Kingsley’s CJM (AS-IS)

User profile

Rone

Independent

Rone, a 19-year-old Singapore Polytechnic student, faces the challenges of balancing studies with a tight financial situation at home. With two siblings and limited resources, he finds it hard to focus at home and spends most weekdays studying in the school library. Growing weary of repetitive school meals, he increasingly opts for fast food due to its affordability and convenience, especially when studying late. Since his family rarely makes breakfast, he handles his own morning meals. Rone is driven to excel in his studies to support his family.

Scenario

Rone is studying alone at school, preparing for a test the next day. After hours of focused studying, he realizes he’s hungry and struggling to concentrate. He wants a quick, filling, and affordable meal that includes a drink, as his previous drink is finished. With the school canteen closed as it night time and not wanting to leave his study spot, he looks for a budget-friendly, convenient option that will sustain him for the next few hours.

Goal

Rone’s goal is to keeps his stomach satisfied while he studies and until the period he heads home ridding him of his hunger distraction and also allowing him to maximize study time.

Expectations

- Food should be affordable and filling.
- There should be a variety of food options offered
- Food should be delivered as quick as possible
- Food should be easy to consume in as short time as possible

User journey map

Phase Name	Consideration	Arrival	Ordering	Delivery	Eating
Phase Goal	Rone is currently studying in school as has been studying for a few hours so he is now hungry, therefore he is considering ordering food online and also thinking about the fast food options available for delivery and considering which one he wants to order from.	Rone goes to the fast food restaurant’s website	Rone finalizes his meal choice and adds the food along with the set that he wants to cart. And proceeds to payment. After making payment, his order is then sent.	Rone will now wait for his food to be delivered to his school	After collecting his food from the delivery person, he consumes his meal and drink while studying.
Phase Duration	10 minutes	1 minute	15 minutes	35 minutes	5 minutes
User actions *What action does the user take during each step?*	Rone is thinking and considering the factors to help him to finalize his decision about the fast food company he will order his food from.	After finalizing his fast food restaurant choice, Rone goes to the fast food restaurant’s website and looks for the menu.	Rone looks through the entire menu to shortlist his food options. After finally deciding what he wants to order, he then proceeds to add his food choice to cart, he also chooses the set with a drink and one side. After that he, proceeds to payment, filling up his payment details and proceeding to confirm his payment and his order is sent.	After successfully ordering his food, Rone is now trying his best to focus on studying in the mean time while waiting for his food to arrive. He keeps his phone near his laptop so he can see the when delivery has arrived with the use of SMS notification from the fast food restaurant.	After waiting 30 minutes Rone’s food delivery arrived, and he collected his food. Rone then proceeded to continue his studies while enjoying his meal and beverage.
Goals & experiences *What is the user trying to accomplish?*	Rone is trying to satisfy his hunger so he can focus on studying but he wants food that is affordable, filling and not a food that he regularly eats.	Rone wants to quickly find the menu so he can see the food options he has and finalize his order and order as quickly as possible	Rone wants to enter his payment details without any issues so he can pay and confirm his order as soon as possible.	Since Rone has been studying for hours, he is quite hungry and cant focus on his study so he is hoping his delivery comes as soon as possible and with no mistakes of his order.	Rone wants to make sure his order is completely correct, and hopes his food tastes as good as he remembers and hope it really does fill him up for the rest of his study session at least.
Feelings and thoughts *Use the emojis below to help illustrate how the user might be feeling.* 😃 🙂 😐 ☹️ 😡	After hours of studying as well as a few hours of classes, Rone feels tired as well as hungry. 23/08/00p Rone cant wait for his meal to arrive as he would feel more energized and not hungry as well which would help him focus. 23/08/00p He is worried his delivery will take very long as he might spend some time stacking instead of studying if he gets too hungry 23/08/00p Rone hopes he isn’t sick of the food and is instead hoping that his food is as good as he remembers 23/08/00p	Rone is glad that it is easy to find the website 23/08/00p	After Rone finalized his order, he proceeded to payment and was happy as they offered multiple payment options, he was also glad he used stripe as it would save his details for future purchases making it easier to order in the future. 23/08/00p He is happy he has a variety of food options to pick from and is glad there are several options he is also considering to eat 23/08/00p He is also a bit happy that even though $6 might be a bit expensive, it seems worth for the set meal as it comes with a burger, side, and beverage that he likes. 23/08/00p After a successful order, the app then displayed the order status screen which shows the stages of the delivery which Rone was happy to see as he could keep track of his order 23/08/00p However as there are so many different set combinations and food options to pick from as well sides and beverages to pick from, he is finding it hard to finalize his order. 23/08/00p	Rone was annoyed that it took quite long for his food to come as he could not focus. 23/08/00p Rone is satisfied that his food finally came as he can now satisfy his stomach. 23/08/00p Rone was slightly disappointed that his drink was not cold anymore and a bit of it spilled out in the plastic bag. 23/08/00p	Rone was glad that the food tasted like how he remembered 23/08/00p Rone is glad that the food was filling, satisfying his hunger and giving him energy to study 23/08/00p However after finishing his meal, he felt like it might be a bit much for him and is afraid that it may be unhealthy if he does this often 23/08/00p
Pain points *What’s not working well? What causes friction?* *How many people does this affect? On a scale of ‘nuisance to show-stopper’, how bad is this pain?*	Rone’s pain points are the following: 1. Difficulty deciding which fast-food restaurant to choose due to the variety of options. 2. Worries about the delivery time being too long, leading him to prioritize the fast food outlets that are closer to his school, as he believes that proximity of the outlet means a faster delivery 3. Frustration with repetitive menu options, as he dislikes eating the same food often.		Rone pain points are the following: 1. Feels slightly overwhelmed by the large menu offering, which includes a wide variety of food options, customizations, and combo sets, making it hard for him to decide on the most suitable meal quickly 2. Potential frustration over hidden charges like extra fees for delivery, taxes, and final total price of the meal he selected 3. Difficulty comparing meal sets and determining the best value for money.	Rone pain points are the following: 1. Finds the long waiting time for the delivery frustrating, as his hunger negatively impacts his ability to focus and distracts him from studying which causes discomfort and inefficiency 2. Uncertainty about the delivery status or exact arrival time. 3. Anxiety over potential issues like delivery delays or wrong orders.	Rone pain points are the following: 1. Missing utensils, napkins, or condiments, making the meal harder to consume. 2. Concerns about the meal not being as filling as expected, leading to hunger later while studying.
Opportunities *How might we address these pain points? (Not really ideas, ideas will be later) How big is the opportunity if we correct this pain point?* *What are new ways to serve this person?*	1.Identify what are the factors that affects the customer’s decision when considering and explore ways to simplify their decision 2. Find out how the proximity of the outlet impacts the customer’s decision and also find out how to address concerns about the speed of the delivery 3. Understand how to balance the “main” menu’s offerings		1.Find out how customers perceive large food menus and identify the strategies to reduce the decision fatigue without limiting choices 2.Find out how upfront communication about the delivery fees and taxes impacts the purchasing decision of the customer 3.Find out the factors that affect the customer’s perceptions of value for money with fast food meals	1. Understand how the waiting time of the delivery will affect the customer’s experience 2. Identify the key points where providing an update could reduce uncertainty of the customer and also help to improve the delivery experience 3. Find out what are some ways to reassure the customer during the delivery process to reduce or prevent anxiety about potential problems with the delivery	1. Find ways to implement quality control checks for completed orders before sending it out for delivery. 2. Study the customers preferences for portion sizes and meal satisfaction in order to identify the gaps in the meal options on the menu.