


THE PERSONA



P. Aston

AGE: 29
EDUCATION: Data Scientist
STATUS: Single
OCCUPATION: Software Engineer
LOCATION: Birmingham
TECH LITERATE: High

"I am used to with online service and I usually do my online shopping from Instagram"

Personality
Introvert Thinker
Nerd

Bio
She currently lives in Birmingham UK. She finished her master in data science and has just been promoted to data science role. She is currently single and hardly go out or socialise with friends or go on long holidays.

Core needs

- Need to find an online food shop to ease her food ordering for delivery as she hardly goes out.
- View all menu at a go
- Like to use either website or app for order


Frustrations

- Delivery is highly unpredictable during busy time
- Like to be able to view prices and compare with others
- Does not like dine-in that much

Brands
Huawei, Pizza Hut, YouTube, Instagram, PIZZA! PIZZAS, Domino's, etc.

Payment medium
Cash/Cheque, Digital Payment

Platform
Website, Mobile App



Geoffrey Afredo

AGE: 42
EDUCATION: Business
STATUS: Married
OCCUPATION: Company Exec
LOCATION: London
TECH LITERATE: High

"I am quite internet savvy and like online orders because of my busy schedules"

Personality
Extrovert Goal getter
Jolly and cheerful

Bio
Hi I am married with 4 kids and currently lives in London. I am in the senior management position in a FTSE100 company and with busy schedules, like to go out with friends and go on long holidays with family.

Core needs

- Like ordering food for delivery, pick up and some times takes family and friends out for dinner.
- Like eatery with great menu
- Always preferred ease of ordering and will like to be able to view allergies on websites

Frustrations

- Would like to be able to view and compare different menu
- Lack the time to dine in more
- Would like loyalty schemes

Brands
Pizza Hut, YouTube, Instagram, PIZZA! PIZZAS, etc.

Payment medium
Cash/Cheque, Digital Payment

Platform
Website

PIZZA HUT USER STORY MAPPING FOR DELIVERY, COLLECTION AND DINE-IN

