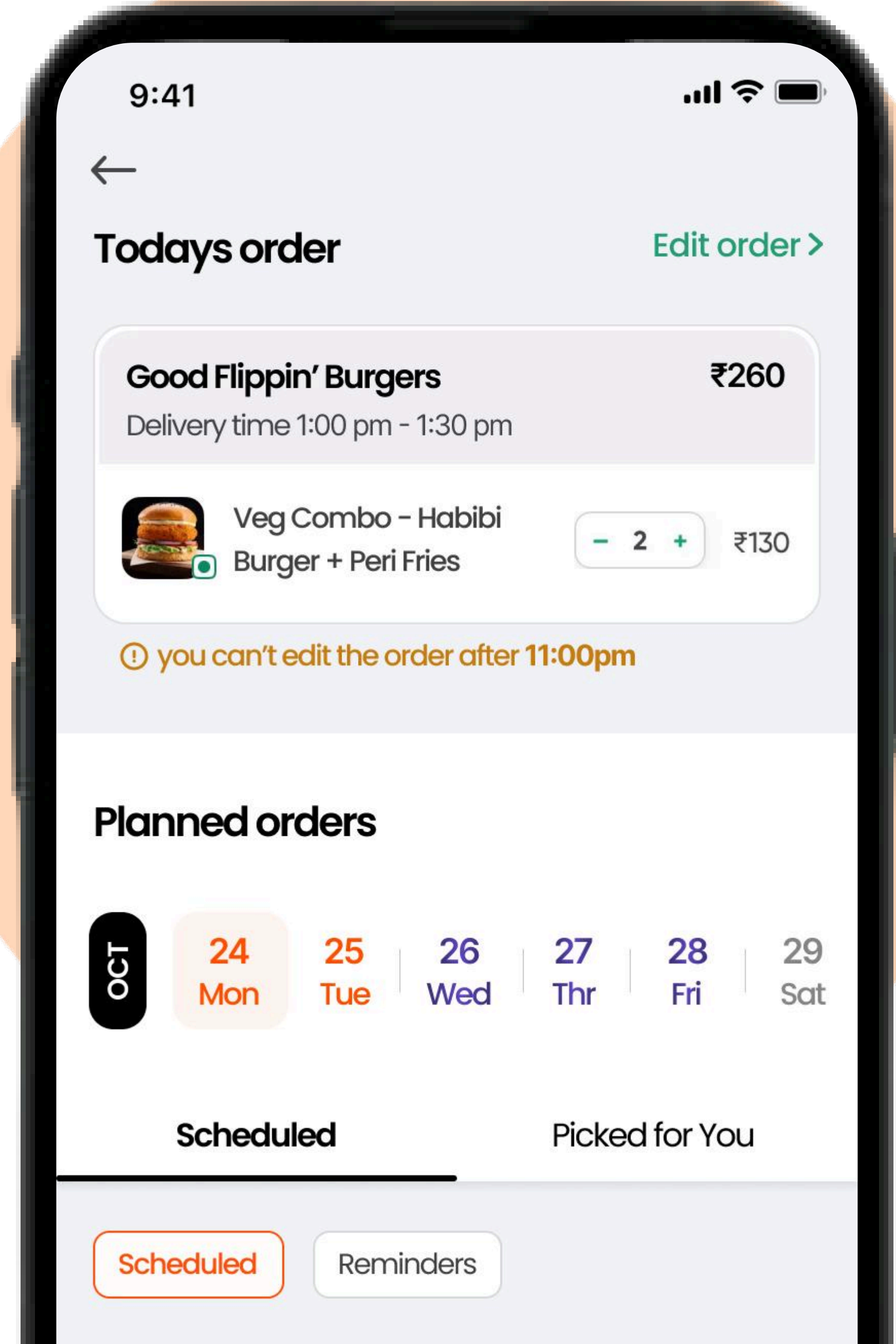




Weekday Lunch Composer:

Reducing Decision Fatigue for Office-Goers



Initial Problem Understanding

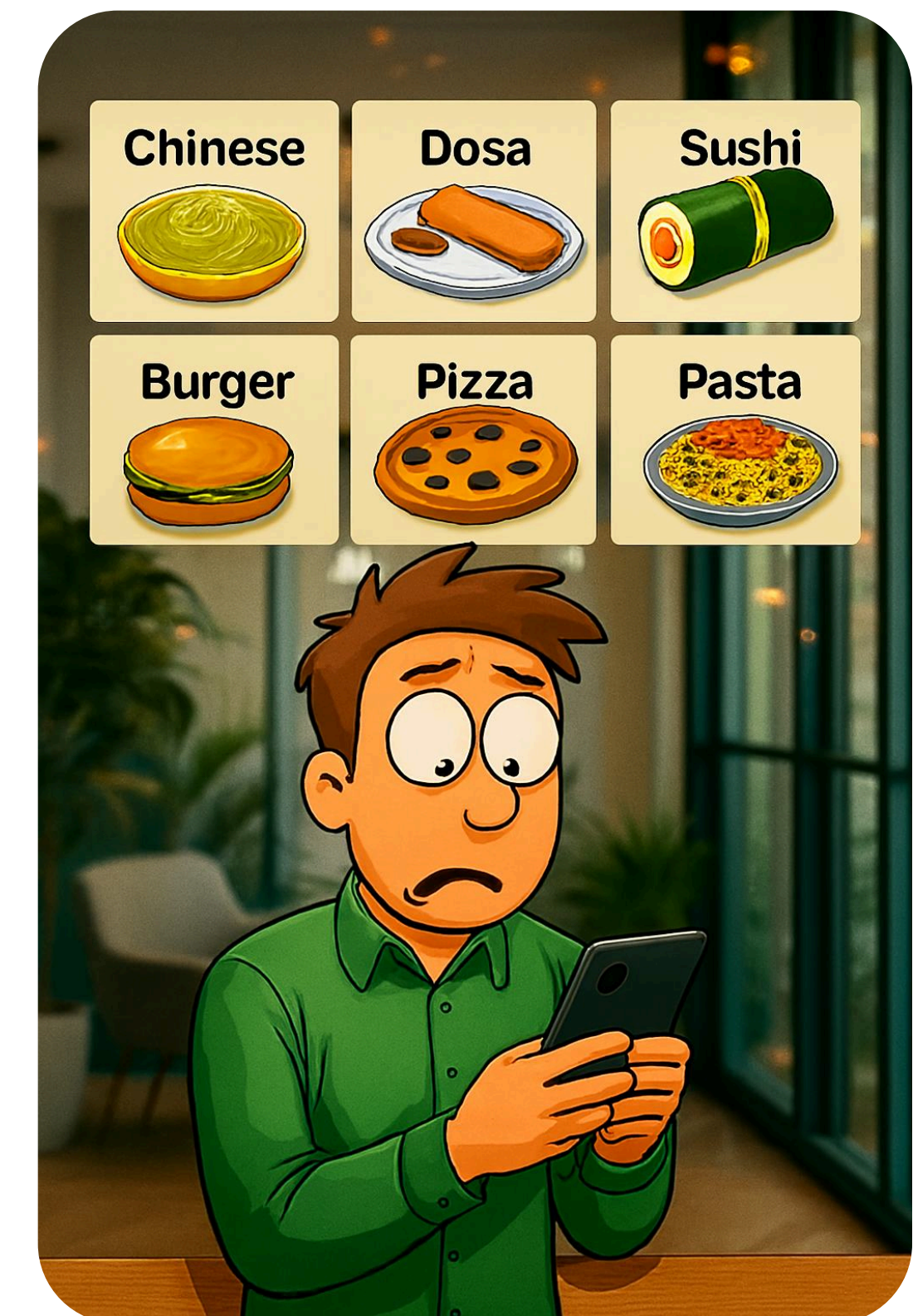
Problem

- ! Weekday office-goers face “decision fatigue” at lunchtime.
- ! Even after browsing recommendations, offers, and cuisines, many users fail to place an order quickly or default to random, low-satisfaction choices.
- ! This leads to churny behavior and poor habit formation.

Goal

- 🔄 Design a Weekday “Lunch Composer” that lets users set a recurring lunch plan and slot in <90 seconds, reducing friction at noon and driving long-term stickiness and revenue.
- 🔄 **Solve for users:** fast, predictable, satisfying weekday lunches.

Solve for business: higher weekly order frequency, subscription/Plus uptake, and partner reliability.



Secondary Research

[Link here](#)

Original research paper on Paradox of Choice

- When people are given too many options, they are up to 10 times less likely to make a choice or take action.
- Having too few options isn't ideal either, as people see choice as a form of control.
- So, users need a good balance of control over decision-making

The influence of time of day on decision fatigue in online food choice experiments

This study looked at how the time of day affects people's food decisions. It shows that decision fatigue increases later in the day, leading to poorer and less consistent food decisions.

People who took the survey in the afternoon have shown these results. The researchers suggest this is because, as the day goes on, mental energy drops — people have already made many decisions, and their focus or blood sugar levels decline.

Impact of Choice Overload on Inducing Decision Paralysis in the Online Food Ordering Industry

A 2024 Indian study (Bengaluru, n=80) found a strong positive relationship between choice overload and decision paralysis on food delivery apps. Choice overload accounted for about 34% of the differences in how much users froze when deciding what to order. Users under 40 experienced higher overload and paralysis than older users. The study also included an "inaction and delay" measure, showing that having too many options directly leads to slower decisions and a higher chance of postponing or abandoning an order.

Harvard Business Review reports that a **20% increase in decision simplicity** correlates with a **96% increase in customer loyalty**, reinforcing the measurable impact of simplifying decisions.

Benchmarks show Food & Beverage carts are **abandoned around 58%**.

Reddit users

💡 Key Insights:

- **Choice overload:** Too many restaurants + huge menus = decision fatigue. People feel overwhelmed.
- **Paralysis → default to safe/known:** Many end up ordering what they always order (same biryani, etc.) because making a new choice requires effort.
- **Emotional / mental load:** Anxiety, guilt, stress over making the "right" choice or wasting time. It's not just about hunger.
- **Time cost:** Users spend 30+ minutes browsing before ordering. Sometimes they end up not ordering because they can't decide.
- One person just orders whatever the next person at a restaurant orders.
- The decision gets more difficult when trying to balance nutrition, cravings, variety, and budget.
- Ordering the same meals in rotation to avoid deciding.
- Using meal subscription boxes to eliminate the planning burden entirely.
- "I once spent more than around an hour deciding what flavour of ice cream I wanted. I narrowed it down to three different flavours in the first minute or so but couldn't decide one and refused to get all three."

Assumptions

- Time pressure impacts the quality of lunch decisions.
- Users often don't know exactly what they want—they usually only know what they don't want.
- Decision fatigue leads to cart abandonment or skipping lunch orders.
- Users want variety across their weekly lunch routine, but the daily effort of discovering new options creates friction that leads them to reorder the same meals

UX Audit

In-dept

🏠 Homepage

- Multiple category carousels (e.g., 99 Store, Best Offers) with infinite scrolling.
- Offers and top restaurants are highlighted upfront.
- **Limitations:** generic feed rather than personalized → can cause decision fatigue.

For decision-making, the platform relies on star ratings, bestseller badges, & best-in-category labels. These cues are often overlooked, and even when not, it remains time-consuming to decide as they do not fully address user confidence.

⚙️ Filters

While current filters provide some way to narrow options, certain dimensions like dietary preferences, reordered items, & others are missing, which could further streamline decision-making and reduce scrolling.

👛 DeskEats

- Curates office-friendly options, highlighting healthy choices and snacks upfront.
- Primarily addresses cravings for snacks and high tea.
- **Limitations:** lunch decisions still overwhelming due to endless restaurant list → decision fatigue persists.

Key Actors Involved



Customers



Restaurants



Delivery Partners

Competitor analysis

Detailed analysis link

Feature	Swiggy	Zomato	EatSure	Magicpin
Quick picks	✔	✔	✔	✔
Custom builds	✔ (build-your-own meal combos in some restaurants, also some add ons during checkout)	✔ (customize dishes, add-ons)	✔ (lets you build combos like “Biryani + Dessert” from different restaurants)	✘
Lunch-specific curations	● (shows lunch-suitable items, but homepage not time-based)	● (similar pattern — no lunch-only surface)	● (some lunch-focused combos, but static layout)	●
Reliability signals	✔ - Swiggy Seal - quality and hygiene assurance - Best in particular category - Best in cafe, Best in global flavors, Best in desserts etc. - Ratings - and more	✔ - Most Loved by friends - Last 100 orders without complaints, frequently reordered batches for restaurants - Best in particular category - Highly reordered batch - Zero-spill guarantee batches	● - Most Loved - Recommended - Ratings - EatSure exclusive - Apart from these provides no information on restaurants	● Ratings
Offers clarity	✔ - Shows struck-off price alongside the discounted price. - Clearly distinguishes offers for regular users and for Swiggy One subscribers. - Indicates which food items a specific coupon applies to and the discount amount. - Categorizes offers by type. - Displays offer batches for restaurants and individual items. - Restaurant-specific offers are clearly displayed and visible.	✔ - Clearly mentions if a food item is “Not eligible for coupons.” - Shows struck-off price alongside the discounted price. - Highlights personalized offers like “Offers for You” and Pro benefits. - Categorizes offers based on type. - Displays offer batches for restaurants and individual food items. - Restaurant-specific offers are clearly displayed and visible.	✔ - Shows offers upfront and net price for each item - Also, shows if the discount it applied to the item in the restaurant page - Restaurant-specific offers are clearly displayed and visible.	✔ Shows cashback and discount % clearly
Order Scheduling	✘	✔ Today, tomorrow, day after tomorrow	✔ Entire current month	✘
Office-Focused Curation	✔ DeskEats- dedicated section Group order	✔ Office Meals: simply highlights meal options suitable for office-goers in select areas. Group order	✘ Group order	✘

Swiggy needs to work on it

Zomato solves decision fatigue to some extent

Eatsure has fewer restaurant partners and limited food options, making it easier to choose comparatively.

Magicpin also needs to work on it

User Segmentation

Segmentation Type	Parameters
Demographic	Age: 23–35 years Location: Tier 1 and Tier 2 metro cities Occupation: Working professionals Work setup: Full-time office-goers Living situation: Lives away from family, either alone or with flatmates Income level: ₹6 LPA and above (middle to upper-income working professionals)
Psychographic	Mindset: Values productivity and prefers minimizing small daily decisions to save mental energy. Pain points: Faces decision fatigue at lunchtime; spends too much time browsing options, which often cuts into the lunch break or working hours. Ends up ordering familiar dishes or random low-satisfaction meals. Habits: Often skips cooking in the morning due to lack of time or energy before office hours. Tech behavior: Digitally comfortable; actively uses food delivery and payment apps. Food attitude: Open to trying new restaurants but wants reliability and consistency in quality.
Behavioral	Ordering pattern: Orders lunch during weekdays frequently, 3-5 times per week. Routine influence: Lunch choices influenced by time constraints and office schedule.

Swiggy serves all age groups, but its main target audience is **working professionals and Gen Z**, as they are most likely to order food due to their:

- Tech-savviness**
- Busy lifestyle**
- Reliance on convenience**

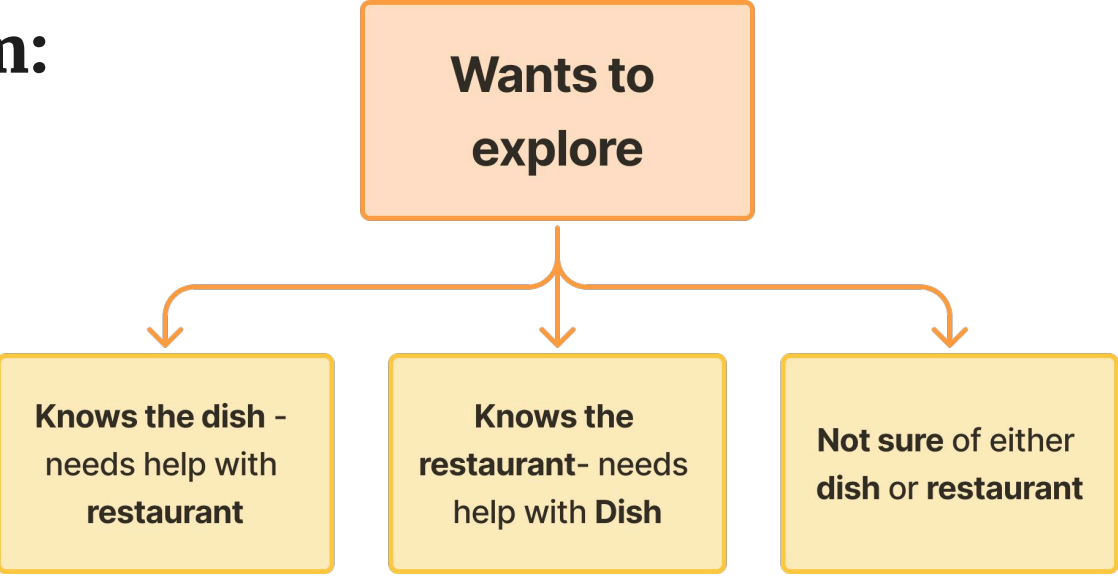
User Survey

Survey Link

Key Findings (21 respondents)



Main user problem:



Interviews Insights

Detailed Findings



User Flow of ordering food online (from interviews)

- **Hunger** → leads to Urgency in deciding what to order
- **Boredom** of repeatedly eating similar dishes → leads to irritation and forced exploratory mindset
- Fear of missing out (**FOMO**) → wants to explore new/trending restaurants (and thereby share with their circle)
- **Fear of Quality** of unknown restaurants → Prefers reordering favourites or trying highly-rated restaurants to avoid food poisoning

What & for Whom are we solving for?



Age: 27

Location: Bengaluru, India

Role: Marketing Executive at a mid-sized startup

Lifestyle: Lives alone

Traits: Time & Budget conscious

Frustrations / Pain Points

- **Choice Overload:** Too many restaurants and cuisines cause decision fatigue
- **Time Waste vs. Time Pressure:** Scrolls 15-20 minutes despite limited lunch breaks, then orders the usual
- **Low Trust in Recommendations:** Feels the suggestions don't match her taste.
- **Fear of Regret:** Second-guesses choices and avoids experimenting
- **Ineffective Filters:** Search and filters don't feel intelligent or contextual
- **Hidden Costs:** Taxes, fees, and surge pricing make budgeting stressful and cause discarding choices after investing time browsing

Goals

- Decide quickly and confidently without overthinking.
- Get trustworthy, personalized, and context-aware recommendations that match her preferences, mood and suit the time of day.
- Avoid decision fatigue during busy work hours.
- Discover new meals without wasting time or risking disappointment.

Usage Patterns

- Uses Swiggy almost daily for lunch
- Orders 3–5 times a week and typically spends ₹150–300 on lunch.
- 70% orders and re-orders from familiar restaurants to avoid decision stress and disappointment
- Abandons cart in about 30% of orders after seeing final checkout price
- Checks ratings and reviews frequently but still doubts their reliability
- Seeks reliable external validation before ordering food from a restaurant she hasn't tried before

"I spend 15 minutes scrolling through food options but still end up ordering the same familiar meal because it's easier than making a new, unsure decision."

User Journey Maps

Struggles of Time-Pressed Office Goers While Choosing Lunch

User steps	Pre-order / Awareness	Exploration	Discovery	Narrowing Options	Search / Filtering	Decision Making	Budget Consideration	Final Step
User actions	Opens Swiggy 30 mins before lunch	Checks "Offers," "Recommended for you," "Top Picks," "What's on your mind"	Scrolls through the home screen, looking for something new or different to order	Selects a restaurant to explore its menu	Skips the restaurant, tries to recall a specific one but can't, so searches for 'healthy' options	Opens a familiar restaurant with a menu that fits their mood and browses through it	Checks another restaurant as this one feels a bit out of budget and looks for one within their budget	Adds items to the cart, applies a coupon, sees the final price, and places the order
Quotes	"Let's see today's offers on home screen"	"Not in the mood for these, have eaten them too many times. Why does it keep suggesting the same dishes again and again? Why not something different—another dish or cuisine?"	"Oh, shawarma wraps... let's check it out"	"Okay, they have a lot of options and the Swiggy Seal... but what about the taste? Will it look and taste as good as it does in the picture? Haven't heard of this restaurant and not in the mood for experimentation."	"I want healthy but don't know what to pick."	"Which one should I pick? Bestseller doesn't feel reliable. There are so many options—bowls, wraps—and each has so many varieties. Which one do I choose? Haven't tried either. Will it be good? Paneer or Mexican? God..."	"I've already wasted 15 minutes. Why aren't there filters based on price? It's so difficult to find one within my budget."	"Hope it arrives within the estimated time"
Emotion	😊 Hopeful & Rushed	😞 Frustrated	😄 Excited & Curious	😟 Doubtful & Hesitant	😕 Confused & indecisive	😫 Overwhelmed & Indecisive	😞 Frustrated & Stressed	😊 Relieved & Hopeful
Painpoint	No clear starting point; the user doesn't know their preferences yet.	Repetition in recommendations; lacks freshness and personalization.		Unclear trust signals; visual appeal vs. actual taste causes hesitation.		Decision fatigue from too many similar choices.	Lack of price-based filters and personalized budget recommendations.	

Reconsidering order at checkout

User steps	Discovery	Add to Cart	Checks Cart	Abandonment
User actions	Browsing for healthy lunch options. Finds an appealing bowl for ₹180.	Adds bowl to cart excitedly	Opens cart to checkout. Sees final price: ₹285 (₹180 + delivery ₹50 + taxes ₹25 + surge ₹30).	Confused whether to order or not, looks for other cheaper and quick delivery options in disappointment
Quotes	"This looks good—healthy, reasonably priced, and high in protein."	"Finally found something that looks good! This will be a nice change."	"Are you kidding me?! ₹105 extra even after applying the coupon? This is ridiculous"	"Ugh, I have so much work, and now I'm stuck deciding what to eat. When will I order, when will it arrive, and when can I finally eat?"
Emotion	😊 Excited & Hopeful	😄 Satisfied & Optimistic	😞 Betrayed & Frustrated	😫 Disappointed & Exhausted

Problem Statement



How might we

- How might we reduce decision fatigue for office-goers so they can order lunch faster and with less effort?
- How might we make it easier for full-time professionals to set a recurring lunch plan without losing variety or excitement?
- How Might We help user’s to discover food according to their liking?

Initial Ideas

Peer-Powered Meal Decision Support

- The feature introduces an anonymous peer-matching system that connects users with similar dietary preferences (e.g., vegetarians, high-protein seekers, or nearby users).
- Paired users can chat anonymously to exchange meal suggestions before placing an order. The chat ends automatically once the order is placed or can be closed manually anytime.
- Users can “like” helpful suggestions, which appear in the other person’s Helped tab, creating a sense of contribution and encouraging users to share genuine recommendations. These likes also feed into the rating metric, making feedback more organic and community-driven.
- This approach helps reduce decision fatigue by leveraging social validation—people naturally trust suggestions from others with similar tastes, leading to faster and more confident meal decisions.

Personalized Home Feed

To make meal discovery effortless and engaging. It highlights:

- Most ordered dishes nearby, helping users discover trending local favorites.
- New and unexplored restaurants, encouraging variety and reducing repetition.
- Suggestions based on previously liked foods, making recommendations feel more personal and relevant.

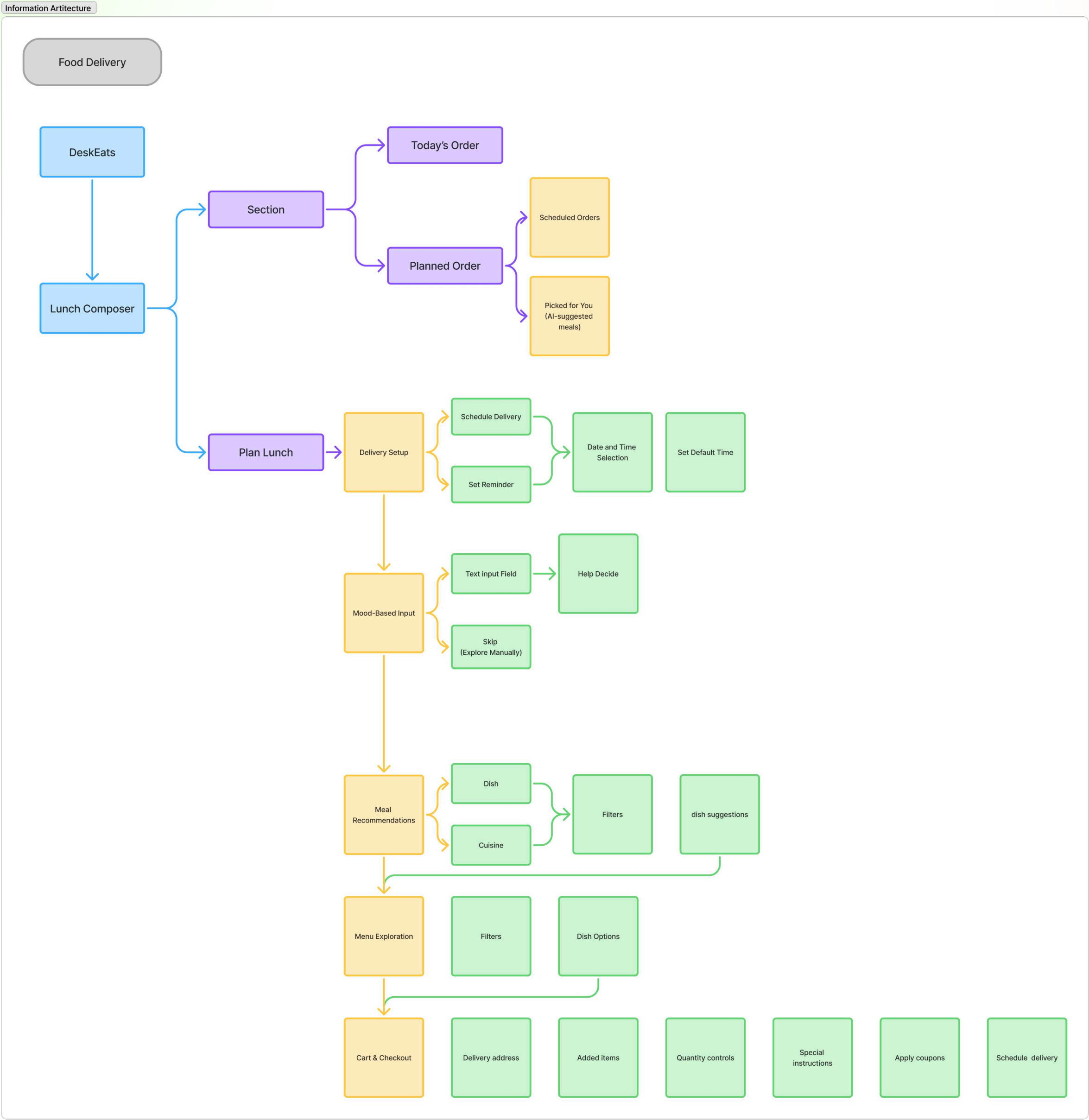
AI-Powered Conversational Meal Composer

- The feature introduces an AI-driven, conversational interface that helps users decide what to eat through natural dialogue. Users can freely express their preferences and cravings — what they like, dislike, or feel like eating — and the system instantly generates five curated meal options.
- To keep the experience quick and intuitive, users can swipe right on meals they like or swipe left to skip them, mirroring the simplicity of a dating app. Swiping right opens a deeper exploration view, revealing more dishes and restaurant options related to that choice.
- This approach blends personalization with a playful interaction model, allowing users to make quicker, more confident decisions without feeling overwhelmed. The addition of social proof badges adds context and reassurance, helping users trust their choices while still exploring new options in few mins.

→ High impact

Information Architecture

[Link here](#)



Key Metrics to Track

1. Adoption

Feature Adoption Rate – % of active weekday users who set up a lunch plan

Setup Completion Rate – % who complete the setup flow after starting

Average Setup Time = Median time to create a lunch plan (goal: <90 seconds)

2. Engagement

Orders per Week (per user) – average number of lunch orders placed weekly

Plan Execution Rate – % of scheduled lunches that actually convert to completed orders

Manual Overrides / Skips – % of times users change or skip the scheduled meal

3. Retention & Habit Formation

Week-over-Week Retention of Lunch Composer users

Churn Rate (Lunch Segment) – % of users who stop using the feature

4. Business Impact

Order Frequency Uplift – increase in weekly order count vs. control users (target: 2–5×)

Subscription/Plus Uptake – % of users converting after using the feature

5. User Satisfaction

CSAT/NPS for Lunch Orders

Meal Satisfaction Rating (post-order feedback)

Cancellation/Skip Reasons (qualitative indicator of friction or fatigue)

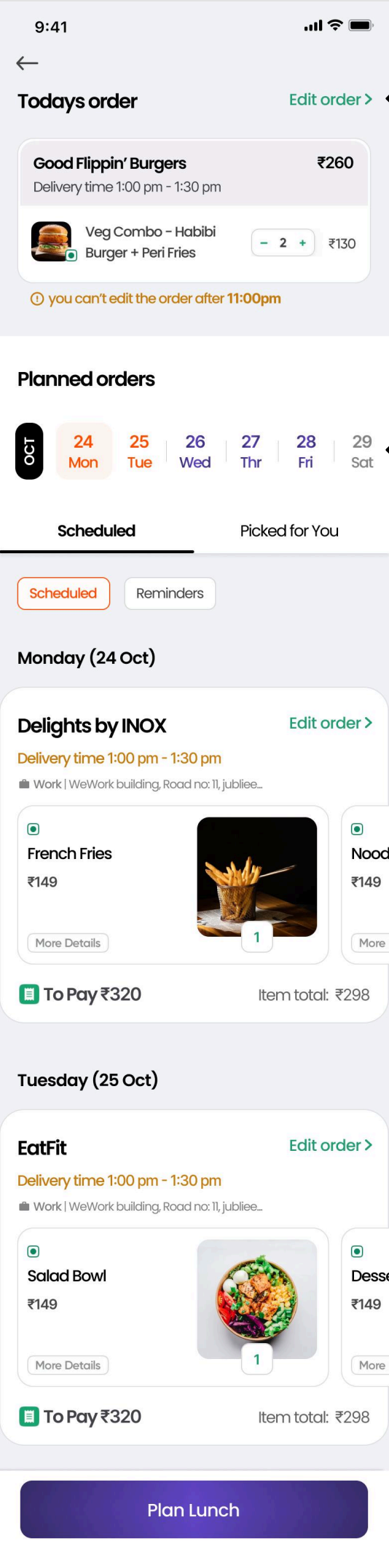
For today's order flow, I chose a different approach — instead of showing the persistent green status card at the bottom (like Swiggy does), I've placed it only on the home and other secondary pages. This ensures that users are still reminded about their active or scheduled orders, but without the distraction of seeing it constantly on the Lunch Composer page, where they're focusing on meal planning and scheduling.

In this updated card design, all key details are clearly presented, with special emphasis on delivery time. For scheduled orders, users can edit their order up to 2 hours before the scheduled delivery time. This time buffer ensures convenience for both the restaurant and the delivery partner — preventing last-minute cancellations after the meal is prepared or when the delivery is already en route, which could otherwise cause frustration and operational inefficiencies.

Since this is a scheduled order, the delivery date and time are key pieces of information, which is why they're highlighted prominently.

Even though the feature primarily caters to office-goers who usually get their orders delivered to the same location, there are cases where users forget to update their address. To avoid such issues, the delivery address is also displayed clearly on the card.

1 - Planned Orders page (scheduled)



The “Plan Lunch” button is sticky at the bottom, remaining visible at all times. This allows users to easily view all their planned orders on the page and quickly plan their next lunch without needing to scroll back.

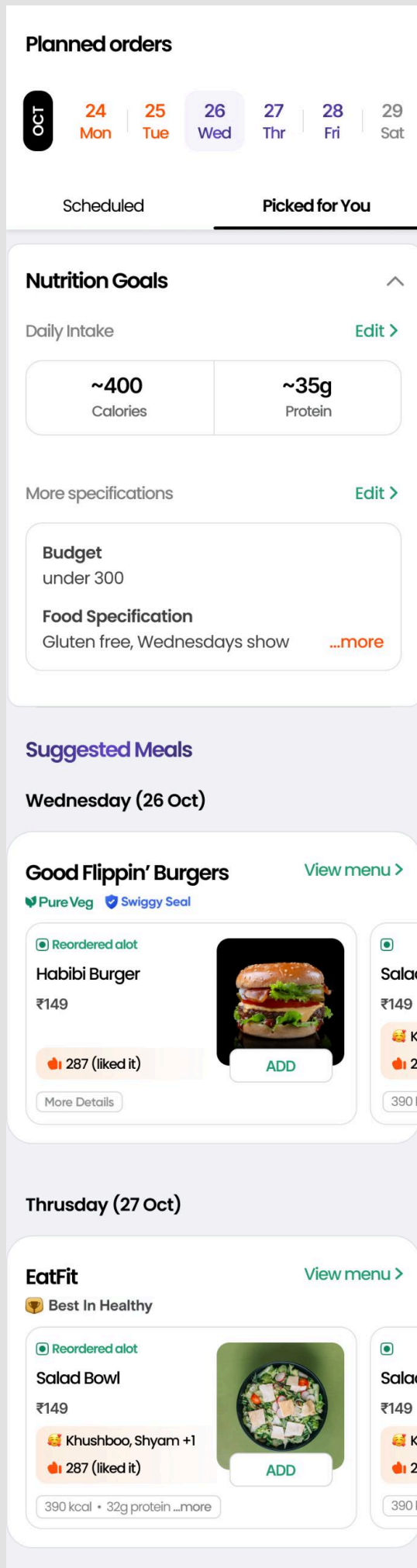
The “Edit Order” button remains green as long as the order is editable. When clicked, it redirects the user to the cart page, where all order details can be modified.

The date-wise layout makes tracking simpler and gives users a clear, upfront view of their schedule. Scheduled dates are highlighted in orange, while Picked for You dates appear in purple, representing system-generated suggestions based on the user's preferences.

Because the user has already placed the order, I've intentionally kept the interface clean — excluding elements like bestseller tags, likes, friends' favorites, and restaurant badges. Users can still view these details anytime by tapping on “More Details.”

Since this is an already placed order, the ordered quantity is shown. As it's scheduled, a larger food image helps users quickly recall what they've ordered. Along with the total amount, the item total is displayed for price transparency and clarity.

1 - Planned Orders page (picked for you)



Displays all the suggested meals for the day, curated based on the user's nutrition goals, previous orders, positive reviews, likes, and dislikes — essentially everything the user has set in their preferences.

Within Nutrition Goals, users can optionally edit their calorie and protein targets. Under More Specifications, they can define their budget and food preferences.

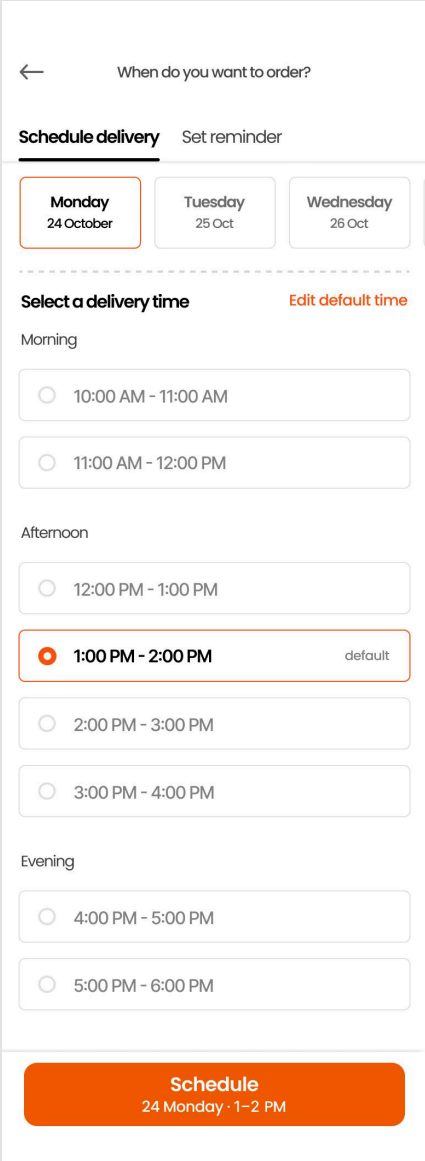
For example, on Wednesdays, users have a designated cheat day, so the app doesn't follow the daily calorie or protein intake targets. Instead, it might show something indulgent, like a burger, without displaying nutritional breakdowns.

The suggested meals are a mix of positively reviewed dishes and curated business recommendations. While the app highlights meals and restaurants that have received positive feedback from users, it also occasionally surfaces other options to promote variety and support different dishes or restaurants. This balance ensures users see trusted, well-liked meals while still discovering new and diverse food choices.

To build this trust, I've included restaurant tags (displayed below the restaurant name) that highlight key attributes, giving users a quick sense of what makes the place reliable or popular. For individual dishes, I've added social proof elements such as the number of likes and friends who enjoyed the item, instead of using traditional ratings.

Each restaurant shows only one suggested meal per day, with a maximum of two dishes recommended. If users don't prefer these options, they can easily view the full menu from the same restaurant — making it simpler to explore alternatives. Along with the kcal and protein breakdown for each meal if set.

2 - Pick date & time



The user can either schedule a delivery or set a reminder for days when they're unsure whether scheduling would be helpful. For such days, they can set a reminder notification, which is sent two two hours before the selected delivery time. This helps users plan ahead and reduces the chances of last-minute cancellations.

users can choose a date from the current week (Monday to Friday) or use a custom date picker for any other day. They can also schedule their lunch for the same day if they wish.

The interface clearly indicates which dates have scheduled deliveries. For instance, if an order is already scheduled for Tuesday, that date will appear in orange, following the same visual logic used in the Planned Orders calendar view.

To make the process even easier, there's an option to set a “default delivery time”, so the user doesn't have to select it manually each time. Once a default time is set, it's automatically preselected for future orders, making scheduling more convenient.

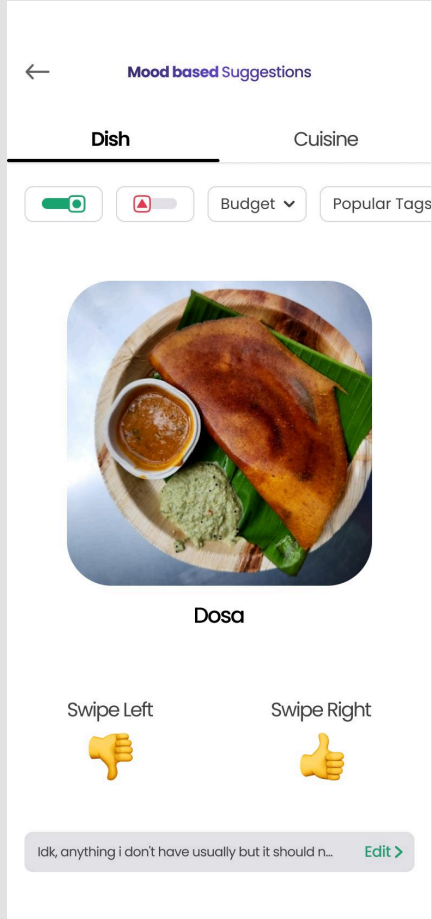
3 - Mood-Based Input



After selecting the date, a mood-based suggestion page appears where users can share what they feel like eating, along with their preferences and dislikes.

The AI then curates meal options based on these inputs when the user taps “Help Decide.” Alternatively, if they prefer to browse on their own, they can simply skip this step and explore manually.

4 - Suggestions Display



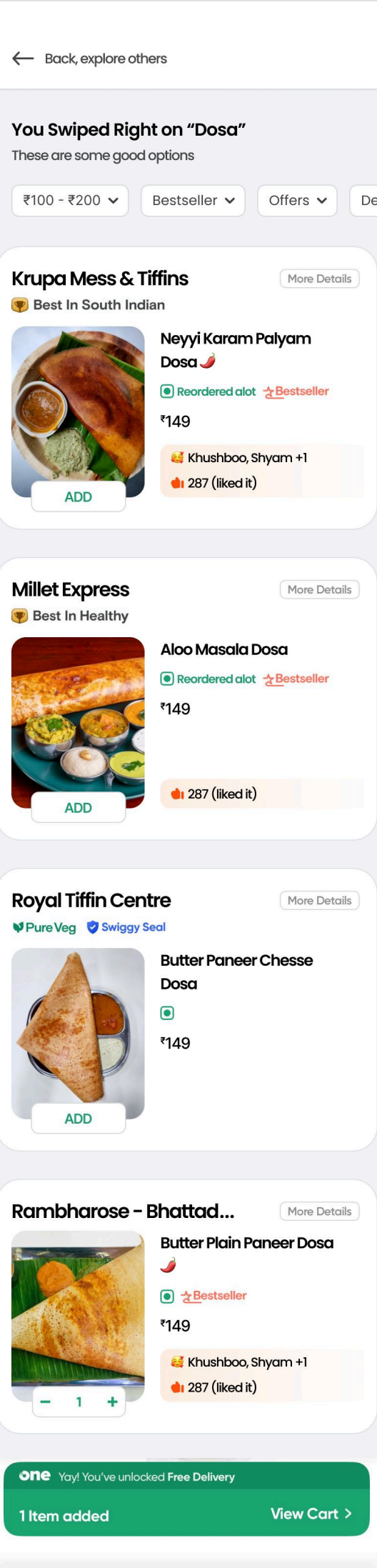
After the user clicks “Help Decide,” the default selection will be Dish, but they can switch to Cuisine based on their preference. They'll also have access to filters that help refine the AI's suggestions — for example, if they want to explore different types of dosa, the mood-based suggestions will adapt accordingly.

The interface is designed to be versatile and intuitive: users can swipe right on meals they like or swipe left if they're not in the mood for them. If they wish to edit their prompt (the preferences they entered earlier), they can simply tap and modify it.

Only ten curated options are displayed, shown one at a time to help reduce decision fatigue. When users see too many options at once, it can feel overwhelming and make it harder to choose. Showing them one by one keeps the experience focused and helps them make quicker, more confident decisions.

5 - Menu Exploration

When a user swipes right, this page will be shown.

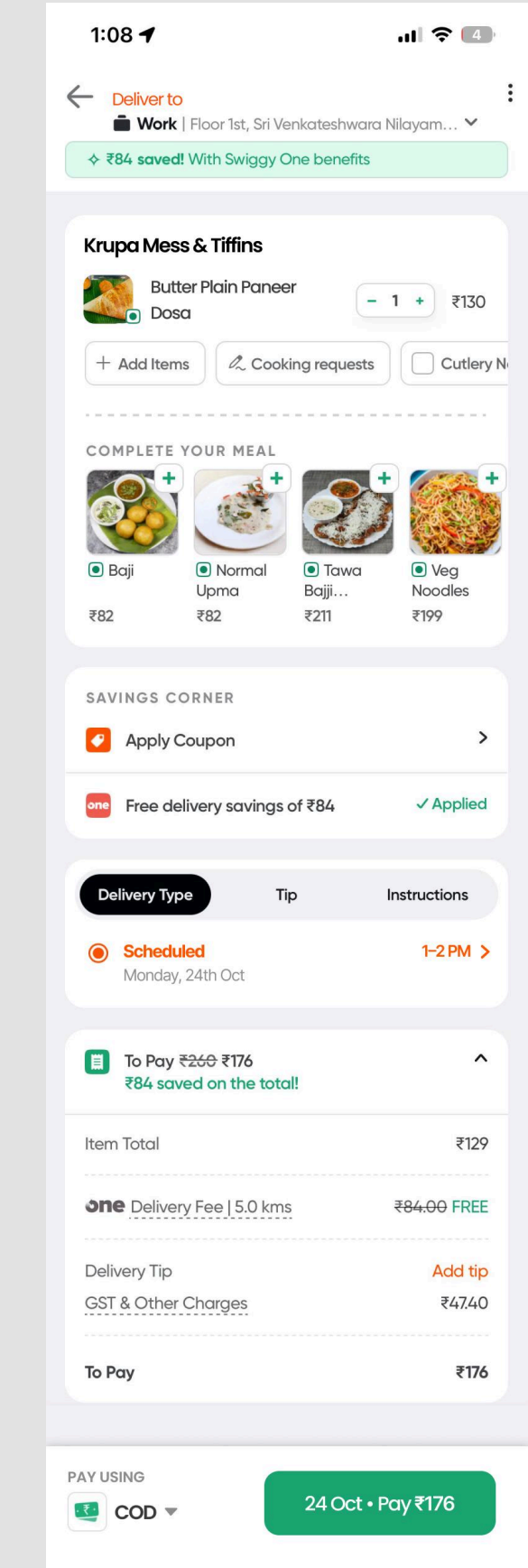


Only four options are shown to help make decision faster with confidence.

6 - Cart / Checkout Page

Now, instead of showing the restaurant name first, I've used “Deliver to” to remind users of the address they're ordering to, as people often forget to check it. To highlight this, “Deliver to” is shown in orange, followed by the restaurant name and a photo of the dish, making it clear what they're ordering.

Delivery type (Scheduled) is displayed where they can edit it if they want to.



As it's a scheduled delivery, the default payment option is Cash on Delivery (COD). However, users can also choose to pay in advance while scheduling if they prefer.

The interface clearly displays the delivery date and the amount due on that day. When the user clicks on it a confirmation page will be shown, and would be redirected to the “Planned orders” page.

Usability Testing

Positive Feedback

- ✓ Users found the suggestions for unplanned days to be a helpful feature. They appreciated having two curated meal options to choose from and the option to browse the restaurant's full menu if they weren't satisfied with the suggested dishes.
- ✓ Participants found the meal planning process simple and intuitive, as the app asked for their likes and dislikes and showed limited, relevant options, making decisions faster and saving time during office hours.
- ✓ With the added badges and social proof features, users felt more confident selecting new dishes and restaurants.

Negative Feedback

- ! Scheduled orders currently allow only COD payments, and suggested adding a prepaid option for convenience.
- ! The "More Options" button shown after mood-based AI suggestions could lead to decision fatigue by prompting unnecessary exploration.

Learnings and Next Steps

Identified Risks

- ! Heavy reliance on badges & social proof features, could make users favor popular restaurants & discourage exploration of smaller or newer places that lack such recognition.
- ! May not find suggestions relevant even after providing preferences.

Mitigation of Risks

- 🛡 Rotate or highlight emerging restaurants based on early positive feedback
- 🛡 Refine the suggestions algorithm using behavioral data, Incorporate feedback loops

Future Developments

- Let users track calorie and protein intake over the week.
- Allows office teams to set recurring group orders or "sync lunches" for shared meal times.