

Kristin Watson



AGE	27
EDUCATION	Masters in Business
STATUS	Single
OCCUPATION	Sales Manager
LOCATION	Mumbai
TECH LITERATE	High

“ I am used to with online service and I usually do my online food ordering

Personality

Foodie

Better Lifestyle

Techie

Thinker

Introvert

Bio

Kirstin Watson sometimes feels tired after office and don't want to cook food. But she has to cook because she is the only one in the home, but doesn't want to outside foe dinner because she already feels tried.

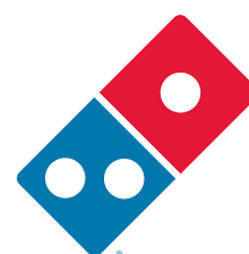
Core needs

- Want to get food anytime and anywhere.
- Can use any type of payment and should be clear price.
- Can easily track food and fast delivery.

Frustrations

- Price is high abd concern related to quality they provide.
- Food delivery delay and delivery boy doesn't pick calss.
- Different prices on app vs restaurant.
- Time-consuming process and can't locate previous orders.

Brands



Payment medium



Cash/Cheque



Digital Payment

Platform



Website



Mobile App