



Says

What have we heard them say?
What can we imagine them saying?

Customers: "I want my pizza delivered hot and on time."

Delivery Personnel: "I need clear directions for each delivery location."

Administrators: "We need to manage orders efficiently and track delivery status."



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Customers: Hungry, expect efficiency, want a user-friendly experience.

Delivery Personnel: Concerned about timely deliveries, need support for navigation.

Administrators: Want streamlined order management, aim for customer satisfaction.



Pizza Couriers
Pizza Delivery App

Customers: Place orders, track delivery status, make payments.

Delivery Personnel: Navigate to delivery locations, update order status.

Administrators: Manage orders, assign deliveries, monitor performance.

Customers: Frustration due to delayed orders, delight in a hassle-free ordering process.

Delivery Personnel: Stress due to unclear directions, satisfaction in completing successful deliveries.

Administrators: Challenges in managing peak hours, satisfaction in optimizing delivery routes.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

[See an example](#)