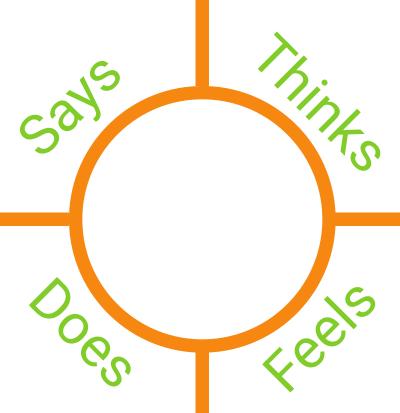
Empathy Map for Customer

- "Why do apps promise 20-minute deliveries if they can't account for traffic?"
- "I have a drawer full of unused plastic forks. Why can't I opt out easily?"
- "Why does the ETA keep changing after I order? I plan my day around this!"
- "Sustainability and reliability should be non-negotiable for companies."
- "Apps prioritize convenience over ecoconsciousness—it's irresponsible."
- "My efforts to reduce waste are pointless if brands ignore my preferences."
- "Traffic is predictable—why don't delivery apps factor it in?"



- Constantly refreshes apps to track delivery ETAs.
- Tries to customize orders to exclude cutlery (but often misses the option).
- Chooses brands with eco-friendly packaging/practices.
- Collects unwanted plastic forks in a drawer, feeling conflicted.
- Plans work breaks around expected delivery times.

- Frustrated by unreliable ETAs and wasted time.
- Guilty about contributing to single-use plastic waste.
- Anxious when checking delivery times repeatedly.
- Disappointed when eco-friendly customization is ignored.
- Hopeful when supporting brands that align with his values.

Pain Points

- Unreliable ETAs: Delivery delays disrupt his tightly scheduled day.
- Wasted effort: Repeatedly selects "no cutlery," but it's ignored.
- Clutter & waste: Accumulates unwanted plastic utensils.
- Mismatched values: Apps prioritize speed over sustainability.
- Inefficient systems: No easy opt-out for cutlery; traffic isn't factored into ETAs.

Needs/Opportunities

- Timely deliveries that sync with his work schedule.
- Zero-waste orders with no unwanted cutlery/condiments.
- Trustworthy apps that honor customization and eco-preferences.
- Eco-conscious brands that align with his values.
- Guilt-free convenience without compromising sustainability.