

## User Persona 1

### Waruna Nisham



AGE 30  
EDUCATION Ordinary Level  
STATUS Married  
OCCUPATION Delivery Rider  
LOCATION Homagama  
TECH LITERATE High

“ I am used to with online service and I usually do my online shopping from Instagram.

#### Personality

Lerner Thinker Saver  
Tech-savy

#### Bio

Waruna has been working as a full-time food delivery rider for three years. He relies on this job as his primary source of income. He is familiar with the city layout and prides himself on his efficiency and customer service skills.

#### Core needs

- Consistent access to high-demand delivery jobs to maximize earnings.
- Detailed income tracking and incentives for high performance.
- Efficient route planning to minimize downtime and maximize deliveries per hour.

#### Frustrations

- Inefficient app interfaces that slow down order processing.
- Inadequate support from the app during disputes or issues with customers.
- Fluctuating earnings that make financial planning challenging.

#### Brands



#### Payment medium



Cash/Cheque Digital Payment

#### Platform



Website

## User Persona 2

### Chamodi Dilshani



AGE 23  
EDUCATION Advanced level  
STATUS Single  
OCCUPATION Delivery rider  
LOCATION Kottawa  
TECH LITERATE Medium

“ I am used to with online service and I usually do my online shopping from Instagram.

#### Personality

Extrovert Reader Saver  
Tech-savy

#### Bio

She is recently transitioned to being a food delivery rider after a career change. She is still learning the best practices for efficient delivery and needs guidance to avoid common pitfalls.

#### Core needs

- Comprehensive onboarding to understand the app and delivery protocols.
- Real-time assistance for navigating through the city and managing deliveries.
- Community support or mentoring from experienced riders.

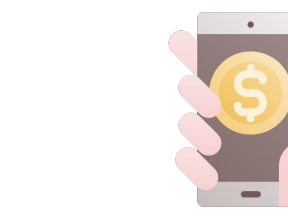
#### Frustrations

- Overwhelming amount of information and features in the app.
- Not knowing the best areas and times to work for maximum earnings.
- Anxiety about making mistakes that could lead to negative reviews.

#### Brands

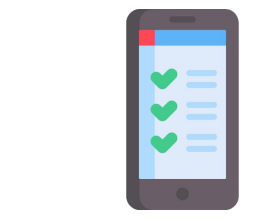


#### Payment medium



Digital Payment

#### Platform



Mobile App

## User Persona 3

### Kelum Darshana



AGE 23  
EDUCATION Undergraduate in multimedia  
STATUS Single  
OCCUPATION Student  
LOCATION Pitipana  
TECH LITERATE High

“ I am used to with online service and I usually do my online shopping from Instagram.

#### Personality

Lerner Thinker Saver  
Tech-savy

#### Bio

He is a university student studying graphic design and works as a part-time rider to support his education. He values flexibility because his academic schedule can be unpredictable.

#### Core needs

- Ability to easily select and modify his working hours according to his lecture schedule.
- Quick and easy pick-up and drop-off procedures to fit more deliveries into limited time.
- Safety features within the app since he often works evening shifts.

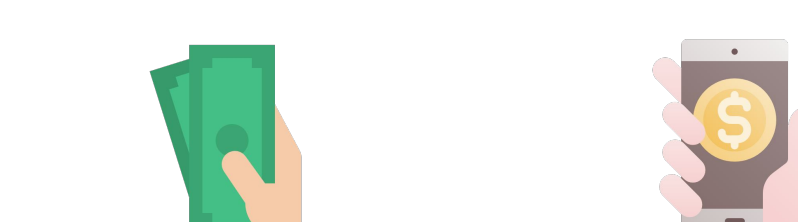
#### Frustrations

- Difficulty in finding available shifts that match his free time.
- Lack of safety measures and support during the late hours.
- The app being too complex to navigate quickly between lectures.

#### Brands



#### Payment medium



Cash/Cheque Digital Payment

#### Platform



Website Mobile App