



JAMIE PATEL

Jamie wants to order a healthy, family-friendly meal after a chaotic day.

USER EXPECTATIONS

- Easy-to-find kid-friendly options.
- Quick customization (e.g., no spicy food for kids).
- Clear delivery time estimates.

	ENTER WEBSITE	SELECT & CUSTOMIZE	DETAILS	PAY
DOING	<ul style="list-style-type: none">• Opens Little Lemon website.	<ul style="list-style-type: none">• Scrolls looking for kid portions.	<ul style="list-style-type: none">• Enters address; checks delivery time.	<ul style="list-style-type: none">• Creates account to save payment.
THINKING	<ul style="list-style-type: none">• “I hope they have a ‘Family Meals’ section.”	<ul style="list-style-type: none">• “Where’s the ‘no onions’ option?”	<ul style="list-style-type: none">• “Will this arrive before 6:30 PM?”	<ul style="list-style-type: none">• “I just want to pay as a guest!”
SAYING	<ul style="list-style-type: none">• “Ugh, why is the menu so tiny on mobile?”	<ul style="list-style-type: none">• “Why can’t I split sauces between meals?”	<ul style="list-style-type: none">• “Wait—did it charge me for extra bread?”	<ul style="list-style-type: none">• “This took 10 minutes—I could’ve cooked!”
FEELING	<div><div></div><div></div><div></div><div></div></div>			

OPPORTUNITIES

1. “Family Meals” Category: Dedicated section with pre-portioned adult/kid combos.
2. One-Click Customization: “No onions” or “mild spice” toggle on each meal.
3. Guest Checkout: Skip account creation for faster payment.
4. Delivery Tracker: Live countdown to manage expectations.