

## CT&DT – SPSU - “ TEAM ANONYMOUS” - TASK#04

### PERSONA CANVAS

#### Demographics:

Age: 29

Occupation: Full stack Developer

Location: Rular

#### Food Delivery App Usage:

Location:- App Interface

- Uses the app to order food online from anywhere and at anytime.
- Users uses the app for saving time and tasty food from their fav hotels.

Persona Name: Janani

#### Needs and Behavior:

- Simple and quick order placement with customization options for meals.
- Real-time view of incoming orders, preparation time and delivery status.
- Implement AI algorithms for personalized restaurant and meal recommendations

based on user performance and past behavior.

- Analyze user activity during holidays or weekends to optimize marketing efforts and app performance.

#### Challenges:

- Integrating secure payment gateways and ensuring PCI DSS compliance to protect payment information is necessary to avoid fraud and breaches.
- Integrating GPS and mapping services to provide accurate real-time tracking and route optimization, while ensuring performance and reliability in areas with poor connectivity.
- Providing accurate real-time location tracking for customers, restaurants and delivery personnel is challenging especially when accounting for network outages, traffic, and GPS errors.
- Efficiently optimizing delivery routes based on traffic, distance, and multiple orders to reduce delivery time while maintaining driver efficiency.

#### Emotional Response:

- The responsibility of managing an app that directly impacts customers, restaurants, and delivery personnel can be overwhelming. The pressure to ensure seamless performance, especially during peak times can lead to high stress.
- Keeping up with ever-changing regulatory requirements for data privacy and security can add additional stress and create a sense of burden.

TEAM MEMBERS:

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