

PHASES	Awareness	Website search	Ordering and waiting	Receiving	Sharing and reviews
ACTIONS	Plans to order out for weekend breakfast	browses the entire menu and places the order from the breakfast section	searches for the website that promises delivery under 30 minutes	Goes to collect the ordered food	Leaves a review and shares about the food with his friends
THOUGHTS	Consider breakfast as a important meal and dose not want to skip it, due to any unnecessary circumstances	Food will be delivered at home, while i sip coffee and run the top priority errands	good start to the weekend as customer got his favorite food item.	Hopes that the food has an excellent qualityc and works for his taste	Quite happy on the type of services delivered. don't need to cook
CHANNELS	Mobile (Smartphone)	Mobile app	computer as payment was not successful via phone	no channel used	used app and chat messenger
FEELINGS	made the decision ,while being uncertain	Interested in exploring a wide array of food items for breakfast	Anticipatory rush loves the idea of ordering food online. but wants the process to be a bit faster.	Excited and hungry. Not happy with the overall packing of the food	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 yaste and preferences	Add an order option on the website. will send customer an order confirmation and an order number.	Use clean and reclable packaging	Make use of proper packaging and branding so that more people becomes aware of the business.