

User Personas:



Xun Guiying

Target

There are more useful activities than standing in the kitchen.

Online Activity

Facebook, Instagram

Bio

Xun works for an airline and is often far away from home. It is not advisable to spend time buying ingredients and cook if you can order a ready food online.

Goals

- Food mood
- Time saving

Frustrations

- waste of time searching for restaurants of particular cuisine



Lisanne Viscaal

Target

Looking for nice restaurant with fresh food.

Online Activity

Facebook, Instagram, Pinterest

Bio

Lisanne is a manager in small IT company based in Dubai. Leads a healthy lifestyle and strictly related to nutrition.

Goals

- Fresh food
- Good menu selection
- Feedbacks

Frustrations

- Complicated apps
- Lack of reviews



Pol Soria

Target

Organizing parties is not an easy task. Ordering food online helps more than ever.

Online Activity

Facebook, Instagram

Bio

Pol is a young entrepreneur in Abu Dhabi. People know that on my party will not only have a good time, but they will be able to have a tasty snacks.

Goals

- Delivery in large quantities
- Variety of restaurants

Frustrations

- have to look for food in different sources



Roman Kutepov

Target

Eat fast and cheap is the most.

Online Activity

Facebook, Instagram, Twitter

Bio

Roman is an iOS developer in a large company. Sometimes there is no time for a full-fledged lunch, ordering quick snacks save the situation.

Goals

- Delivery time
- Fast food
- Price

Frustrations

- Delivery quality
- Online ordering difficulty