

Grubble Project

Report on Wolt Food delivery app

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Research questions

Context: To explore and understand the goals, behaviours, usage context, and overall experience of people who currently use Wolt Food.

Research questions

1. User Goals & Motivations: What motivates people to use food delivery apps? In what situations or contexts do users typically choose food delivery over other options?

2. Behaviours & Decision-Making: How do users choose what to order? What aspects do they typically compare (e.g. price, delivery time, restaurant availability, fees, ratings)?

3. Context of Use: When and where do people usually place food delivery orders?

4. Experience & Pain Points: What type of usability issues do users experience in food delivery apps? What common problems arise while comparing dishes, restaurants, prices, delivery options?

Methodology

Short semi-structured interviews (3 participants)

Moderated usability tests (remote)(3 participants)

Participant Profile

- Aged 18–34
- Any gender
- Uses food delivery apps at least twice a month
- Already using mobile food delivery services and familiar with more than one app / platforms
- Living in an urban area where multiple food delivery platforms operate

Analyzed Data:

- Interview recordings
- Researcher notes
- Screenshots from the usability test

Executive summary

Theme 1: Finding the Right Food Is Harder Than It Should Be



Users struggle to confidently find suitable food because **unclear filters**, **inconsistent search results**, and **overloaded information** increase effort and uncertainty early in the journey.

- Users rely on filters for dietary needs
- Vegan options are inconsistent across filters and search
- Homepage feels information-heavy
- Menu labels don't have automatic translation option



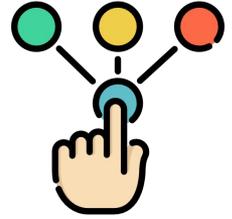
Users are motivated, but the app makes them work too hard to confirm suitability.

Executive

summary

Theme 2: Users Compare Actively, but the App Only Supports It

Partially



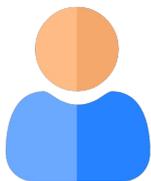
Users intentionally **compare** multiple options based on **price, fees, and delivery time**, but **incomplete information and weak feedback** make this process slower and less confident than it should be.

- Users add multiple options before deciding
- Comparison focuses on price, fees, and delivery time
- Cart behavior is unclear at times
- Feedback is missing at critical moments (e.g. extra fees)



The comparison behavior is strong and intentional - clarity is what's missing.

Persona 1: The Convenience-driven student



Persona 1 Profile

- Female, age 19
- Young student, limited time and budget
- Orders food several times a week
- Price and convenience oriented

Goals:

- Find suitable food quickly
- Seek convenience instead of cooking
- Use promotions and deals

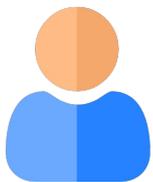
Frustrations:

- Overloaded homepage
- Hard-to-find cuisines

Opportunities:

- Simplified homepage with less crowd
- Simplified filters
- Clear category grouping
- Promotions on the homepage

Persona 2: The Habitual Professional



Persona 2 Profile

- Male, age 31
- Working professional, orders repeatedly
- Uses comparison to maximize value
- Orders food several times a week

Goals:

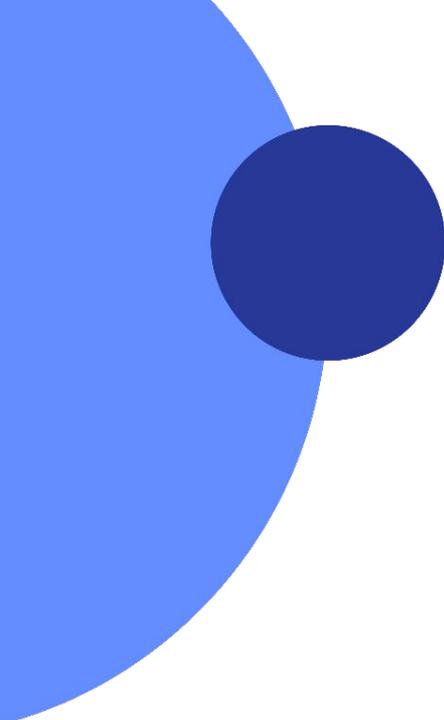
- Find food in line with dietary needs
- Compare options efficiently
- Avoid surprise fees

Frustrations:

- Inconsistent filters
- Cart reliability issues

Opportunities:

- Consistent and reliable filters for dietary needs
- Transparent comparison tools with necessary information to compare
- Simplified reorder page



Research findings



Finding 1: Discovery & Dietary Friction

Users rely on filters during discovery.

Vegetarian filtering is inconsistent

& Vegan filtering is missing

This creates mistrust and slows down decision-making.



- Filter vs search inconsistency
- Missing filters
- Users must inspect menus manually to see if they have options for their needs
- Homepage is too crowded



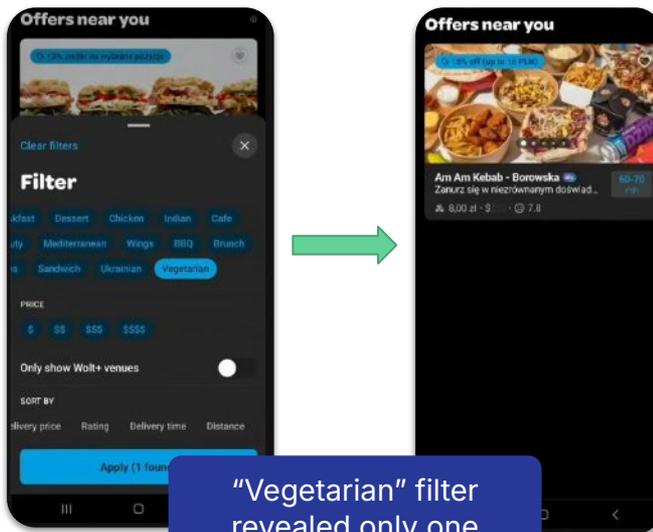
User 2

"When I searched 'vegan' I saw many options, but the filter only showed one."

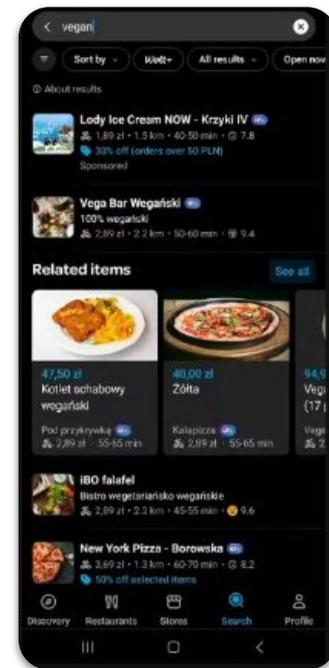
Finding 1: Discovery & Dietary Friction

- Search and filters show different results, search works more efficiently
- Menu labels unclear without local knowledge
- No automatic translation

Users compensate with experience - new users can't.



"Vegetarian" filter revealed only one result...

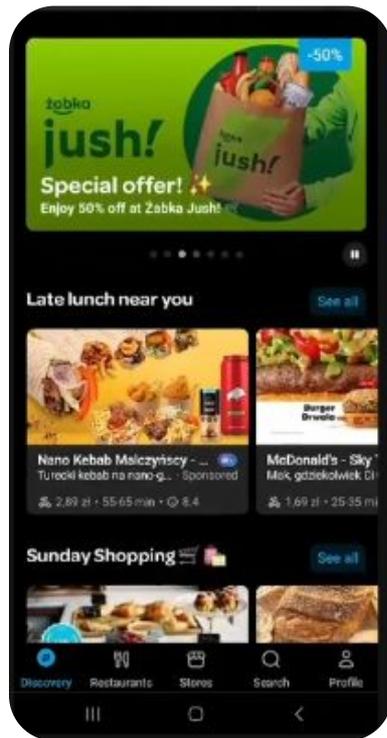


...but "Vegan" label on the search bar revealed much more options

Finding 1: Discovery & Dietary Friction

Homepage feels information-heavy

User 3:
“There are a lot of things being displayed, a lot of spammy things. Like, I know already what I’m going to order or more or less, I have a few options. So most of these buttons, they’re unnecessary. I mean, they could be in another tab.”



No automatic translation.
“Translate” option hard to catch attention

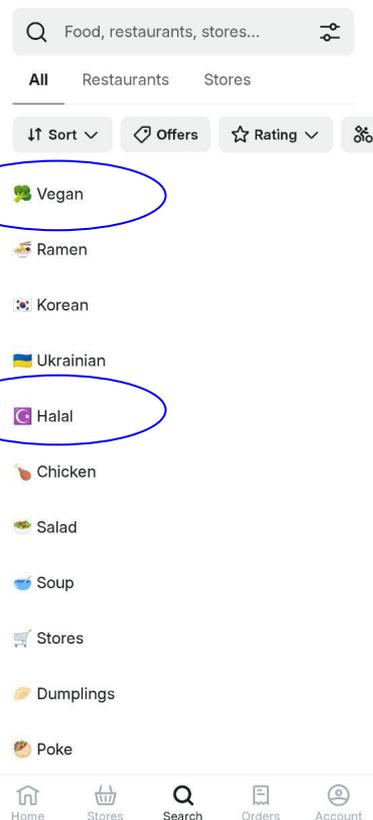
Recommendations

Try to reduce cognitive load early in the journey.

What can be done?

- Add explicit vegan filter
 - Also consider other dietary needs, e.g. lactose-free, gluten-free
- Ensure filter/search consistency
- Standardize dietary icons and clearly communicate during search
- Add automatic translation option based on app language
- Make homepage less crowded by categorizing things and showing them separately, e.g. promos

Example from Bolt Food:
Options can be filtered on the first stage of search for different dietary options like Vegan or halal



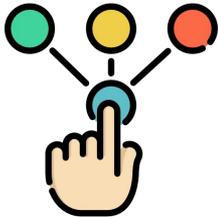
Finding 2: Comparison Is a Key Decision Strategy

Users rely on comparison as a core decision strategy.

They add multiple restaurants/dishes to evaluate trade-offs before committing to an order.

BUT there is not enough/reliable information to compare.

This causes mistrust on the comparison process.



- Users add multiple options intentionally
- Comparison happens when hunger is manageable
- Users focus on total cost and time



User 2

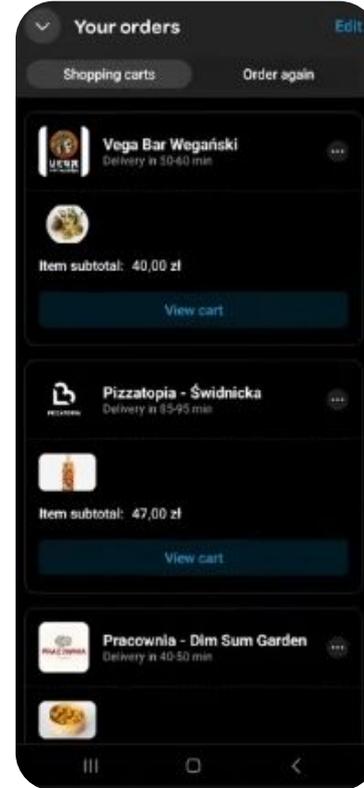
"I add a few things so I can compare them at the end."

*"I guess the main thing would be the **price** and the **amount of food** I would be getting... sometimes I would choose based more on the price, sometimes based more on **how much time** the delivery is showing."*

Finding 2: Comparison Is a Key Decision Strategy

- Delivery fees appear late
- Price indicators unclear
- Cart save state is ambiguous
- Not enough information to compare

Uncertainty at this stage risks abandonment.



Fees are not shown here

Recommendations

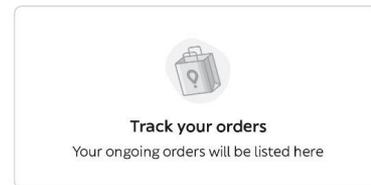
Support the behavior users already have.

What can be done?

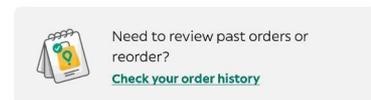
- Show total estimated cost earlier, add this information clearly during the comparison page
- Make comparison explicit (side-by-side)
- Add delivery and other fees separately, or add an option to explore these as a callout
- Improve cart feedback ("Saved for comparison")

Example from Glovo:
Options in the cart includes the delivery fee

Orders



Continue your order ²



Summary of recommendations



Opportunity 1: Improve **food discovery** and **comparison** features to reduce friction, support decision-making, and increase user satisfaction.

- ✓ Add clear, consistent icons/labels for dietary options (vegan, halal, lactose-free, gluten-free).
- ✓ Allow users to filter directly for dietary preferences at the homepage and search level.
- ✓ Provide optional automatic language/localization support for menu items.
- ✓ Ensure repeat orders and current basket items are clearly visible across navigation.

Opportunity 2: Users want to **compare multiple restaurants or items** in the cart, but the app doesn't clearly display **pricing, delivery fees, or basket totals** across selections.

- ✓ Show full cost breakdown (item price + delivery fee + service fee) directly in the cart for all items.
- ✓ Allow users to see and compare items from multiple restaurants before checkout.
- ✓ Highlight differences between options (price, delivery time, rating) for easy decision-making.

Action Plan



Next Steps:

- ✓ **Short-term:** Fix labels, improve vegan and other filters, enhance basket visibility.
- ✓ **Medium-term:** Introduce multi-restaurant cart comparison and explicit cost breakdown. Include automatic translation option.
- ✓ **Long-term:** Consider personalization (preferences saved, recommended restaurants), localization and improved homepage organization to reduce cognitive load.
- ✓ **Validation:** Conduct usability testing after changes to ensure the improvements actually reduce friction and support comparisons.

