Title: Dealing with various demands and personal preferences   Minjuan Luo   20313326

Persona:

Kevin, a technology developer who's age 28 and personality is organized and practical

Emily, a adventerous foodie who's age 26 and personality is food-loving and outgoing

Jacob, a vegan enthusiast and aware of environment protection who's age 35 and personality is dicipline and active

Amy, a meat lover and craves spicy who's age 29 and personality is spontaneous and social

A group of friends gathers at their apartment and excitedly discussing their dinner plans for the night. They are Kevin, Emily, Jacob and Amy

1. User friendly interface

As they open the app, they're greeted with an intuitive interface that immediate displays trending restaurants nearby. Jacob taps on the search bar and filters the options based on cuisine types, dietary preference and delivery time

2. Personalized Reccomodation

The app uses machine learning to suggest personalized restaurant options for each person. Jacob gets a list of vegan restaurants while Amy gets spicy food with a large scale. Kevin and Emily decided to order a shared dish which offers a tempting price.

3. Real Time Update

After finalizing order, they receive real-time updates on its preparation and delivery status. The app estimates the delivery time traffic and restaurant cooking times

4. Interactive Tracking

While waiting for the delivery, the group of people noticed the app's interactive tracking feature. It shows a live map with the delivery driver's progress.

5. Payment and Splitting the Bill

Once the food arrives, they use the app's built-in payment system, which allows them to split their bill evenly. Each people pay their bill through the app separately by a self-generating link, which saves a lot of efforts

6. Review and Rating

After their meal, they provide ratings and leave reviews for the restaurant on the app, helping other users discover great dining options

7. Rewards

Amy, a loyal user of the delivery app, receives a notification about earning loyalty points from this order. She exitedly informs her friends about the upcoming discounts she will receive on her next orders.

As they finishing their meal, the group reflect on how the app made their dinner stress-free. They are already planning their next party with this app again as they are eager to explore more of the functionality.