

**User Personas based on
ratings, cuisine and price
demographics after
quantitative research**

**Customer Archetype Segmentation
using Zomato dataset**

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Jyoti

ABOUT

Jyoti is a UX Designer that works for a Fortune 500 company in Central Delhi. Whenever her friends come over or she has to meet with high-value clients, she prefers to talk to them over lunch at Connaught Place. If she's meeting with a client she would not mind going to pricy restaurants and discuss work proposals. If she's with her friends, she might just want to have fun and would want it to be economical.

Ratings requirement

- The best restaurants in New Delhi are here at Connaught Place ratings > 3.5
- Even at cheap places (price range 1) the ratings are above 3.0 and there are numerous restaurants with rating > 4.0 (outliers)

CUISINE NEEDS

- 2-4 cuisines are available at maximum number of restaurants. Total unique cuisines are 45
- Restaurants with 3-4 cuisines are rated in between 3.5-4.0 so there is variety available in good restaurants

AGE 29

JOB TITLE UX Designer

STATUS Single

LOCATION Central
Delhi

PASSIONATE

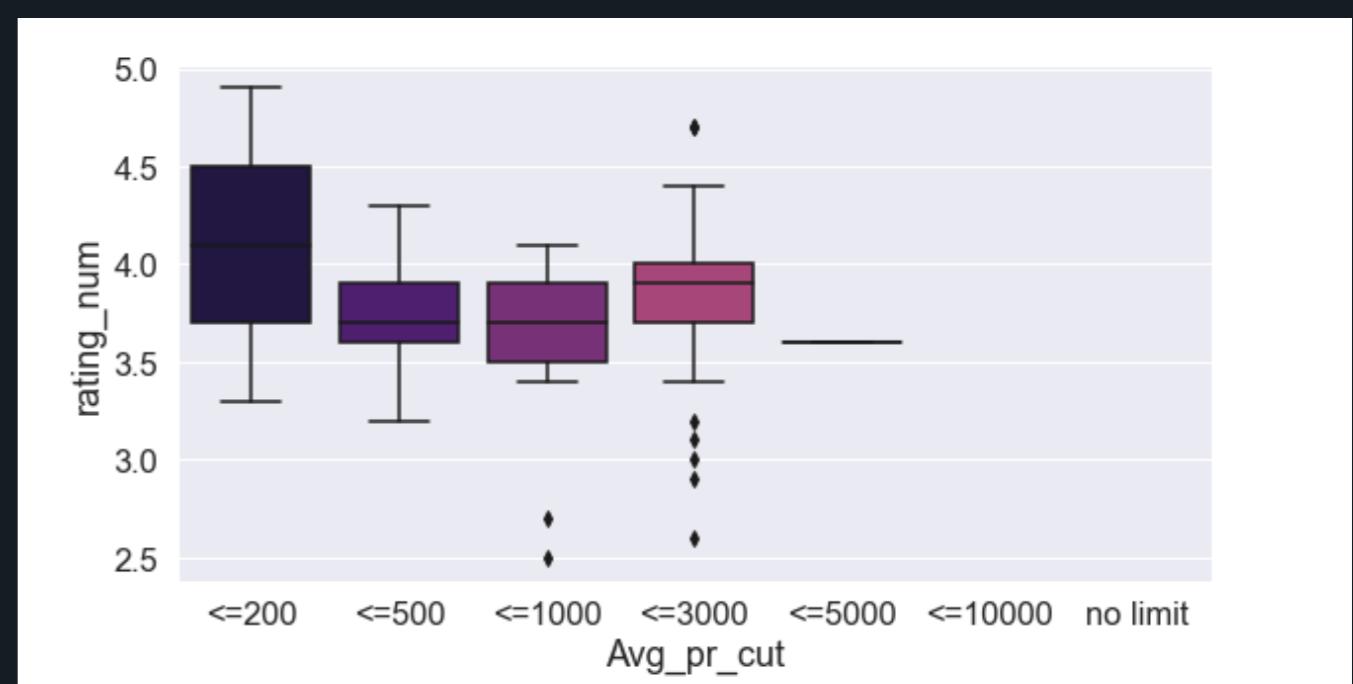
EMPATHETIC

CURIOS

ADVENTUROUS

PAIN POINTS

- The average price for two is between 1000-3000 rupees and even in those, a few ratings are < 3.5
- A lot of restaurants are price range 3 and very less restaurants are price range 1/2
- Maximum cuisines provided are North Indian. Other cuisines count is not so high





Manoj

ABOUT

Manoj is a newly married web developer residing in northern part of Delhi. He cares about his finances but he always takes his family out on weekends to someplace nice. He also likes a variety of cuisines and would like to try out new things. In the workplace, once a project is completed, his entire team goes out for a celebratory party and they would like to go somewhere classy and economical.

Ratings requirement

- There is a direct correlation between ratings and cuisines
- Many restaurants are price range 1, and average price for 2 is less than 500 rupees. Simultaneously there are options in <200 range with ratings>4.0

CUISINE NEEDS

- Major cuisines are North Indian and Chinese
- Restaurants with more number of cuisines generally have better ratings as well.

AGE 25

JOB TITLE Web Developer

STATUS Married

LOCATION North
Delhi

ECONOMICAL

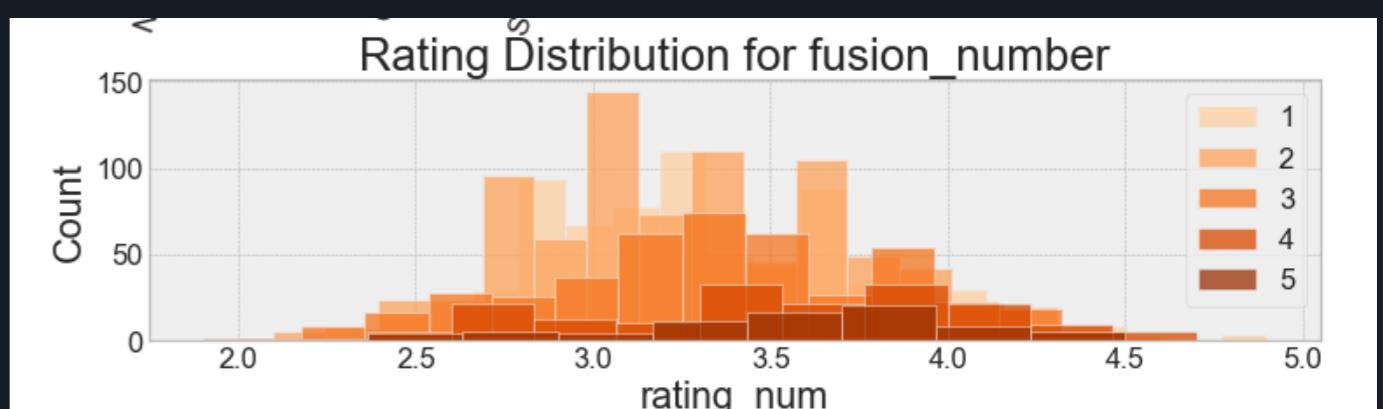
FOOD ENTHUSIAST

SOCIAL

OPEN MINDED

PAIN POINTS

- There are not many good reviews restaurants in his area, a lot of ratings < 3.5
- Most restaurants have 1-2 cuisines. there is a lack of cuisines
- If he wants to go to a place with avg rating>3.5, he would be required to spend 1000-3000 on average





Krish

ABOUT

Krish is a college student pursuing a degree in computer science. He lives in South Delhi with his roommates in a shared apartment. Being in the prime of his youth, Krish is always excited to explore new places, especially when it comes to food. As a student, Krish is mindful of his budget. He prefers restaurants that offer good value for money. He likes places that have a youthful and energetic vibe, making them suitable for both hanging out with friends and enjoying a solo meal.

Ratings and price requirement

- Average ratings are between 3.0-3.5
- There are some restaurants which have rating > 4.0 both in price range 1 and 2
- Most restaurants in his area are in price range 1 and average price for two < 500 rupees

CUISINE NEEDS

- Major cuisines are North Indian, Chinese and Fast food.
- Restaurants with 3-4 cuisines are generally better rated.

AGE	20
JOB TITLE	Student
STATUS	Single
LOCATION	South Delhi

ECONOMICAL FOOD ENTHUSIAST
SOCIAL OPEN MINDED

PAIN POINTS

- There are not many restaurants which are rated > 3.5 and price < 200
- Most restaurants have 1-2 cuisines. there is a lack of cuisines and there is no correlation between cuisine and ratings
- To go to place with avg. rating > 3.5 he needs to spend 3000 rupees, which is exorbitant

