



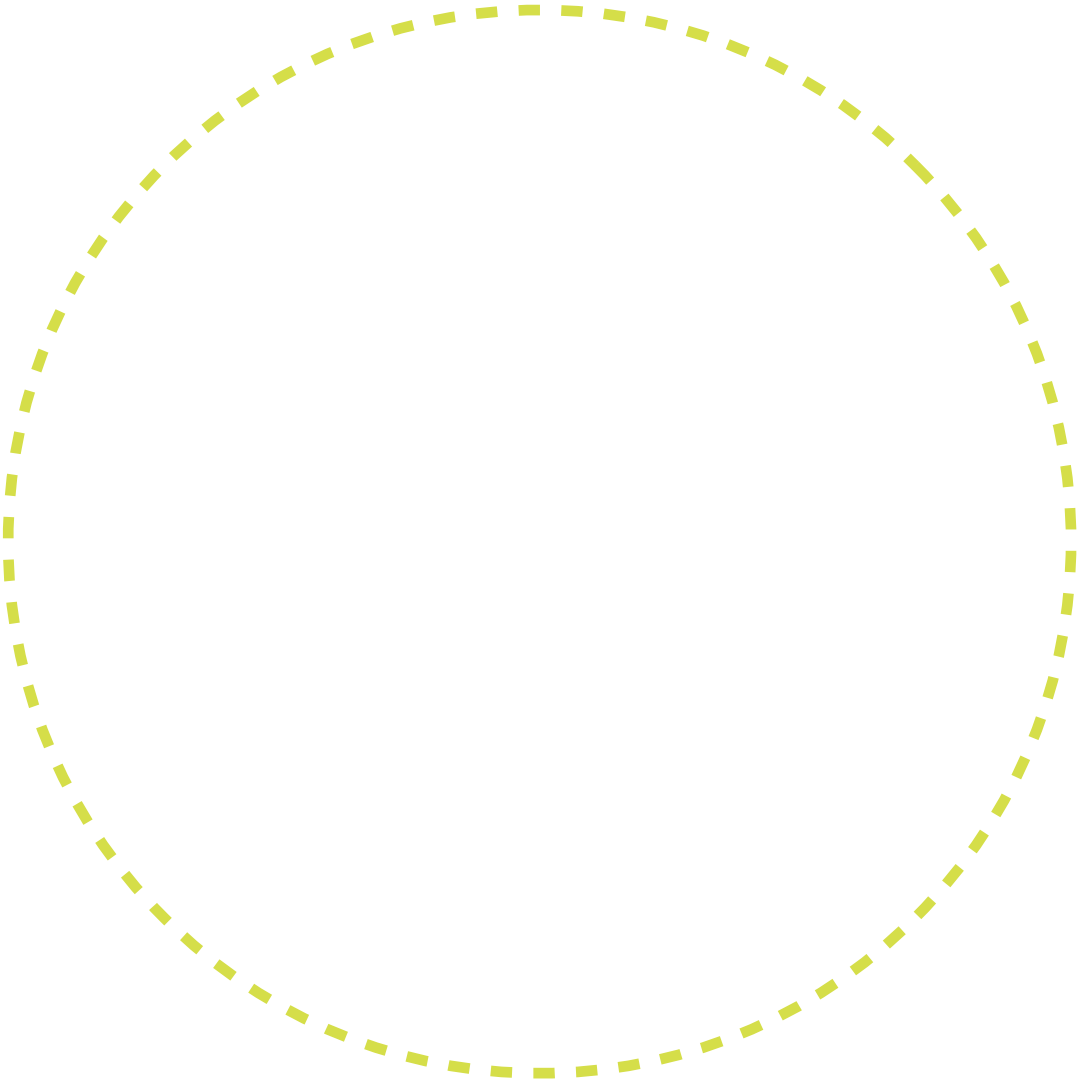


**SOCIAL
MEDIA
WEEK**
LAGOS



AFRICA
NxT





Human-Centered Design:

What are the key experiences of
'real-life' food ordering that are:

1

Common and intuitive to humans, and form part of their mental model during a food-ordering experience?

2

Highlighted as 'desirable' by users but are badly designed or missing in a digital food-ordering experience?

What are the key experiences of

'real-life' food ordering that are:

