


## USER PERSONA



NAME

Johnson

TYPE

**Extrovert, Budget Conscious, Health Conscious And On Time Food Consumption**

**Background**

John is an IT profession, working away from home town. He likes cricket and plays as hobby on weekends

He spend most of his time at office and takes long hours to travel back home. He hardly gets time to cook his meals. On his leisure he likes to listens to music online on his smartphone, watch web series and talks to friends and relatives. On weekdays he orders food online, delivered to office for his lunch and sometime for breakfast. John wants to have food at his breaktimes at office. At times order dinner home.

On weekend he visits restaurants. Hangout with friends at home, also prefer to order food online

**Demographic**

♂ Male 24 years





📍 Bangalore, India

Single




IT professional




15Lakhs per Annum

**Technology**

**Channels**

 WhatsApp  Telegram  Google

 Vehicle  Phone  Messaging

**Goals**

- Choose suitable meal (healthy and hygiene)
- Schedule Lunch, breakfast and dinner regularly
- Get good discount on food order
- On time food consumption

**Quote**

“Find healthy, quick and on time food delivery”

**Motivations**

- Good discounts on subscriptions
- Face book add
- Insta feed
- Social gathering

**Frustrations**

- Spend lot of time ordering each meal
- Alter in the delivery time impacts business hours
- overload of choices leads to more confusion

**UXPRESSIA**

This persona was built in [uxpressia.com](https://uxpressia.com)

# PRODUCT ARTEFACTS

## USER JOURNEY MAP - 1



# PRODUCT ARTEFACTS

## USER JOURNEY MAP - 2

Touch Points	<ul style="list-style-type: none"> <li>Social Media</li> <li>Ads</li> <li>App website</li> </ul>	<ul style="list-style-type: none"> <li>App</li> <li>Website</li> </ul>	<ul style="list-style-type: none"> <li>App</li> <li>Website</li> </ul>	<ul style="list-style-type: none"> <li>App</li> <li>Website</li> </ul>	<ul style="list-style-type: none"> <li>App</li> <li>Website</li> </ul>	<ul style="list-style-type: none"> <li>App</li> <li>Website</li> <li>Customer service agent</li> </ul>	<ul style="list-style-type: none"> <li>App</li> <li>Website</li> <li>Delivery agent</li> <li>Customer service agent</li> </ul>	<ul style="list-style-type: none"> <li>App</li> <li>Website</li> <li>Customer service agent</li> </ul>	<ul style="list-style-type: none"> <li>App</li> <li>Website</li> <li>Customer service agent</li> </ul>
Problems	<ul style="list-style-type: none"> <li>Keep toggling between food apps for reordering/repeating the orders and best discounts</li> </ul>	<ul style="list-style-type: none"> <li>Finding of preference food is not available</li> <li>Desired restaurants not available</li> </ul>	<ul style="list-style-type: none"> <li>Time consuming if the orders are repetitive per week or biweekly (ex: having full south Indian meals everyday for lunch)</li> <li>Technical error during ordering may delay delivery</li> <li>There is no proper and good support of customer care</li> <li>In order process takes more time due to slowness in the internet</li> <li>Amount deducted before ordering</li> </ul>	<ul style="list-style-type: none"> <li>No option to change delivery address once ordered</li> </ul>	<ul style="list-style-type: none"> <li>Highly priced for food and delivery charges</li> <li>Payment get struck midway due to technical issues and amount deducted</li> <li>Promo codes are not available for every meal or payment mode</li> </ul>	<ul style="list-style-type: none"> <li>Prolong waiting period</li> <li>Repeated calls from delivery agent</li> </ul>	<ul style="list-style-type: none"> <li>Incorrect order delivered</li> <li>Poor customer service</li> </ul>	<ul style="list-style-type: none"> <li>Taste, quantity and quality not per customer requirement</li> <li>Poor customer service</li> </ul>	<ul style="list-style-type: none"> <li>Continuous calls and message for reviews and ratings</li> </ul>
Ideas / Opportunities	<ul style="list-style-type: none"> <li>Advertising, marketing and promotional activities</li> <li>Creating content on social media platform</li> <li>Partnership with restaurants and brand influencers</li> </ul>	<ul style="list-style-type: none"> <li>Advance search options</li> <li>UI and UX should be user friendly</li> <li>Accurate filters and sort options</li> </ul>	<ul style="list-style-type: none"> <li>One time ordering for the desired duration with the advance meal plan and customized meal plan</li> </ul>	<ul style="list-style-type: none"> <li>Select the address in advance based on the meal type and desired delivery time</li> </ul>	<ul style="list-style-type: none"> <li>Subscription based on the cuisine, meal type and desired duration the customer is opting</li> </ul>	<ul style="list-style-type: none"> <li>Reminder notification hour before the delivery</li> </ul>	<ul style="list-style-type: none"> <li>On time delivery based on the preferred time set in advance to the preselected venue</li> </ul>	<ul style="list-style-type: none"> <li>Customer care: Robust and highly responsive</li> </ul>	<ul style="list-style-type: none"> <li>Customer care: Robust and highly responsive</li> </ul>

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