

Three stages of design thinking for the given scenario:

1. Empathize:

The empathize phase involves the method of understanding customer's need and their desire. In the case of 'Renowned Restaurant' app, the first thing to get empathize on is 'The budget of the user'.

For this purpose, we'll be using two scenario personas to understand the need and desire of the targeted customer group:

PERSONA 1:

	ANANDITA SHARMA
	Age: 25
	Location: Indore, Madhya Pradesh
	Occupation: Accounts manager
	Income: 4.8 LPA
	Status: Single
	Anandita is an introvert, but a foodie, is reluctant to go to restaurant, but is frequent in ordering food. Also the salary poses a problem in daily food ordering leading to inconsistency as a customer.
	GOALS:
	1. Discovering new recipe.
	2. Looking for new and fancy food on online platforms.
	PERSONALITY TRAIT :
	Passionate : 60%

| **Motivational : 40%**

| **Introverted : 90%**

| **Learning : 50%**

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| **FRUSTRATIONS:**

| 1. Finding difficulty in specific and complex recipe.

| 2. Having not much income for trying new and expensive dishes.

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| **RECOMMENDATIONS:**

|1. Swiggy

|2. Zomato

PERSONA 2:

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YUG THAKUR

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Age: 28

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Location: New Delhi, India

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Occupation: CA

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Income: 18 LPA

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Status: Married

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| **Yug is an extrovert, not a foodie, loves to go**

| **to different restaurant, but is not frequent in ordering food.**

| **Having this much salary is sufficient for a person like him to**
take | his family for a weekly dinner.

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| **GOALS:**

|1. Discovering new restaurants.

|2. Looking for ease in access for family dinners.

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| **PERSONALITY TRAIT :**

| **Passionate : 70%**

| **Motivational : 60%**

| **Introverted : 30%**

| **Learning : 70%**

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| **FRUSTRATIONS:**

| 1. Finding difficulty in attaining time for dinner plan with family.

| 2. Having enough money but not the variety of choice.

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| **RECOMMENDATIONS:**

|1. Arsalan

|2. Aminia

2. Definition:

This phase involves defining the problem statement based on the four W's—who, what, where, and why, Involves "WHO" is having the problem, "WHAT" is the problem, "WHERE" does the problem occurs generally and lastly "WHY" is the solution is required. Based on these 4 questions, we'll define the problem statement of our problem.

- a) What: The problem is to understand the need of customer searching for online and offline fooding services along with room booking.
- b) Who: The people passionate about travelling, fooding and lodging along with the working class who have difficulty in preparing food after coming home from the work place.
- c) Where: The problem usually occurs in places like tourism destinations and industrial and working areas of the City/State that has heavy population of the working class.
- d) Why: The problem needs to be solved because most of the working class and tourists are in search of better hospitality through these apps

SO, THE P.S HERE CAN BE DEFINED AS:

"Young and Old tourists are in need of proper hospitality (in terms of fooding and lodging) in a region that is new for them."

Also incorporating with the working class for access of fast and unique delivery options from the app.”

3. Ideation:

In this phase, we have to provide possible solutions to achieve the solution of our P.S. Taking the condition of the above personas, we have to design a budget friendly menu so that it's accessible to majority of population with every persona (whether introvert or extrovert, middle class or high class, centered or dynamic) so that all of these categories can have same privileges as the other.

POSSIBLE SOLUTIONS:

1. **Smart Table Booking System**

- Real-time table availability & reservation system.
- Pre-order meals while booking to reduce wait time.
- Virtual queue management with estimated wait times.

2. **AI-Powered Personalized Recommendations**

- Suggest dishes based on past orders and preferences.
- Recommend trending dishes in different outlets.

3. **Real-time Food Availability & Dynamic Menu Updates**

- Display dish availability at each outlet.
- Notify customers when favorite dishes are back in stock.

4. **Order Tracking & Predictive Delivery Time**

- Real-time GPS tracking of food deliveries.
- AI-driven ETA for delivery or table readiness.

5. **Loyalty & Reward Program**

- Points-based system for discounts on future orders.
- Exclusive offers for frequent customers.

6. Customizable Orders & Special Dietary Filters

- Option to customize dishes (e.g., spice level, allergy-friendly).
- Separate sections for vegetarian, vegan, and gluten-free food.

7. Integrated Feedback & Review System

- In-app rating & review system for dishes and services.
- AI-based sentiment analysis for service improvements.

8. Voice & Chatbot Ordering Assistant

- AI chatbot for quick order placement & FAQs.
- Voice command-based ordering for hands-free experience.

9. Multi-location Service Consistency

- Standardized training for staff across all outlets.
- Customer history accessibility across outlets for a personalized experience.

10. Exclusive Subscription Model

- Premium subscription for free delivery, priority table bookings, and special discounts.