



Tanu

Age: 19

Education: 2nd year BA English

Hometown: Jharkhand

Family: Lives with roommates

Occupation: Unemployed

"I am a huge foodie and I like to think that my day goes well when I've had a good meal."

Goals

- Tanu would like to get back to her work and assignments as soon as possible without facing any hassle while tracking her food.
- She wants to experience seamless delivery when she orders her food.
- She wants the food delivered to her doorstep without experiencing any address confusion.

Frustrations

- Tanu often feels irritated that the food takes a longer time than shown in the app, to be delivered.
- Tanu sometimes gets pissed that even after numerous number of deliveries to the same residence, the delivery executive still isn't able to find it.
- Tanu gets angry and irritated to use the application for tracking as it shows false ETAs majority of the times.

Tanu, 19, is a 2nd year college student who resides in a PG with her roommates. Tanu has a lot of college work to complete on a day to day basis due to which preparing food is a hassle for her. She orders about two to three times a week and faces various issues with her food delivery app as it doesn't show precise ETAs and the delivery executives always face trouble in finding her residence.. She would like for the application to use the facility of google maps for finding precise delivery locations so that she need not worry about the whole tracking of food online every 5-10 minutes post ordering.



Manvitha

Age: 26

Education: B.tech in CSE

Hometown: Hyderabad

Family: Lives alone

Occupation: Gym Trainer

"I'd pick healthy and nutritious food over anything and anyone."

Goals

- Manvitha wants to relax and have a good meal after she's done with training.
- She just wants her food to be delivered as soon as possible so that she can rest well.
- Manvitha needs nutritious and healthy food so that she can get ready for another day of rigorous non-stop training.

Frustrations

- She hates that the app shows mismatching ETAs and it gets frustrating when the tracker doesn't load properly, making it seem like the food is going to take longer than it shows.
- She sometimes panics as the app takes an hour to update that her food has been delivered, causing her to think that another order of meal has been delivered in her name.
- She finds it annoying that the tracker has loading issues and she can't get a real-time update on her order.

Manvitha, 26, is a crossfit gym trainer who trains hundreds of clients on a day-to-day basis and she values her food and nutrition more than anything. When Manvitha gets home, she wants to have a relaxing and peaceful dinner, and sometimes she's too tired to make it herself, due to which she orders food online. She just wishes that the design of the app has more animations and visuals to show that the food has been delivered to better delight her while using the app. Overall, she wishes that she doesn't face many hiccups while tracking her food, as ordering food has become an integral part of her life due to her rigorous lifestyle she leads.