



Demographic

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 Noida

 Amazon

 Outsider

Interest in Technology

Mobile 
Online Shopping 



Piyush - Manager



Goals

Piyush is a foodie person so he visits food hubs regularly and galactic is one of them. He always looks for a place where he can get options for food and comfortable space. He does not like to stand in a queue. He is looking for a solution so that he can order food before he reaches to galactic.



Pain Points

- > Waiting in queue.
- > After ordering food one has to look for a seat.
- > Galactic should give discount offers so that one can choose galactic more than the others.



Motivation

- > Ambience
- > Food Options
- > Popular Vendors
- > Cleaning Services



Demographic

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 Noida

 SUBWAY Worker

 Vendor

Interest in Technology

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Online Shopping 



Gagan - Vendor



Goals

Gagan is a Worker of SUBWAY (One of the outlets of Galactic). He manages the Galactic Branch. He faces chaos in front of his outlet at peak hours. He is looking for a solution so that the crowd can be managed and he can give the best service.



Pain Points

- > They have to shout all the time to look for the food owner.
- > Sometimes payment modes becomes inconvenient.
- > people keep asking whether their food is ready or not so it creates so much chaos.



Motivation

- > A large number of customers.
- > Outlet structure.
- > Food wastage control efforts.
- > High class environment.



Kajal - Resource Manager



Goals

kajal is a frequent user and she is foodie too. She comes at galactic regularly on-peak hours. She faces so much chaos at lunch and it makes her late for work all the time. She is looking for a solution so that she can be at her work on time as well as enjoy her food.



Pain Points

- > Long queue at each outlet.
- > One has to keep checking all the time whether food is ready or not.
- > Existing payment modes take so much time.
- > Galactic becomes so noisy at peak hours.



Motivation

- > Variety of Fast Food.
- > Comfortable space to spend time.
- > Ambience

Demographic



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Noida



TCS Employee



Frequent User

Interest in Technology

Mobile



Online Shopping

