



"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

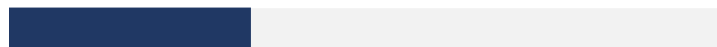
Location: Hillhead Halls, Old Aberdeen, Aberdeen, UK

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 part-time 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

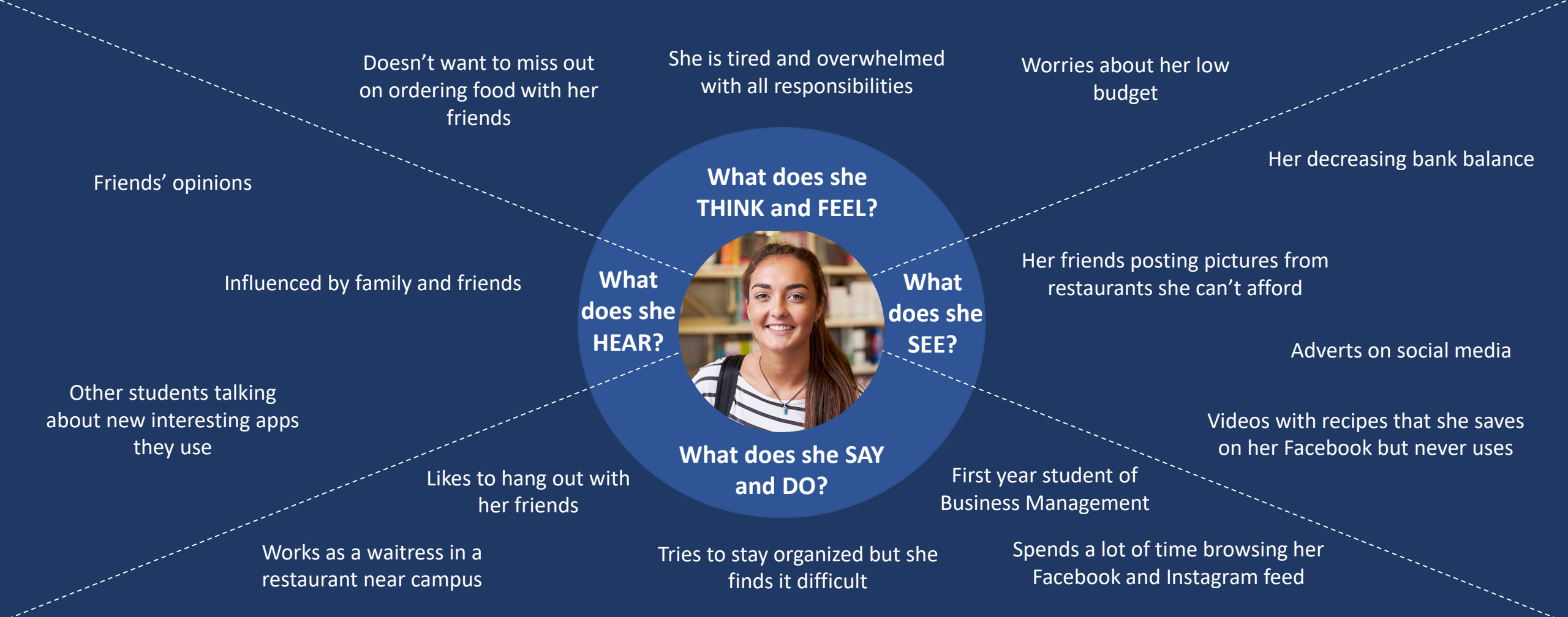


PAINS

- 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

GOALS

- 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



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

High food delivery fees

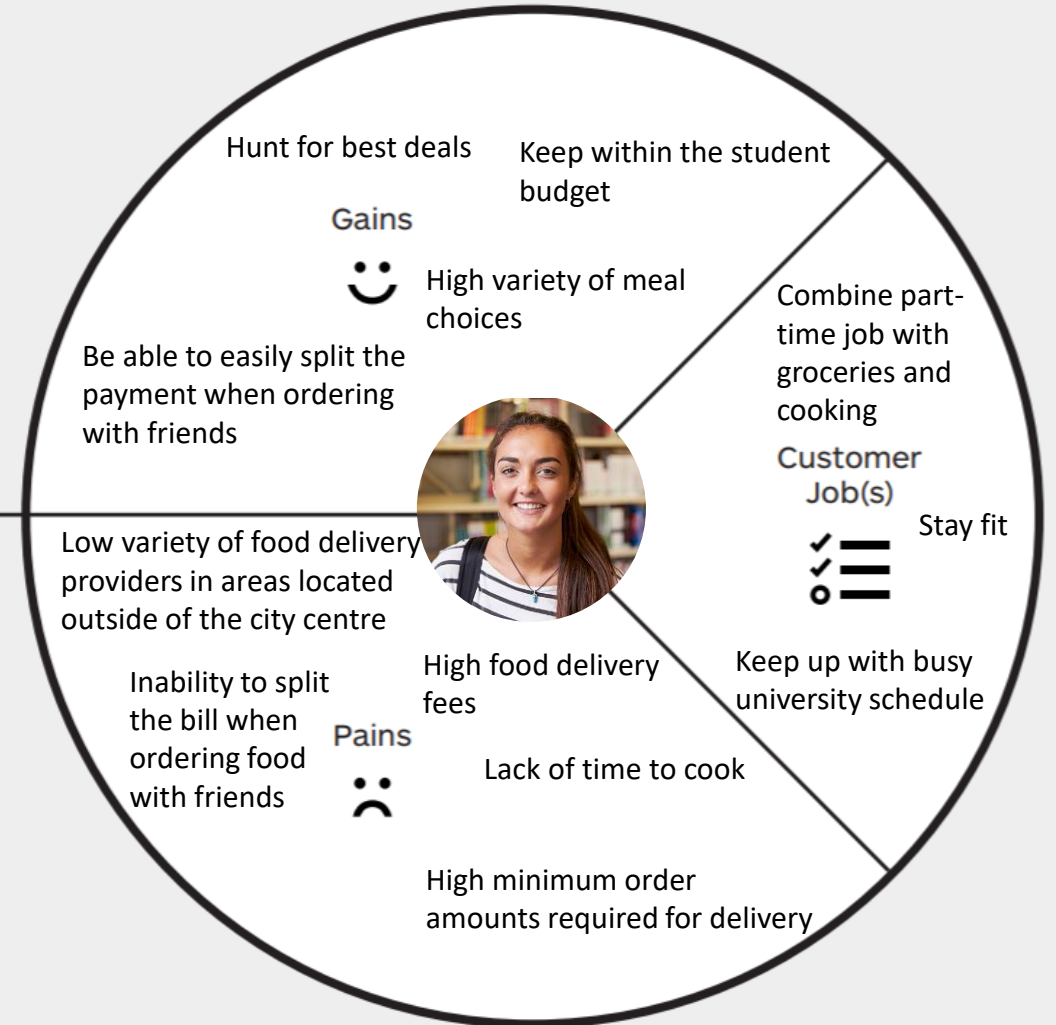
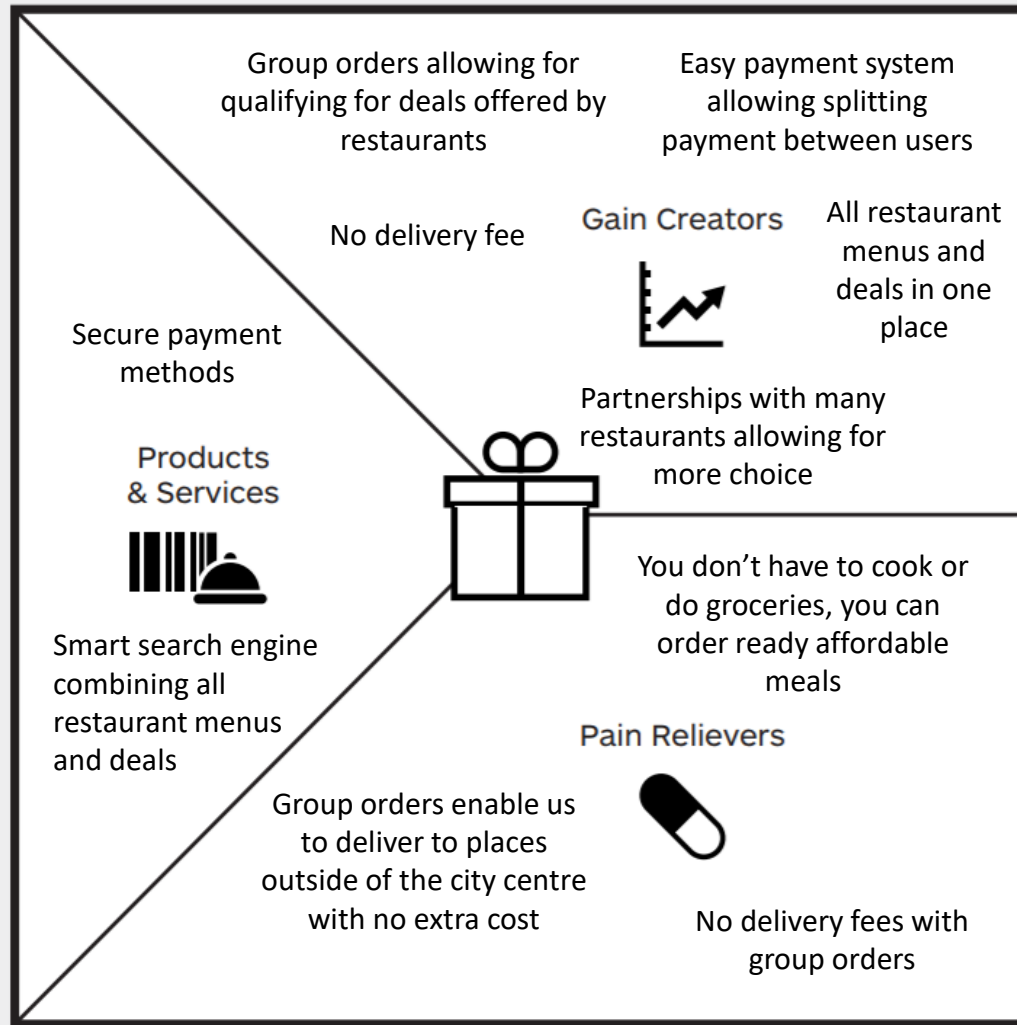
GAINS

Discover best deals

High variety of meal choices

Keep within the student budget

Be able to easily split the payment when ordering with friends





"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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TECHNOLOGY



FAVOURITE RESTAURANTS

BYRON
PROPER HAMBURGERS

FRIDAYS

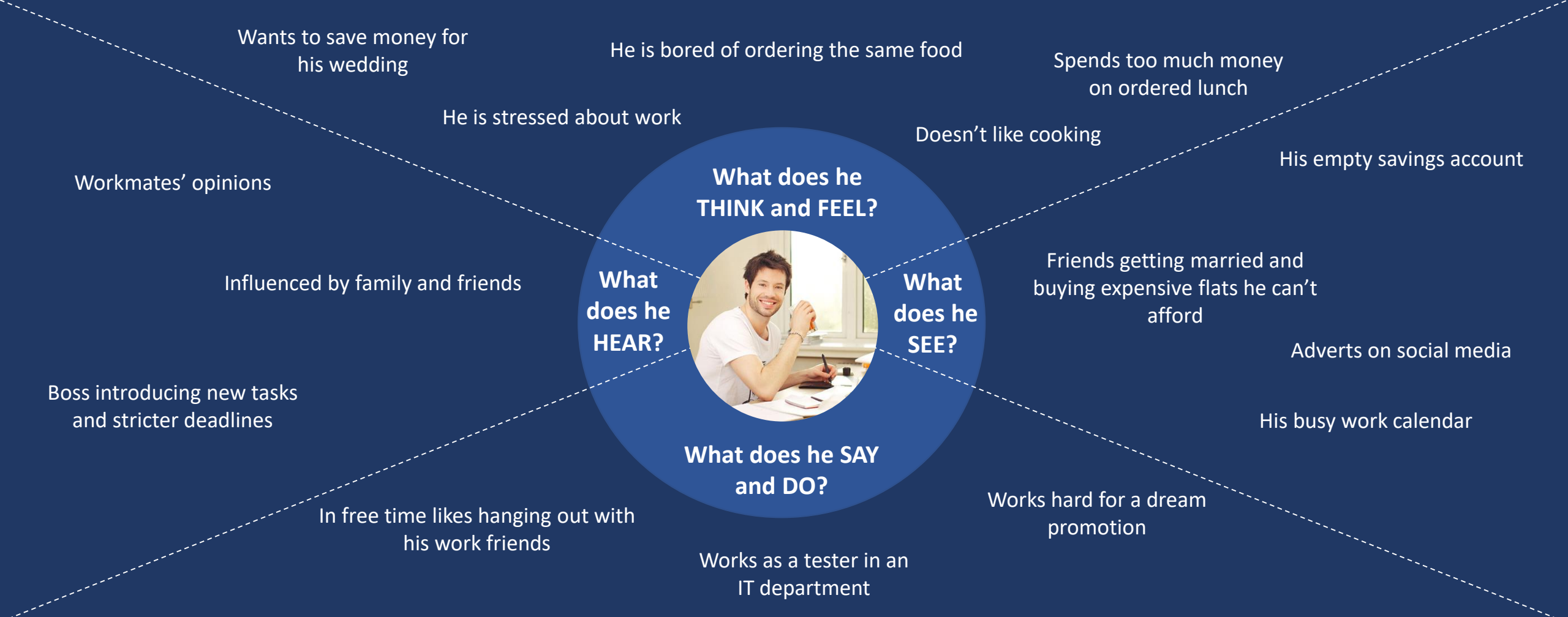
BARBURRITO
MEXICAN EATERY

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

GOALS

- 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

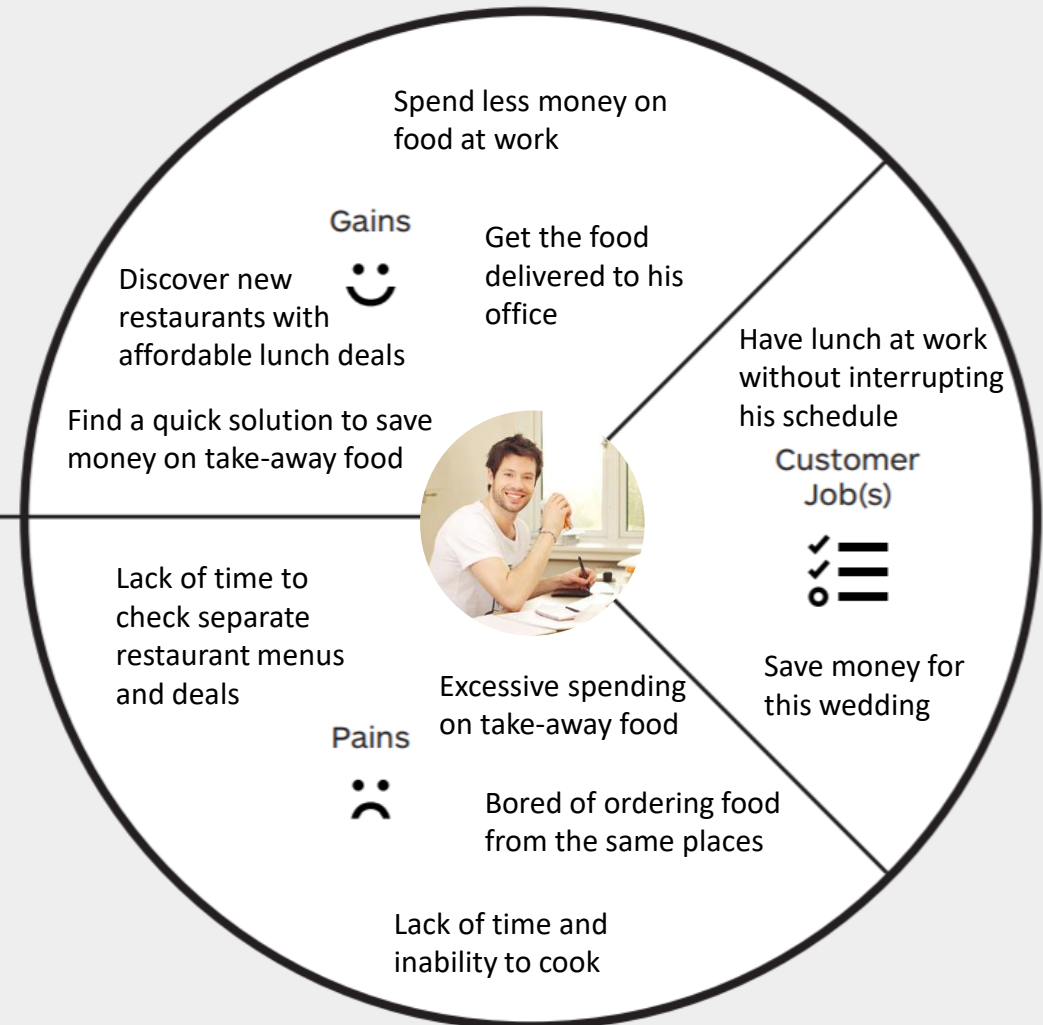
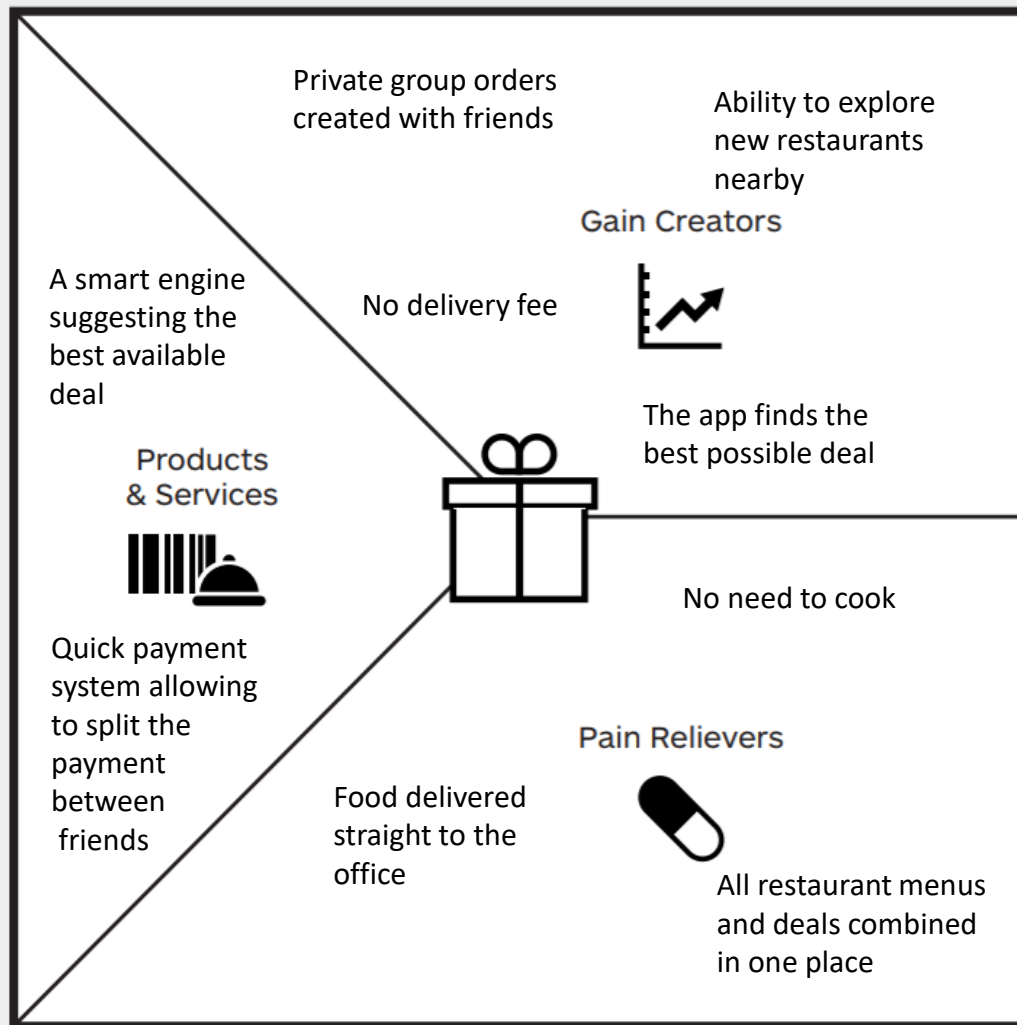


PAINS

- Stressful job
- Excessive spending on take-away food
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"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.

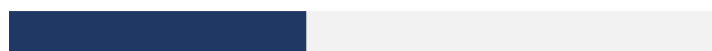
Louise would like to avoid the endless quarrels while ordering food. A perfect solution for her family would be an app that would allow them to complete the order and the payment in many restaurants in one click.

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TECHNOLOGY



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

GOALS

- 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

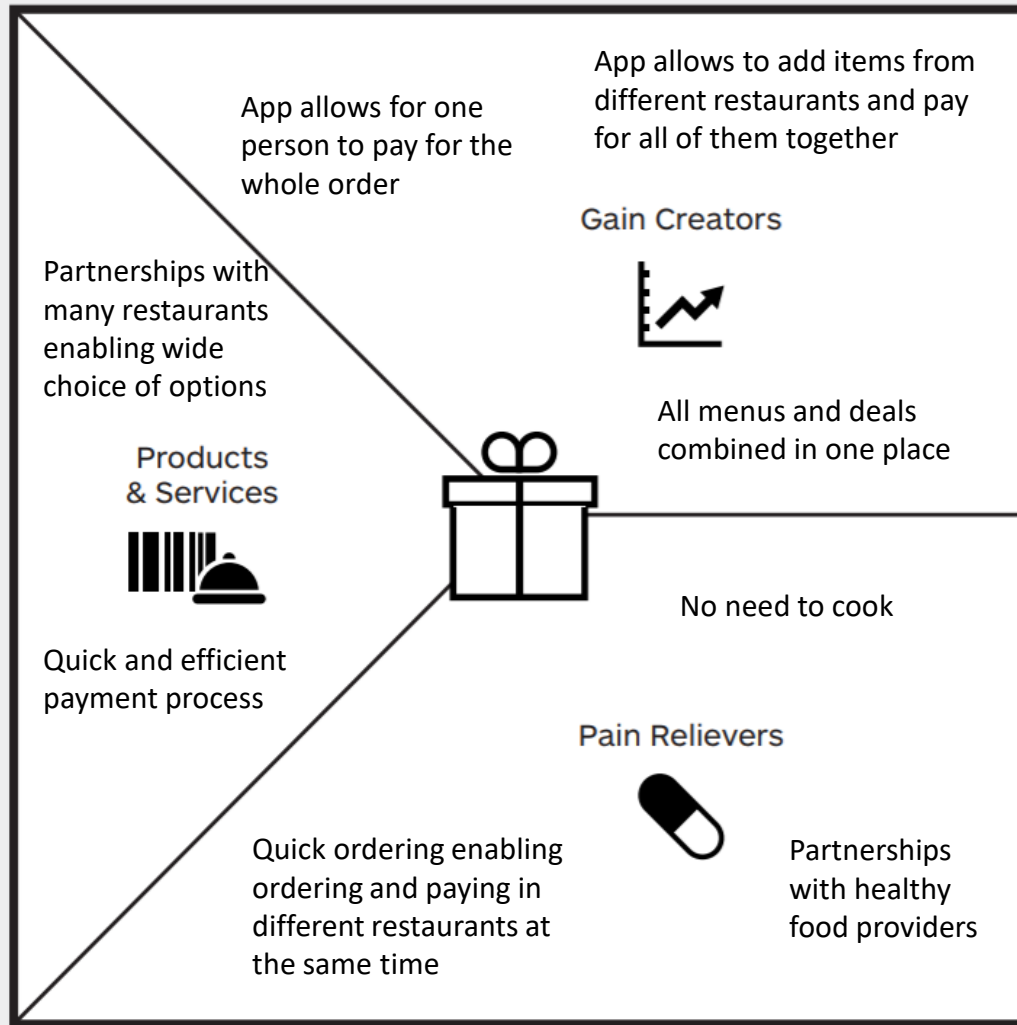


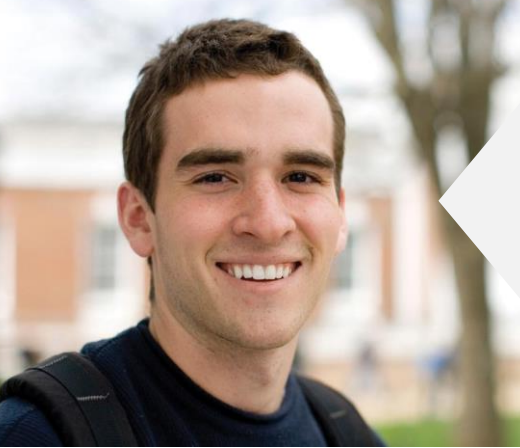
PAINS

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

GAINS

- Save time
- Order healthy meals for her family
- Discover new restaurants nearby without having to spend time searching online
- Pay by card for the whole order
- 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

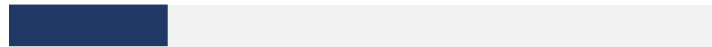
BIOGRAPHY

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

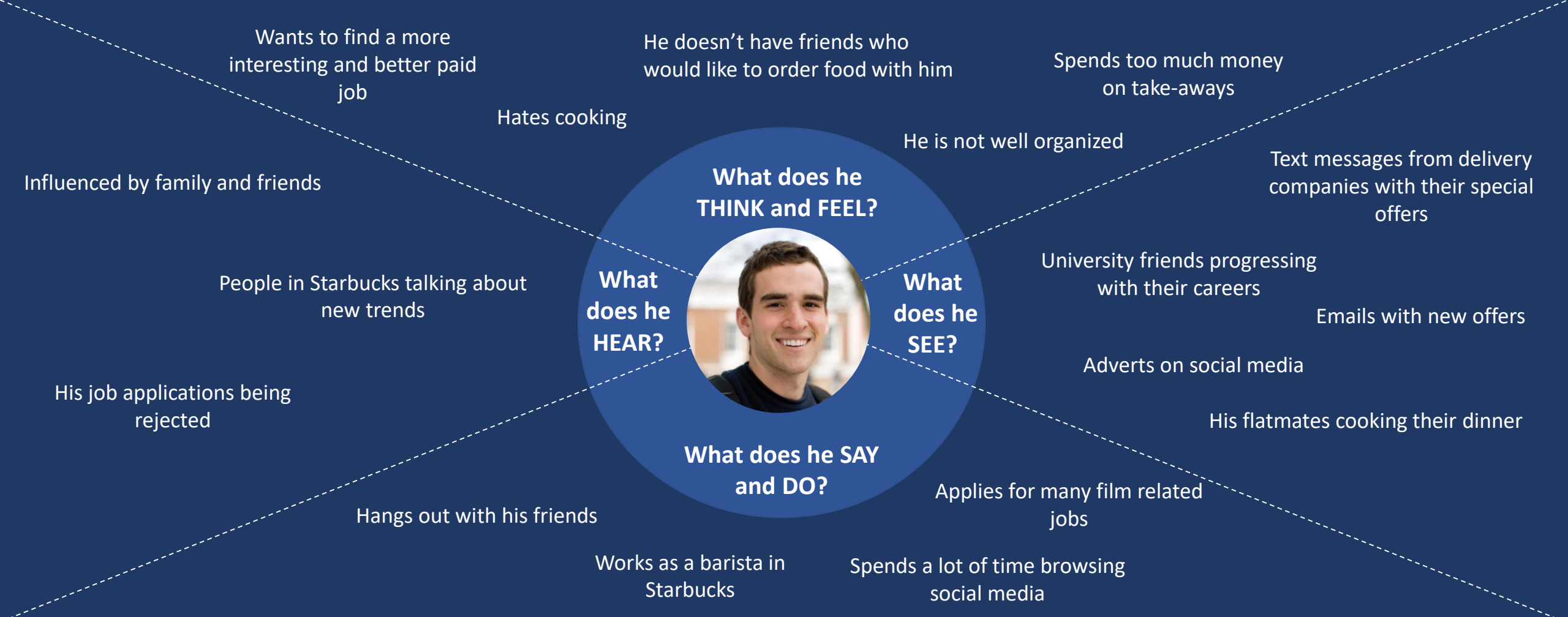


PAINS

- 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

GOALS

- 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



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

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Find a way to qualify for available deals

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Discover affordable restaurants with delivery services nearby

