

USER

THINKS

Great deals

Too costly
Extra fee for
delivery?

What should
i eat today?

Will it be hot
by the time i
receive?

I want quick
delivery

SAYS

I am allergic
to Nuts

I am pure
vegetarian

FEELS

How will it
taste?

I'm hungry i just
want to order
something

DOES

compare prices
with different
websites

Tries applying
different vouchers

receives order
from delivery
partner



PROPRIETOR

THINKS

Whole new
food
experience

Should be a
Unique/Trendy
place

Maintaining
staff & pay
rent

Minimizing Food
wastage

We are the no.
1 bakers in the
city

SAYS

Authentic
Food

Best price and
Discounts will
be offered



Competition
from other
bakers

FEELS

Overwhelmed
when customers
give good
feedback

DOES

Updating the
menu according
to the trends

Marinating the
ambience

Cold
storage/fresh
food availability

DELIVERY PARTNER

THINKS

Increase of
fuel prices

Safety of rider

Incentives to
employees

What to do if
there are excess
number of
orders

On time
Delivery at
particular
location

SAYS

Fixed charges
for each order

Door step
delivery



Maintaining
promises

FEELS

Good
networking over
all the areas
should be
maintained

DOES

Assigning orders
to nearby
employee

Deliver to Right
person/House

Make sure
delivery
happens on
time