

CT&DT – SPSU – “CHALLENGERS” – TASK 05

ABOUT – FOOD DELIVERY APP

Stages	Awareness	consideration	Purchase	Retention	Advocacy
Goals and objectives	Increases app downloads and Daily active users	Improve user ratings and reviews on app stores	Increase order completion and upsell items	Boost order frequency within 6 months	Foster customer loyalty and referrals
Touch Points/ Channels	App installation, social media ads	Menu browsing, user reviews on app stores	Order placing, payment gateway	Push notifications, in-app rewards	Social media, referral programs
User Thoughts & Concerns	Variety of available restaurants and food choices	Ease of navigation, menu clarity, food quality	Quick checkout process, secure payment	Users might explore new restaurants/foods	Consistent food quality, fast delivery
Emotions	Curious to explore new food options	Excited to find deals or new restaurants	Eager to complete the purchase	Satisfied if deliveries are timely	Delighted if they get discounts/rewards

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