Personas

Business Scenario: FOOD ORDERING APP FOR PHONE

Bharadwaj

Age: 28
Education: Graduation
Hometown: Warangal, India
Family: Single, Lives Alone
Occupation: Data Analyst

"I Need Healthy Meal Options, With The Kind Of Schedule It Will Be Hectic For Me To Cook Them Myself"

Goals

- To Maintain Healthy Work-Life
- To Be A Great Data Analyst For His Organization
- Wished To Spend More Time On His Profession And Personal Life By Minimizing Energy Put Into Basic Needs

Frustrations

- Lack Of Delivery Options
- Gluten Free Diet Is Offered By Only A Few Restaurants

Bharadwaj Is A Data Analyst Who Has A Hectic Schedule Round The Clock. He Works For A Startup On A Contract Basis. He Needs Gluten Free Diet Which Is Offered By Less Restaurants. He Is Also Frustrated With Lack Of Delivery Options, Most Of The Restaurants Offer Only Pickups. He Wishes For More Delivery Options.

"I Need Balanced Diet,I Love Trying New Recipes And Meeting People,Experiencing Their Cultures"

Goals

- To Maintain Excellent Academic Record
- Wishes To Be A Machine Learning Engineer
- Wants To Spend More Of His Time In Developing ML Algorithms,By Putting Less Time And Energy Into Basic Neces

Frustrations

- Color Blindness Often Clouds His Judgement While Ordering Food
- Wishes To Have More Assistive Technologies To Help His Color Blindness

Sriram Veldandi

Age:22
Education: Btech(Pursuing)
Hometown: Hyderabad,India
Family:Single, Lives In Hostel
Occupation: Student

Sriram Is A Student Pursuing A Bachelor's Degree In Computer Science.He Is Fascinated By AI And Is Currently Spending Most Of His Time In Developing New Machine Learning Models.He Is Frustrated As There Are Only Limited Service Providers Offers That Are Using Assistive Technologies While Offering Food From The App And Most Of The Most Of The He Ends Up Ordering Wrong Item Due To His Color Blindness And Visual Impairment