FRANCESCA BIANCHI

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

High food delivery fees

Lack of time to cook

High minimum order amounts required for delivery

GAINS

Discover best deals

Keep within the student budget

High variety of meal choices

Be able to easily split the payment when ordering with friends

THOMAS REID

PAINS

Stressful job

Lack of time and inability to cook

Bored of ordering food from the same places Excessive spending on take-away food

Lack of time to check separate restaurant menus and deals

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

LOUISE DUNBAR

PAINS

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

Lack of time to cook

Her family never agrees on what they want to eat

GAINS

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

STEFAN DANCIU

PAINS

Does not have friends to order food with Spends too much time on take-aways

Struggles with money Inability to cook Lack of motivation to learn to cook

GAINS

Get ready meals delivered to him

Spend less money on takeaways

Find a way to qualify for available deals Discover affordable restaurants with delivery services nearby