

"With all my responsibilities it is not easy to find time for cooking. As a student I want to be able to order affordable meals and not worry about a high delivery fee."

FRANCESCA BIANCHI

Age: 19

Occupation: Full-time student, employed as a part-time waitress

Living situation: lives in student halls in a flat shared with four friends

Location: Hillhead Halls, Old Aberdeen, Aberdeen, UK

BIOGRAPHY

Francesca was born in Milan and she lived there with her parents and three younger brothers until last September, when she moved to Aberdeen to study Business Management in the University of Aberdeen. The student life has not been easy for Francesca. She often struggles with the university assignments, being unused to the Scottish educational system. She also had to take up a parttime job as the life costs appeared to be higher than her parents expected. Even though she was used to home cooked healthy meals her whole life, now she struggles to find time for doing groceries and cooking. However, the available food delivery options are often expensive and many of them require a minimum order amount to deliver to the student halls as they are located far from the city centre, which upsets Francesca as she already struggles with money.

PREFERRED CHANNELS

Traditional Ads

Online and Social Media

Referral

TECHNOLOGY











FAVOURITE RESTAURANTS







PAINS

- Lack of time to cook
- High food delivery fees
- Low variety of food delivery providers in areas located outside of city centre
- High minimum order amounts required for delivery
- Inability to split the bill when ordering food with friends

- Be able to combine busy university schedule with part-time work and house chores
- Keep within the student budget
- Stay fit and healthy
- High variety of meal choices
- Be able to avoid the awkward process of deciding on who is covering the bill when ordering with friends

Doesn't want to miss out on ordering food with her friends

She is tired and overwhelmed with all responsibilities

Worries about her low budget

Friends' opinions

What does she **THINK and FEEL?** Her decreasing bank balance

Influenced by family and friends

What does she **HEAR?**

What does she SEE?

Adverts on social media

Other students talking about new interesting apps they use

What does she SAY and DO?

First year student of **Business Management** Videos with recipes that she saves on her Facebook but never uses

Works as a waitress in a restaurant near campus

Tries to stay organized but she finds it difficult

Spends a lot of time browsing her Facebook and Instagram feed

Her friends posting pictures from

restaurants she can't afford

PAINS

Low variety of food delivery providers in areas located outside of the city centre

Inability to split the bill when ordering

food with friends

Lack of time to cook

High minimum order amounts required for delivery

Likes to hang out with

her friends

High food delivery fees

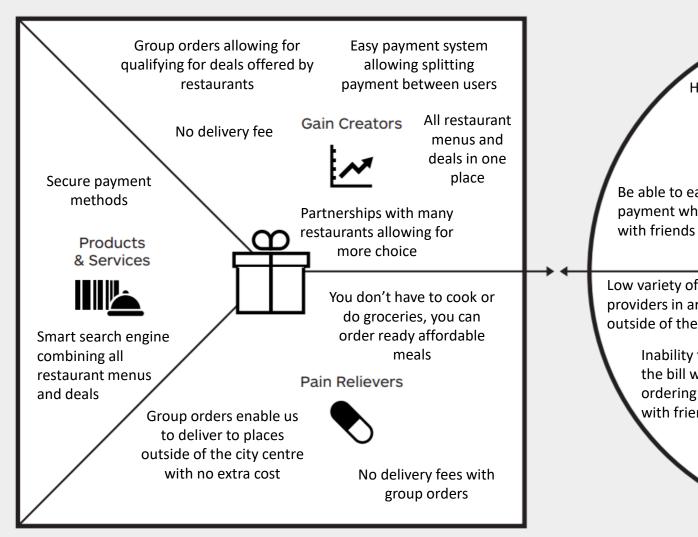
GAINS

Discover best deals

High variety of meal choices

Keep within the student budget

Be able to easily split the payment when ordering with friends



Hunt for best deals Keep within the student budget Gains High variety of meal Combine partchoices time job with Be able to easily split the groceries and payment when ordering cooking Customer Job(s) Stay fit Low variety of food delivery providers in areas located outside of the city centre Keep up with busy High food delivery Inability to split university schedule fees the bill when Pains ordering food Lack of time to cook with friends High minimum order amounts required for delivery



"I am not a big fan of cooking so I never prepare lunch for work. Me and my workmates usually order food from local restaurants. Recently I realised I spend too much money on take-aways and I would like to change it."

THOMAS REID

Age: 32

Occupation: Full-time employee in the IT department of a big bank

Living situation: rents a flat with his fiancée

Location: Rosemount, Aberdeen, UK

BIOGRAPHY

Thomas works as a tester in the IT department of one of the largest retail banks in the country. He has recently got engaged to his girlfriend and he is trying to save money for their wedding.

Thomas enjoys his job but it is often stressful and he rarely has time to go out for lunch. Him and his friends usually order food to their desks to be able to meet the strict deadlines. With the wedding on the horizon, Thomas is trying to become more careful with his budget. He recently realized that a lot of his money is spent on the take-aways and he would like to cut down the costs. Even though he knows that some restaurant offer good deals for group orders that he and his friends could use to save money, he does not have time to look for them and compare different offers. He is also bored of ordering from the same places and he would like to discover new restaurants.

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FAVOURITE RESTAURANTS



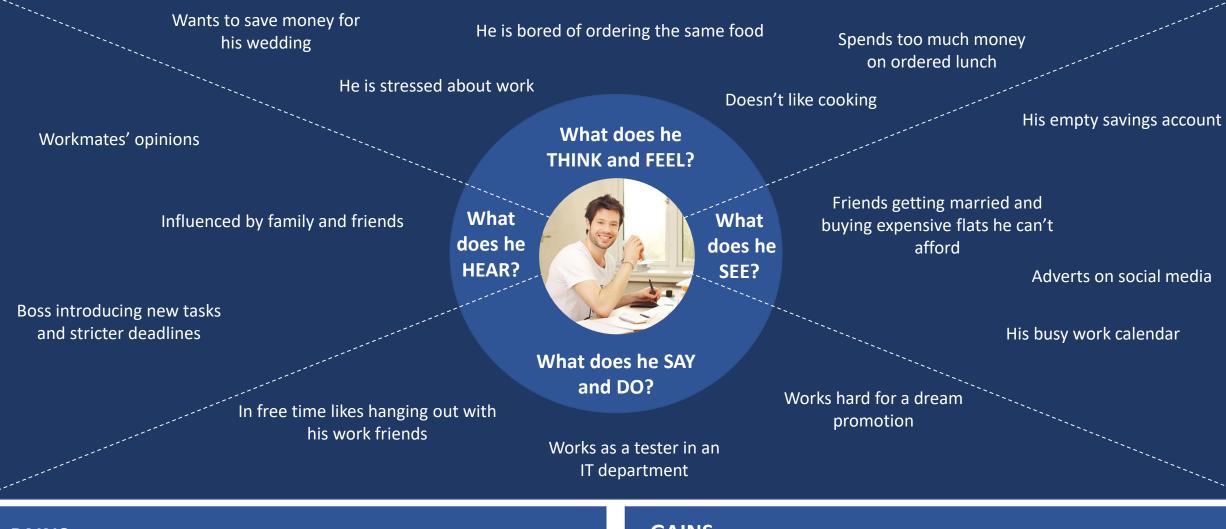




PAINS

- Stressful job
- Lack of time and inability to cook
- Excessive spending on take-away food
- Bored of ordering food from the same places
- Lack of time to check separate restaurant menus and deals

- Spend less money on food at work
- Find a quick solution that will help him find good ways to save money on take-away food
- · Get the food delivered to his office
- Discover new restaurants with affordable lunch deals



PAINS

Stressful job

Excessive spending on take-away food

Lack of time and inability to cook

Lack of time to check separate restaurant menus and deals

Bored of ordering food from the same places

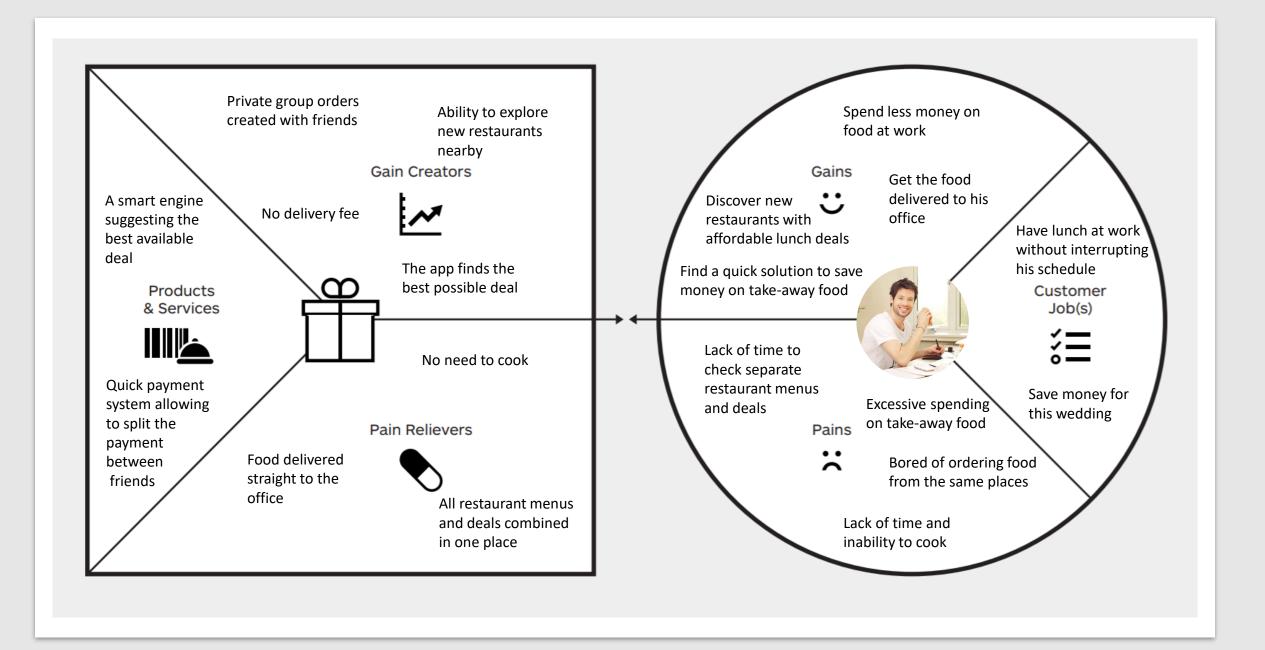
GAINS

Spend less money on food at work

Find a quick solution that will help him find good ways to save money on take-away food

Get the food delivered to his office

Discover new restaurants with affordable lunch deals





"Whenever we order food to our house, all my kids want to order from different restaurants! I wish there was a solution that let us save time and order from a few restaurants in one click..."

LOUISE DUNBAR

Age: 44

Occupation: Human Resources manager in a large professional services firm

Living situation: lives with her husband and three children

Location: Cults, Aberdeen, UK

BIOGRAPHY

Louise works as a Human Resources manager in a large professional services firm in Aberdeen. She is also a mother of three children in the age of 8, 11 and 15. Even though she tries to be an organized mum, she struggles to combine her house chores with her work responsibilities. Since both her and her husband often work long hours, they do not always have time to prepare dinner for their children. They often end up ordering food but it always takes a long time as the kids never agree on what they want to eat and the family eventually orders food from a few places at a time to cater for everyone's needs.

Louise would like to avoid the endless quarrels while ordering food. A perfect solution for her family would be an app that would allow them to complete the order and the payment in many restaurants in one click.

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FAVOURITE RESTAURANTS







PAINS

- Lack of time to cook
- Her family never agrees on what they want to eat
- Even ordering food takes a lot of unnecessary time
- As she wants to avoid conflict she often agrees on her children ordering fast food

- Save time
- Discover new restaurants nearby without having to spend time searching online
- Order healthy meals for her family
- Be able to complete an order in a few restaurants quickly
- Pay by card for the whole order

Wants to be an organized mum

She feels like she doesn't have time for anything

She tries to keep her family healthy

She is tired because of work

What

does she

HEAR?

Her friends talking about new services they discover

> Her family fighting over what they want to order

Her boss complaining about insufficient results

> "I don't have any time! I have to finally have some rest"

What does she **THINK and FEEL?**

> What does she SEE?

Her kids gaining weight

Adverts on TV and in newspapers

Her workmates staying after hours

Her busy work calendar

What does she SAY and DO?

Works hard and often stays after hours

Doesn't have time for cooking

Tries to combine all of her professional responsibilities with house chores

PAINS

Lack of time to cook

Her family never agrees on what they want to eat

Stressful job

Even ordering food takes a lot of unnecessary time

As she wants to avoid conflict she often agrees on her children ordering unhealthy food

GAINS

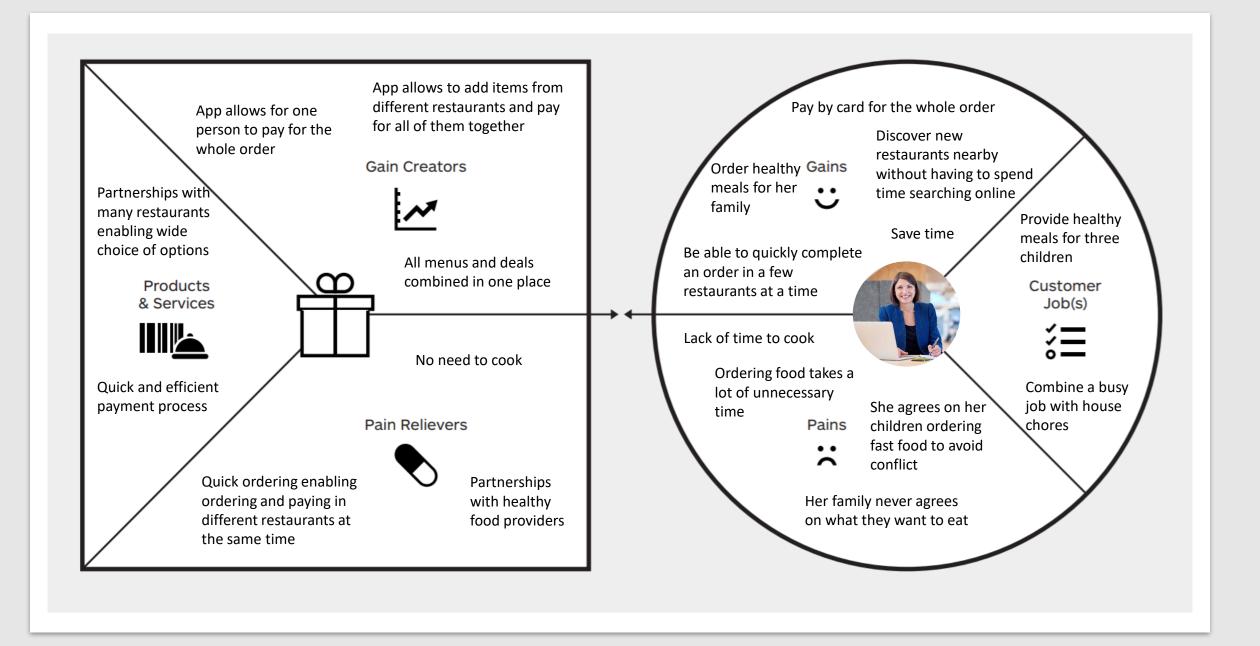
Order healthy meals for Save time

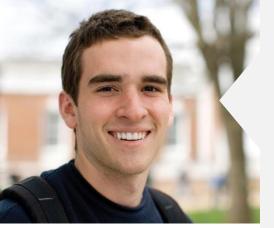
Pay by card for the whole order

her family

Discover new restaurants nearby without having to spend time searching online

Be able to complete an order in a few restaurants quickly





"With my low wages, no student discount and council tax to pay I don't have much money left for take-aways. Unfortunately I really hate cooking so I end up ordering food very often anyway."

STEFAN DANCIU

Age: 24

Occupation: employed as a full-time barista at Starbucks

Living situation: rents a flat with two flatmates

Location: Kittybrewster, Aberdeen, UK

BIOGRAPHY

Stefan comes from Bucharest, Romania. He graduated from Film and Visual Culture in the University of Aberdeen last June and he has been seeking a job related to film since then. He currently works as a full-time barista in Starbucks to cover his life costs while looking for a dream job. Even though his wages are higher than the national minimum wage, he still struggles to cover all his costs. Especially that now as a graduate, he does not have a student discount and has to pay all his bills and a council tax.

Stefan has never enjoyed cooking and he struggles to motivate himself to make his own meals. When he comes home tired after work, he often orders take-aways. Even though he knows that some restaurants offer good deals he never qualifies for them as he never makes an order big enough and his flatmates are never interested in joining him.

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FAVOURITE RESTAURANTS







PAINS

- Inability to cook
- Lack of motivation to learn to cook
- Struggles with money
- Spends too much money on take-aways
- Does not have any friends to order food with

- Get ready meals delivered to him
- Spend less money on take-aways
- Find a way to qualify for available deals
- Discover affordable restaurants with delivery services nearby

Wants to find a more interesting and better paid job

He doesn't have friends who would like to order food with him

Spends too much money on take-aways

Influenced by family and friends

What does he THINK and FEEL?

Text messages from delivery companies with their special offers

People in Starbucks talking about new trends

What does he HEAR?

Hates cooking

What does he SEE?

University friends progressing with their careers

Emails with new offers

Adverts on social media

His job applications being rejected

What does he SAY and DO?

His flatmates cooking their dinner

Applies for many film related jobs

Hangs out with his friends

Works as a barista in Starbucks

Spends a lot of time browsing social media

He is not well organized

PAINS

Inability to cook

Does not have friends to order food with

Spends too much time on take-aways

Lack of motivation to learn to cook

Struggles with money

GAINS

Get ready meals delivered to him

Find a way to qualify for available deals

Spend less money on takeaways Discover affordable restaurants with delivery services nearby

