Persona: Mike

Goal: Provide an easy and quick way to order food from restaurant.

ACTION	Find the restaurant info	Download the restaurant app	Menu Page	Food Detail Page	Place Order	Food Delivery
TASK LIST	1. Search for the restaurant name 2. Read and Understand the restaurant info	1. Download the app 2. Install the app 3. Sign in / register to the app	1. Browse the menu 2. Find the food 3. Add to checkout	Get details about the food and the ingredients used.	1. Confirm product and discount. 2. Enter address and info details. 3. Place order	1. Get order notification. 2. Receive order. 3. Eat Meal.
FEELING ADJECTIVE	+ Stressed to go through search + Confused with reviews and user feedbacks	+ Got excited while downloading the app + Curious on how the app will provide his needs	+ Annoyed with banners popping up for subscription for free delivery. + Happy to find the product on the fly.	+ Not satisfied with food ingredients. + Not much information on nutrition	+ Annoyed when most of discounts were not applicable to order. + Exicited after placing the order.	+ Eager to receive the order for delivery. + Anxious if the food will be delivered on time. + Happy to have meal after a long day of work.
IMPROVEMENT OPPORTUNITIES	- Create a brand for the restaurant to identify - provide users a promo on registration.	- Create a web application for restaurant brand. - Provide more previews of the app visual in play store	- Show the banner only once during login of app.	- Provide options to customize ingredients. - Provide Healthy facts about that food and Minerals contents / nutrition value.	- Provide only the discounts that are applicable to the order. - Greyout other discounts.	- provide tracking and packing information - User feedback on delivery - Remind users for subscription and loyalty program pts.