



LOVELY
PROFESSIONAL
UNIVERSITY

Transforming Education Transforming India

Bachelor of Technology

(Computer Science and Engineering)
Submitted to

LOVELY PROFESSIONAL UNIVERSITY
PHAGWARA, PUNJAB

CA2

**User Personas, Empathy mapping, Competitor
Analysis,
Information Architecture, or flowchart**

NAME :- vivek kumar

ROLL NO. :- 11

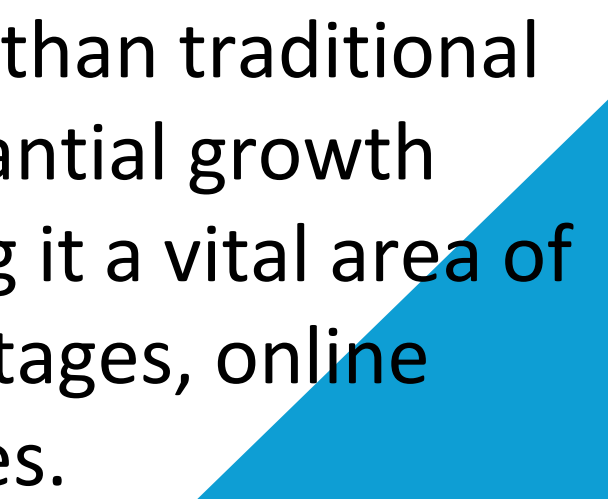
REG NO. :- 12211884

SECTION :- KO105

**SUBMITTED TO :- Deepak
Raut**

INTRODUCTION

Online food delivery has surged in popularity, driven by the convenience and speed it offers. With the increasing reliance on smartphones and digital platforms, more consumers are opting for online food delivery services rather than traditional dining options. This shift has resulted in substantial growth within the online food delivery market, making it a vital area of focus for retailers. However, despite its advantages, online food ordering often presents several challenges.

A large blue right-angled triangle is positioned in the bottom right corner of the slide, pointing towards the top right.

PROBLEMS IDENTIFIED

- ❖ Navigation issues are concerned with the difficulty of navigating through the site.
- ❖ **Slow Loading Times:** Delays in loading pages can deter customers from completing their orders. Speed is crucial in retaining users who expect fast and seamless experiences.
- ❖ **Cumbersome Payment Processes:** Complicated checkout procedures can discourage users from finalizing their purchases. If payment options are not straightforward or secure, customers may hesitate to complete their transactions.
- ❖ **Confusing Layouts:** Many food delivery platforms suffer from cluttered or unclear layouts that can confuse customers, leading to abandoned carts.
- ❖ **Poor Mobile Optimization:** As many users shop via smartphones, a lack of mobile-friendly design can hinder the shopping experience, making it difficult to place orders efficiently.

USER PERSONA of vivek kumar

Persona Link->

<https://www.figma.com/design/Zr8iz18KcZ9vQi9u5WVWP0/Vivekkumar-gupta-User-Persona-template?m=auto&t=YSDDDwF3PBZ5XehM-6>



Vivek Kumar

Age: **20**
Education: **Computer Engineer**
Status: **Single**
Occupation: **Engineering**
Location: **India** 🇮🇳

My name is Vivek Kumar and I am currently a 3rd-year Computer Science student at LPU, specializing in web development and Cyber security. I am passionate about technology and enjoy creating innovative web applications. With a strong foundation in coding and problem-solving, I thrive in collaborative environments and am eager to tackle new challenges in the tech field.

Goals

- To Become a Good Engineer.
- "By the end of my 4th year, I aim to maintain a CGPA, secure an internship, enhance my technical skills through workshops, actively participate in tech competitions, engage in networking opportunities, and prioritize my health through regular exercise and mindfulness."

Tech Knowledge



Hobbies

1. Coding and Programming
2. Web Design
3. Hacking
4. Traveling
5. Gaming
6. Reading Tech Blogs

Motivation



USER PERSONA



Age	19
Job	Student
Status	Single
Location	India
Hobbies	
Gaming	Coding
Traveling	Shooting
Favourite Product	
Ps5	Gaming Pc
Watch	Nike

Vivek Kumar

Story

He is in his third year of B.Tech, passionate and dedicated to his work, consistently making the right choices.

Goals

- * To Become a good Engineer
- * To thrive as a successful traveler and photographer
- * Pursue continuous learning and personal growth.

Motivation

Mother & Father
Endless Encouragement
Keep Pushing
Stay Focused

Behavior & Habits

Fitness	*****
Study	****
Management	****
Reading	*****

Motivation

Learning	*****
Achievement	****
Fear	*
Bonus	***

Tech Knowledge

Cybersecurity	***
AWS	**
DSA	***
Social Networking	****

Johnny McLonny



Age : 25 **Pronouns :** they/them

Education : Masters

Occupation : Assistant Manager

Location : Canada

Technical Ability : Master

**“I want to grow and learn
everyday at my new job”**

Bio

Johnny is an aspiring product manager. Johnny is actively looking for new opportunities right now. They are keen to learn and grow more in their new job.

Goals

- grow credibility
- learn new skills
- better income

Dream companies

- Google
- Microsoft
- Apple
- Figma
- Youtube

Frustrations

- less experience makes it harder to be considered
- hiring process is tedious
- hiring managers don't reply

Personality

#goaloriented
#learnmore #skilled

User persona link →

[https://www.figma.com/design/JWp43NkD1RmC2ORDGzoALI/User-Persona---Structure-\(Community\)?m=auto&t=DH9hiVLdPwPr7iw5-6](https://www.figma.com/design/JWp43NkD1RmC2ORDGzoALI/User-Persona---Structure-(Community)?m=auto&t=DH9hiVLdPwPr7iw5-6)

EMPATHY MAPPING

"I can't afford to waste time by waiting for pages to load."

- "I want in-depth product information that can help me to make a decision."

"High-quality images will enable me to accurately identify the product I am purchasing."

Studies products across different websites in order to identify the best one.

- Carefully reads the customer's reviews before I purchase it.

- Leaves behind full carts if a site is slow to load or lacks proper product descriptions.

Says Thinks
Alok
Does Feels

- "If the site is slow, I'll go to another site"

- "I need to be sure the product matches the description before I buy it been on e-commerce sites."

- "I want a smooth, hassle-free shopping experience, without wasting time."

It's all the more frustrating if a page takes too long to load or is not filled with the necessary information to support your task.

But if he has pictures of the products he is buying, honesty and also customer feedback then the buyer is sure of what he is going to buy.

Apart from wasting time doing returns or exchanges, the customer is troubled by not having sufficient knowledge when purchasing.

EMPATHY MAPPING

- "Give me a site that's very fast one and {"that"} at the same time gives me information clearly without making me search each part."

- "I can't be bothered with slow-loading websites."

- "The use of high definition images and customer reviews is indispensable for being well-informed."

- He shops for the items Needed to buy for your business inventory as well as your personal needs over the web, which is very necessary for him, if he wants to have both effective and reliable shopping.

- He compares the products and rates them for their features and the availability of the descriptive image including customer reviews of multiple items.

- "I should be ensured that my spending is worth."

- "A slow site which doesn't give me the information I want, may take longer than usual and prevent me from doing things that are more important."

- "Do they constitute the products that are reliable and worth the investment?"

- Furiated when a website is slow or does not adequately offer the product details that are required.

- Happy only when he can see the high-quality images, detailed descriptions, and customer reviews and if there is also the shopping part.

- Relieved when he feels the shopping process is very fast, which is smooth, and when he can get exactly what he has ordered.

Says Thinks
Rohit
Does Feels

COMPETITOR ANALYSIS

Key competitors in the industry include: -

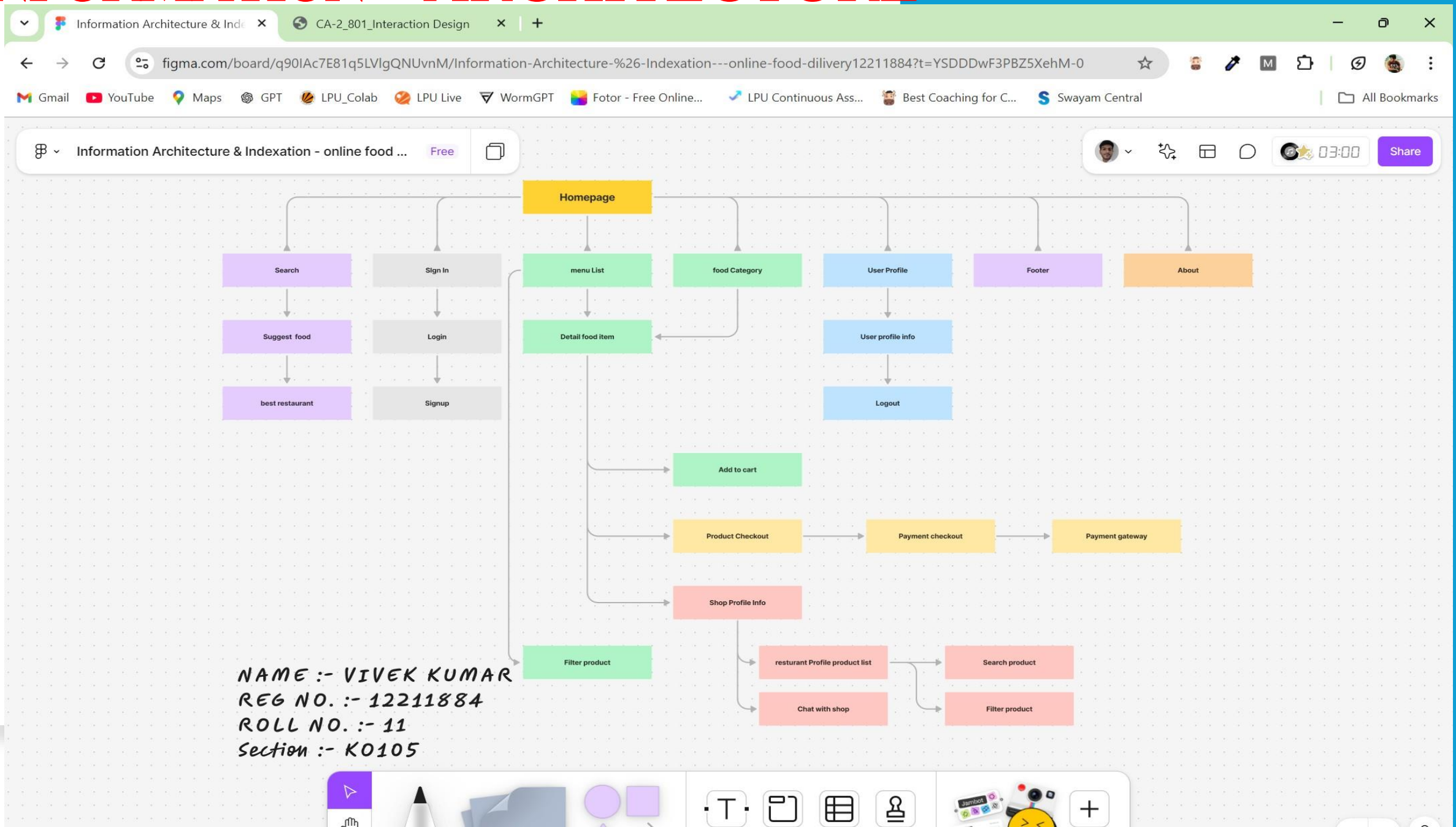
Uber Eats: - A major player known for its extensive restaurant partnerships and user-friendly app interface.

DoorDash:- Dominates the U.S. market with a focus on quick deliveries and a wide variety of restaurant options.

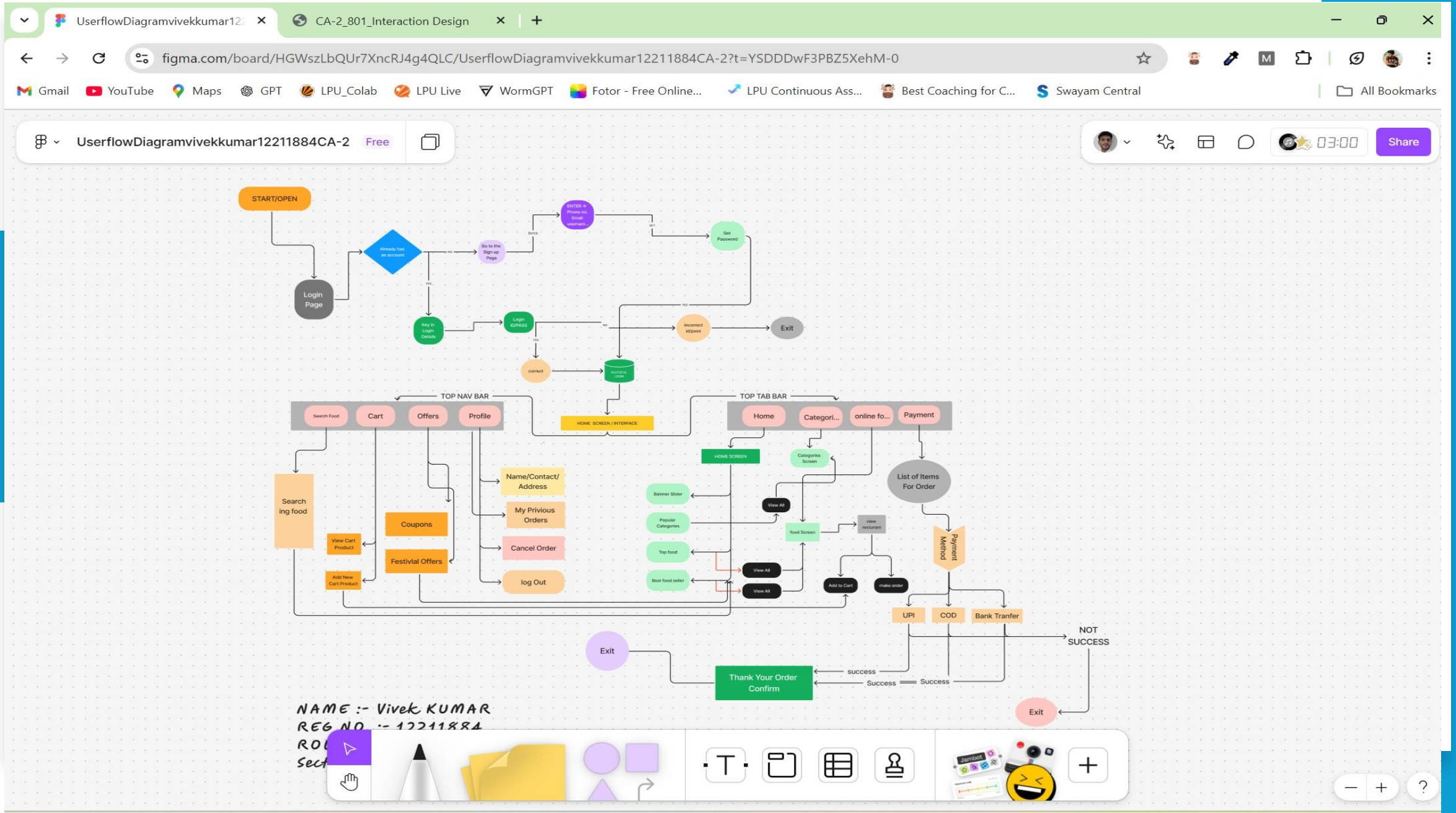
Deliveroo:- A significant player in Europe, focusing on premium restaurant offerings and fast delivery times.

Just Eat Takeaway : - A key competitor in Europe that has expanded through acquisitions to enhance its market presence.

INFORMATION ARCHITECTURE



FLOWCHART



USER PERSONA

Link in Figma → <https://www.figma.com/design/Zr8iz18KcZ9vQi9u5WVWP0/Vivekkumar-gupta-User-Persona-template?m=auto&t=YSDDDwF3PBZ5XehM-6>

INFORMATION ARCHFFECTURE

Link in Figma → <https://www.figma.com/board/q90IAc7E81q5LVlgQNUvnM/Information-Architecture-%26-Indexation---online-food-dilivery12211884?t=YSDDDwF3PBZ5XehM-6>

FLOWCHART DIAGRAM

Link in Figma → <https://www.figma.com/board/HGWszLbQUr7XncRJ4g4QLC/UserflowDiagramvivekkumar12211884CA-2?t=YSDDDwF3PBZ5XehM-6>

TEMPLATE FOR USER PERSONA



MARIE ANNA

Age:	28
Nationality:	Sweden
Location:	London, England
Occupation:	Data analyst

Marie is a student of **Clinical Psychology** at the University of Oregon. She comes from a well known conservative community in **Mombassa** where it is **uncommon** to marry **outside ones tribe**. Eunice is barely

GOALS

- Needs to complete her dissertation before the 5-month deadline
- Desires a romantic relationship with a Kenyan man (preferably)

PERSONALITY

Sanguine	<div></div>
Outgoing	<div></div>
Reserved	<div></div>

FRUSTRATIONS

- Needs to complete her dissertation before the 5-month deadline
- Desires a romantic relationship with a Kenyan man (preferably)

FAVOURITE APPS

Instagram asos

NETFLIX



STEPHAN MILLER

Age:	28
Nationality:	Sweden
Location:	London, England
Occupation:	Data analyst

Stephan is a student of **Clinical Psychology** at the University of Oregon. She comes from a well known conservative community in **Mombassa** where it is **uncommon** to marry **outside ones tribe**.

GOALS

- Needs to complete her dissertation before the 5-month deadline
- Desires a romantic relationship with a Kenyan man (preferably)

PERSONALITY

Sanguine	<div></div>
Outgoing	<div></div>
Reserved	<div></div>

FRUSTRATIONS

- Needs to complete her dissertation before the 5-month deadline
- Desires a romantic relationship with a Kenyan man (preferably)

FAVOURITE APPS

Instagram asos

NETFLIX



THANK YOU!