



Think & Feel

See

Hear

Say & Do

What this dish look like?

Menu with out food photos

Driver doesn't have enough changes

Doesn't want frozen food

What should I eat today?

Only cash payment option

There are many food selections

Don't forget to prewpare your cash

Spend 30 mins scolling and quit at the end

It looks like....

Looking for food that matches interest

I don't have enough cash with me right now



PAIN
Hard to find their food interests
Uncomfortable to paying cash

[See an example](#)

GAIN
comfortable
Accuracy

