IPSOS BENCHMARK UX SCORE
Food Delivery Websites USA

Sleek, contemporary approach to takeaway food. Feels like a speedy and stylish process.
– on Deliveroo

Brand	Overall	Usability	Relevance	Design
Deliveroo	5.19	5.46	4.71	5.60
UberEats	4.91	5.20	4.44	5.28
DoorDash	4.70	4.78	4.38	5.17
GrubHub	4.62	4.87	4.18	5.03
Postmates	4.57	4.76	4.11	5.12
Just Eat	4.25	4.58	3.8	4.56
Grand Total	4.80	4.94	4.27	5.13

Users appreciated ...

- an easy search and cart management.
- personalized search and filters which enhance app relevance.
- visual representation of menu options and familiar design structures which aid navigation.

Users disliked ...

- mandatory log-ins and app permissions which raised privacy concerns.
- challenges with location setting and inaccurate filters.
- irrelevant ads and non-intuitive ingredient layout during ordering process.

Recommendations for food delivery websites most often relate to:

1

Search function
Refine predictive search for increased accuracy.

2

Navigation
Improve UI design for quicker, easier navigation.

3

Login process
Simplify login processes and make permissions more intuitive.

4

Locator function
Implement a flexible location system and accessible help section.