

Persona: Josephine

Goal: A way to track real time location of ordered food

ACTION	Place Order	Confirm Rider on motion	Confirm location of the rider	Confirm Rider in given delivery location	Pickup Order
TASK LIST	A. Call the restaurant B. Place Order C. Give location for order delivery	A. Call to confirm that the rider is about to leave B. Confirm rider's phone number C. Confirm that the rider remembers the delivery location	A. Call the rider at intervals B. Inquire about the rider's current location C. Keep guessing the estimated time to reach the location	A. Get to the delivery location before the rider B. Call the rider to know when he gets to the location C. Get rider's description details and locate the rider	A. Pick up order B. Check the order delivered C. Go home and eat meal
FEELING ADJECTIVE	Happy that the order has been taken. Worried that they got the right location	Displeased if the rider is not yet in motion after several calls	Worried of time wasted in directing the rider Displeased of the call charges, the rider may find it hard to hear josephine due Anxious that the rider may get to the location and pass without delivering the order	Dissatisfied if she gets there earlier and will have to wait for a long time or if the rider gets there and pass without delivering Happy when she finally sees the rider Not happy of the extra charges due to many calls	Happy after eating Not happy if the order delivered is not correct
IMPROVEMENT OPPORTUNITIES	Create a mobile application for ordering and space to add or select delivery location.	Add feature to signify that the order has been packaged and in motion. Add night mode feature for accessibility reasons so as to see app details.	Add map feature to show the realtime location of the rider and estimated time to get to the delivery location	Add notification beep feature when rider gets to the specified location and the riders' details.	Add review or feedback or customer complaint method to the application.