

Alexandra Carter



Age: 31

Language: English

Location: Stockholm

Occupation: Freelance Designer

Bio

Alexandra is a creative freelance designer in Stockholm who values flexibility. She enjoys ordering delivery while hosting friends but looks for speed and accuracy in her orders. Detailed tracking and promotions that offer extra value are important to her

Core needs

- Quick, dependable delivery with precise time estimates.
- A broad selection of restaurants in one app.
- User-friendly app navigation with detailed order tracking.
- Appealing promotions and loyalty programs for frequent users.

Frustrations

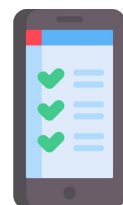
- Inconsistent delivery times and vague delivery estimates.
- Limited restaurant variety in one app, requiring her to switch.
- Lack of loyalty programs that reward frequent users.
- Difficulty customizing past orders for convenience.

Payment Method



Digital Payment

Platform



Mobile App