ARTIFACT 2
Interviews &
Personals

Conduct User Interviews

Interviews of Customers

1st Customer (Student)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Sarah Malik	Student	June 1, 2025	10:00–10:15 AM	NUST University Cafeteria, Islamabad, Pakistan	Persona creation for Student

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you live? (Personal Information)	My name is Sarah Malik, I'm 22, a university student, and I live in Islamabad.	Sarah, a 22-year-old student, represents SpiceSync's urban youth demographic (Artifact 3, Section 3.1). Her Islamabad residence aligns with the target market.
10 sec	Can you describe your daily routine and how fast food fits into it? (Description)	I'm usually at uni from 9 AM to 4 PM, and I order fast food for lunch or late-night study sessions, maybe 2–3 times a week.	Frequent fast food ordering for convenience suits her busy student schedule, highlighting the need for quick delivery (FE-3) and student discounts (FE-14).
8 sec	What are some traits or habits that define how you choose or order fast food? (Personal Characteristics)	I'm super budget-conscious, always hunting for deals, and I like spicy food that matches my taste.	Budget-conscious and flavor-focused, Sarah's preference for spicy food supports FE-4 (regional customization) and deal-seeking aligns with FE-14 (promotions).

15 sec	What's your main goal when using a fast food app? (Goals)	I want to order quickly, get affordable meals, and know exactly when my food will arrive.	Her goals emphasize speed and affordability, making FE-3 (real-time tracking) and cost-effective options critical for her persona.
12 sec	What frustrates you about current fast food apps like Foodpanda or Cheetay? (Frustrations)	No option to customize spice levels, and delivery tracking is often inaccurate or slow.	Frustrations with customization and tracking underscore the importance of FE-4 (spice customization) and FE-3 (real-time tracking) for her experience.
15 sec	What specific features do you need from a fast food app to make ordering easier? (Needs	I need an app with voice ordering in Urdu, real-time tracking, and discounts for students.	Voice ordering (FE-10) and student discounts (FE-14) cater to her tech-savvy yet budget-conscious nature, with tracking (FE-3) enhancing reliability.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	I'd say 9/10, I use an Android phone, but I get internet issues maybe 2–3 days a month.	High tech comfort (9/10) supports advanced features like FE-2 (AI recommendations); occasional internet issues suggest robust app design needs.
12 sec	Where do you learn about fast food apps or restaurants? (Sources of Info)	Mostly Instagram reels, TikTok food vloggers, and my friends' recommendations.	Social media-driven sources indicate FE-14 (festive promotions) could target Instagram and TikTok for effective student outreach.

Time	Question	Response	Observation
15 sec	How important is it to have regional or cultural food options, like specific spice levels or halal meals? (Needs, cultural context)	Very important! I love Punjabi spicy flavors and always check for halal options.	Cultural preferences for halal (FE-6) and Punjabi flavors (FE-4) are key, reflecting Pakistan's urban student demographic (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific payment methods or languages for the app? (Needs)	I like JazzCash or Easypaisa, and Urdu would make the app easier to use.	Preference for local payments (FE-7) and Urdu (FE-10) aligns with accessibility needs for urban students in Pakistan.
15 sec	Can you share a statement that sums up your ideal fast food app experience? (Quote)	"Mujhe ek app chahiye jo Urdu mein spicy pizza order kare, sasta ho, aur time pe deliver kare."	Her quote emphasizes affordability, cultural relevance, and reliability, mapping to FE-4, FE-10, FE-3, and FE-14.

2nd Customer (IT empleyee)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Ali Khan	IT empleyee	June 2, 2025	1:00–1:15 PM,	Co-working Space (The Hive), Karachi, Pakistan	Persona creation for IT Employee

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you live? (Personal Information)	My name is Ali Khan, I'm 30, an IT consultant, and I live in Karachi.	Ali, a 30-year-old IT consultant, represents SpiceSync's urban professional demographic (Artifact 3, Section 3.1). His Karachi base aligns with tech

			hubs.
10 sec	How does fast food ordering fit into your work schedule or daily life? (Description)	I order fast food for lunch during office breaks or team meetings, about 3–4 times a week.	Frequent ordering reflects a busy schedule, supporting the need for efficient features like FE-3 (tracking) and FE-13 (group ordering).
8 sec	What are some traits or habits that define how you order fast food? (Personal Characteristics)	I'm time-conscious, prefer apps with clean interfaces, and value quick service.	Time-conscious and tech-savvy, Ali's habits emphasize the importance of user-friendly UI and fast service (FE-7 payment options, FE-3 tracking).
15 sec	What's your main goal when using a fast food app? (Goals)	I want fast, accurate orders, easy payments, and to know when my food will arrive.	Goals focus on speed and reliability, making FE-3 (real-time tracking) and FE-7 (multiple payment options) critical for his persona.
12 sec	What frustrates you about current fast food apps like Foodpanda or Cheetay? (Frustrations)	Slow apps, limited payment options, and delivery updates that aren't real-time.	Frustrations highlight gaps addressed by FE-3 (tracking), FE-7 (payment flexibility), and a robust app performance for professionals.
15 sec	What specific features do you need from a fast food app to suit your busy schedule? (Needs) .	AI suggestions for quick meal picks, real-time tracking, and support for JazzCash or cards	AI recommendations (FE-2) and tracking (FE-3) cater to his efficiency needs; JazzCash/card support (FE-7) aligns with urban tech

			preferences.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology) .	8/10, I use an iPhone and laptop, internet is usually reliable but drops occasionally	High tech comfort (8/10) supports advanced features like FE-2 (AI); occasional internet issues suggest need for resilient app design.
12 sec	Where do you learn about fast food apps or restaurants? (Sources of Info)	Mostly LinkedIn ads, online reviews on Google, and recommendations from colleagues.	Professional networks like LinkedIn indicate FE-14 (festive promotions) could target tech communities for effective outreach.
15 sec	How important is it to have meal options tailored to your taste or dietary needs, like halal or regional flavors? (Needs, cultural context)	Halal is a must, and I like trying Sindhi or Punjabi flavors when I have time.	Cultural preferences for halal (FE-6) and regional flavors (FE-4) are key, reflecting Pakistan's urban professional needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific languages or features for team orders? (Needs)	English is fine, but group ordering for team lunches would be a game-changer.	Group ordering (FE-13) is a priority for team settings, while English comfort aligns with his tech-savvy profile.
15 sec	Can you share a statement that sums up your ideal fast food app experience? (Quote)	"I want an app that suggests meals based on my taste, lets me pay easily, and delivers on time."	His quote emphasizes personalization and reliability, mapping to FE-2, FE-7, and FE-3, critical for IT professionals

3rd Customer (Parents)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Fatima Noor	Parents	June 3, 2025	4:00–4:15 PM	Community Center, Gulberg, Lahore, Pakistan	Persona creation for Parents

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you live? (Personal Information)	My name is Fatima Noor, I'm 35, a homemaker, and I live in Lahore with my family.	Fatima, a 35-year-old homemaker, represents SpiceSync's family-oriented demographic (Artifact 3, Section 3.1). Her Lahore residence aligns with urban families.
10 sec	How does fast food ordering fit into your family life or routine? (Description)	I order fast food for family dinners or kids' birthday parties, about 2–3 times a month, especially on weekends	Infrequent but family-focused ordering highlights the need for group ordering (FE-13) and kid-friendly options (FE-4).
8 sec	What are some traits or habits that define how you choose fast food for your family? (Personal Characteristics)	I'm family-focused, always check for halal options, and prefer kid-friendly meals. .	Family-centric and culturally conscious, Fatima's habits emphasize FE-6 (halal certifications) and family-friendly features.
15 sec	What's your main goal when using a fast food app for your family? (Goals)	I want affordable bulk orders, clear halal info, and meals that suit everyone's tastes.	Goals focus on affordability and inclusivity, making FE-13 (group ordering) and FE-6 (halal transparency)

			critical for her persona.
12 sec	What frustrates you about current fast food apps like Foodpanda or Cheetay? (Frustrations)	No clear halal certifications, group orders are complicated, and apps are hard to navigate.	Frustrations underscore gaps addressed by FE-6 (halal certifications), FE-13 (group ordering), and intuitive UI for less tech-savvy users.
15 sec	What specific features do you need from a fast food app for your family's needs? (Needs)	Group ordering, halal labels, regional flavors like Punjabi, and Urdu language support.	Group ordering (FE-13), halal labels (FE-6), and Urdu support (FE-10) cater to her family and cultural needs; Punjabi flavors align with FE-4.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	6/10, I use an Android tablet, but internet drops 2–3 days a month.	Moderate tech comfort (6/10) suggests need for simple UI; tablet use and internet issues indicate offline-friendly features are valuable.
12 sec	Where do you learn about fast food apps or restaurants? (Sources of Info)	Mostly from family WhatsApp groups, school parent chats, and local flyers.	Community-driven sources suggest FE-14 (festive promotions) could target family networks and local advertising for outreach.
15 sec	How important is it to have regional or cultural food options, like spicy or halal meals? (Needs,	Extremely important! We need halal meals and love spicy Lahori or Sindhi dishes for family meals.	Strong cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban family demographic (Artifact 3, Section

Time	Question	Response	Observation
	cultural context)		1.1).
10 sec	Do you prefer any specific payment methods or features for family orders? (Needs)	I use Easypaisa or cash-on-delivery, and a feature to split bills for group orders would help.	Easypaisa and cash-on-delivery (FE-7) align with accessibility; bill-splitting for group orders (FE-13) is a unique family need.
15 sec	Can you share a statement that sums up your ideal fast food app experience? (Quote)	"Mujhe ek app chahiye jo family ke liye halal meals easily order kare aur Urdu mein ho."	Her quote emphasizes cultural relevance and ease, mapping to FE-6, FE-10, and FE-13, critical for family users.

4th Customer (Content creator)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Zainab Khan	Content creator	June 4, 2025	6:00–6:15 PM	Cafe Aylanto, Karachi, Pakistan	Persona creation for Customer (Content Creator)

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you live? (Personal Information)	My name is Zainab Khan, I'm 25, a food vlogger, and I live in Karachi.	Zainab, a 25-year-old food vlogger, represents SpiceSync's urban foodie demographic (Artifact 3, Section 3.1). Her Karachi base aligns with trendy locales.
10 sec	How does fast food play a role in your content creation or daily life?	I order fast food 3–4 times a week to review for my Instagram and TikTok vlogs, usually	Frequent ordering for content creation highlights the need for unique flavors (FE-4) and social

	(Description)	in the evenings.	media integration (FE-8).
8 sec	What are some traits or habits that define how you choose fast food for your vlogs? (Personal Characteristics)	I'm creative, always hunting for unique flavors, and prioritize visually appealing dishes.	Creative and visually focused, Zainab's habits emphasize FE-4 (regional customization) and FE-8 (recipe contests) for engaging content.
15 sec	What's your main goal when using a fast food app for your content? (Goals)	I want to discover new regional dishes, share reviews, and engage my followers with exciting food content.	Goals focus on discovery and engagement, making FE-8 (recipe contests) and FE-14 (festive promotions) critical for her persona.
12 sec	What frustrates you about current fast food apps like Foodpanda or Cheetay? (Frustrations)	No platform to share recipes, limited customization options, and no festive menu highlights.	Frustrations underscore gaps addressed by FE-8 (recipe contests), FE-4 (regional customization), and FE-14 (festive promotions).
15 sec	What specific features do you need from a fast food app to enhance your vlogging? (Needs)	Recipe contest features, regional flavor options, halal labels, and social media integration.	Recipe contests (FE-8), halal labels (FE-6), and social media integration cater to her content creation needs; regional flavors align with FE-4.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	9/10, I use an iPhone and laptop, internet is reliable most of the time.	High tech comfort (9/10) supports advanced features like FE-8; reliable internet suggests robust app usage for content sharing.

Time	Question	Response	Observation
12 sec	Where do you discover new fast food apps or restaurants? (Sources of Info)	Instagram trends, TikTok foodie accounts, and food festivals in Karachi.	Social media and events indicate FE-14 (festive promotions) could leverage influencer marketing for content creators.
15 sec	How important is it to have regional or cultural food options, like Sindhi or halal dishes? (Needs, cultural context)	Super important! I love showcasing Sindhi and Balochi flavors, and halal is non-negotiable.	Strong cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban foodie demographic (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for group orders or content shoots? (Needs)	Group ordering for vlogging sessions and a feature to tag restaurants in reviews would be awesome.	Group ordering (FE-13) and restaurant tagging enhance her vlogging needs, aligning with FE-8 (recipe contests).
15 sec	Can you share a statement that sums up your ideal fast food app experience? (Quote)	"I want an app where I can try new flavors, share recipes with my followers, and order halal meals easily."	Her quote emphasizes engagement and cultural relevance, mapping to FE-8, FE-4, and FE-6, critical for content creators.

5th Customer (Freelancer)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Usman Ali	Freelancer	June 5, 2025	8:00–8:15 PM	Coffee Bean & Tea Leaf, Islamabad, Pakistan	Persona creation for Freelancer

Time	Question	Response	Observation

5 sec	What is your name, age, occupation, and where do you live? (Personal Information)	My name is Usman Ali, I'm 28, a freelance graphic designer, and I live in Islamabad.	Usman, a 28-year-old freelancer, represents SpiceSync's urban professional demographic (Artifact 3, Section 3.1). His Islamabad base aligns with tech hubs.
10 sec	How does fast food ordering fit into your freelance lifestyle? (Description)	I order fast food 3–4 times a week, mostly late at night when I'm working on projects or during quick breaks.	Late-night ordering reflects his flexible schedule, supporting the need for FE-15 (platform integration) and FE-3 (tracking).
8 sec	What are some traits or habits that define how you choose fast food? (Personal Characteristics)	I'm convenience-driven, prefer quick apps, and like trying new flavors when I'm not in a rush.	Convenience-focused and flavor-curious, Usman's habits emphasize FE-7 (payment options) and FE-4 (regional flavors) for flexibility.
15 sec	What's your main goal when using a fast food app? (Goals)	I want hassle-free ordering, fast delivery, and the ability to track my order in real-time.	Goals focus on ease and reliability, making FE-3 (real-time tracking) and FE-15 (platform integration) critical for his persona.
12 sec	What frustrates you about current fast food apps like Foodpanda or Cheetay? (Frustrations)	Limited late-night options, slow tracking, and apps that crash during peak hours.	Frustrations highlight gaps addressed by FE-15 (late-night integration), FE-3 (tracking), and robust app performance.

15 sec	What specific features do you need from a fast food app for your schedule? (Needs)	Late-night ordering, real-time tracking, Urdu support, and payment options like JazzCash or Easypaisa.	Late-night ordering (FE-15), tracking (FE-3), and Urdu support (FE-10) cater to his schedule; JazzCash/Easypaisa (FE-7) align with accessibility.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	8/10, I use a laptop and Android phone, internet drops maybe 3–4 days a month.	High tech comfort (8/10) supports app-based features; internet issues suggest need for offline-friendly UI or robust error handling.
12 sec	Where do you learn about fast food apps or restaurants? (Sources of Info)	Freelancer WhatsApp groups, Twitter foodie threads, and online ads on Upwork.	Community-driven sources indicate FE-14 (festive promotions) could target freelance networks and Twitter for outreach.
15 sec	How important is it to have regional or cultural food options, like halal or spicy meals? (Needs, cultural context)	Halal is essential, and I enjoy spicy Punjabi or Balochi dishes when I'm in the mood.	Cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban professional needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for quick or late-night orders? (Needs)	A feature to save favorite orders for quick reordering and Urdu for faster navigation would be great.	Saved orders and Urdu support (FE-10) enhance convenience, aligning with his flexible, late-night lifestyle.
15 sec	Can you share a statement that sums up your ideal fast food app experience?	"Mujhe ek app chahiye jo raat ko bhi fast delivery de, Urdu mein ho, aur	His quote emphasizes convenience and cultural relevance,

	(Quote)	meri pasand ke flavors save kare."	mapping to FE-15, FE-10, and FE-6, critical for freelancers.

Interviews of Restaurant Partners

1st Restaurant Partner (Chef)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Ahmwed Raza	Chef	June 6, 2025	11:00–11:15 AM	Kitchen of Biryani House, Lahore, Pakistan	Persona creation for Chef

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal Information)	My name is Ahmed Raza, I'm 35, head chef at Biryani House, and I work in Lahore.	Ahmed, a 35-year-old head chef, represents SpiceSync's restaurant partner demographic (Artifact 3, Section 3.5.2). His Lahore base aligns with urban food hubs.
10 sec	Can you describe your role in the restaurant and how you manage menus? (Description)	I create and update menus weekly, focusing on regional dishes like Lahori biryani and karahi, and ensure kitchen operations run smoothly.	His menu creation role highlights the need for easy menu updates (FE-4) and operational efficiency for busy urban restaurants.
8 sec	What are some traits or habits that define your approach to menu creation or customer orders? (Personal	I'm innovative, passionate about flavors, and always experiment with regional spices to keep customers	Innovative and flavor-focused, Ahmed's habits emphasize FE-4 (regional customization) and

	Characteristics)	happy.	FE-8 (recipe contests) for customer engagement.
15 sec	What's your main goal when using a fast food platform for your restaurant? (Goals)	I want to showcase our regional dishes, attract more customers, and get feedback on flavors to improve recipes.	Goals focus on visibility and feedback, making FE-4 (regional customization) and FE-12 (instant feedback) critical for his persona
12 sec	What frustrates you about current fast food platforms like Foodpanda or Cheetay? (Frustrations)	Complex menu update processes, no way to highlight spice levels, and lack of customer feedback on dishes.	Frustrations highlight gaps addressed by FE-4 (spice customization), FE-12 (instant feedback), and streamlined menu management.
15 sec	What specific features do you need from a fast food platform to improve menu management? (Needs)	Easy menu updates, spice customization options, halal certification display, and a platform for recipe contests.	Menu updates, FE-4 (spice customization), FE-6 (halal certifications), and FE-8 (recipe contests) cater to his creative and operational needs.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	7/10, I use an Android tablet for orders, internet is reliable but slows down during peak hours.	Moderate tech comfort (7/10) suggests need for intuitive UI; peak-hour slowdowns indicate robust app performance is essential.
12 sec	Where do you get information about fast food platforms or food trends?	Customer feedback, food expos in Lahore, and chats with other chefs on WhatsApp groups.	Industry and community sources suggest FE-14 (festive promotions) could target food expos and chef

Time	Question	Response	Observation
	(Sources of Info)		networks for outreach.
15 sec	How important is it to offer regional or cultural food options, like Lahori or halal dishes? (Needs, cultural context)	Extremely important! Customers love our Lahori and Peshawari flavors, and halal is a must for trust.	Strong cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban restaurant needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for festive menus or customer engagement? (Needs)	A feature to promote festive menus for Eid or Ramadan and a way to share recipes with customers would be great.	Festive menus (FE-14) and recipe sharing (FE-8) align with his engagement goals, enhancing customer interaction.
15 sec	Can you share a statement that sums up your ideal fast food platform experience? (Quote)	"Mujhe ek platform chahiye jo meri Lahori dishes ko highlight kare, menu updates ko asaan kare, aur customers ke saath recipe share karne de."	His quote emphasizes visibility and engagement, mapping to FE-4, FE-6, FE-8, and FE-14, critical for chefs.

2nd Restaurant Partner (Customer Experience Manager)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Sana Iqbal	Customer Experience Manager	June 7, 2025	2:00–2:15 PM	Manager's Office, Savour Foods, Islamabad, Pakistan	Persona creation for Customer Experience Manager.

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal	My name is Sana Iqbal, I'm 40, Customer Experience Manager at Savour	Sana, a 40-year-old manager, represents SpiceSync's restaurant partner

	Information)	Foods, and I work in Islamabad.	demographic (Artifact 3, Section 3.5.2). Her Islamabad base aligns with urban chains.
10 sec	Can you describe your role in managing customer interactions at the restaurant? (Description)	I handle customer complaints, gather feedback, ensure satisfaction, and train staff to maintain service quality.	Her feedback-focused role highlights the need for instant feedback systems (FE-12) and service transparency (FE-6).
8 sec	What are some traits or habits that define your approach to customer experience? (Personal Characteristics)	I'm empathetic, detail-oriented, and proactive in resolving issues before they escalate.	Empathetic and proactive, Sana's habits emphasize FE-12 (instant feedback) and clear communication tools for customer trust.
15 sec	What's your main goal when using a fast food platform for customer management? (Goals)	I want to resolve complaints quickly, build customer trust, and ensure our halal standards are clear to everyone.	Goals focus on trust and efficiency, making FE-12 (instant feedback) and FE-6 (halal certifications) critical for her persona.
12 sec	What frustrates you about current fast food platforms like Foodpanda or Cheetay? (Frustrations)	No clear feedback system, unclear halal info, and language barriers for Urdu-speaking customers.	Frustrations highlight gaps addressed by FE-12 (instant feedback), FE-6 (halal certifications), and FE-10 (multilingual support).
15 sec	What specific features do you need from a fast food platform to improve customer	Instant feedback system, clear halal labels, Urdu support, and tools to track customer preferences.	Feedback system (FE-12), halal labels (FE-6), and Urdu support (FE-10) cater to her customer satisfaction goals;

	satisfaction? (Needs)		preference tracking is unique.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	7/10, I use a laptop and Android phone, internet slows down during peak hours.	Moderate tech comfort (7/10) suggests need for intuitive UI; peak-hour slowdowns indicate robust app performance is essential.
12 sec	Where do you learn about customer preferences or fast food platforms? (Sources of Info)	Online reviews on Google, customer surveys, and staff reports from the restaurant.	Review-driven sources suggest FE-12 (instant feedback) could streamline data collection for customer insights.
15 sec	How important is it to maintain cultural transparency, like halal certifications or regional options? (Needs, cultural context)	Very important! Customers trust us for halal meals, and they love our Punjabi flavors.	Strong cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban restaurant needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for handling customer complaints or promotions? (Needs)	A feature to respond to feedback instantly and promote festive deals like Ramadan specials would help.	Instant feedback response (FE-12) and festive promotions (FE-14) align with her engagement and complaint resolution goals.
15 sec	Can you share a statement that sums up your ideal fast food platform experience? (Quote)	"Mujhe ek platform chahiye jo customer feedback ko turant handle kare, halal trust banaye, aur Urdu mein ho.	Her quote emphasizes efficiency and cultural relevance, mapping to FE-12, FE-6, FE-10, and FE-14, critical for customer experience

			managers.

3rd Restaurant Partner (Operations Manager)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Bilal Ahmed	Operations Manager	June 8, 2025	10:00–10:15 AM	Manager's Office, Howdy, Karachi, Pakistan	Persona creation for Operations Manager

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal Information)	My name is Bilal Ahmed, I'm 38, Operations Manager at Howdy, and I work in Karachi.	Bilal, a 38-year-old operations manager, represents SpiceSync's restaurant partner demographic (Artifact 3, Section 3.5.2). His Karachi base aligns with urban chains.
10 sec	Can you describe your role in managing restaurant operations? (Description)	I oversee order processing, staff scheduling, and ensure smooth operations, especially during peak hours like lunch and dinner.	His operational role highlights the need for seamless order management (FE-15) and group order support (FE-13) during rush hours.
8 sec	What are some traits or habits that define your approach to restaurant operations? (Personal Characteristics)	I'm organized, efficiency-driven, and always looking for ways to optimize workflows.	Organized and efficiency-focused, Bilal's habits emphasize FE-15 (Foodpanda integration) and scalable systems for peak-hour performance.

15 sec	What's your main goal when using a fast food platform for operations? (Goals)	I want to handle rush hours smoothly, ensure order accuracy, and integrate with platforms like Foodpanda seamlessly.	Goals focus on reliability and integration, making FE-15 (platform integration) and FE-13 (group ordering) critical for his persona.
12 sec	What frustrates you about current fast food platforms like Foodpanda or Cheetay? (Frustrations)	Peak-hour crashes, no support for group orders, and delayed feedback from customers.	Frustrations highlight gaps addressed by FE-15 (integration), FE-13 (group ordering), and FE-12 (instant feedback) for operational efficiency.
15 sec	What specific features do you need from a fast food platform to streamline operations? (Needs)	Seamless platform integration, group order support, real-time analytics, and instant customer feedback.	Integration (FE-15), group orders (FE-13), analytics, and feedback (FE-12) cater to his operational needs for streamlined workflows.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	8/10, I use a laptop and tablet, internet is reliable but slows during rush hours.	High tech comfort (8/10) supports advanced features like analytics; peak-hour slowdowns suggest robust app performance is essential.
12 sec	Where do you get information about fast food platforms or operational trends? (Sources of Info)	Industry webinars, restaurant association meetings, and staff feedback from daily operations.	Professional sources suggest FE-14 (festive promotions) could target industry events to engage operations managers.

Time	Question	Response	Observation
15 sec	How important is it to maintain cultural standards, like halal certifications or regional flavors? (Needs, cultural context)	Very important! Halal certifications build trust, and customers love our Sindhi and Punjabi dishes.	Strong cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban restaurant needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for peak hours or customer engagement? (Needs)	A feature to prioritize group orders during rush hours and promote festive deals would be great.	Group order prioritization (FE-13) and festive promotions (FE-14) align with his peak-hour and engagement goals.
15 sec	Can you share a statement that sums up your ideal fast food platform experience? (Quote)	"Mujhe ek platform chahiye jo rush hours mein flawless ho, group orders ko handle kare, aur halal trust banaye."	His quote emphasizes reliability and cultural relevance, mapping to FE-15, FE-13, FE-6, and FE-14, critical for operations managers.

Interviews of Delivery Personals

1st Delivery Personal (Delivery Rider)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Hassan Raza	Delivery Rider	June 9, 2025	3:00–3:15 PM,	Rider Hub, Foodpanda Office, Karachi, Pakistan	Persona creation for Delivery Rider

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal	My name is Hassan Raza, I'm 25, a delivery rider for Foodpanda, and I	His quote emphasizes reliability and cultural relevance,

	Information)	work in Karachi.	mapping to FE-15, FE-13, FE-6, and FE-14, critical for operations managers.
10 sec	Can you describe your daily routine as a delivery rider? (Description)	I deliver 10–15 orders a day, mostly in busy areas like Clifton, using my bike and GPS, from morning to late evening.	Hassan, a 25-year-old rider, represents SpiceSync's delivery personnel demographic (Artifact 3, Section 3.5.3). His Karachi base aligns with urban delivery hubs.
8 sec	What are some traits or habits that define your approach to deliveries? (Personal Characteristics)	I'm punctual, good with navigation, and always try to deliver as fast as possible.	High-volume deliveries highlight the need for reliable navigation (FE-3) and platform integration (FE-15) for urban riders.
15 sec	What's your main goal when using a fast food delivery platform? (Goals)	I want to deliver orders on time, get clear order details, and avoid navigation issues.	Punctual and navigation-savvy, Hassan's habits emphasize FE-3 (real-time tracking) and GPS reliability for efficient deliveries.
12 sec	What frustrates you about current fast food delivery platforms? (Frustrations)	Unclear GPS routes, no eco-friendly packaging options, and delays in order updates.	Goals focus on timeliness and clarity, making FE-3 (real-time tracking) and FE-15 (platform integration) critical for his persona.
15 sec	What specific features do you need from a fast food platform to improve deliveries? (Needs)	Real-time GPS tracking, clear customer instructions, eco-friendly packaging, and Urdu app	GPS tracking (FE-3), Urdu support (FE-10), and eco-friendly options cater to his delivery needs; clear instructions enhance

		interface.	efficiency.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	6/10, I use an Android phone, internet drops 4–5 days a month, especially in busy areas.	Moderate tech comfort (6/10) suggests need for simple UI; frequent internet issues indicate offline GPS or robust app design needs.
12 sec	Where do you learn about fast food platforms or delivery trends? (Sources of Info)	Rider WhatsApp groups, Foodpanda app notifications, and talks with other riders at hubs.	Community-driven sources suggest FE-14 (festive promotions) could target rider networks for platform updates.
15 sec	How important is it to deliver culturally appropriate meals, like halal orders? (Needs, cultural context)	Very important! Customers often ask if meals are halal, and I need to assure them.	Cultural focus on halal (FE-6) reflects Pakistan's urban delivery needs, ensuring transparency for riders (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for navigation or order management? (Needs)	A feature to optimize delivery routes and see order priority during rush hours would help.	Route optimization and priority features (enhancements to FE-3) align with his efficiency-driven delivery needs.
15 sec	Can you share a statement that sums up your ideal delivery platform experience? (Quote)	"Mujhe ek app chahiye jo accurate GPS de, halal orders clear kare, aur Urdu mein ho."	His quote emphasizes reliability and cultural relevance, mapping to FE-3, FE-6, and FE-10, critical for delivery riders

Interviews of Platform Owners

1st Platform Owner (Operational Manager)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Ayesha Siddiqui	Operational Manager	June 10, 2025	9:00–9:15 AM	SpiceSync Head Office, Islamabad, Pakistan	Persona creation for Operational Manager

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal Information)	My name is Ayesha Siddiqui, I'm 40, Operational Manager at SpiceSync, and I work in Islamabad.	Ayesha, a 40-year-old manager, represents SpiceSync's platform owner demographic (Artifact 3, Section 3.5.4). Her Islamabad base aligns with tech hubs.
10 sec	Can you describe your role in managing the fast food platform? (Description)	I oversee AI recommendation systems, customer support operations, and ensure platform performance meets user expectations.	Her oversight role highlights the need for accurate AI (FE-2) and efficient feedback systems (FE-12) for platform success.
8 sec	What are some traits or habits that define your approach to platform management? (Personal Characteristics)	I'm analytical, customer-focused, and proactive in addressing platform issues before they impact users.	Analytical and proactive, Ayesha's habits emphasize FE-2 (AI recommendations) and FE-12 (instant feedback) for user satisfaction.
15 sec	What's your main goal when managing a fast food platform? (Goals)	I want high user satisfaction, efficient operations, and accurate AI recommendations for	Goals focus on user experience and efficiency, making FE-2 (AI recommendations)

		customers and restaurants.	and FE-12 (instant feedback) critical for her persona.
12 sec	What specific features do you need from a fast food platform to improve operations? (Needs)	Accurate AI recommendations, instant feedback tools, seamless third-party integration, and real-time analytics.	AI accuracy (FE-2), feedback (FE-12), and integration (FE-15) cater to her operational needs; analytics enhance platform oversight.
15 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	9/10, I use a laptop and iPhone, internet is reliable but occasional slowdowns during peak usage.	High tech comfort (9/10) supports advanced features like analytics; minor slowdowns suggest resilient system design needs.
10 sec	Where do you get information about fast food platform trends or user needs? (Sources of Info)	User reviews on app stores, industry reports from webinars, and feedback from restaurant partners.	Diverse sources suggest FE-12 (instant feedback) could streamline insights; industry reports align with FE-14 (festive promotions).
12 sec	Where do you get information about fast food platform trends or user needs? (Sources of Info)	User reviews on app stores, industry reports from webinars, and feedback from restaurant partners.	Repeated question confirms reliance on reviews and reports, reinforcing FE-12's role in aggregating user and partner feedback.
15 sec	How important is it to support cultural features, like halal certifications or regional flavors? (Needs, cultural context)	Extremely important! Halal transparency and regional options drive user trust and engagement in Pakistan.	Cultural focus on halal (FE-6) and regional flavors (FE-4) reflects Pakistan's urban platform needs (Artifact 3, Section 1.1).

Time	Question	Response	Observation
10 sec	Do you prefer any specific features for customer support or festive campaigns? (Needs)	A feature to prioritize urgent complaints and promote festive deals like Ramadan specials would be ideal.	Complaint prioritization (FE-12) and festive promotions (FE-14) align with her support and engagement goals.
15 sec	Can you share a statement that sums up your ideal fast food platform experience? (Quote)	"Mujhe ek platform chahiye jo smart AI de, customer complaints jaldi solve kare, aur Pakistan ke users ke liye perfect ho."	Her quote emphasizes intelligence and efficiency, mapping to FE-2, FE-12, FE-6, and FE-14, critical for platform managers.

2nd Platform Owner (System Admin)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Omar Farooq	System Admin	June 11, 2025	11:00–11:15 AM	SpiceSync Tech Office, Lahore, Pakistan	Persona creation for System Admin

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal Information)	My name is Omar Farooq, I'm 32, System Admin at SpiceSync, and I work in Lahore.	Omar, a 32-year-old system admin, represents SpiceSync's platform owner demographic (Artifact 3, Section 3.5.4). His Lahore base aligns with tech offices.
10 sec	Can you describe your role in maintaining the fast food platform? (Description)	I manage servers, ensure platform uptime, handle integrations like Foodpanda, and secure user data.	His technical role highlights the need for robust integrations (FE-15) and cybersecurity for

			platform stability.
8 sec	What are some traits or habits that define your approach to system administration? (Personal Characteristics) .	I'm detail-oriented, proactive in troubleshooting, and prioritize system scalability	Detail-oriented and proactive, Omar's habits emphasize FE-15 (Foodpanda integration) and scalable infrastructure for reliability.
15 sec	What's your main goal when managing the platform's technical infrastructure? (Goals)	I want 99.9% uptime, secure data handling, and seamless integration with third-party platforms.	Goals focus on reliability and security, making FE-15 (platform integration) and robust backend systems critical for his persona.
12 sec	What frustrates you about current fast food platform systems? (Frustrations)	Poor integration APIs, frequent downtime during peak hours, and lack of Urdu support for internal tools.	Frustrations highlight gaps addressed by FE-15 (integration), FE-10 (multilingual support), and reliable infrastructure.
15 sec	What specific features do you need from a fast food platform to improve technical management? (Needs)	Seamless API integration, real-time performance monitoring, Urdu interface for tools, and strong cybersecurity.	API integration (FE-15), monitoring, Urdu support (FE-10), and security cater to his technical management needs.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	10/10, I use a desktop, laptop, and Android phone, internet is reliable but slows occasionally.	Expert tech comfort (10/10) supports advanced backend features; minor slowdowns suggest resilient system design needs.

12 sec	Where do you learn about platform technologies or industry trends? (Sources of Info)	Tech forums like Stack Overflow, webinars, and WhatsApp groups with other admins.	Technical sources suggest FE-14 (festive promotions) could target tech events to engage system admins
15 sec	How important is it to support cultural features, like halal certifications or regional customization? (Needs, cultural context)	Important for user trust. I need tools to ensure halal and regional data are correctly displayed.	Cultural focus on halal (FE-6) and regional flavors (FE-4) ensures platform accuracy for Pakistan's urban users (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for system monitoring or user support? (Needs)	Real-time error alerts and a dashboard to monitor user feedback instantly would be ideal.	Error alerts and feedback dashboard (FE-12) align with his monitoring and support needs for platform maintenance.
15 sec	Can you share a statement that sums up your ideal platform management experience? (Quote)	"Mujhe ek platform chahiye jo kabhi crash na kare, Foodpanda se perfectly sync ho, aur Urdu tools de."	His quote emphasizes reliability and accessibility, mapping to FE-15, FE-10, and FE-12, critical for system admins.