PHASES	Awareness	Website search	Ordering and waiting	Receiving	Sharing and reviews
PLANNING	**Plans to order out for one month 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	Goes to collect the ordered food	Leaves a review and shares about the food with his friends &family
ACTIONS	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	Quite happy on the type of services delivered. Don't need to cook unnecessary
CHANNELS	Mobile or website (Smartphone)	Mobile app (or) web app	computer as payment was not successful via phone	no channel can be used	used app chat messenger and customer support
FOOD DELIVERY	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
OPPORTUNITIES	Plans to order out for weekend breakfast options on the weekends	showing the option that are best for breakfast, according to their waste and preferences	Add an order option on the website. will send customer an order confirmation and an order number.	Use clean and reused packaging	Make use of proper packaging and branding so that more people become aware of the business.