



Aishwarya Roy

*“Watching movies with some delicious snacks
is my idea of a perfect weekend!!”*

Goals

- Wants to attain a senior role in future.
- To automate some of her tasks so that she can get more time for herself.
- To have a life where she can enjoy more and worry less.

Frustrations

- ‘I don’t like waiting in the line for food in movie theaters because I don’t want to miss the scenes’.
- “Not knowing whether the food I want to order will be there till I reach the counter.”
- “Movie theaters’ doesn’t have much options on food and they don’t allow food from outside.”

Aishwarya works as an associate in an International firm. She lives with her partner and mostly has a busy schedule in the weekdays. She likes watching movies in weekends and prefer watching it in theaters. While watching movie she always likes to have some snacks with her, but most of the times she has to miss some scenes of the movie in order to collect her food. Also sometimes she doesn’t get to know whether the snack she is craving for is available or not till she reaches the counter. She would love to have something through which the food is made available to her during the movie or to remove the restrictions of bringing food into the theater from outside.

Age: 27
Education: Bachelor’s in Computer Science
Hometown: Kolkata, WB, India
Family: Lives with her partner
Occupation: Process Associate in an International firm



Jonathan Fernandes

Age: 35
Education: Master's in Data Analytics
Hometown: Bangalore, KA, India
Family: Lives with his wife and 2 kids
Occupation: Senior Analyst, ACB Ltd.

“Being ambitious and curious is the driving force once the energy is depleted.”

Goals

- Wants to buy a house from where hospitals, malls, schools and his office are nearby.
- Wants to try for big companies like Google, Apple etc. in near future.
- Because of kids, he wants a job which provides good work-life balance.

Frustrations

- “Sometimes I find things hard to read incase I don’t have my specs, so having a picture helps me a lot while scrolling through any food ordering app.”
- “Missing movie scenes for collecting food is a big ‘No’ for me.”
- “Because of my two kids I need to have good amount of options of food whenever I visit any hotels, restaurant etc.”

Jonathan is 35-year-old, Senior Analyst living in a fast-paced city of Bangalore along with his wife and 2 kids. He is actively looking out for a job which can help him spend more time with his kids. Also he wants to buy a house which provides easy access to hospitals, schools, his office and most importantly malls so that he can take his kids for a night of fun after work-hours. He likes ordering food from outside but most of the times he faces a roadblock in ordering food because applications do not provide pictures of food. He finds reading the text difficult sometimes because he suffers from Hypermetropia (farsightedness). Also lack of food options and waiting in a line for food is a big ‘No’ for him.