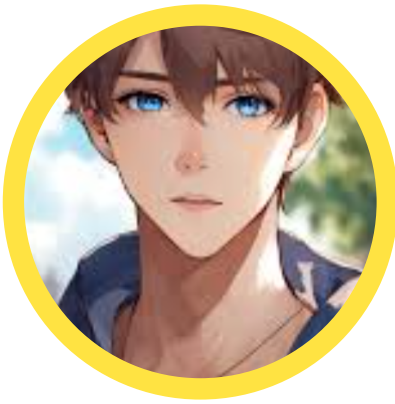


BASIC INFORMATION



RAM NARAYAN

Age [21]  
Location [UDAIPUR]  
Occupation [SOFTWARE ENGINEER]  
Income [1,00,000]

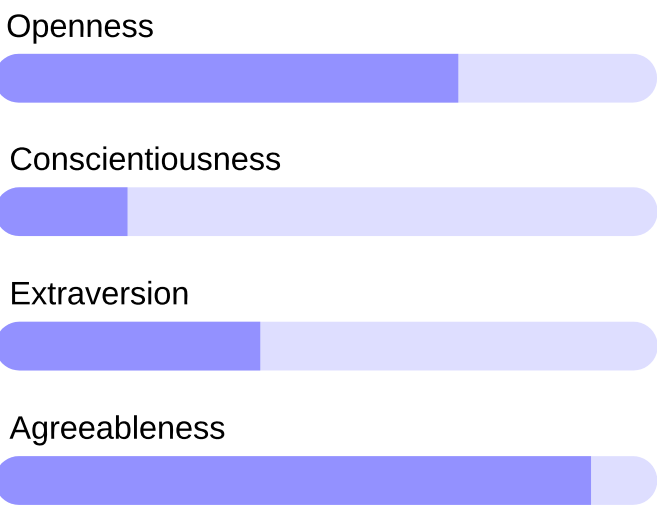
Bio

I am a full-stack software engineer and writer. I love programming, reading, writing and speaking. As a software engineer, I enjoy using my obsessive attention to detail, and my unequivocal love for making things that change the world. That's why I like to make things that make a difference.

Favorite brands



Personality and traits



Goals

Developing a deep understanding of complex systems and the ability to devise innovative solutions,and to become a team leader and gaining more hike's from company

Wants and needs

He wants to feed his parents a good meat but due to his busy schedule he cannot focus more on it,because he want to give his parents agood source of protein ,hence he want a better meat app,where he gets a better meat than offline

Pain points

pain points that he can not buy good meat in the market due to his busy schedule and he cannot easily find which is the better one due to his heavy tasks and goals.

		JOURNEY MAP OF MEAT		DELIVERY APP			
PHRASES		AWARENESS	WEBSITE SEARCH	ORDERING AND WATING	CONSUMING	SHARING AND REVIEWS	
ACTIONS		Plans of ordering out for weekend MEAT	Browse full menu and place order from MEAT section	Search website which promises delivery within 30 mins	Unpacks the items and enjoys the MEAT	Delivery on time	
THOUGHTS		1.Do not skip breakfast	Delivery of food at home	1.Good weekend start as consumer got his favorite breakfast on time	To eat hygienic food	1. Happy with services	
CHANNELS		Mobile (smartphones)	Mobile application	Computer as payment was not successful via phone	No channel used	Used app and chat messenger	
FEELINGS		Uncertain decision	Explore wide options	1. Anticipatory rush	1. Energized	share the good experience	
OPPORTUNITIES		To provide good food	1.Show customers best breakfast options	1. Enable one -click purchase 2. Allow all website to rememeber	Encourage customers to leave their feedback on the mobile app	1. Use of proper branding and packaging to create awarens among customers 2.provide free meal to new users on order above \$15	