**List of Customer Needs:-**

**Product Needs**

**1)Responsible Packaging to reduce waste**

Within the 'material optimization' macro trend is 'responsible packaging,' which reduces negative environmental impacts. "This could entail experimenting with new materials, inventing new technologies, altering the shape or size to allow for more effective shipping, and then focusing on reusable, recyclable, or compostable possibilities. Responsible packaging to reduce waste for sustainable waste management.

**2)Quality of food & Safety of customer**

Both terms look the same, but one keeps the consumer safe and one keeps the consumer happy. Food safety refers to the concept that diseases like pathogenic microorganisms, misuse of food additives, and contaminants such as chemical or biological toxins and adulteration are prevented, whereas food quality consists of a series of consumers' attributes that collectively influence them to put different values.

**3)Experience**

The experience using your product or service needs to be easy or at least clear so as not to create more work for your customers.

**4)Price**

Customers need a product or service that meets their budget objectives or constraints.

**5)Convenience**

Customers are more likely to purchase products that can be accessed effortlessly and to offer customers convenient solutions such as making the purchase process easy by reducing the time that customers spend at checkout.

**6)Functionality of application(Features)**

The application should be user-friendly, ergonomic, at the tip of the finger, easy to use, unique, personalize, and having universal design, secured, and should maintain the privacy of the customer.

**7)Reliability**

An application that is looking to provide reliability often needs to test its products and services to ensure they can withstand potential challenges.

**8) Performance**

The product or service needs to perform correctly so the customer can achieve their goals.

**9)Efficiency**

Customer requirements for efficient resource utilization.

In other words, it's about making sure every interaction between a customer and a brand can happen with as few steps as possible.

To make sure consumers are satisfied with purchasing a product, it's essential to make the experience efficient for them.

**Service Needs**

**10)Transparency**

Transparency in the case of channels like does the food mitigate the needs of the right customer, who is delivering the food, where does it come from

**11) Empathy**

When the customers get in touch with customer service, they want empathy and understanding from the people assisting them.

Volunteers who are delivering the food at the customer’s doorstep should be empathetic, friendly with him/her.

**12) Accessibility**

Customers need to be able to access your service and support teams. This means providing multiple channels for customer service. Like messaging, 24\*7 support

If companies can begin to make changes before their customers' needs aren't fulfilled, this can ultimately lead to growth, innovation, and retention.

**13) Information**

Customers want to make informed decisions, so companies must provide relevant or necessary information as guidance. The type of information varies but may consist of details such as product specifications or usage instructions. Readily available information can persuade customers to purchase something because they have a clear understanding of the product and whether it suits their needs.

Customers’ time is valuable, and organizations need to treat it as such. Resolving customer’s issues quickly is the top component of a good customer experience

**15)Risk reduction**

Even if your products are super reliable, people still want to know they’re not at risk of losing their money or time.

The product return policy and guarantees are important in case any returns are to be made to the food retailers. This is an essential factor that needs to be covered to meet customers’ needs.

**16)Security**

Customers require certain terms of services such as privacy so that their location and data will not be sold to third parties to protect the personal data of the customer.

**17)Performance**

Customer not only requires that a product or service performs its intended purpose but also that it does well.

**18)Recognition**

All people seek the recognition of others which is a natural human trait. Awarding the customers with badges to appreciate their valuable contribution.