# Awareness

**PHASES**

**Website**

**search**

**Ordering and waiting**

**Receiving**

**Sharing and**

**reviews**

Leaves a review and shares about the food with his friends &family

computer as payment was not successful via phone

used app chat messenger and customer support

made the decision, while being uncertain food delivery

Interested in exploring a wide array of food items for breakfast

General regression neural network and cluster analysis

Excited and hungry.

Not happy with the damage food of the packing

After leaving a review on the app, the customer feels connected to the business owner

Make use of proper packaging and branding so that more people become aware of the business.

Use clean and reused packaging

Add an order option on the website.

will send customer an order confirmation and an order number.

showing the option that are best for breakfast, according to their waste and preferences

Plans to order out for weekend breakfast options on the weekends

Quite happy on the type of services delivered.

Don’t need to cook unnecessary

**Plans to order out for one month breakfast**

Goes to collect the ordered food breakfast

browses the entire menu to search and places the order from the breakfast section

searches for the website that promises delivery under 60 minutes

Consider breakfast as an important meal and does not want to skip it, due to any unnecessary actions

Food will be delivered at home, while I will sip coffee and run the top priority trends

good start to the one month as customer got his favorite food item.

Hopes that the food has an excellent quality and works for his taste

**PLANNING**

**ACTIONS**

**CHANNELS**

**FOOD DELIVERY**

no channel can be used

Mobile app (or) web app

Mobile or website (Smartphone)

**OPPORTUNITIES**