

Amealio: Reimagining Food Discovery

A comprehensive case study in experience-led platform design, where food becomes more than a transaction—it becomes a discovery journey.

PRODUCT DESIGN

SYSTEM THINKING



Food & Experience Discovery Platform

1

Role

Product Designer (UX, Information Architecture, System Design)

2

Platform

Mobile App + Web (User, Merchant, Admin)

3

Duration

14 months (core redesign) + ongoing iterations

4

Type

Live product · NDA-safe case study

What is Amealio?

Amealio is a food and experience discovery platform that aims to go beyond traditional food ordering by enabling users to explore dining as an experience.

What made it different?

Focus on discovery, not just transactions

We emphasize exploring new culinary experiences and unique dining opportunities, fostering a sense of adventure in food choices.

Combines food, experiences, and community

Amealio integrates social elements, allowing users to share their discoveries, connect with fellow food enthusiasts, and build a vibrant community around dining.

Multi-sided platform (Users, Merchants, Admins)

Designed to cater to the needs of diverse stakeholders, from individual diners to restaurant owners and platform administrators, ensuring a comprehensive ecosystem.

Project Overview

My Role

As a Product Designer I did Information Architecture, and System Design across mobile, web, and admin platforms

- End-to-end product design
- Multi-sided platform strategy
- Cross-functional collaboration

The Challenge

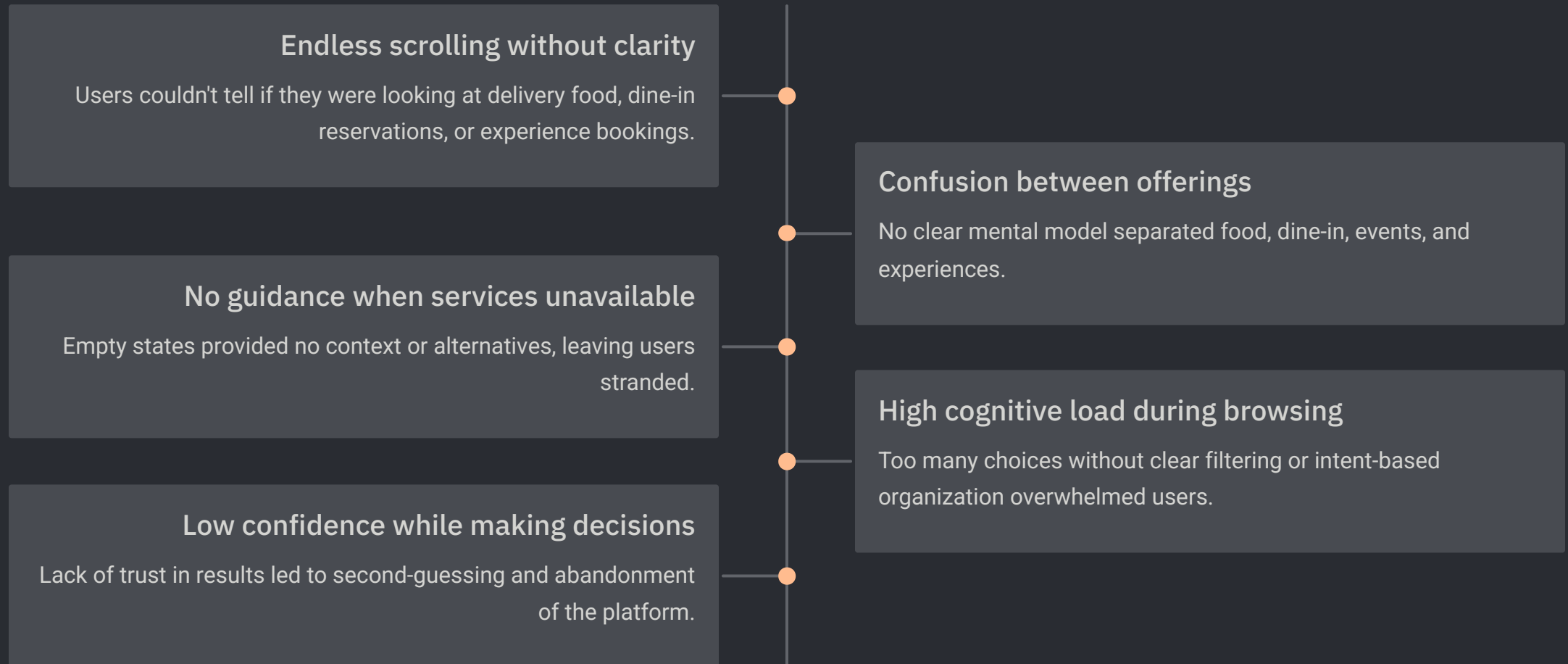
Transform Amealio from a traditional food ordering platform into an experience-led discovery ecosystem that serves users, merchants, and admins with clarity and intention.

Duration: Multiple phases across product evolution

Platforms: User-facing mobile/web, merchant tools, admin systems

User Problems: Decision Fatigue & Confusion

Users faced multiple interconnected issues that created a frustrating discovery experience on the platform. This cascade of problems led to significant user dissatisfaction and operational inefficiencies.



Result

Decision fatigue, high drop-off rates, and weak emotional attachment to the platform.

The Problem: System-Level Confusion

The core challenge wasn't just usability—it was a fundamental lack of clarity about what Amealio was meant to be. Users, merchants, and the platform itself were all struggling with misaligned expectations and unclear purpose.

User Confusion

Couldn't distinguish between browsing, planning, ordering, or exploring

Merchant Frustration

Poor control over representation, unclear listing structures

Platform Fragmentation

Food, experiences, and commerce competing without coherent structure



The Strategic Reframe

The most critical early decision was repositioning how we thought about the product internally. This wasn't a surface change—it fundamentally shifted every design decision that followed.

1

From

A food listing or ordering platform competing on speed and discounts

2

To

An experience-led discovery ecosystem where food is social, exploratory, and emotionally engaging



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Key Insight: Intent Drives Structure

The Realization

Through observation and analysis, a foundational insight emerged: users don't arrive with a single, clear intent. They come in different modes, and the platform was treating everyone the same.

This insight became the cornerstone of the entire redesign approach.



Immediate Need

Hungry now, want food quickly



Planning Mode

Researching options for later



Exploration

Discovering new places
casually

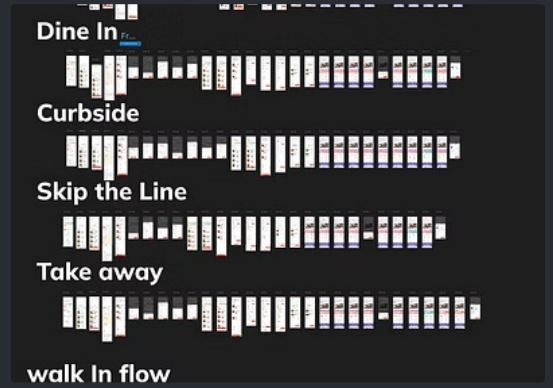
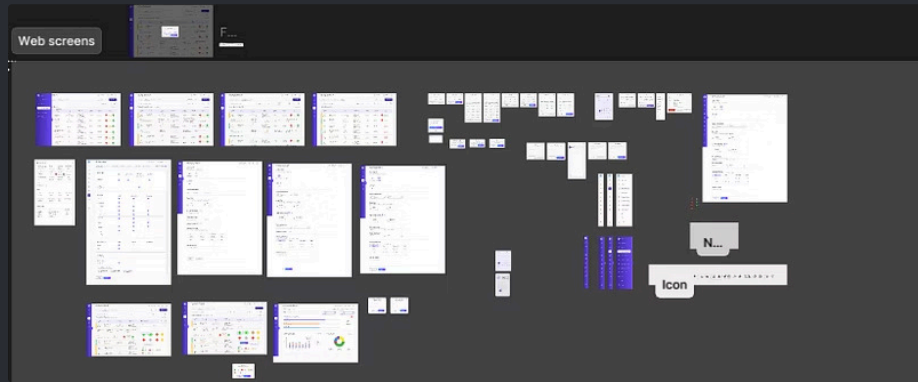
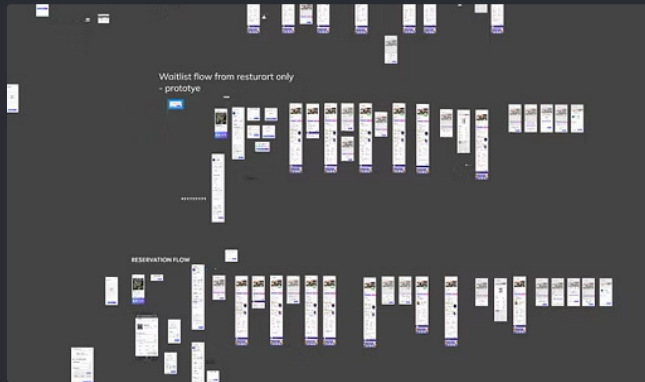


Experience Seeking

Looking for memorable dining

Redesigned User Flows

I audited existing user journeys and redesigned key flows to better align with user intent, reduce unnecessary steps, and improve decision-making clarity across different discovery scenarios. Each flow was designed to match the user's mental state—whether they needed speed, exploration, or careful planning—reducing friction and building confidence at every step.

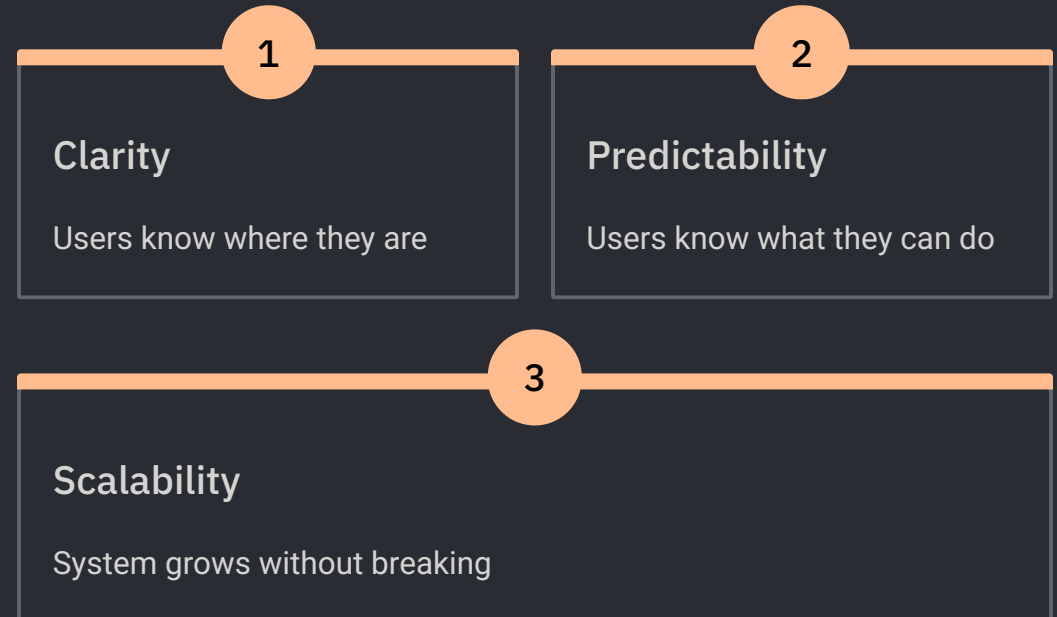


Information Architecture Transformation

The old IA was feature-heavy, lacked prioritization, and made it difficult to understand where food ended and experiences began. The redesign centered on intent-based grouping and scalable structure.

Design Principles

- **Intent-based grouping** over feature lists
- **Clear mental models** separating food and experiences
- **Contextual overlap** when user goals intersect
- **Minimal top-level structure** to reduce cognitive load
- **Modular architecture** that scales with new offerings



Multi-Sided Platform Success

Amealio required balancing three distinct user groups, each with different needs and expectations. Success meant creating clarity and empowerment across all sides without fragmenting the experience.

End Users

Intent-led discovery journeys

Scenario-safe experiences

Reduced cognitive load

Merchants

Clear food vs experience separation

Guided onboarding flows

Meaningful representation control

Admin Teams

Scalable governance logic

Clear approval workflows

Reduced manual intervention

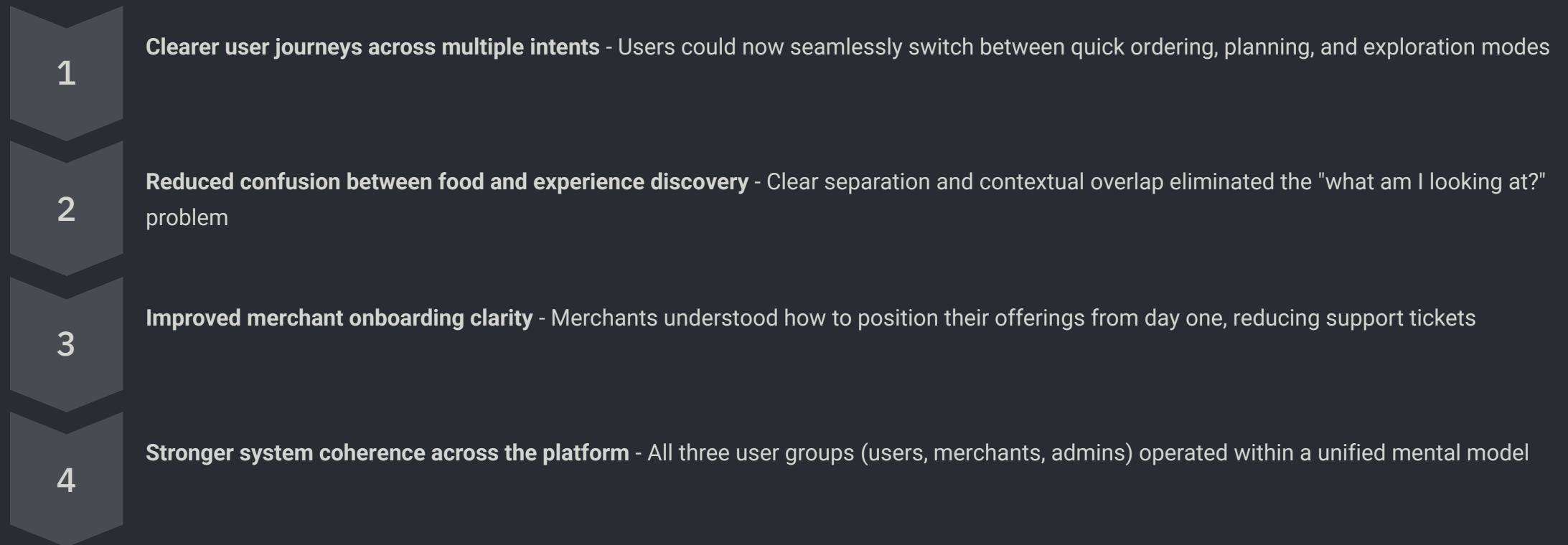
Design Philosophy

Every decision was evaluated through the lens of all three audiences. Merchant empowerment improved content quality for users. Better admin tools enabled faster platform evolution. User clarity drove merchant confidence.

This interconnected thinking prevented optimizing for one group at the expense of others.

Impact & Key Learnings

Impact



Success Signals Observed

- More confident internal conversations around UX decisions - Stakeholders could articulate "why" behind design choices
- Reduced ambiguity during merchant setup - Onboarding completion rates improved with clearer guidance
- Fewer design revisions caused by structural confusion - The IA foundation held strong as new features were added
- Improved cross-team alignment - Product, engineering, and business teams shared a common language

Confidentiality Note



This case study is under NDA and cannot be fully shared as the product has not yet launched. All details presented here are high-level summaries of the project scope, approach, and impact, focusing on my design contributions and process rather than proprietary features or confidential data.

If you'd like more detailed insights into this project, I'm happy to walk through it in a closed environment.