

# Persona: Tanu

Goal: Order food online without any hassles.

ACTION	Open app	Find restaurant to order from	Order food	Finish payment	Track order
TASK LIST	Tasks  A. find app in phone B. open app and wait for it to load	Tasks  A. search for restaurant. B. filter restaurants based on cuisine. C. look for closest restaurants to order from	Tasks  A. search for food B. add food items to cart	Tasks  A. go to checkout page B. look for order summary C. make sure payment credentials entered are correct.	Tasks  A. go to “track order” page B. look for delivery executive’s number C. check for ETA on order
FEELING ADJECTIVE	User emotions Restless hopeful	User emotions Hopeful Anxious to order from restaurants at close proximity	User emotions Happy to order food. Stressed about not being able to filter food or cuisine preferences.	User emotions Anxious to get order right. Concerned about payment.	User emotions Hopeful to collect order soon. Restless waiting for food.
IMPROVEMENT OPPORTUNITIES	Area to improve Unique and eye catching app thumbnail design.	Area to improve Filter on restaurants based on location and distance	Area to improve Filter specific food items and different cuisines available in a restaurant	Area to improve Preview of cart before going to checkout page. Direct checkout page should be implemented.	Area to improve Precise ETAs on ordered items. Better animations while food is being prepared.