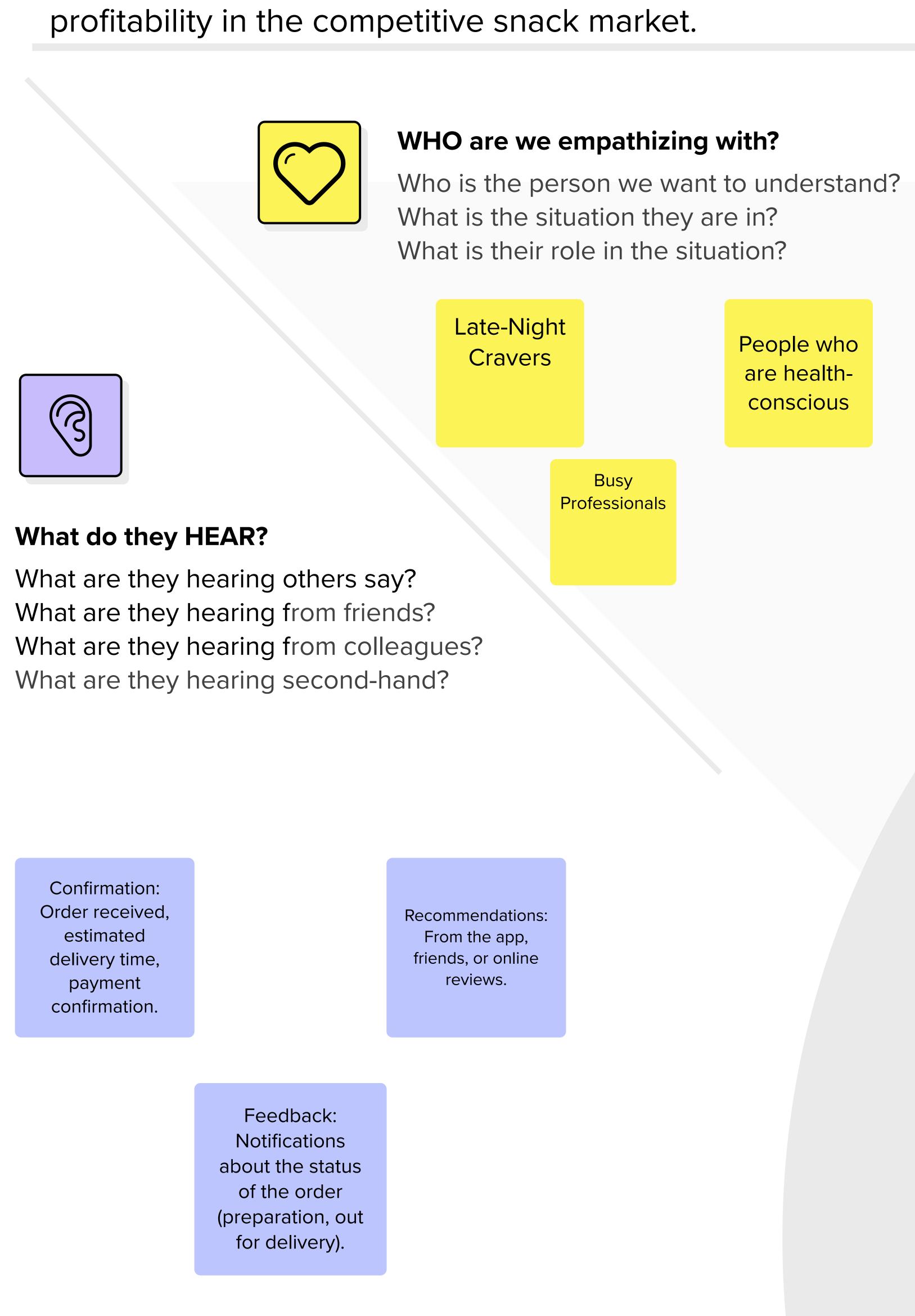
MOFOOD - SNACK DELIVERY

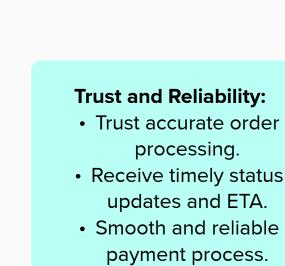
A snack delivery app aims to provide a convenient, diverse, and efficient way for users to order snacks. It offers a wide range of snack options, ensuring accessibility, quality, and affordability. The app's userfriendly interface simplifies the ordering process, while loyalty programs and discounts encourage repeat usage. Sustainability considerations are increasingly important, reflecting environmental consciousness. Ultimately, the goal is to meet users' snacking needs and preferences while achieving business objectives like growth and



GOAL

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



User Interface: Clean, visually appealing design Intuitive layout for easy navigation. Attractive food images.

Efficiency and Speed: Personalization and • Quickly find a variety Customize orders Place orders without based on preferences • Save favorite orders for easy reordering. complications. Intuitively navigate recommendations fo through the app.

ingredients and preparation

for quality assessment. View images and detail descriptions for informed

Menu and Food Items: High-quality images and detailed descriptions. Organized, categorized menu

indicators

 Review filters. **Order Process:** Step-by-step order visuals. Progress

Personalization and Recommendations Personalized recommendations Prominent special offers and

promotions.

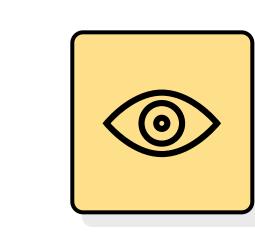
Reviews and

Star ratings

and user

reviews.

Ratings:



PAINS

What are their fears, frustrations, and anxieties?

Anxious:

Worried about

making the

right choice.

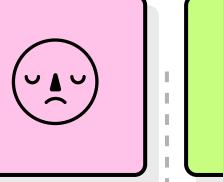
Concerned:

About

delivery time

and accuracy

of the order.



What do they THINK and FEEL?

Indecisive:

Unsure about

what to

order.

Hungry:

Craving for

food.



Satisfaction and

made a good choice

for a satisfying meal."

Feel: Content, fulfilled,

pleased with the meal

choice and taste.

Cost-effectiveness:

Think: "I've found a

great deal or

discount." Feel:

Satisfied, pleased with

the money saved or

value received.

Fulfillment: Think: "I've

GAINS

What are their wants, needs, hopes, and dreams?

Convenience and Time-

Think: "Using this app

saves me time and

effort."

Feel: Efficient, pleased

with the time-saving

aspect of the app.

Variety and

Exploration:

Think: "I've discovered

new dishes or

restaurants."

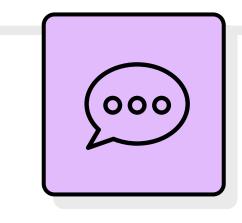
Feel: Adventurous,

excited about trying

something new.

What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

What have we heard them say? What can we magine them saying?

I'm hungry and don't have time to cook

something quick and delicious.

I have a craving for a

I'm not sure

I need options for dietary restrictions or preferences.

What other thoughts and feelings might influence their behavior?

Frustration

Confidence

Satisfaction

Anxiety

and Worry

Curiosity and Interest

Simplicity and Clarity

Empowerment and Control

What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

Browse the app to explore available restaurants and cuisines.

Customize

their order

based on their

preferences.

Read reviews and ratings to assess the quality of the restaurant.

Check the menu to see if it aligns with their preferences and dietary needs.

Place the order and choose a convenient delivery or pickup time.