



Sanjiv Raj

Age: 48

Education: B.Com, MBA

Hometown: Pune, India

Family: Wife and a child

Occupation: Managing Director

“I want to plan authentic experience for my guest and family remotely.”

Goals

- To book venue for meetings & gatherings remotely.
- To plan dinner with family on weekends in restaurant.
- To easily navigate and read the menu .

Frustrations

- Have to go to the restaurant for reservation.
- Not showing timings.
- Complicated navigation in application.
- Trouble in reading fancy text in heavy texted area.
- Pictures of dishes and restaurant not available.

Sanjiv is Managing Director of a well established company. His company headquarter located near metropolitan area of the city. He has flexible schedule. Sanjiv attend some VIP guests around 3 to 4 times in a week. He also took his employees or colleagues to restaurant for meeting or celebrations occasionally. To maintain good business relationships, Sanjive ensures his guest get exclusive experience. He also gives time to his family.



Alisha Mehra

Age: 25

Education: M.A

Hometown: Mumbai, India

Family: Lives alone

Occupation: Full Time News
Editor

“All I need is fresh vegetarian food on time.”

Goals

- To pay with any payment method.
- To easily explore new dishes & enjoy fresh vegetarian food.
- A way track my order.
- To order my favourite meal quickly.
- To complaint about bad service.

Frustrations

- Unavailability to pay with cash on delivery.
- Don't want to see veg and non-veg meals at same place.
- App not showing estimated time for delivery, it wastes my time.
- Every time have to browse for same dish, no way to save it.
- Can not easily reach to customer support.

Alisha lives in Mumbai from last 2 years and work as an news editor at a news channel firm, with a well defined schedule at office. She became punctual in nature with such schedule. She belongs to a pure vegetarian family. She also take care of her health and hygiene. Goes to restaurants hangout with friends.