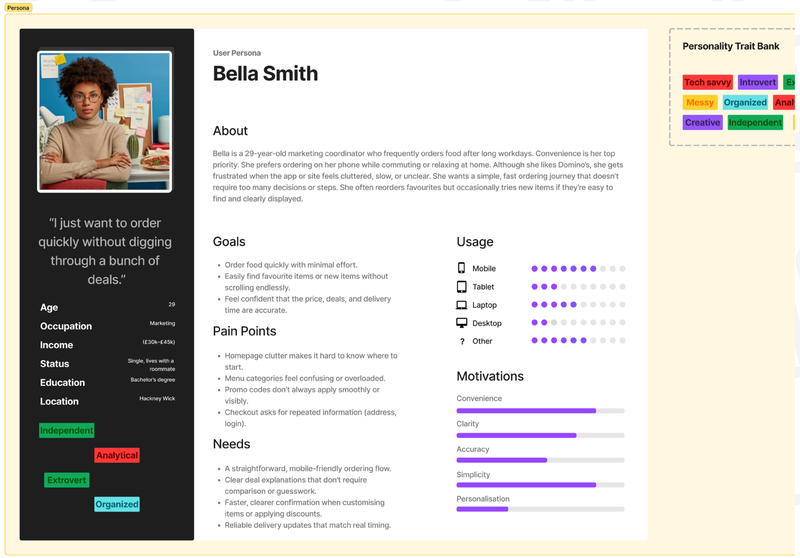
The Domino’s Tracker is fun but not trusted. Users often feel misled when the tracker jumps stages, shows unrealistic timing, or gives inconsistent progress updates. This reduces confidence in the ordering system and creates anxiety about arrival times.

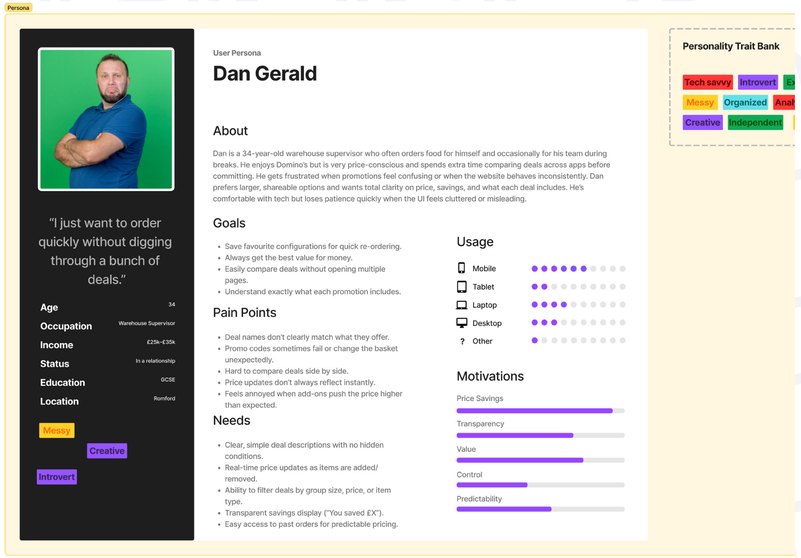
User Persona.

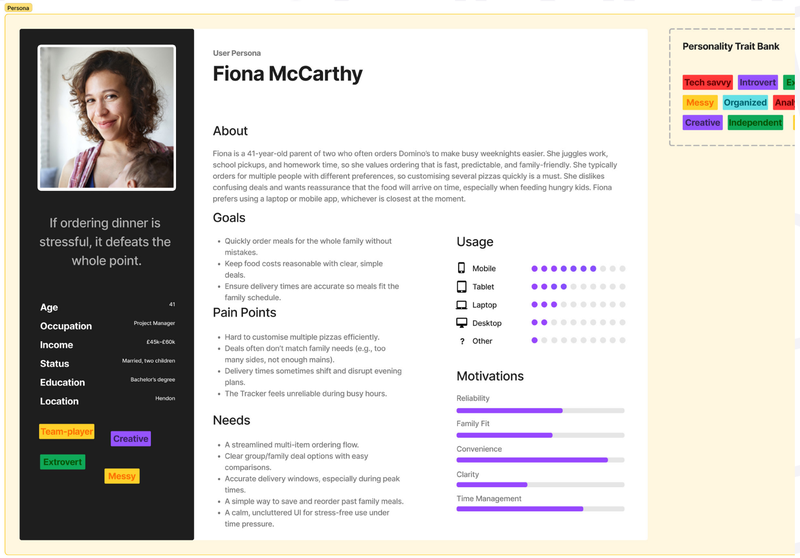
What
Fictional, representative profiles that capture key characteristics of a typical user. Personas can display a variety of characteristics, depending on the type of product being designed.

Why
Personas help teams empathise with specific user needs, guiding design and development with a clear picture of who they are creating for.

How
Using the template, include as much or little information as you feel is required for your project.







Learnings
The personas show that Domino's customers have a wide range of motivations, but all expect a smooth, stress-free digital journey that adapts to their needs.

Some rely on Domino's for quick, no-thinking meals, while others look for clarity around deals or flexibility for group and family orders.

Certain users browse deliberately and enjoy exploring the menu, whereas tech-oriented customers expect polished interactions and instant system feedback.

Despite these differences, the personas consistently highlight the importance of clear information, predictable steps, trustworthy timings, and effortless reordering.

This reinforces the need for a digital experience that is simple, responsive, and supportive of different ordering styles without overwhelming the user.

Archetype.

What
An archetype is a simplified type of persona that only includes a user's behaviour without detailing demographic characteristics. It can be used in cases when a persona may be too specific, or when additional research is needed.

Why
Archetypes allow designers to focus on behavioural motivations rather than individual demographic details, helping them create solutions that satisfy fundamental needs and preferences.

How
Group users based on common goals, challenges, or motivations rather than demographic characteristics. Summarise these patterns in profiles like "The Deal Hunter" or "The Early Adopter," which represent shared behaviours or values rather than specific user types.

User Archetype

The Deal-Driven Maximiser

Core Needs

- *Clear, honest pricing with no surprises*
- *Deals that are easy to compare at a glance*
- *Fast ways to sort or filter offers*
- *Real-time price updates when customising items*
- *Confidence that they are getting the best value available*
- *A smooth checkout where promo codes always work*
- *Simple ways to re-order favourite value combos*

Behaviours

- *Spends extra time comparing deals across Domino's and competitors*
- *Reads the fine print on offers and gets frustrated when details are unclear*
- *Abandons the cart if the price changes unexpectedly*
- *Actively searches for promo codes before checking out*
- *Adds and removes items to test different deal combinations*
- *Remembers past prices and notices when something seems "off"*
- *Shares good deals with friends or coworkers*
- *Will switch platforms if another app displays the deal more clearly*

User Archetype

The Late-Night Convenience Seeker

Core Needs

- *Fast ordering with minimal thinking required*
- *Clear visibility of what's still available late at night*
- *Reliable delivery estimates when stores are busy or understaffed*
- *A UI that works smoothly on tired eyes and low attention*
- *Easy access to favourite late-night orders*
- *Friction-free checkout that doesn't require account steps*

Behaviours

- *Orders when tired, stressed, or multitasking*
- *Skips deals and menus, heading straight to "Repeat Order" or "Popular Items"*
- *Gets impatient if the app or site slows down*
- *Relies heavily on delivery time accuracy*
- *Frequently orders on mobile while already in bed or on the sofa*
- *Abandons the experience quickly if anything feels confusing*
- *Complains loudly online when the order arrives late*

User Archetype

The Explorative Menu Browser

Core Needs

- *A clean, visually rich menu layout*
- *Clear photos, descriptions, and ingredient details*
- *Easy ways to discover new or seasonal items*
- *A clear customisation flow that feels fun, not overwhelming*
- *A way to compare items without losing their place*
- *Honest explanations of what's included in deals*

Behaviours

- *Scrolls the full menu looking for something new*
- *Clicks every section to "see what's there"*
- *Gets frustrated when categories feel unclear or repetitive*
- *Changes topping combinations multiple times before deciding*
- *Reads descriptions carefully to avoid ordering something wrong*
- *Tries new deals but backs out if the pricing feels confusing*
- *Shares unique or limited-time items with friends*

Learnings
The archetypes reveal that Domino's serves several distinct behavioural mindsets, each with different expectations from the ordering experience.

Some users prioritise speed and minimal effort, needing fast re-ordering and a clean, uncluttered interface, while others are highly price-driven and want transparent deals with accurate savings.

Families need a calm, structured flow that supports ordering for multiple people, whereas late-night users expect effortless, low-attention interactions. Tech-optimised users demand instant feedback, smooth UI interactions, and total system reliability.

Across all archetypes, common needs emerge around clarity, trust, and reduced friction—showing that Domino's must support multiple behaviours with one flexible, intuitive digital experience.

Jobs to be Done.

What

Jobs to be Done is a framework focused on understanding what “job” users “hire” a product to do. It examines the underlying tasks, motivations, and goals users have when they choose a product or service to fulfil a need.

Why

JTBD helps teams dig into the reasons behind user choices, beyond traditional demographics or superficial behaviours. It’s especially useful for uncovering user motivations that aren’t immediately obvious, allowing for more innovative and targeted solutions.

How

To use JTBD, review your user research to understand the context and motivations for using a product. Capture insights in the JTBD statement format, in the table: “When [situation], I want to [motivation], so I can [expected benefit].

	Situation		Motivation		Expected outcome
When	I’m tired after work and need something fast	I want to	to place an order with as few steps as possible	so I can	eat quickly and get back to relaxing or finishing tasks.
When	I’m deciding where to order from	I want to	clearly compare deals and apply discounts easily	so I can	feel confident I’m getting the best value for my money.
When	it’s late and I’m hungry	I want to	reorder my past meals quickly	so I can	get food fast without thinking too much.
When	I’m browsing the menu for something new	I want to	easily find interesting items with clear descriptions	so I can	try something different without feeling overwhelmed.
When	I’m waiting for my order to arrive	I want to	see accurate, real-time progress updates	so I can	plan my time and avoid waiting around unnecessarily.
When	I’m using a food ordering app	I want to	receive instant visual feedback for every action	so I can	trust the system and know my selections went through correctly.
When	I’m hungry and don’t want to think	I want to	access my usual order immediately	so I can	reorder in seconds without browsing the menu.
When	I’m adding items to my basket	I want to	see accurate price updates as I make changes	so I can	stay within my budget without surprises at checkout.
When	I’m reviewing my order before paying	I want to	clearly see what I selected and what’s included	so I can	feel confident there won’t be mistakes in my delivery.
When	I’m ordering from my phone	I want to	navigate the menu easily without excessive scrolling	so I can	find items quickly and avoid frustration on a small screen.
When	I’m not sure what I want to eat	I want to	see helpful recommendations or popular choices	so I can	make a decision faster without feeling overwhelmed.

Learnings

The JTBD analysis shows that Domino’s users rely on the service to help them accomplish fast, low-effort, and reliable food ordering in a variety of contexts—whether they are tired, hungry, busy, browsing, price-conscious, or deciding for multiple people.

Across all situations, users want clarity (clear pricing, clear options, clear updates), confidence (knowing their customisations and promo codes worked), and predictability (accurate delivery timing and trustworthy order tracking).

They expect the journey to adapt to their motivation—speed for re-orderers, transparency for deal-seekers, flexibility for families, and precision for tech-savvy users.

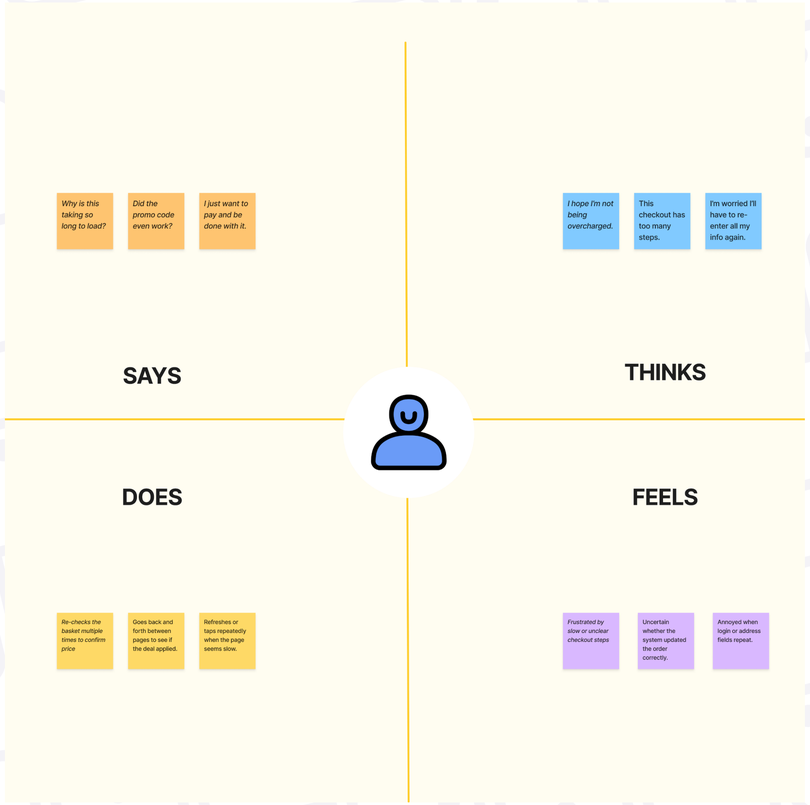
Overall, the JTBD work highlights that Domino’s needs to support multiple “jobs” with one smooth experience: quick ordering, smart decision support, reliable communication, and effortless fulfilment.

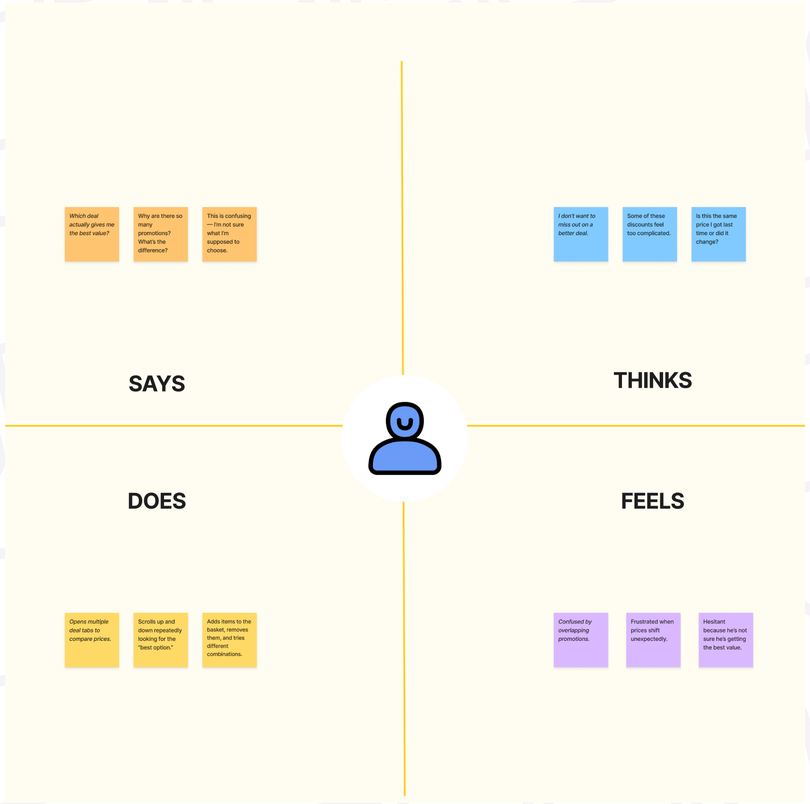
Empathy Mapping.

What
Empathy mapping is a technique that visually breaks down the user experience into four quadrants, Think, Feel, Say, Do, at specific stages of an interaction. It helps clarify what users are experiencing and guides design decisions.

Why
Empathy mapping makes user research more actionable by creating a clear picture of the user's emotional and behavioural landscape. It helps teams align around user needs, gain insight into user frustrations, and prioritise issues that matter most in the user journey.

How
Choose a specific user persona, then select the key stage of their journey. Capture what the user thinks, feels, says, and does at that moment, noting thoughts, emotions, expressed frustrations or comments, and observable actions. Finally, look for patterns across these quadrants to uncover pain points, unmet needs, and emotional cues.





Learnings
Across Bella, Fiona, and Dan, the shared learning is that users need an ordering experience that is fast, clear, and completely reliable—though each highlights this in a different way.

Bella shows the importance of a clean, mobile-first flow with minimal clutter and instant feedback. Fiona reveals the need for simplicity and stability when building multiple family meals, along with accurate delivery timings and clear customisation options.

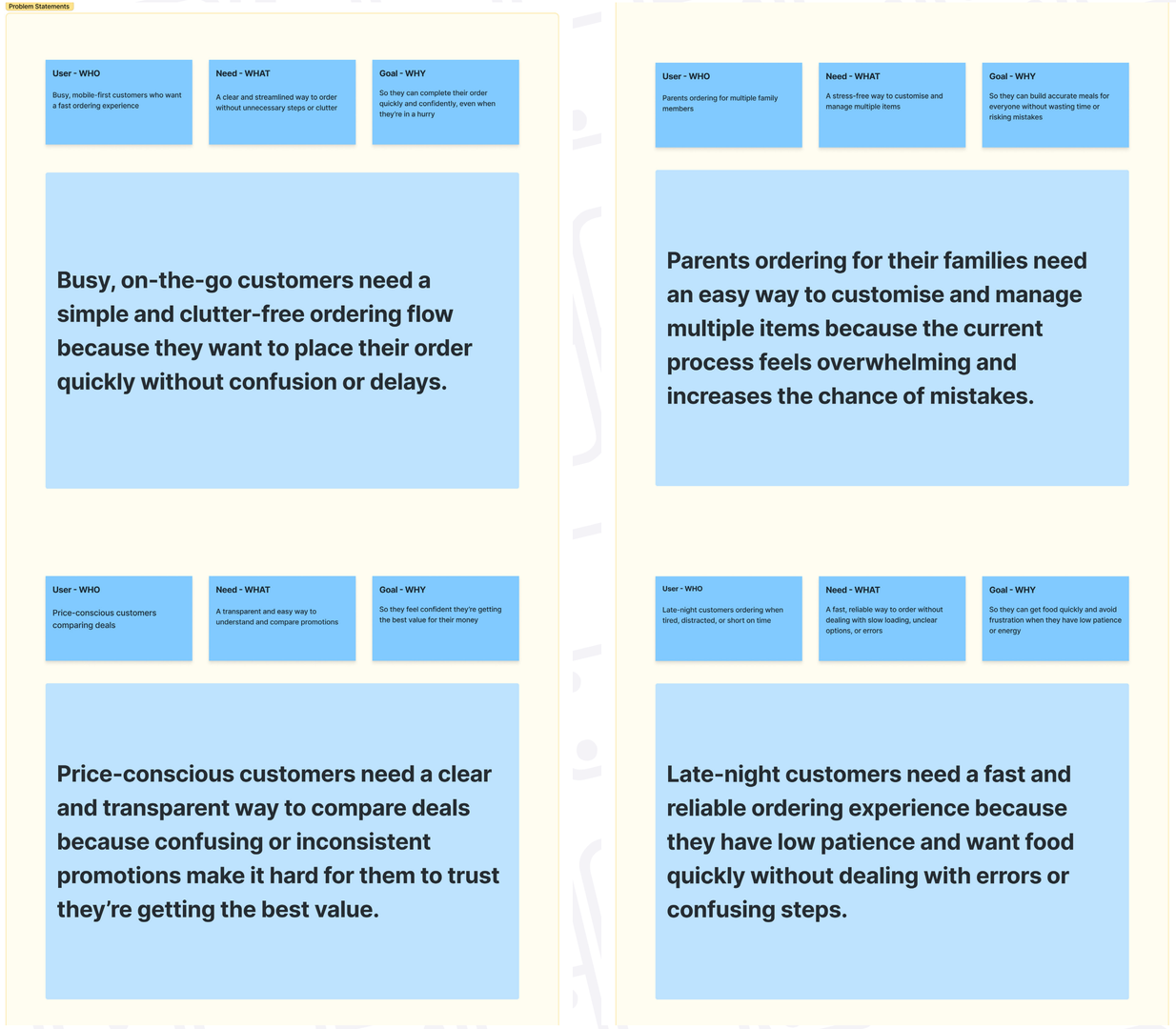
Dan emphasises full pricing transparency, consistent deals, and responsive basket updates to feel in control. Together, they show that confidence and satisfaction come from an experience that reduces effort, eliminates uncertainty, and clearly communicates every step.

Problem Statement.

What
A Problem Statement concisely articulates a specific user need or pain point identified during research. It defines the scope of the problem without suggesting solutions.

Why
Crafting a clear Problem Statement ensures that the design challenge remains user-focused and actionable.

How
1. Review user insights to identify common themes or issues.
2. Select a key user pain point or unmet need.
3. Structure the Problem Statement to reflect the “who,” “what,” and “why”.



How might we (HMW)

What
HMW questions are open-ended, optimistic questions that reframe the Problem Statement to focus on potential solutions. They often start with “How might we…” to encourage exploration and creativity.

Why
HMW questions allow teams to explore diverse ideas without jumping directly to specific solutions. They open up the problem, inviting different perspectives and creative thinking, which can lead to innovative approaches.

How
1. Start with a clear Problem Statement.
2. Reframe the problem by asking, “How might we… [address this user need or challenge]?
3. Keep the question open enough to allow multiple solutions but focused enough to guide the ideation.

Price-conscious customers need a clear and transparent way to compare deals because confusing or inconsistent promotions make it hard for them to trust they’re getting the best value.	**HMW...** present deals in a clearer way so users instantly understand what they’re getting?
	HMW... help value-driven users compare promotions without switching between tabs?
	HMW... build trust by making pricing updates obvious and consistent?

Parents ordering for their families need an easy way to customise and manage multiple items because the current process feels overwhelming and increases the chance of mistakes.	**HMW...** simplify multi-item customisation so families can order quickly and confidently?
	HMW... reduce stress by making each pizza’s choices clearer and easier to manage?
	HMW... support parents in building accurate orders for multiple people without feeling overwhelmed?

Busy, on-the-go customers need a simple and clutter-free ordering flow because they want to place their order quickly without confusion or delays.	**HMW...** make it easier for busy users to start an order without dealing with visual clutter?
	HMW... streamline the ordering flow so Bella can complete it in fewer steps?
	HMW... give users instant clarity and feedback so they feel confident while ordering quickly?

10 for 10.

What

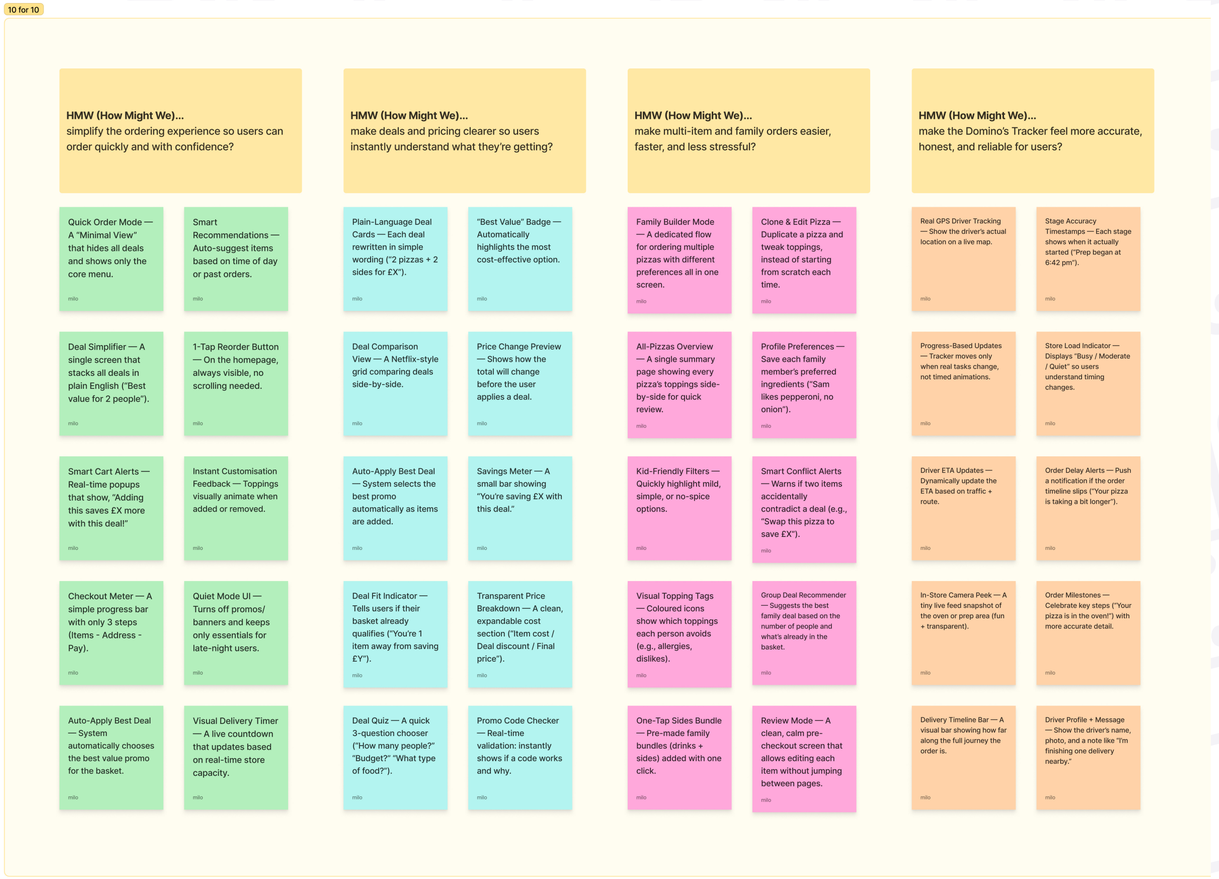
The 10 for 10 process is a fast, idea-generating exercise where you come up with 10 ideas in 10 minutes. It's all about thinking quickly and freely without overanalysing.

Why

It helps teams get unstuck and spark creativity. By focusing on quantity first, you're more likely to stumble on fresh, unexpected ideas and keep the creative energy flowing.

How

1. Start with a clear challenge or problem.
2. Set a timer for 10 minutes.
3. Create 10 different ideas as fast as you can, no judging or editing yourself. [Press 'S' to create a sticky]
4. Embrace all ideas, even the wild or silly ones.
5. Once time's up, go through the ideas, group similar ones, and see which ones are worth exploring further.



Chosen to Define.

Include...

Company/brand/ service you're refining.

URL if possible.

Domino's Pizza Online Ordering Experience

https://www.dominos.co.uk

The end-to-end online ordering journey

Improving how users move from selecting a store → browsing menu → customising → checkout → tracking, ensuring the flow feels smooth, intuitive, and predictable across all stages.

Menu navigation and item discovery

Reducing clutter and improving category structure so users can easily find pizzas, sides, and deals without excessive scrolling or guessing where items are located.

Deals & pricing clarity

Simplifying how promotions are shown, making prices more transparent, and helping users understand savings without comparing multiple screens or re-configuring their baskets.

Checkout Flow & Form Friction

Streamlining repeated steps like address entry, login prompts, and payment confirmation, while speeding up loading and making each form field clearer and more efficient.

Multi-Item Family Ordering

Making it easier to customise and manage multiple pizzas or meals at once, reducing the cognitive load on users who need to build orders for several people with different preferences.

Tracker Accuracy & Transparency

Making the Domino's Tracker feel more honest and reliable by offering clearer progress indicators, better timing communication, and reducing generic "stage jumping."

Mobile-First Usability

Optimising the core experience for mobile screens by improving touch targets, reducing long scrolls, decluttering the interface, and ensuring key actions are easily reachable with one hand.

Reorder & Personalisation Features

Enhancing repeat ordering with smarter suggestions, saved favourites, and personalised shortcuts to reduce time for habitual or busy users who prefer minimal decision-making.

Onboarding & First-Time User Guidance

Improving how new users are introduced to the ordering flow by providing clearer entry points, simplified store selection, and optional guidance that helps them understand deals, categories, and shortcuts.

Accessibility & Inclusivity

Enhancing usability for all users by improving text contrast, button sizes, screen reader compatibility, colour clarity, and reducing visual overload to support accessibility standards and inclusive design.

Performance & Load Speed

Optimising loading times across key steps (menu, customisation, checkout, tracker) to reduce frustration—especially for mobile users on slower connections or during peak hours.

Consistency Across App & Website

Ensuring visual elements, actions, labels, and navigation behave the same across platforms so users switching between mobile web, app, or desktop don't have to relearn the interface.

Personal Research

About Domino's.



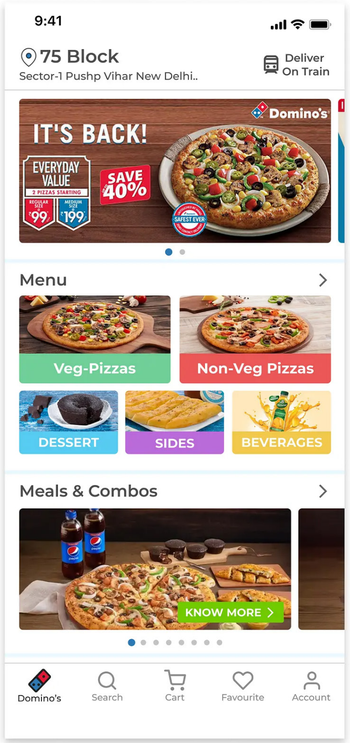
About
Domino's Pizza, Inc. – often simply called Domino's – is a global pizza company that began in 1960. Although the business is incorporated in Delaware, its main headquarters are located in the Domino's Farms complex in Ann Arbor Township, close to Ann Arbor, Michigan. By 2018, the brand had grown to around 15,000 locations worldwide, including over 5,600 stores in the U.S., about 1,500 in India, and more than 1,200 in the U.K. In total, Domino's operates across more than 83 countries and in over 5,700 cities around the world.

Why
I chose Domino's because it is a large, well-known digital food-ordering service with a complex end-to-end journey that highlights many real UX challenges. Despite its popularity and global reach, users frequently experience issues with navigation, deal clarity, checkout friction, multi-item ordering, and trust in delivery tracking. This makes Domino's an ideal case to study and refine: it has a high volume of customers, a feature-rich digital ecosystem, and clear opportunities for improvement that could meaningfully enhance user satisfaction. By analysing Domino's, I can explore real-world problems, apply UX methods at scale, and propose design solutions that address genuine user needs such as clarity, speed, simplicity, and reliability.

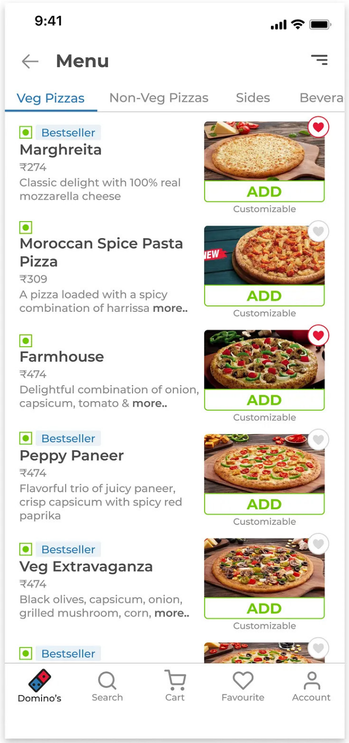
Who designed Domino's UX?
Domino's UX wasn't made by one person but evolved through dedicated internal teams and external partners like digital agency Apadmi (since 2019 for the UK), featuring leaders like Chris Thomas (Group Head of Digital Experience) and designers Cait Lepla, KyuRi Lee, and Courtney McNeil, focusing on fast, intuitive ordering with features like the Pizza Tracker.

Looking at other re-designs.

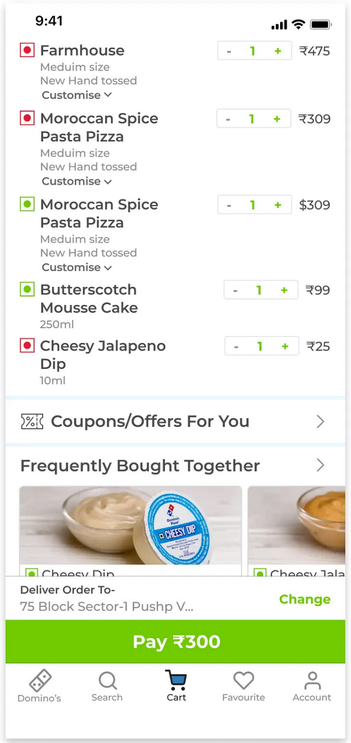
REDESIGN



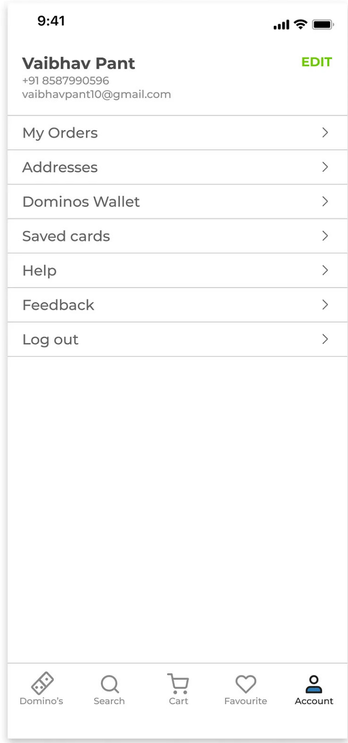
REDESIGN



REDESIGN



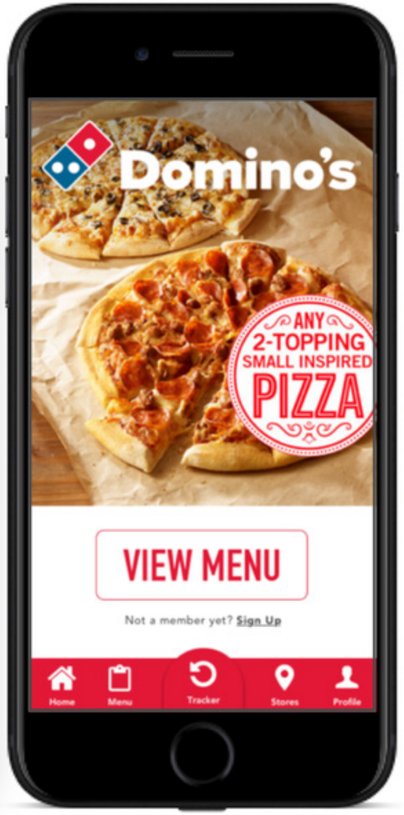
REDESIGN

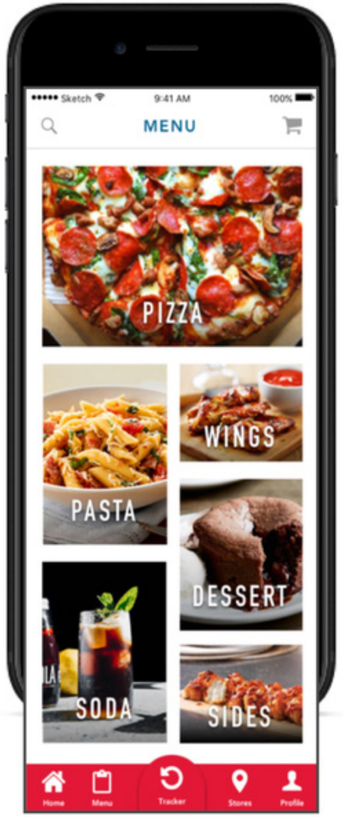


UI/UX redesign by Vaibhav Pant

This redesign case study highlights real issues in the Domino's app, including confusing navigation, inaccessible text, inconsistent icons, and an overwhelming menu. The proposed solution offers a cleaner layout with simplified categories, clearer hierarchy, better readability, and stronger accessibility. While the visual improvements are thoughtful, the redesign relies mostly on personal observations rather than user research or testing, making it aesthetically improved but not fully grounded in user needs.

Looking at other re-designs.





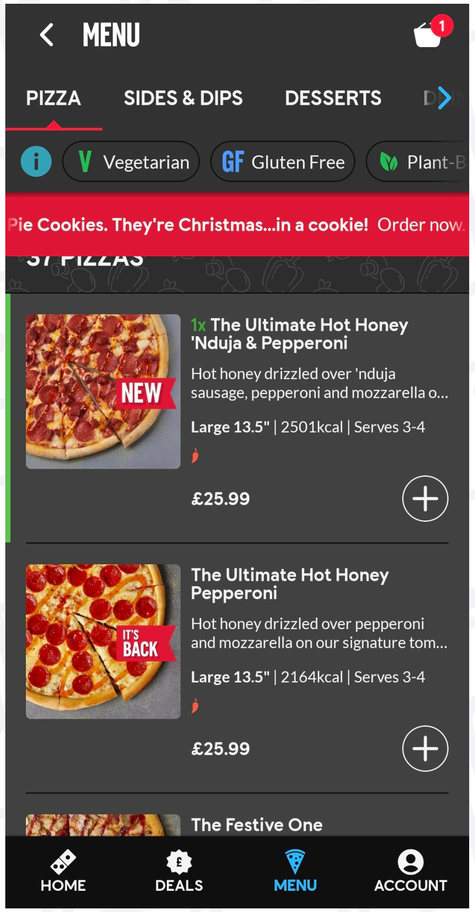


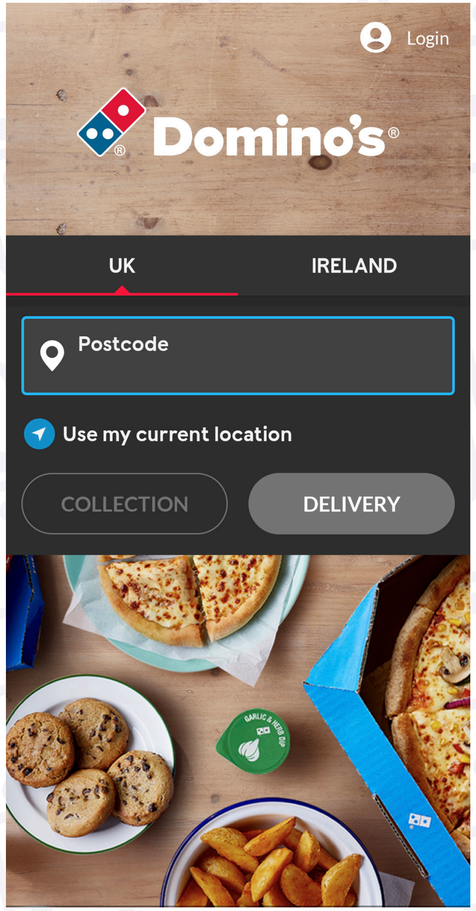


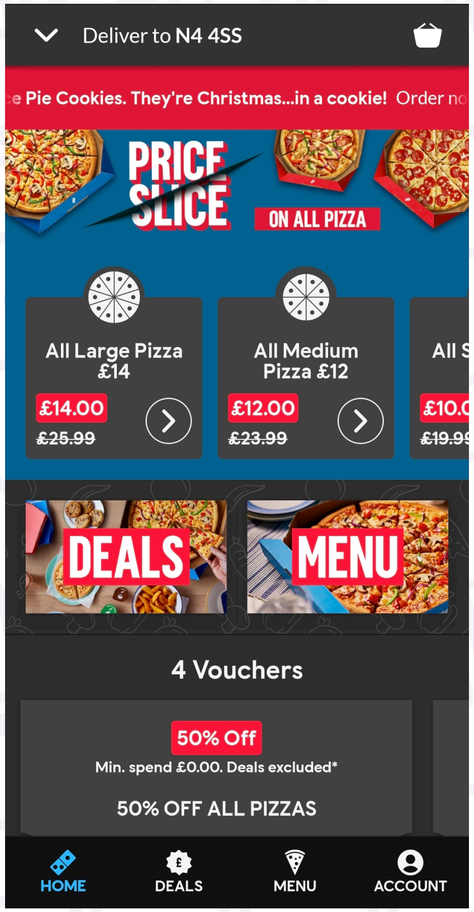
UI/UX redesign by Cait Lepla

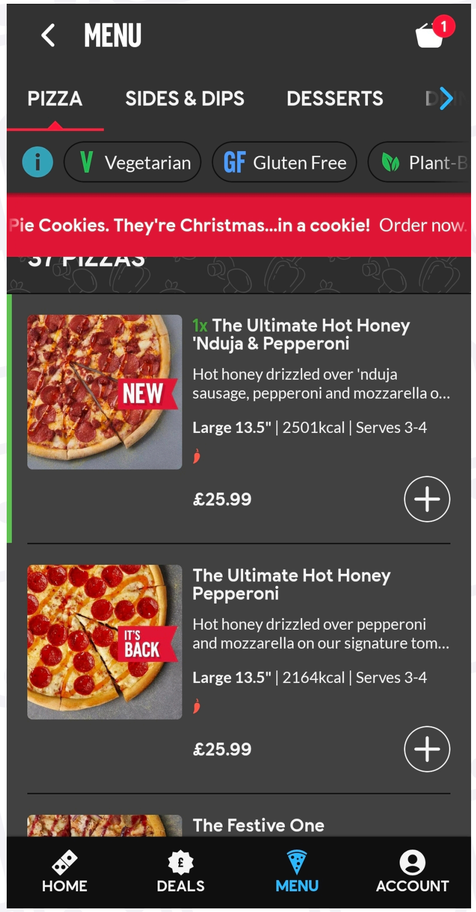
The redesign by Cait Lepla and team focuses on updating Domino's digital experience to better suit a younger, tech-savvy audience by modernising visuals, simplifying navigation, and creating a cleaner, more intuitive interface. Their work highlights inconsistencies between Domino's polished print branding and its outdated digital design, using personas and task flows to guide improvements. While the redesign delivers a fresher look and clearer structure, it relies more on visual refinement than on deep user research or validated insights, making it aesthetically stronger but not fully grounded in real user behaviour.

Looking at Domino's App.





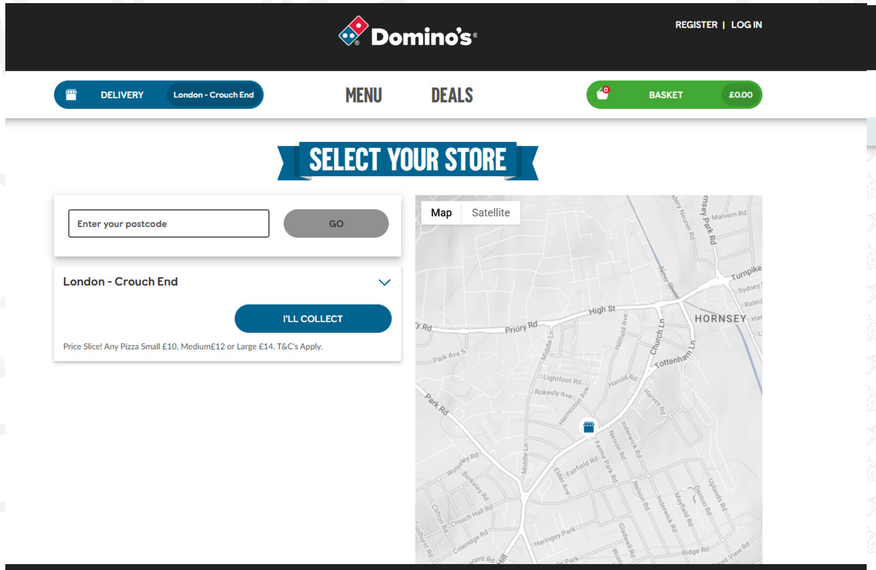


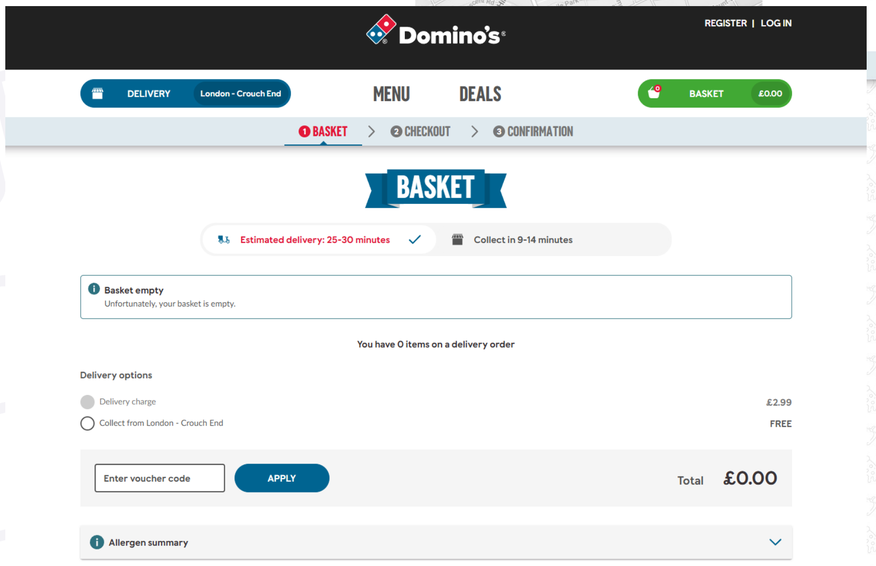


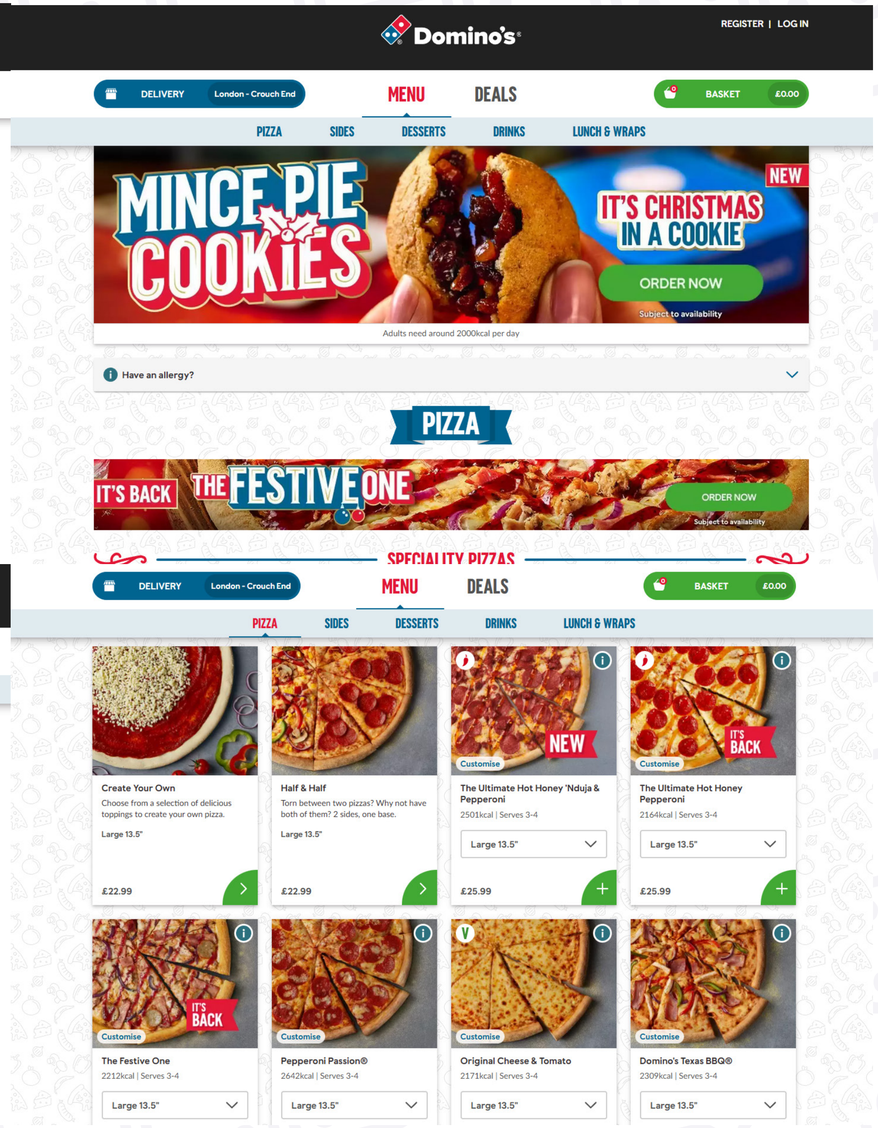
Positives and Negatives

The Domino's mobile app is easy to navigate, with large buttons, clear tabs, and a consistent card layout that makes browsing straightforward. Features like postcode entry, location detection, and a fixed bottom navigation help streamline the user flow. However, the app can feel cluttered due to heavy colours, busy banners, and long, scroll-heavy pages. While functional and user-friendly, some screens would benefit from cleaner spacing and fewer competing elements.

Looking at Domino's Website.







Positives and Negatives

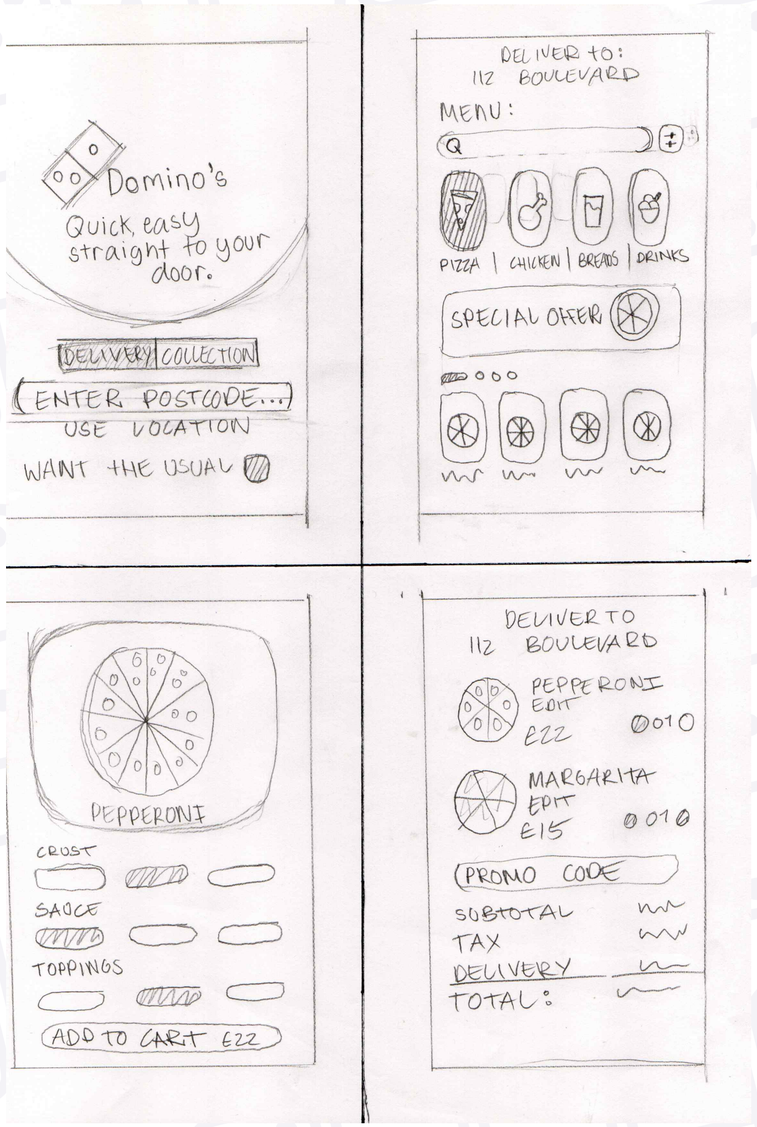
The Domino's website uses a clear card-based layout with big product images, simple category tabs, and bold action buttons, which makes browsing straightforward and visually engaging. The step-by-step checkout and store locator are also easy to follow, helping users move through the journey without confusion. However, some areas feel visually heavy, with lots of elements competing for attention, and certain pages appear cluttered due to large images and dense information. The navigation bar and promotional banners can take up a lot of space, pushing content further down the page. Overall, the site is functional and consistent, but some layout decisions could be refined to create a cleaner, less overwhelming experience.

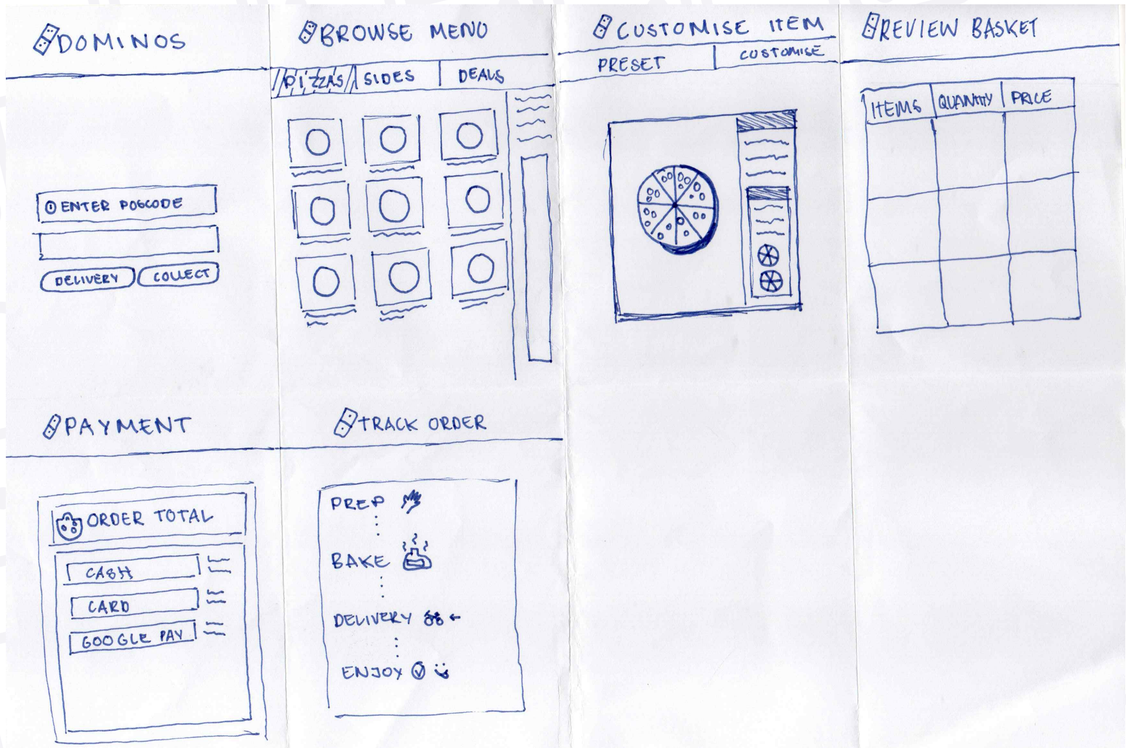
There is a clear difference between the mobile app and the website, and I aim to reduce this gap by homogenising the two, creating a more unified and fluid design that transitions seamlessly across both mobile and web platforms.

03 Design.

Generate potential solutions, create journey maps, and wireframe ideas for an improved booking journey.

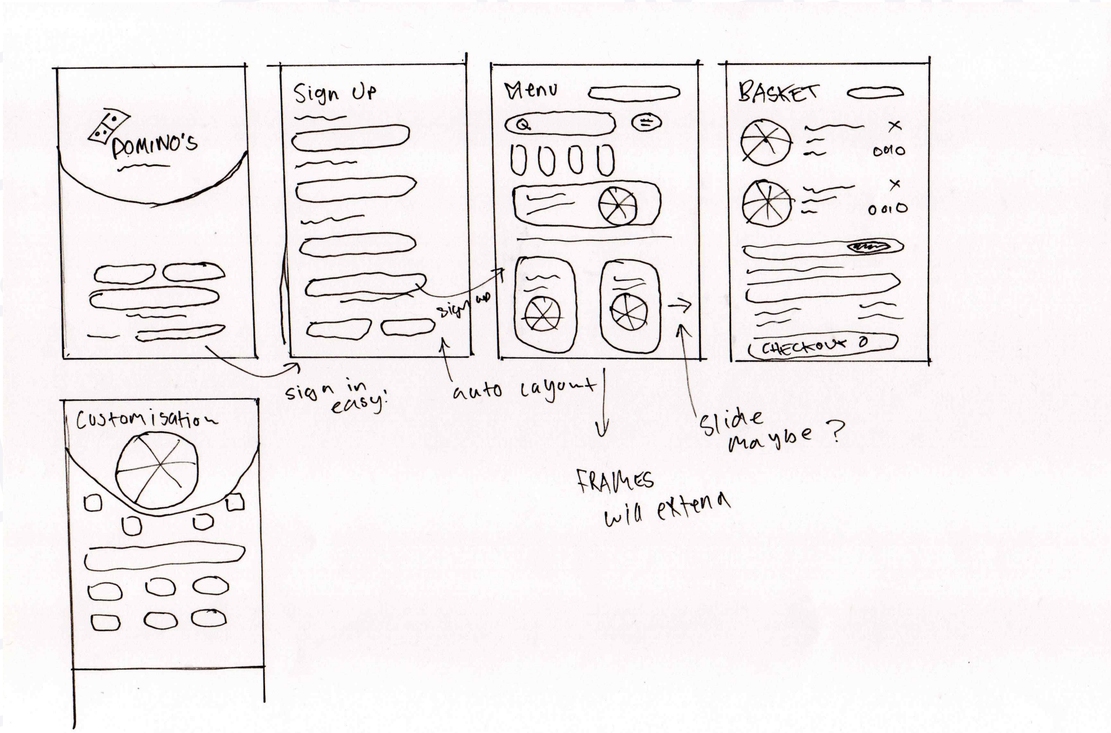
Wire frames.

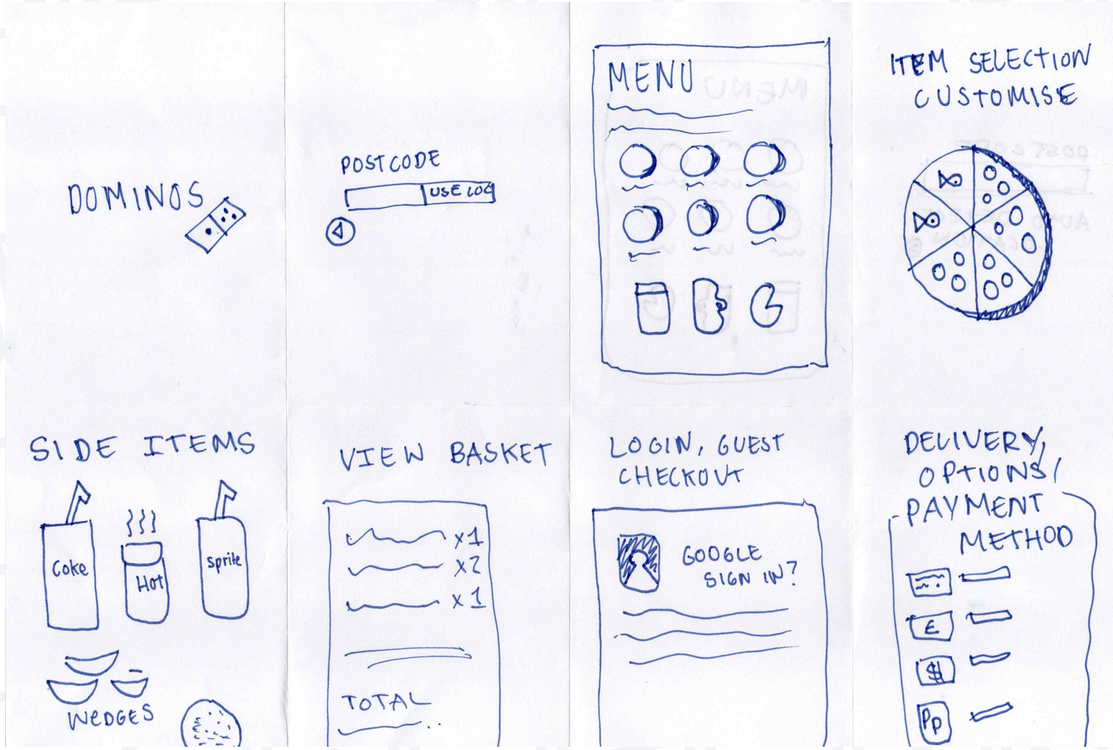




I explored several layout variations during the wireframing stage to understand which areas of the interface offered the most potential for improvement. I began by sketching 4-6 wireframes, and although they were rough, they were incredibly valuable in helping me clarify what needed refining and how the core structure of the experience should evolve.

Wire frames.





My aim was to keep the process as linear and intuitive as possible, making the user journey simple and easy to navigate. Buttons directing users to key pages and features played a central role in this approach. Creating wireframes allowed me to explore various layout ideas, and the version pictured above ultimately became the design I focused on refining.

04 Deliver.

Produce a high-fidelity, interactive prototype using Figma. The prototype should be consistent with a design system and span at least three touchpoints (e.g., digital ad, email, website). Optionally, consider extending the journey to include emails, social media, and out-of-home ads for a comprehensive user experience.

Extras I added.

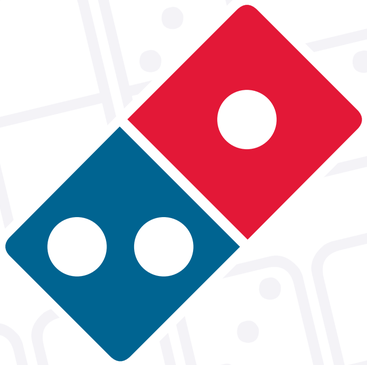
Pizzas I found on Freepik and Png tree



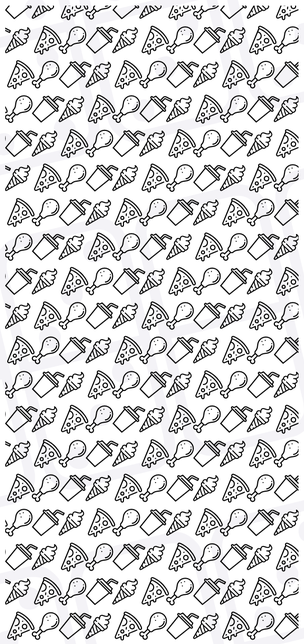




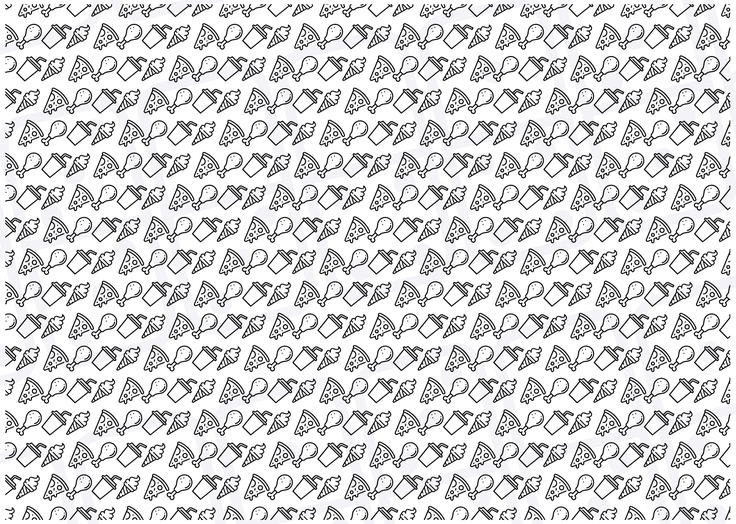

Domino's Logo SVG



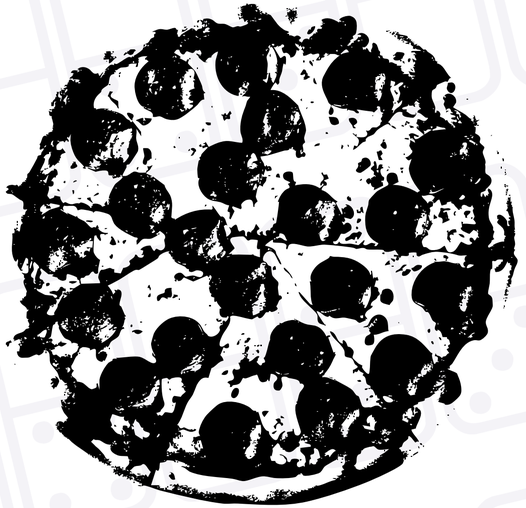
Background SVG for mobile



Background SVG for desktop



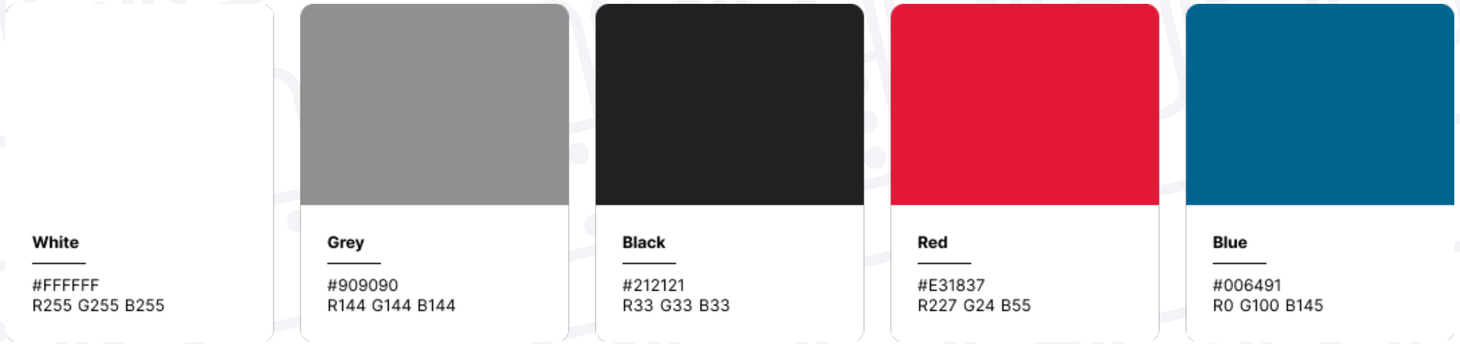
Detail SVG Vector



Icon pack on figma:

https://www.figma.com/design/v0Sb7Ydv1wajaoYgC3Kxjg/Uicons-by-Flaticon-%7C-Free-interface-icons--Community-?node-id=14-5037&t=LizYsWCjPR6bXsGA-1

Mobile App Redesign.



White
#FFFFFF
R255 G255 B255

Grey
#909090
R144 G144 B144

Black
#212121
R33 G33 B33

Red
#E31837
R227 G24 B55

Blue
#006491
R0 G100 B145

Chosen typeface:
Futura100

abcdefghijklmnopqrstuvwxyz
1234567890
-+:[]{},.:;'@".?/~#¬`

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

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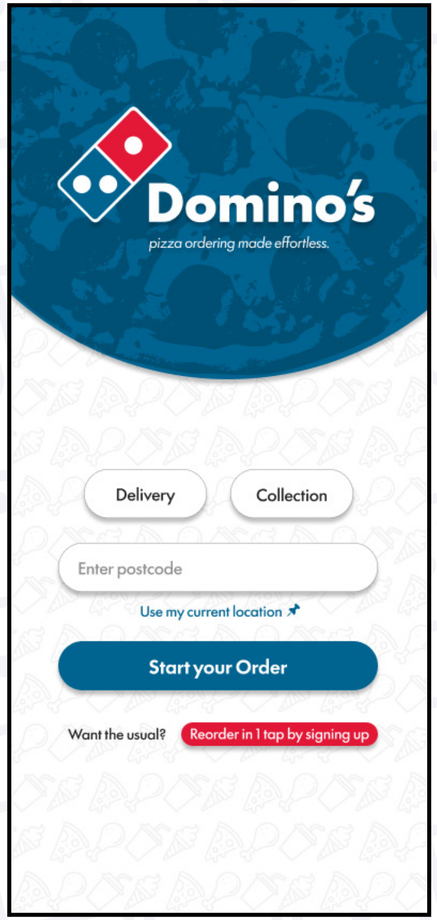
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Sub title	Futura 100	Demibold (600)	17	0%
Main text	Futura 100	Medium (500)	15	0%
Sub text	Futura 100	Regular (400)	13	0%
Italic	Futura 100	Oblique (400)	13	0%
Tiny text title	Futura 100	Demibold (600)	11	0%
Tiny text	Futura 100	Medium (500)	10	0%
Tiny text 2	Futura 100	Regular (400)	10	0%

I chose Futura100, a modernised version of Futura, as the primary typeface because it aligns well with Domino's 2015 redesigned logo. Unlike the original website, I made use of the typeface in a range of sizes to create clearer hierarchy and visual consistency.

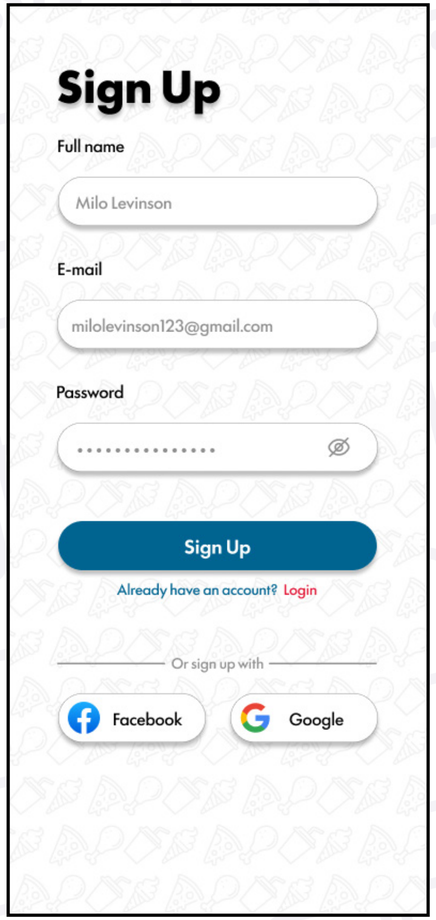
I kept it simple with a main 3 colour pallete represenating the colours on the dominos logo.

I created these component styles using a plugin called "AutoDocumentation", which helped streamline the process and maintain consistent layouts throughout the design.

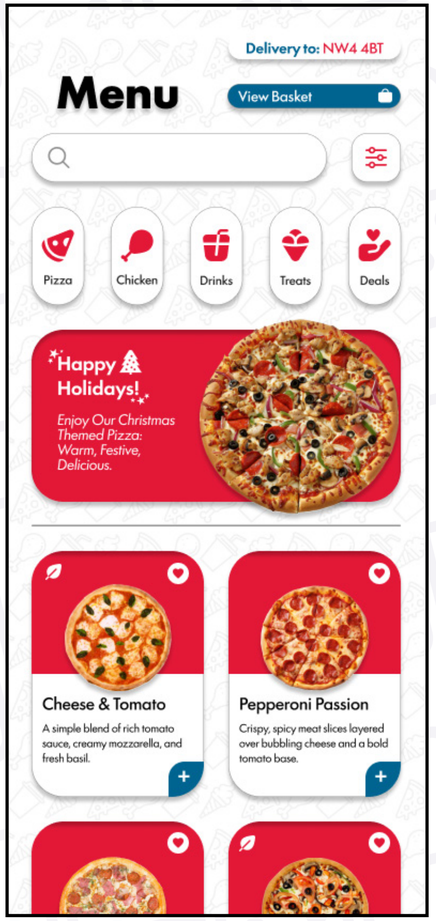
Mobile App Redesign.

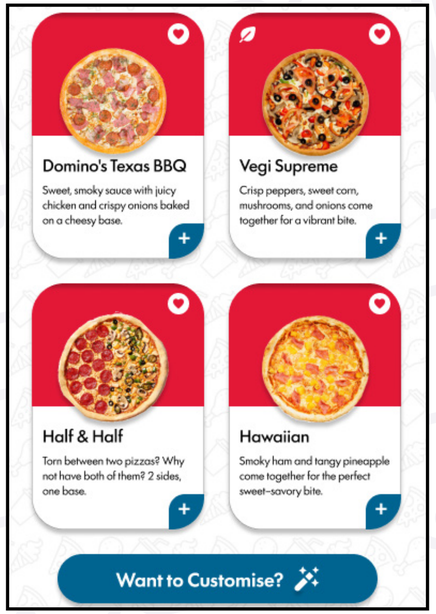


Page 1



Page 2



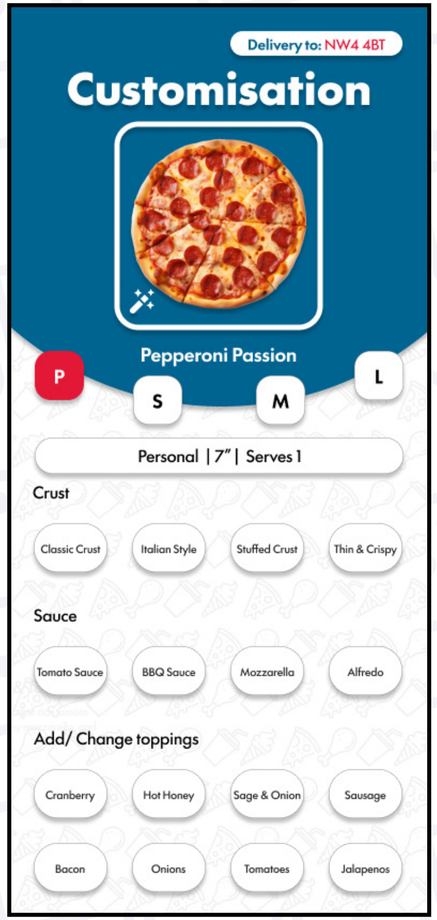


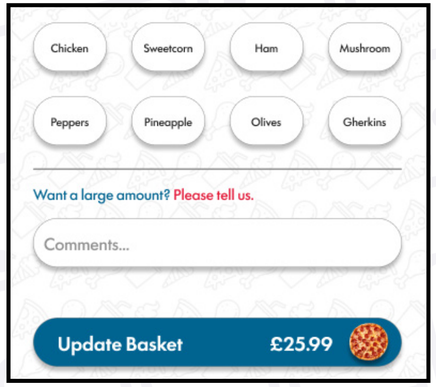
Page 3

I used the Auto-Layout feature throughout most of my app and website redesign to maintain consistent spacing between elements. I opted for a rounded, skeuomorphic aesthetic to bring a modern twist to a retro-inspired design.

I sourced the pizza icons from Freepik, and finding images that fit the design style proved to be quite challenging. After converting them to PNGs, I noticed their resolution was higher than the rest of the 72 dpi app, which may cause slight performance lag. I also used the masking tool to experiment with creating playful, layered shapes within the design.

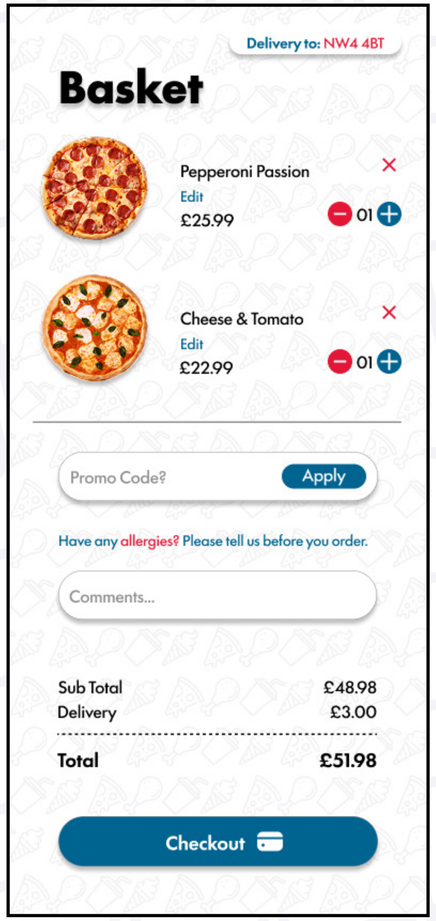
Mobile App Redesign.





Page 4

As you can see, many of the buttons extended beyond the page, so I chose to implement a scroll-within-a-scroll interaction for the app. Since it wasn't practical to display every topping in a single document, I selected a representative set to demonstrate the layout and functionality.

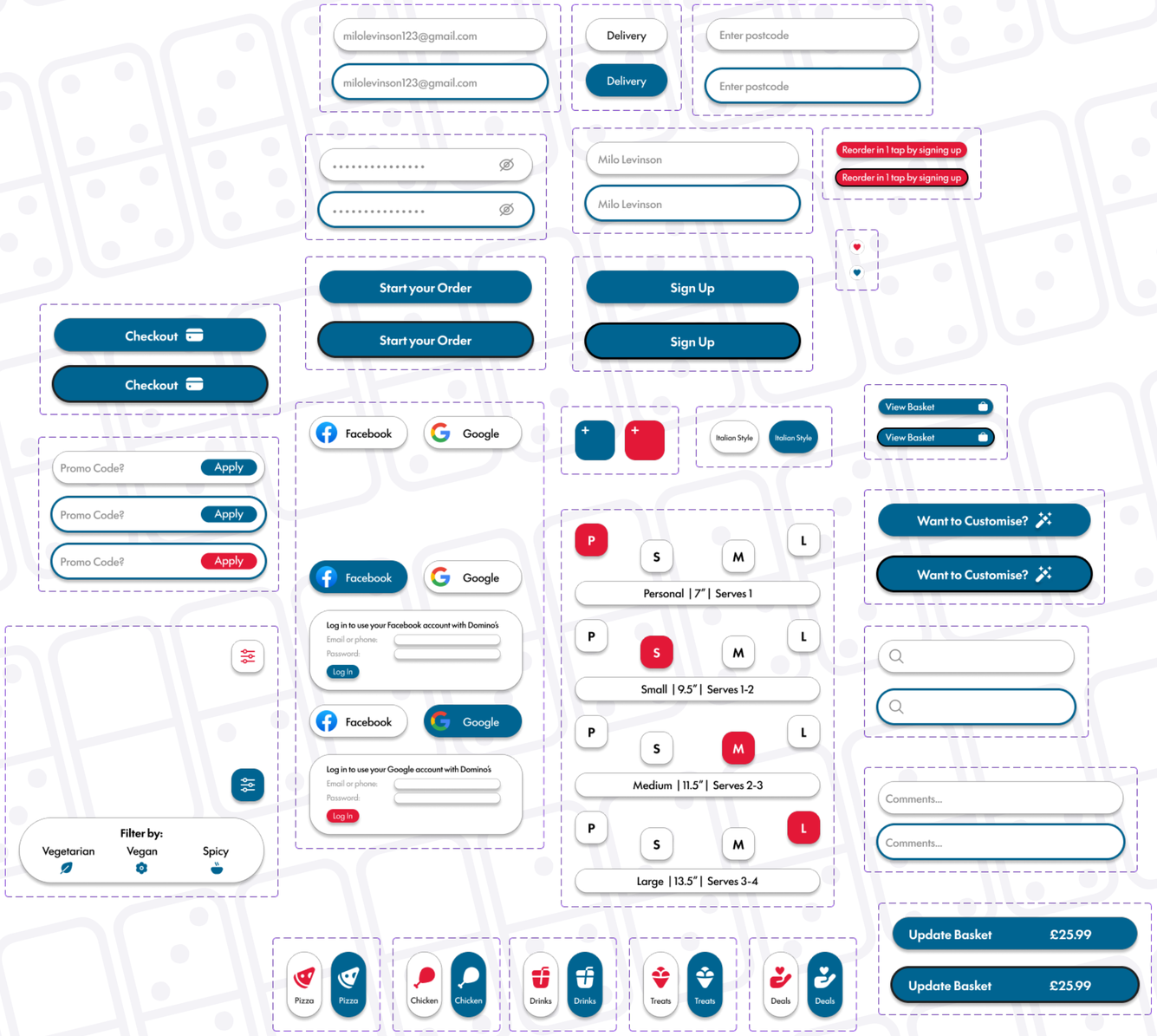


Page 5

The basket serves as the final page, and I structured each step carefully to create a clear prototype of how the app could function. The design is intentionally stripped of unnecessary elements, allowing the flow to remain as simple and intuitive as possible.

Mobile App Redesign.

As you can see, creating the component buttons was the most time-consuming part of the process. Many of the buttons required layered interactions and came in multiple variations. I couldn't rely on a single universal component because certain pages used different icons and sizes, which would have disrupted the system. As a result, I created multiple tailored components to ensure everything functioned smoothly.



Website Redesign.

White	Grey	Black	Red	Blue
#FFFFFF R255 G255 B255	#909090 R144 G144 B144	#212121 R33 G33 B33	#E31837 R227 G24 B55	#006491 R0 G100 B145

Chosen typeface:
Futura100

abcdefghijklmnopqrstuvwxyz
1234567890
-+:[]{},.:;'@".?/~#¬`

I maintained the same typeface and colour palette on the website to preserve visual continuity with the rest of the design. This followed the same three-colour AutoDocumentation setup and the Futura100 typographic approach used throughout the project.

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

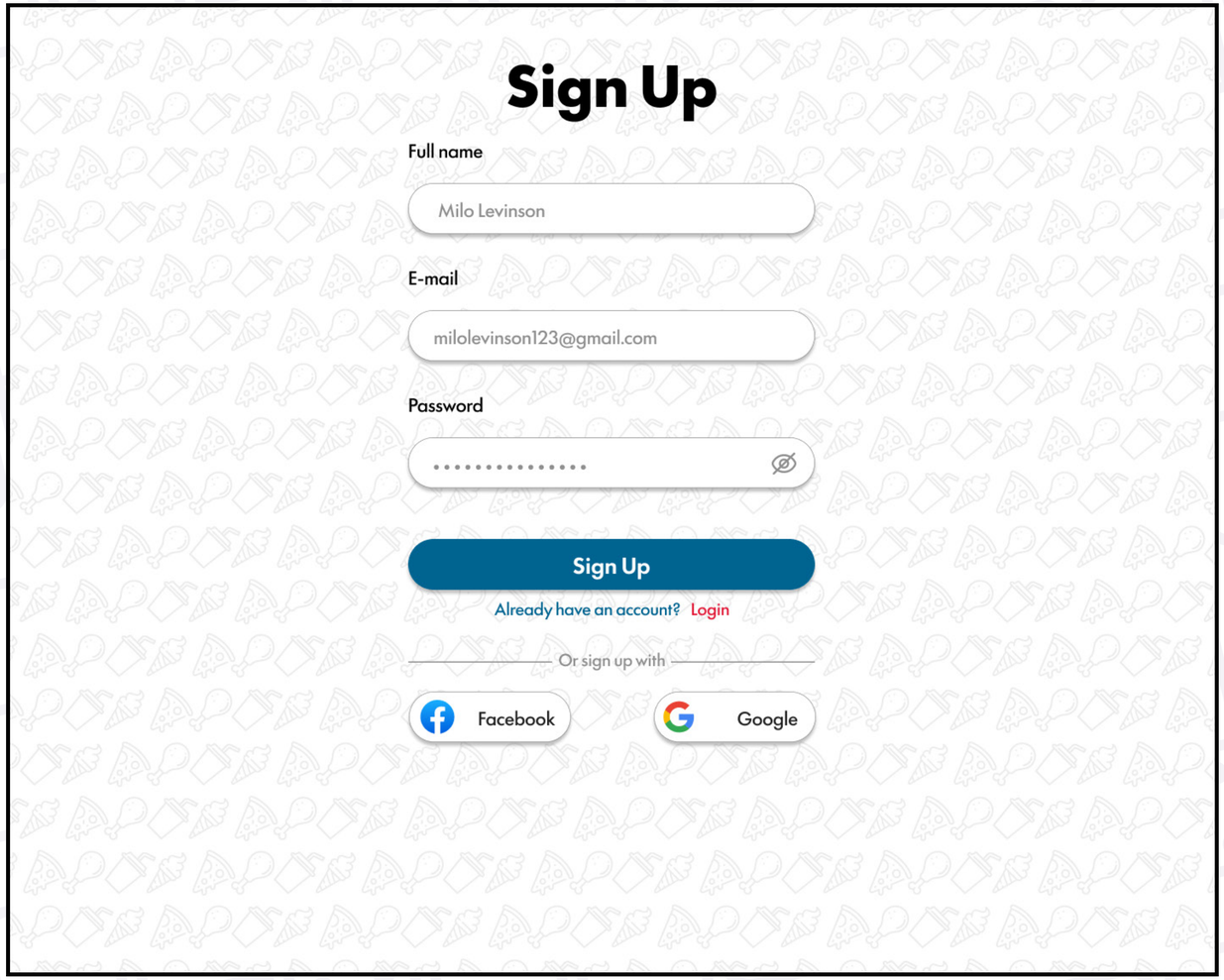
The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

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Italic	Futura 100	Oblique (400)	26	0%
Sub title	Futura 100	Demibold (600)	25	0%
Main text	Futura 100	Medium (500)	21	0%
Sub text	Futura 100	Medium (500)	19	0%
Small text	Futura 100	Medium (500)	16	0%
Small text 2	Futura 100	Regular (400)	12	0%

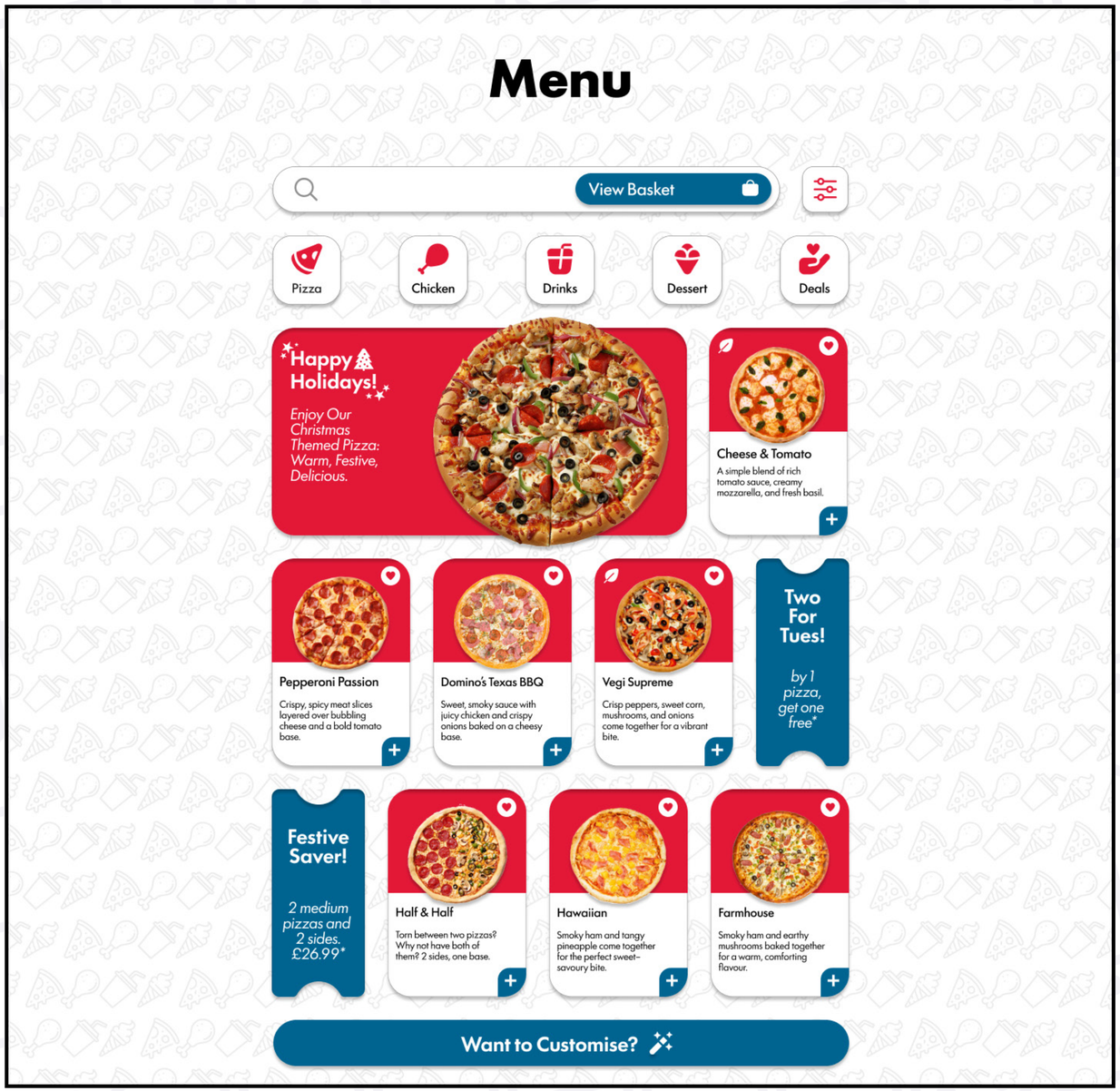
Website Redesign.





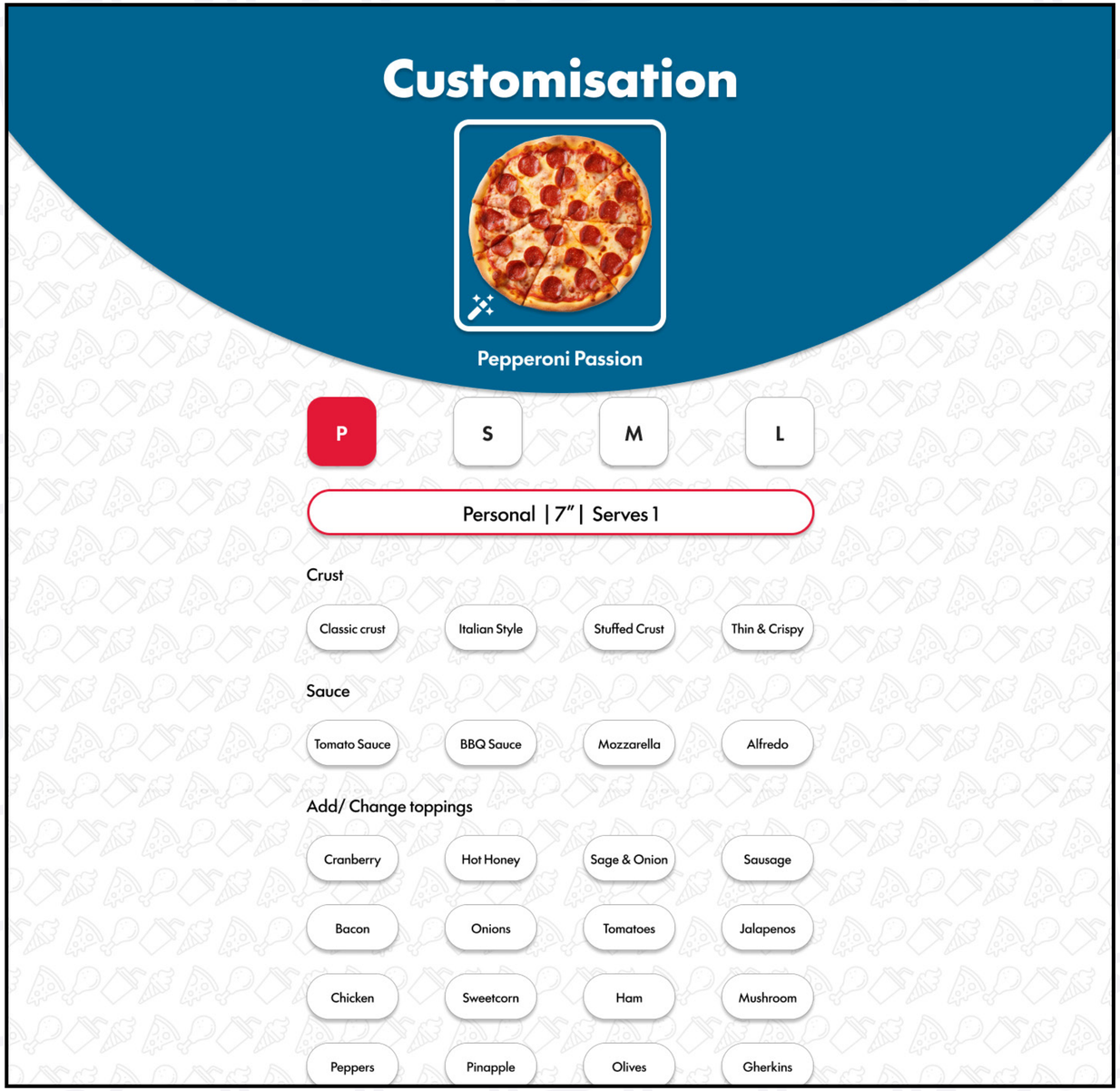
I applied the Auto-Layout system to the Domino's website to maintain visual continuity with the app. To ensure a consistent and well-structured layout, I introduced a 30-pixel grid, which allowed me to align elements cleanly and create a more organised hierarchy. I then adjusted the component sizes to accommodate the shift in pixel dimensions, helping the overall design remain balanced, cohesive, and visually consistent across both platforms.

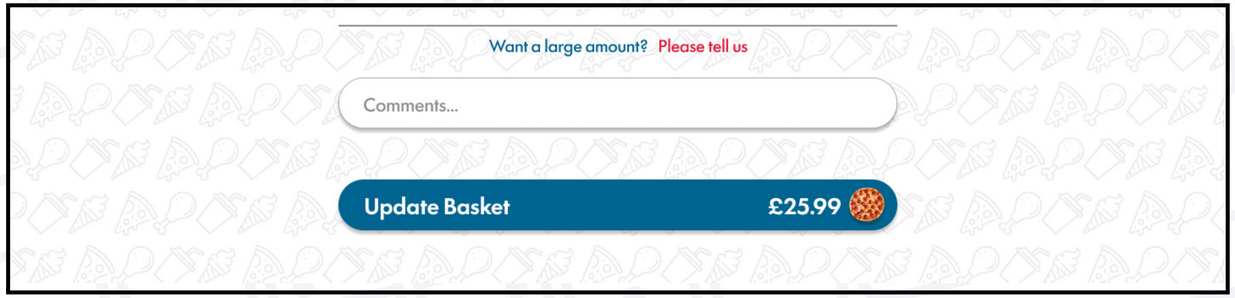
Website Redesign.



To further develop the website experience, I added interactive vouchers that users can click to activate, making the interface feel more dynamic and functional. I also refined the layout by integrating the “View Basket” button directly into the search bar to conserve space, as it was the most efficient placement without disrupting the visual hierarchy. Additionally, I adjusted the filter system so that it slides out from the side rather than the top, creating a cleaner layout and freeing up vertical space for product visibility.

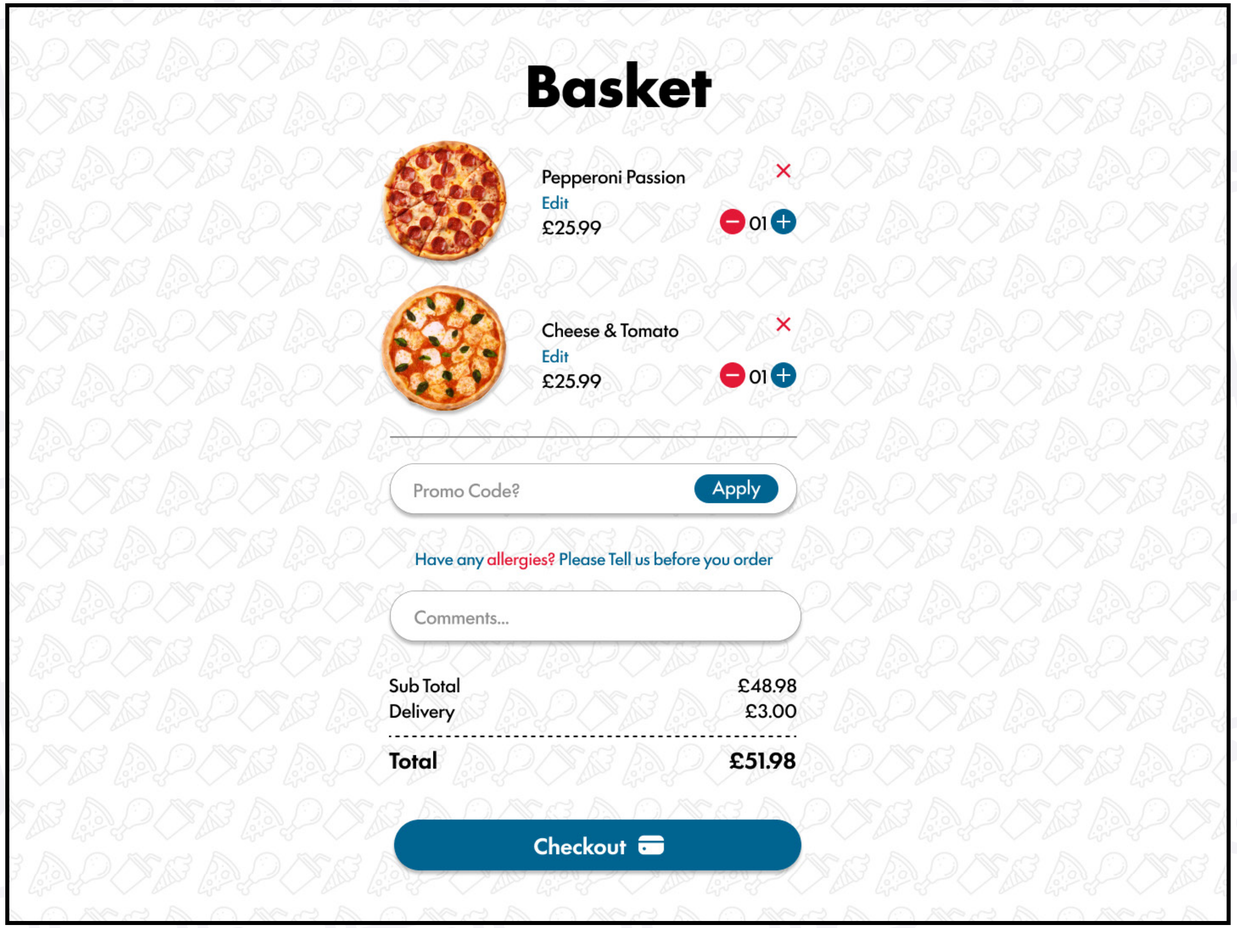
Website Redesign.





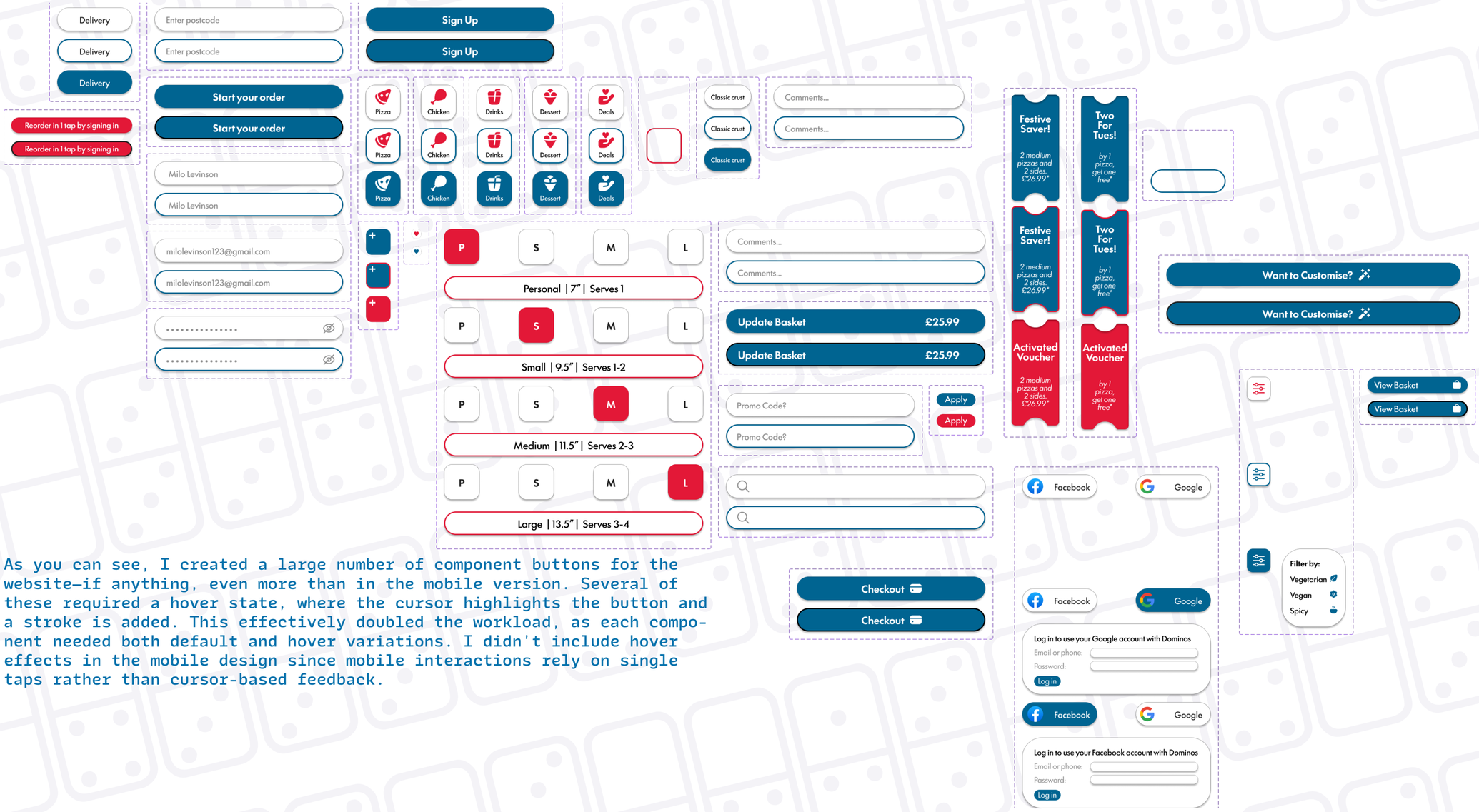
I also had to adjust the spacing within the toppings section to ensure it aligned properly with the website's overall layout. Because the horizontal and vertical pixel dimensions differed from those used in the app, the original structure no longer translated cleanly. This required me to redesign the layout specifically for the website, recalibrating the spacing and proportions so everything fit cohesively within the new grid system.

Website Redesign.



The basket page was the final stage of the project and the last page I completed. I chose to retain the same five-step system used in the mobile version.

Website Redesign.



As you can see, I created a large number of component buttons for the website—if anything, even more than in the mobile version. Several of these required a hover state, where the cursor highlights the button and a stroke is added. This effectively doubled the workload, as each component needed both default and hover variations. I didn't include hover effects in the mobile design since mobile interactions rely on single taps rather than cursor-based feedback.

Final Work Analysis.

Do I believe I have achieved a successful prototype redesign of Domino's on both mobile and web?

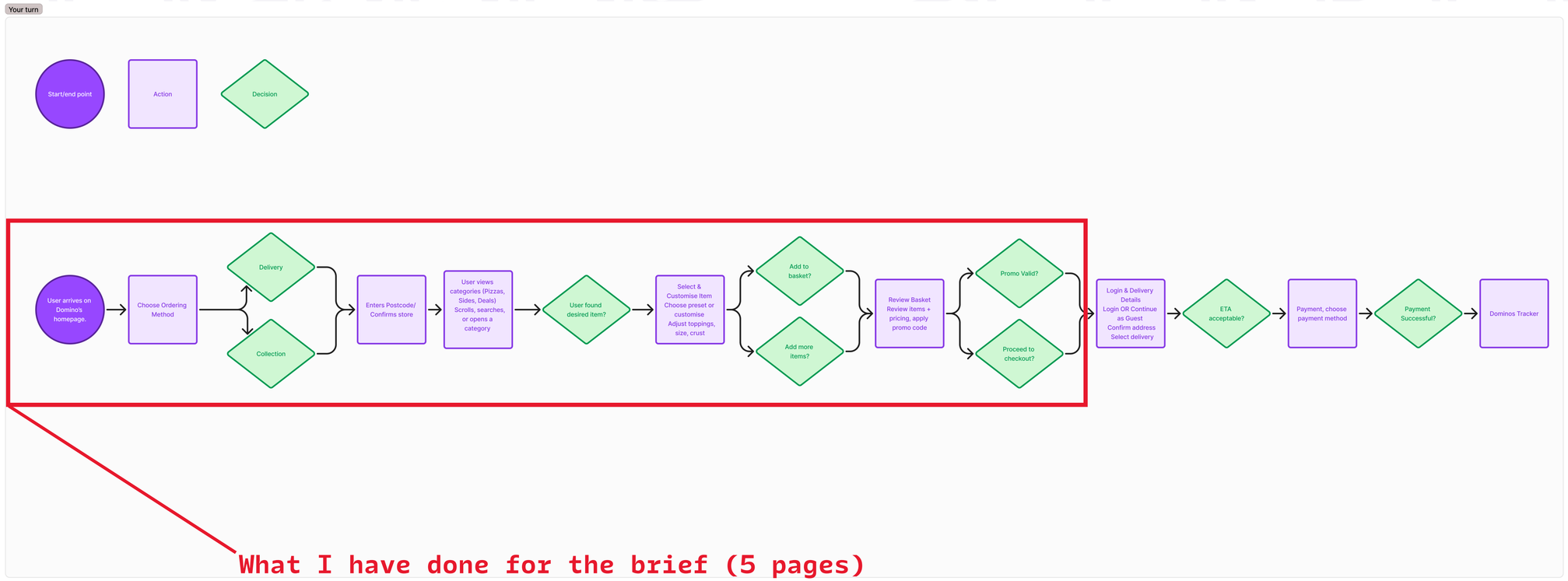
Yes—I believe my redesign is a strong foundation for a future update of Domino's digital experience across both platforms. I have reduced visual clutter, streamlined navigation, and simplified the overall user journey while removing unnecessary elements. The result is a cleaner, more intuitive system that feels more modern and focused.

What would I improve if I continued developing this project?

It would also be great to incorporate animated SVGs to bring more personality and motion into the interface. If I were to continue this project, I would focus on completing it fully from start to finish, refining every stage of the user journey. Access to Figma Premium would also be beneficial, as certain component variations and advanced features are locked behind a paywall, limiting how efficiently I can build and test more complex interactions.

Final User Flows.

Web and Mobile final user flow



Figma Links.

Discover Figma Board:

https://www.figma.com/board/fA9KqyYibfXmumwrluQSX7/Discover-Phase-Mi-lo?node-id=0-1&t=BkKOlAvbnlQLwjua-1

Define Figma Board:

https://www.figma.com/board/nJUjo35ptCAx0zLFNjxToV/MDX-Define-Phase-Mi-lo?node-id=3116-84&t=XvB9DN09Myltm10V-1

Mobile App Re-design:

https://www.figma.com/design/QFp4MRkp8LODEMDpE5gC1b/Mobile-App-Rede-sign-ML?node-id=0-1&t=4oX2tj2oCd3e58DO-1

Website Re-design:

https://www.figma.com/design/7IXzNi3Hfcjj3cujTkPQDS/Website-Rede-sign-ML?node-id=1-31145&t=cZqIRAvhMDbfaOr5-1