



Scenario

Naylin wants to try something new for lunch, but she doesn't know what to choose or where to go. She decides to use a food recommendation app on campus for the first time.

Naylin, 21 years old
Psychology student,
lives near campus,
eats at the university
4-5 days a week on a
tight budget.

Goals

- Find new, affordable, and reliable options.
- Reduce decision time.
- Avoid bad experiences when eating out.

Phase 1: Awareness and Motivation

Actions:

1. Class ends and she thinks, "I don't want the same food today."
2. She searches for and download "CampusBite," explore the home screen, and register.

Emotions:

1. Bored
2. Mild frustration
3. Curious but cautious

Phase 2: Decision & Trust Building

Actions:

1. She browses categories: "Recommended for you," "Near your school," "Trending today."
2. She filters by price (<\$10), distance (<5 min walk), and type of food.
3. She selects a dish, uses the "I'll be there in X minutes" option, and confirms.

Emotions:

1. Initially overwhelmed
2. Then relieved after filtering
3. Cautiously confident when reading reviews

Phase 3: Retention & Habit Formation

Actions:

1. She picks up her order, eats, and evaluates whether it meets her expectations.
2. She starts using the app regularly and saves her favorite places

Emotions:

1. Empowered
2. Confident in her choices
3. Motivated to contribute

- **Phase 1:** Contextual notifications when leaving class (e.g., "Hungry? Here are 3 affordable options near you"). This addresses the routine behavior and lack of visibility identified in interviews.
- **Phase 2:** Verified student reviews and clear ratings to increase trust. This responds directly to the need for reliable information and peer recommendations.
- **Phase 3:** Rewards program for useful reviews (e.g., levels, badges, small discounts). This encourages long-term engagement and community participation.

Opportunities + Internal ownership

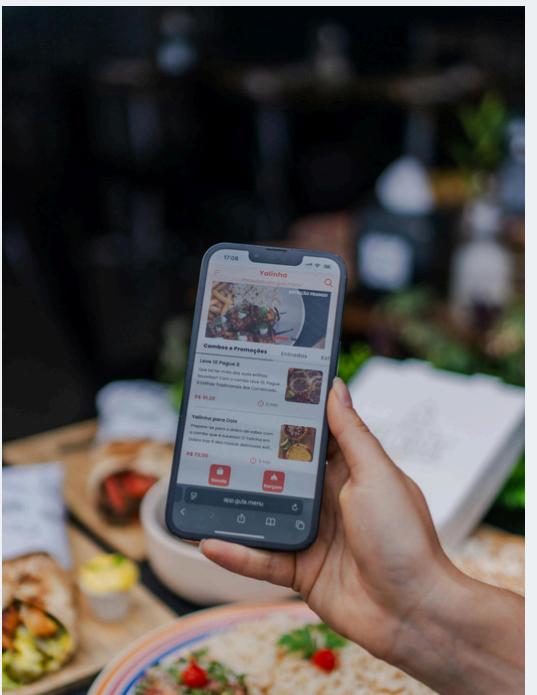
• Engagement Team:

User retention, review incentives, rewards system, community trust.

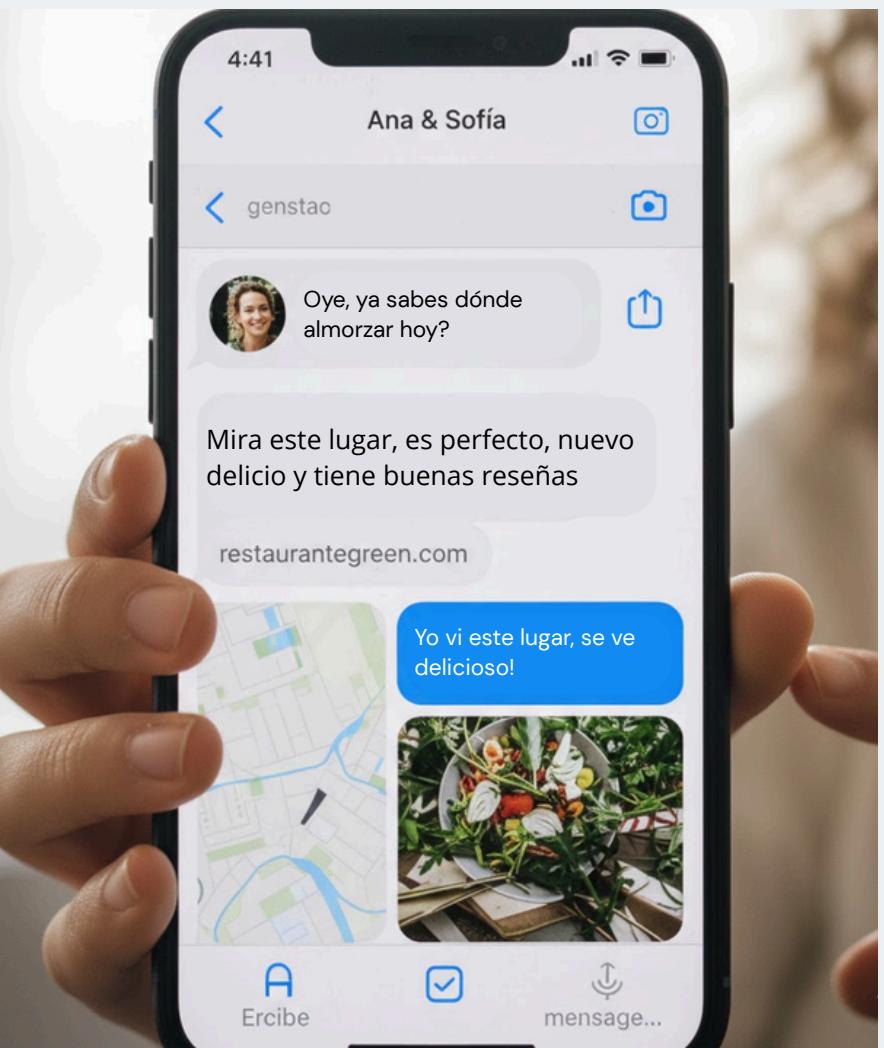
• Frontend Development Team:

Filters, notifications, navigation clarity, and overall user experience.

Phase 1: Awareness and Motivation



Phase 2: Decision & Trust Building



Phase 3: Retention & Habit Formation

