Alex Kabondo

Scenario: Alex orders lunch via a food delivery app during a busy workday, prioritizing speed and sustainability. He selects a salad from an "eco-friendly" restaurant, struggles to find the "no cutlery" option, and checks the app. The food arrives late and includes a plastic fork.

Goals & Expectations

- Receive orders on time to align with meetings/work breaks.
- Avoid unnecessary cutlery/condiments to reduce clutter and waste. deadlines.
- Enjoy the overall experience.

Happy: 👍 Neutral: 👀 Unhappy: 👎

Need Recognition

- Research its lunch time and need to have lunch
- Opens his preferred food app, filters for "eco-friendly" restaurants.

👍

I need to find a plan that balances efficiency and sustainability

Ordering Process

- Selects a salad, scrolls through multiple menus to find "no cutlery."
- Hesitates at checkout when the ETA jumps from 25 to 45 minutes.

Theres alot of hidden options and longer ETAs

👎

Delivery Experience

- Obsessively refreshes the tracker, reworks his meeting schedule.
- Receives the order late, unearths a plastic fork in the bag.

I hope there wont be delays and wastes

👎

Post-Delivery Reflection

- Leaves a scathing review, messages support about the fork.
- Researches and switches to a stricter zero-waste app.

Hopefully Ill donwload an app that meet my needs

👀

Opportunities

- App could auto-suggest eco-friendly options based on past behavior.
- Highlight "zero-waste partner" badges upfront to build trust.

Opportunities

- Simplify customization with a permanent "no cutlery" profile setting.
- Offer a "lock-in ETA" guarantee for time-sensitive users.

Opportunities

- Provide real-time delivery updates via SMS/email to reduce app-checking.
- Penalize restaurants that ignore sustainability preferences.

Opportunities

- Create a feedback loop: Reward users for reporting issues (e.g., loyalty points).
- Partner with eco-conscious brands for exclusive deals to retain Alex