MARIA S						
PHASES	AWARENESS	WEBSITE SEARCH	ORDERING & WAITING	RECEIVING	CONSUMING	SHARING & REVIEWS
ACTION	Planing to order out for weekend lunch	Browses the entire menu and places the order from the lunch section	Searches for the website that promises delivery under 30 minutes	Goes to collect the ordered food	unpack the items and enjoys the lunch	Leaves a review and shares about the food with her friends
THOUGHTS	Due to busy schedule, doesnt have ime the make meal.  consider lunch as an important meal and doesnt want to skip it.	Food will be delivered at home, while I try to catch up with my busy work load and run top priority errands	Considers it a good experence as customer got her favorite food item.  Does not want to wait for more than expected time	Hopes that the food has an excellecnt quality and works for her families taste.	Loves the amount, taste, and condiments	Happy on the type of services delivered  Thinks of using he service on every alternative weekend, but if only the vendor add more options
CHANNELS	Mobile phone & Computer	Mobile phone & Computer	Mobile phone & Computer	No channel used	No channel used	Used website and chat messanger
FEELINGS	Made the decision, while being uncertain	Interested in exploring a wide array of food items for lunch Fear the image on the site doesnt give a good representation of the meal she is selecting	Loves the idea of ordering food online. But wants the process to be a bit faster. Disappointed due to the availability of less payment otions	Excited and hungary  Not happy with the overall packing of the food	Energized, relaxed, satisfied, and enriched	After leaving a review on the site, the customer feels connected to the business owner
OPPORTUNITES	Plans to order out for weekend lunch options on the weekends	Show them the options that are best for lunch, according to their taste and preferences	Enable one-click purchase. Allow the website to remmeber information to save from hassle of signing up again and again	Use clean and recyclable packaging	Encorage them to leave a review on the site	Make use of proper packaging and branding so that mor people become aware of the business  Give the existing customer a discount for each customer that comes through them