

Persona: Alisha Mehra

Goal: Explore or order food and give feedback

ACTION	Motive	Browse	Order	Payment	Wait	Consumption	Feedback
TASK LIST	<ul style="list-style-type: none">-Planning for meal-download and Login / Sign in-Decide to takeaway or home delivery	<ul style="list-style-type: none">- Scrolling through menu- Deciding the meal-choosing amount	<ul style="list-style-type: none">-Find the contact details-call to place order and inform time and location- receive confirmation of order-ask for total amount	<ul style="list-style-type: none">-selecting a payment method-making payment-receive payment confirmation	<ul style="list-style-type: none">-Wait for order to collect-receive the order-making cash payment if not paid on order	<ul style="list-style-type: none">-unpacking the meal-checking weather quality is good or not-enjoying the meal	<ul style="list-style-type: none">- find contact details-calling customer support for food quality-give feedback/ tips or complaint
FEELING ADJECTIVE	<ul style="list-style-type: none">-Hopeful to have good meal /-decisive about meal planning	<ul style="list-style-type: none">-confused / excited through scrolling menu- decisive selecting items and amount-frustrated by looking non-veg dishes	<ul style="list-style-type: none">- excited to make an order/ focused about ordering correct items	<ul style="list-style-type: none">-decisive about selecting payment method - focused to avoid any mistake	<ul style="list-style-type: none">-anticipating / rushing / hungry	<ul style="list-style-type: none">-happy / satisfied to enjoy food / disappointed about bad quality or service	<ul style="list-style-type: none">-frustrated finding contacts- angry if food quality was/ relieved and satisfied after having good meal.
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">-onboarding screens to guide and make user excited	<ul style="list-style-type: none">-well categorized menu with pictures-favourites & search bar-option to see only veg or non veg dishes-make available screen reader technology	<ul style="list-style-type: none">-show finale order and amount- provide easy to add location & checkout flow	<ul style="list-style-type: none">-flexibility in different payment methods-giving relevant instructions for payment	<ul style="list-style-type: none">- track order with showing estimate time-greetings on receiving order	<ul style="list-style-type: none">-Encouraging them to give feedback.	<ul style="list-style-type: none">-easy way to reach out customer support

Persona: Sanjiv Raj

Goal: Remotely pre - reserve table for meetings

ACTION	Motive	Visit	Reservation	Confirmation
TASK LIST	<ul style="list-style-type: none">-schedule meeting in restaurant-figuring out no. of guests-planning a weekend dinner with family	<ul style="list-style-type: none">-visit the restaurant to book table	<ul style="list-style-type: none">-checking which tables are available- selecting date, time slot, table.	<ul style="list-style-type: none">- Taking confirmation of booking-receiving the receipt
FEELING ADJECTIVE	<ul style="list-style-type: none">-hopeful and anticipating for the experience	<ul style="list-style-type: none">-frustrated because of unavailability to do it online	<ul style="list-style-type: none">-confused and decisive	<ul style="list-style-type: none">-relieved due to successful reservation.
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">- make available photos of restaurant tables	<ul style="list-style-type: none">-A feature that completely remove this step from process-an online booking feature	<ul style="list-style-type: none">-a simple	<ul style="list-style-type: none">Area to improve