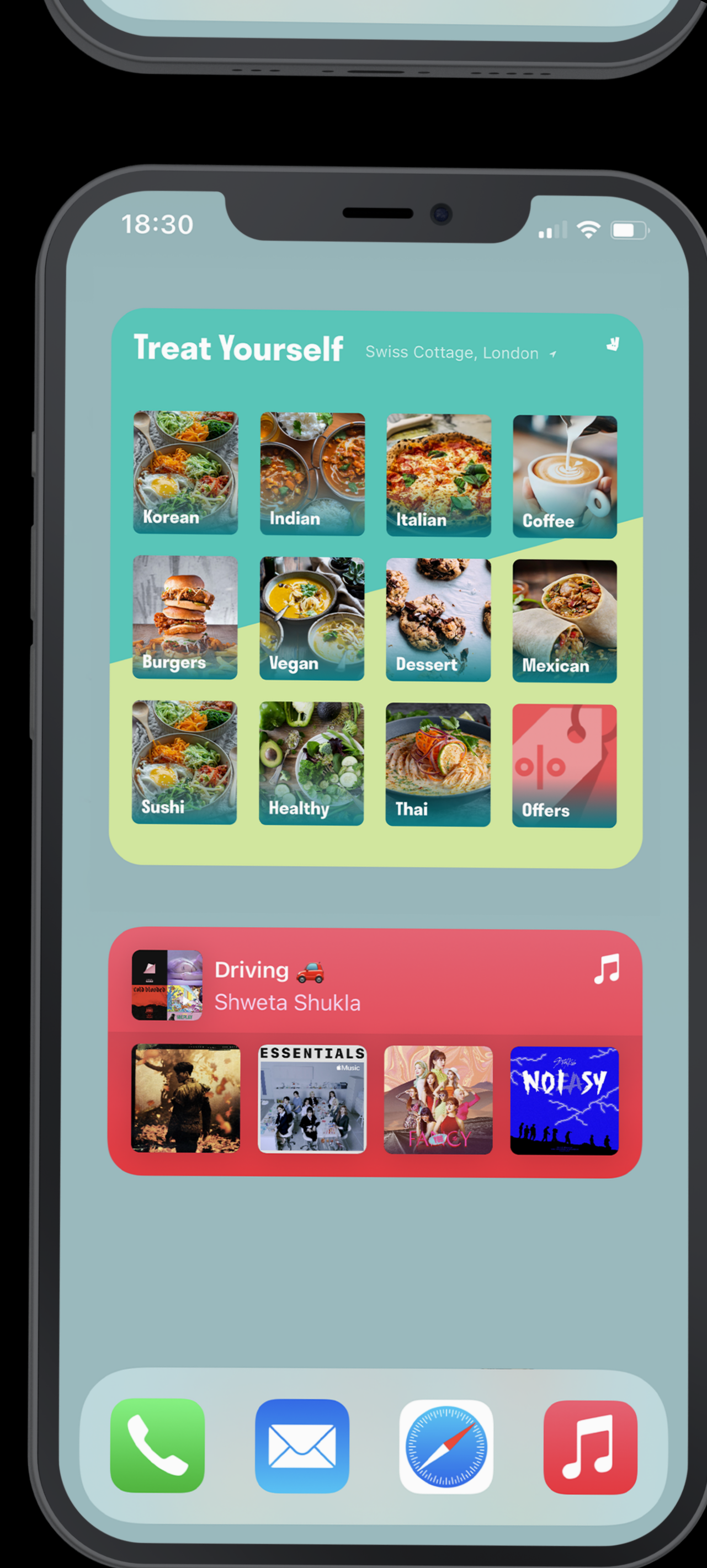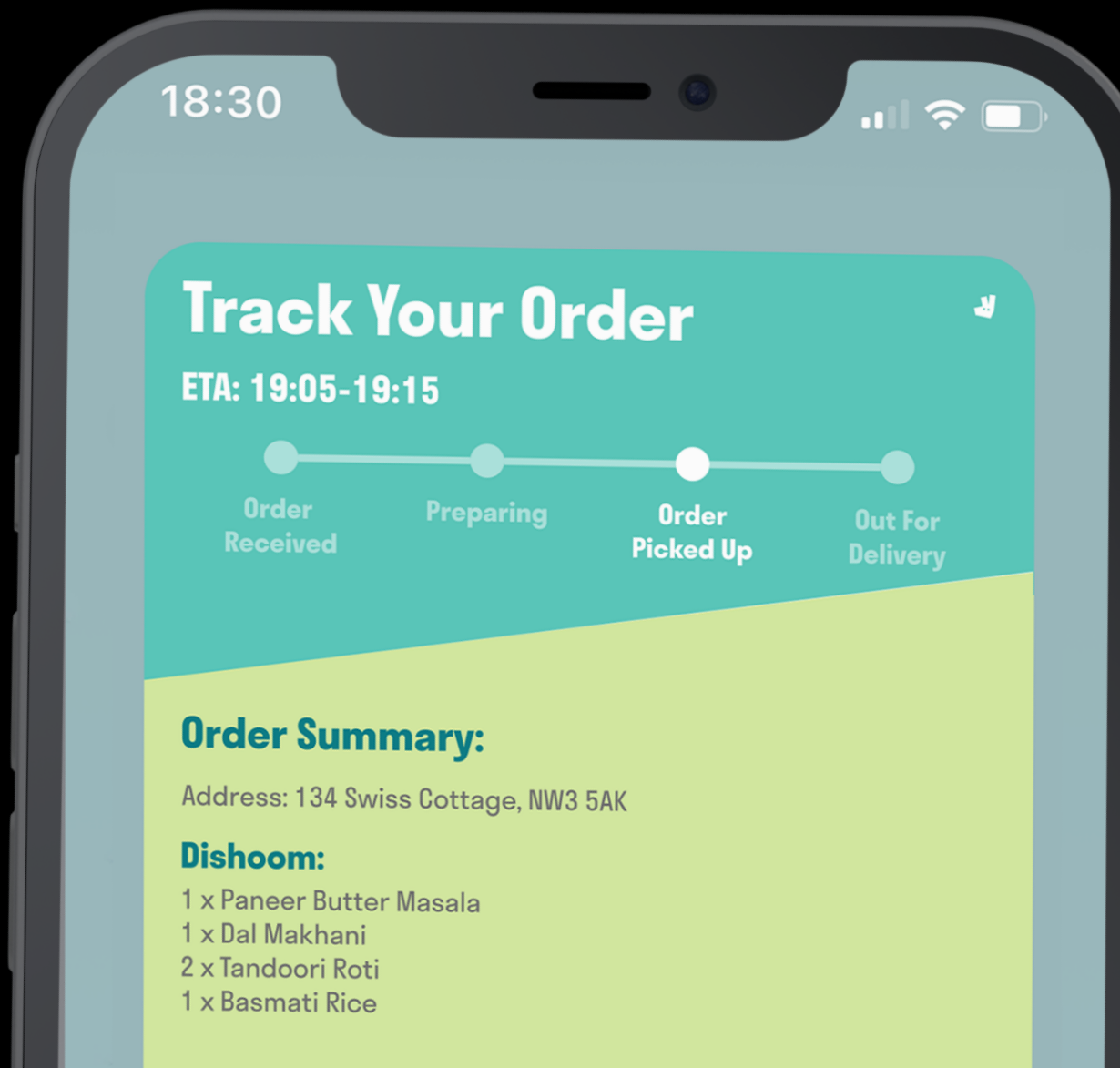# iOS Widget Design

Objective: Design an iOS widget
Chosen App: Deliveroo

Shweta Shukla

Deliveroo iOS Widget - Introduction

For this project, I have designed an iOS widget for the Deliveroo app. This widget is created just for Deliveroo users by keeping in mind typical behaviours and mental models.

The main use of the Deliveroo app is to order food/drinks/groceries, and once the order is placed, to track the order. Launching the app and filtering through the search can be time-consuming, especially if the user is unsure of what they want. Therefore, this iOS widget aims to speed up the users ordering experience by doing the following:
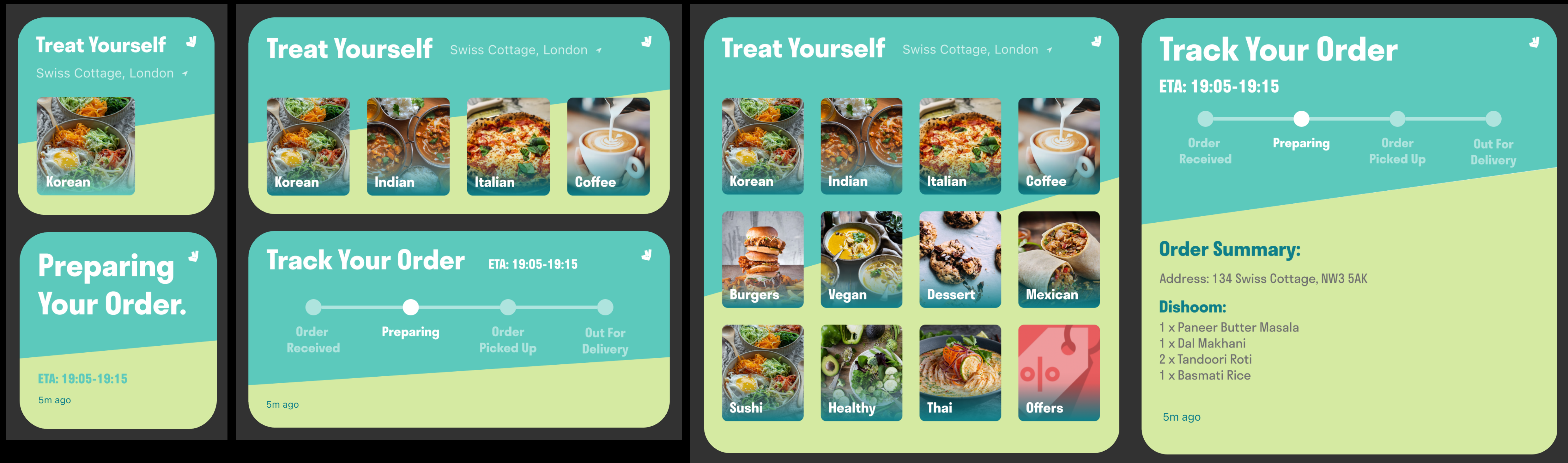
① This widget displays the recent and most frequent cuisine(s) that the user has ordered from. This allows the user to go straight to their favourite cuisine directly from the widget, without having to go on the app and filter through their search.

② The widget also tracks the location they are at. When the user taps on a cuisine on the widget, it deep links straight to a list of restaurants in their current location.

③ After a user places their order, it's common for them to go back on the app to see their order status. With this widget, users can track their order directly from their home screen once their order has been placed, without having to launch the app constantly.

This widget changes over time and provides dynamic information which updates as the order status progresses.

An informative, simple and visually appealing iOS widget.

Deliveroo iOS Widget - Design

- Available in small, medium, and large sizes.
- This widget incorporates the branding colours and font from the Deliveroo app. These elements are unique to the brand and will allow users to easily notice the Deliveroo widget. The logo sits on the top right corner as well for familiarity.
- It also fits well with other iOS widgets as the same design principles are applied to the Deliveroo widget. For instance, concentric corner radius, 16pt margin across the different sizes, and using 11pt size or larger for the font to allow easy viewing on big or small screens. The colours chosen for this widget can be easily viewed in both light and dark modes.
- Real-time update with time shown when information was updated.

Deliveroo iOS Widget - Deep Linking + Style

When a user taps on the content on each widget, it will deep link them to the appropriate screen on the Deliveroo app. What is shown on the widget is what the user will be directed to.

The content on the widget directs the user to the right screen on the Deliveroo app to avoid confusion.

The small widget only contains one content, which in this case would be the user's favourite cuisine. This will be easy on the eyes and minimal. When the user taps on this widget, it will have a fill style effect as there is only one tap target.

For the medium and large widget, multiple cuisines are shown, meaning that there is more than one tap target. This will utilise a cell style tap. Each content/cell can be clicked on to go to the relevant part of the app. (Example shown on the right)

When the widget changes to order tracking, there is only one tap target. The widget will deep link to the order tracking screen on the app. As there is only one tap target, it will use a fill style.

When user taps on 'Indian', it directs them to Indian restaurants in their area on the Deliveroo app.

Deliveroo iOS Widget - Prototype

The prototype for the Deliveroo iOS widget is available to view here (please refer to the sidebar to view all flows):

https://www.figma.com/proto/CE1gcN1sLjXq1YLsd9DBwz/Deliveroo-Widget?node-id=33%3A507&scaling=scale-down&page-id=0%3A1&starting-point-node-id=33%3A507&show-proto-sidebar=1