

John

Age: 22

Education: University Student

Hometown: Dhaka, Bangladesh

Family: Lives with brother

Occupation: Part time designer

“I prefer ordering food online to fulfil the little cravings I get after my long day work.”

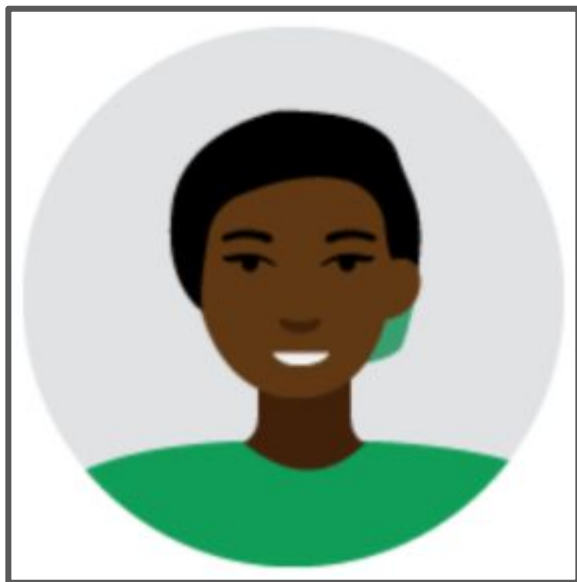
Goals

- To order food that is in the budget range as well as good review.
- To order food in discount or free delivery.
- To have access to food items from long coverage.
- To earn points after every food order.

Frustrations

- “Sometimes I cannot get enough information from the menu provided.”
- “Sometimes they don’t provide the same food as they show in the app.”
- “Sometimes it does not cover the area I want.”

John is currently studying in 5th semester of BSc. Besides he is working on a software company as a part time designer. After working hard all day long, and finishing study after that, he gets cravings for his favourite foods. As he becomes tired after a hectic day, he wants his favourite food right in his doorstep with couple of clicks at phone. He often orders food from online to fulfil his cravings..



Kelly

Age: 41

Education: IUT Graduate

Hometown: Khulna, Bangladesh

Family: Lives with partner

Occupation: Senior software developer

“I live in active lifestyle, So I need healthy and hearty meal options. I just don’t have the time to cook them myself.”

Goals

- To order food easily.
- To order food in both cash on delivery and online payment.
- To have restaurant and food suggestions based on location
- To see pictures of individual dishes
- To track the delivery man during food delivery

Frustrations

- “Sometimes I cannot pay using online payment and it is so annoying to me.”
- “I cannot see where the delivery man is currently on. It makes me frustratingly wait for unknown amount of times.”

Kelly is an IUT graduate and currently working as a senior software developer in a well known firm in Bangladesh. She has a busy and demanding schedule. She stays busy all day at work. As a result it becomes difficult for her to cook food after getting back home. Also she expects healthy and hearty meal options as she leads an active and healthy lifestyle. Kelly also cannot manage enough time to cook food by herself at home.