

Customer

PERSONA

Profile



akinyi Otieno,
Student

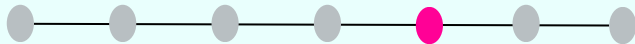
Age: 27

occupation student(Maseno Uni)

Location kisumu, Kenya

Education bachelors of arts

Tech Comfort
low



description and personality

story

Akinyi frequently orders food to her hostel when buried in assignments or on rainy days when she prefers not to cook. She prefers apps that allow her to personalize orders—no onions, less chili, no cutlery. But often, she receives wrong items or can't contact the rider to clarify issues. Her last order arrived cold and late, ruining her lunch break.

introvert



Goals

- Order food with confidence and control.
- Avoid frustration caused by miscommunication.

Habits

- Checks delivery app ETA multiple times during a single order.
- Always removes condiments or cutlery when ordering—if the app allows it.

Frustrations

- Unresponsive riders and delivery support
- Inaccurate delivery timelines

"Contacting the runner is hard. Calls go unanswered."

MANAGER PERSONA

Profile



**Mercy Adera,
Manager**

Age: 35

occupation restaurant owner

Location kisumu, Kenya

Education diploma in business management

Tech Comfort
low

high



description and personality

story

Mercy runs a popular local joint and juggles between dine-in and delivery orders. Her kitchen gets overwhelmed during peak hours, especially when riders show up either too early (before food is ready) or too late (making food go cold). She's frustrated when customers complain about chili being added despite clear instructions. These mistakes, although not her fault, affect her ratings.

least adaptable

most adaptable



Goals

- Synchronize food prep with rider arrival.
- Ensure customers get exactly what they ordered.

Frustrations

- Late/mistimed pick-ups
- Lost or missing customer instructions

Habits

- Writes special notes on paper for the kitchen staff to avoid missing instructions.
- Calls riders manually if they don't arrive within expected time.

"Timing is tough when we don't know when the rider will show up."

RUNNER

PERSONA

Profile



**Brian Omondi,
Rider**

Age: 30

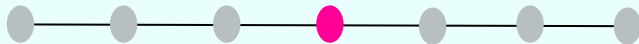
occupation full-time rider

Location Nyalenda, kisumu

Education diploma in social
educationt

Tech Comfort
low

high



description and personality

story

Brian delivers over 15 orders a day on a motorbike. He often gets routes far from his area while others seem to receive easier jobs. With traffic and unclear addresses, he's constantly stressed about being late. He once had to deliver an order with no instructions, only to be shouted at for knocking loudly during a Zoom meeting. He wants fairness and better routing.

least reliable

most reliable



Goals

- Get fair delivery assignments
- Reduce friction and stress from poor communication

Frustrations

- Incomplete delivery instructions
- Route assignments that don't consider traffic or rider location

Habits

- Uses Google Maps + local knowledge to reroute manually
- Screenshots customer instructions when they appear in the app (if at all)

"Some riders are favored."

FLEET LEAD PERSONA

Profile



**Janet Oketch,
Fleet Manager**

Age: 42

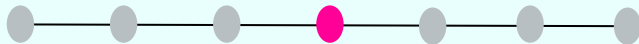
occupation delivery team lead

Location Nyalenda, kisumu

Education diploma in business managementt

Tech Comfort
low

high



description and personality

story

Janet oversees a small team of riders who operate in different parts of Kisumu. Her mornings start with manually texting and calling riders to assign orders. She feels blind once they're out delivering unless a rider calls with a problem. She's tired of being blamed when customers complain about delays, even though she had no real-time way to know what went wrong.

least adaptable

most adaptable



Goals

- Centralize rider activity into one live view.
- Get alerted when problems occur before the customer does.

Frustrations

- No real-time visibility into delivery operations
- Lack of data to defend her team or evaluate performance

Habits

- Uses Google Sheets to track daily deliveries and lateness.
- Calls each rider 2–3 times per shift to check in on their status.

"We keep calling when we lose track."