inf3014f project

ADD TO CART

www

🔍 Individual project ✕
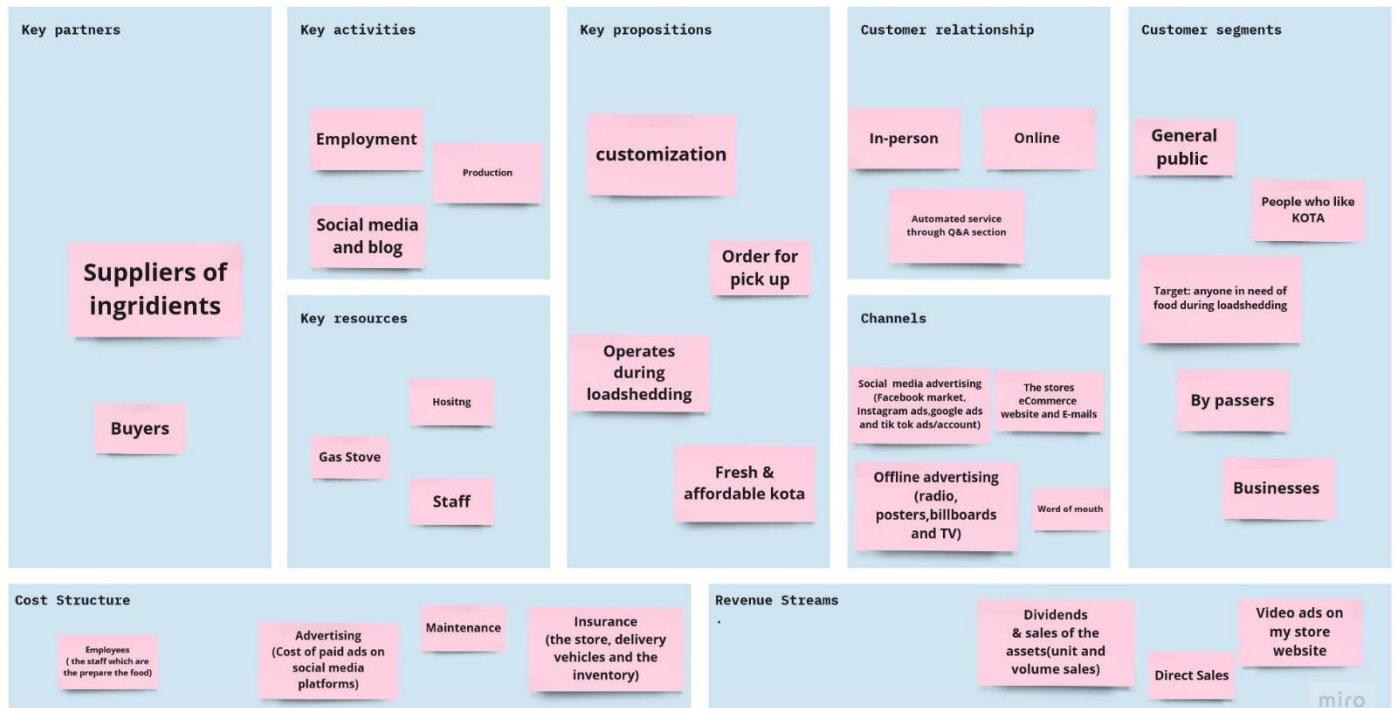
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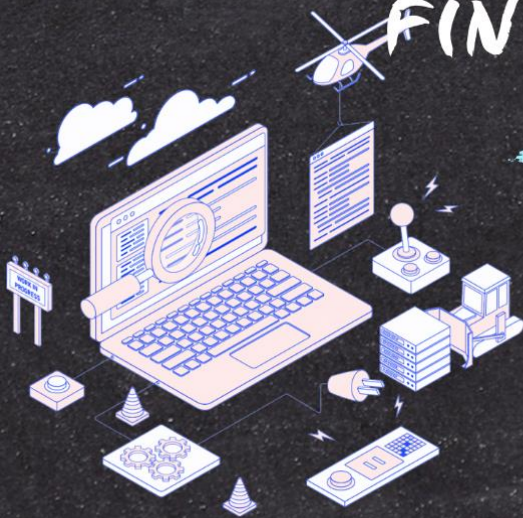
by Tsatsawani Mnisi

The Business Model Canvas- *Dim Dim Kotas*

Key partners	Key activities	Key propositions	Customer relationship	Customer segments
Suppliers of ingridients	**Employment** **Production** **Social media and blog**	**customization**	**In-person** **Online** **Automated service through Q&A section**	**General public** **People who like KOTA** **Target: anyone in need of food during loadshedding**
Buyers	**Key resources** **Hositng** **Gas Stove** **Staff**	**Order for pick up** **Operates during loadshedding** **Fresh & affordable kota**	**Channels** Social media advertising (Facebook market, Instagram ads.google ads and tik tok ads/account) — The stores eCommerce website and E-mails — Offline advertising (radio, posters,billboards and TV) — Word of mouth	**By passers** **Businesses**

Cost Structure	Revenue Streams
Employees (the staff which are the prepare the food) — **Advertising** (Cost of paid ads on social media platforms) — **Maintenance** — **Insurance** (the store, delivery vehicles and the inventory)	**Dividends & sales of the assets(unit and volume sales)** — **Direct Sales** — **Video ads on my store website**

miro

2. User Experience Design Report

2.1.1   User persona

USER PERSONAS

TSAKI MNISI

Age: 17
Occupation: High school student
Location: Mowbray
Income range: R10 000 – R15 000

GOALS

To get an affordable nice meal, quickly.

To be able to buy even during load shedding.

QUOTE

"Nothing beats quality time with your loved ones."

BIO

Tsaki is a typical teenage girl who spends most of her time on the internet or with friends. She is always on the go if not at school. The only money she gets is to get lunch at school so she appreciates places that sell quality, affordable food. She hardly has free time to spare as she always has schoolwork.

Some social media platforms she likes include Instagram, Facebook, WhatsApp, and Tiktok.

PERSONALITY

Loving

Out going

Bubbly

Motivational

BRANDS/APPS

MR D

Uber Eats
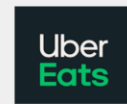
SHEIN

MOTIVATION

Convininence

Affordability

Taste

Quality of the food

Services

INFLUENCE

Township culture

Social media

Friends

SOURCES OF INFORMATION:

Social media

Word of mouth

Traditional ads

FRUSTRATION

Long queues for ordering

Takes time to get order

No services during load shedding

INTERESTS

Netball

Content creation

DEVICES

Smartphone

Laptop

Tablet

BATHANDWA MDLULI

Age: 35
Occupation: Police officer
Location: Mowbray
Income range: R10 000 - R15 000

GOALS

To get a quicky meal

To be able to get a meal during lae hours of the day

QUOTE

"Beauty gets the attention, personality gets the heart"

DESCRIPTION

Bathandwa is a police officer that stays alone, always knocks off late, and does not like cooking as his job is very tiring. He is also a very active community member overseeing an outreach program. He eats out a lot to save his time and energy. He loves township culture, more especially their food.

He wants a place where he can quickly grab a meal right after work without having to cook the food himself. He is looking for a fast food place that would still be open after 7 pm and sells food that tastes nice. Since he would be from work, he would prefer to not wait for long for his food.

PERSONALITY

Hard working

Friendly

Open to experiences

MOTIVATION

Convinience

Saving time

INFLUENCE

Peers in the community

Family

Co-Workers

SOURCES OF INFORMATION:

Social media

Word of mouth

Traditional ads

FRUSTRATION

Standing in a long queue,

Place being closed early before he leaves work

Nutrtition of the food

INTERESTS

Leadership and serving

Youth empowerment

DEVICES

Smartphone

Laptop

Tablet

NTSAKO CHAUKE

Age: 25
Occupation: Unemployed
Location: Mowbray
Income range: R0

GOALS

To get an affordable meal

To get a nice meal that will give them a break from home cooked meals

QUOTE

"The only God of soccer that exists is Lionel Messi."

DESCRIPTION

Ntsako is an unemployed guy that spends most of his time in the hood. He has a limited budget as he only gets money for part-time jobs that he does every once in a while. Because he spends so much time in the community, he has learned to appreciate the food made elsewhere but at home.

He likes watching soccer and news updates on TikTok, as well as Instagram. And he keeps up with what's going on in the community and the places around him
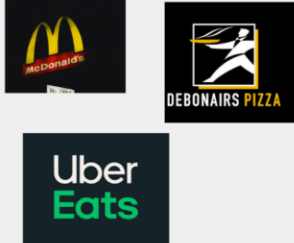
PERSONALITY

Smart

Responsible

Extrovert

BRANDS/APPS

McDonald's

DEBONAIRS PIZZA

Uber Eats

MOTIVATION

Saving time

Convinience

Affordability

Taste

INFLUENCE

Social media

The community

Television

SOURCES OF INFORMATION:

Social media ●●●●○

Word of mouth ●●●●○

Traditional ads ●●○○○

FRUSTRATION

Takes time to place an order

Place does not operate during load shedding.

Waiting too long to get your order.
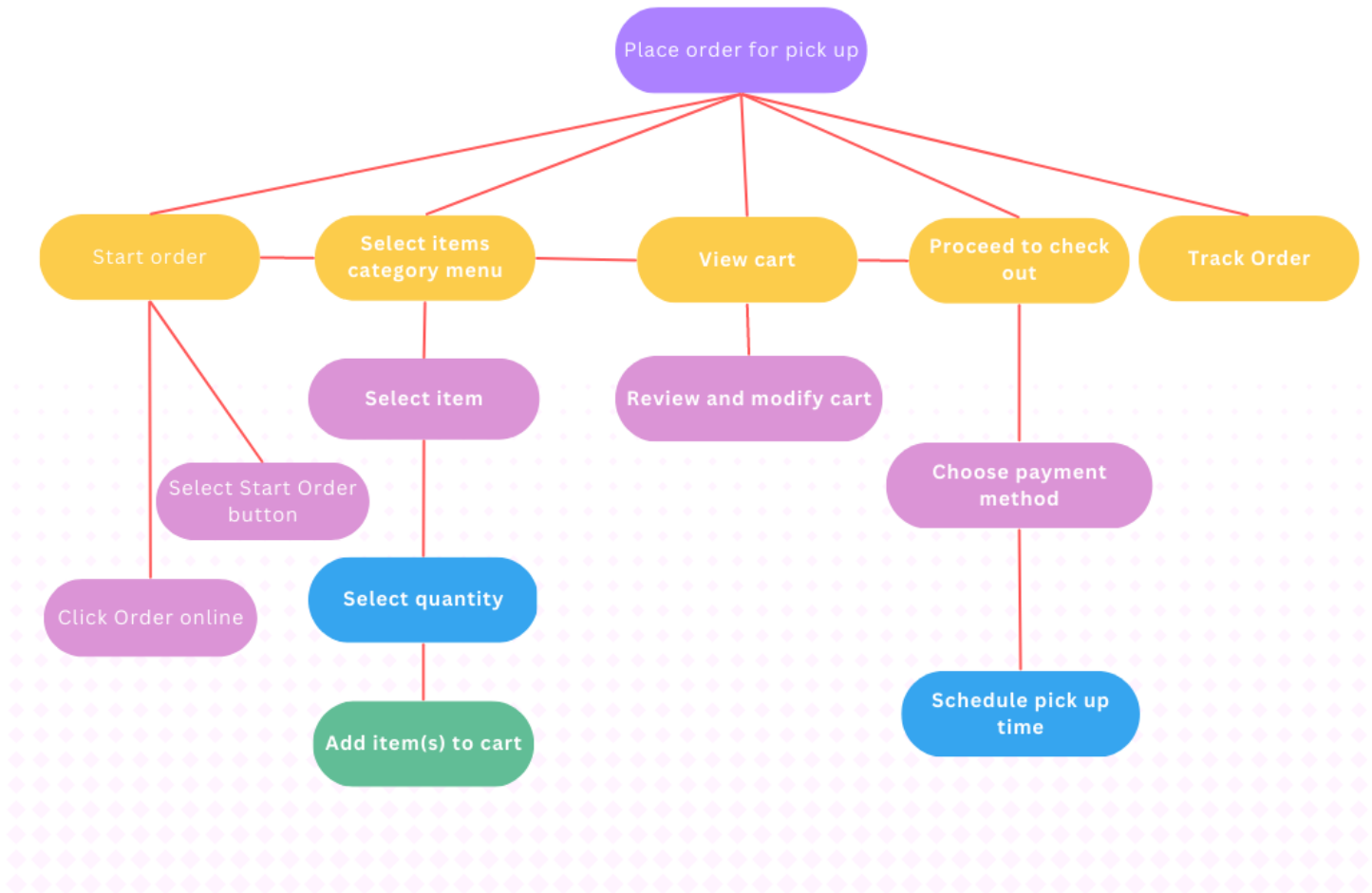
INTERESTS

Playing soccer

Writing songs

DEVICES

Smartphone ●●●●○

Laptop ●○○○○

Tablet ●○○○○

2.1.2 Hierarchical tasking

Place order for pick up

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Let's Chat!

3. Link to prototype

https://mnstsa001.wixsite.com/kwa-dim-dim