

Persona: norman wells

Goal: Find nutrition rich meal to enjoy lunch at restaurant

ACTION	Find the restaurant	Get the app and sign in	Meal selection and customization	Checkhing nutrition values and adding it to a cart	Selecting type of order and payment method	Taking meal
TASK LIST	Task A) Find the restaurant which provides nutrition B) Visit the restaurant	Task A) Install the restaurant app for nutrition values B) Sign up in the app	Task A) Select the item and apply any customization over B) create from scratch	Task A) Check the nutrition values of item finalized B) Edit if needed or finalize the item by adding to a cart	Task A) Select order type B) Select payment method	Task A) Take meal B) Enjoy
FEELING ADJECTIVE	+ Stressed he have to go through long list of available restaurants + Rejected most of the restaurant don't provide any nutrition values	+ Exited He fond the restaurant app which provides nutritional values + Anxious He don't know how the app will provide nutrition values for his food	+ Confused He have to make selection from menu values and customization + Curious seeing number of option and customization	+ Surprised to see the nutrition values provided + Exited to check nutritional values of other items	+ Eager to place order + Peaceful to get a food of which nutritional value is known	+ Happy He found what he was looking for + optimistic about food and future visit
IMPROVEMENT OPPORTUNITIES	+ Run ads on various platform + Rewards for people for sharing photos	+ male sign in process easy and seamless with other account	+ provide suggestion to limit confusion + make customization process Accessible	+ provide easy to understand nutrition values + add fun facts to increase excitement	+ location service for better guessing + easy online payment + time estimates	+ reward on social media sharing + easy support for suggestions and improvement