

DEMOGRAPHICS	
NAME	JOHNSON
AGE	30
LOCATION	BANGLORE
OCCUPATION	SOFTWARE ENGINEER
INCOME	240LPA

PERSONA NAME :  
JOHNSON

MOCKTAIL USAGE
LOCATION 1 HOME SETTINGS
MY PROFILE
WALLETS
MY FAVORITE

NEEDS AND BEHAVAVIOUR
FREQUENCY USER CAN CHECK THEIR BALANCE REGULARLY
USER CAN CHECK WHAT ITEMS ARE PRESENT IN THE CAFE
USER CAN CHECK NEW MOCKTAIL

CHALLENGES
ATTRACTING NEW CUSTOMERS
SEASONAL DEMANDS FLUTUATION
HEALTH AND SAFETY REGULATION

EMOTIONAL RESPONSES
SATIFIED WITH MENU
QUICK AND EASY ORDERING
QUICK AND SAFE DELIVERY