

Persona: Kelly

Goal: An easy way to order food quickly from online with multiple payment options.

ACTION	Select Restaurant	Browse Menu	Place Order	Confirm Payment	Get Delivery
TASK LIST	<p>Tasks</p> <p>A. Decide on food type B. Search for restaurants C. Select a restaurant</p>	<p>Tasks</p> <p>A. Browse food menu of the selected restaurant B. Select food items from menu</p>	<p>Tasks</p> <p>A. Confirm the selected food items and add to cart B. Enter delivery address and contact number</p>	<p>Tasks</p> <p>A. Confirm Order B. Provide payment information</p>	<p>Tasks</p> <p>A. Wait for the delivery man to arrive B. Receive meals C. Inspect items D. Pay delivery man E. Eat meals</p>
FEELING ADJECTIVE	<p>Overwhelmed by number of restaurant options.</p> <p>Excited to find a restaurant that she likes.</p>	<p>Annoyed to see not enough information with visuals about food items on the menu.</p>	<p>Anxious about having to remember order</p>	<p>Frustrated to not having multiple payment options.</p>	<p>Annoyed waiting for the delivery man to arrive as she cannot see his current location.</p> <p>Happy to eat after waiting.</p>
IMPROVEMENT OPPORTUNITIES	<p>Create a dedicated app for her specific favourite restaurant.</p>	<p>Include more information about food items.</p> <p>Include images.</p>	<p>Provide a simple checkout flow.</p>	<p>Include multiple payment options with cash, card etc,</p>	<p>Include a delivery tracker option to see where the delivery man currently is.</p>