Persona Snapshots

Purpose: Represent the 3 main user segments for the food delivery app, highlighting their goals, pain points, and needs.

Persona 1: Busy Professional

Age: 24–35
Occupation: Software Engineer / Office Job

Goals:

- Quick meals

- Accurate delivery

- Easy checkout

Pain Points:

- Long delivery times

- Complicated checkout

Needs / Opportunities:

- Fast delivery

- Real-time tracking

- Streamlined ordering

Persona 2: Bargain Hunter

Age: 18–30
Occupation: Student / Budget-Conscious

Goals:

- Affordable meals

- Maximize promo deals

Pain Points:

- Hidden discounts

- Confusing promotions

- Inconsistent pricing

Needs / Opportunities:

- Clear pricing

- Visible discounts

- Easy coupon application

Persona 3: Social Diner

Age: 20–35
Occupation: Foodie / Socially Active

Goals:

- Share meals

- Order in groups

- Socialize

Pain Points:

- Multiple payment options

- Delayed group billing

- Coordination issues

Needs / Opportunities:

- Seamless group ordering

- Split payments

- Social sharing features