PRIYAL MALHOTRA

23 YEARS

BBA, 2nd year student

Priyal is a second year college student pursuing BBA and lives in a rented apartment shared with two other college mates. She comes back from college at around 4 pm and often goes to "Burgwedges - fast food cafe" with her room partners to have evening snacks because of its great interior, variety and affordability. Sometimes she gets frustrated with limited seating, rush at the counter during evening hours and noisy environment

Goal : Order food in burgwedges cafe and get it soon as she is hungry and tired after college

	AWARENESS	DISCOVERY	ORDERING		WAITING	RECEIVING	SHARING
TASK LIST	**Tasks** A. Leave for cafe after college	**Tasks** A. Saw QR code scanner at table. Scan it immidiately B.Verify through OTP	**Tasks** A. Select food **Subtasks** A1. Study menu options at own pace A2. Want to order a combo meal but is allergic to one of the ingredients A3. Select food items	**Tasks** A. Make payment **Subtasks** A1. Confirm selection A2. Add table number and name A3. Make payment	**Tasks** A. Talk to friends / Click photos at cafe's beautiful interior B. Get notified about time of delivery	A. Receive order B. Enjoy food	A.Share feedback
FEELING ADJECTIVE	**Frustrated** after realizing that there will be a long queue to place the order based on her past experience in cafe and she is very tired. Also, there is a chance that she wont get the seat too	**Happy and excited** to place her order on app.	**Glad** not to feel rushed **Concentrated** on exploring menu. Pain in eyes as she is tired and the text is too small **Sad** to skip some food items due to allergy	**Pleased** with opportunitied to double check and confirm selections **Satisfied** to see so many payment methods to choose from	**Glad** to get notified about the estimated time of delivery.	**Happy** to see beautifully presented meal	**Pleased** to get option to rate food and share experience
IMPROVEMENT OPPORTUNITIES	Book table through app	Make login process smooth by detecting OTP	Option to Add/ replace / eliminate any filling / topping Field to add other instructions High resolution food images Bigger font Good contrast	Gamification - Provide Cahbacks/ discounts for better experience	Tell the estimated time along with current food status, such as preparing / Plating etc to help user kepp track on the whole process		Option to rate food items individually. Provide field to know places of improvement

Accesibility

She is very tired and dont want to stand in queue - Ordering through app allow people like her (Injured leg/hand, tired, handicapped) can place order directly through app without going to counter and standing in queues

Pain in eyes - Designing with bigger fonts, good contrast (4:1) and high resolution images allow people with weak eyesight have a better experience

Allergic - Having customizable food option can allow people with allergies have food of their own choice

RAKESH GUPTA

41 YEARS

SOFTWARE TRAINER

Mr. Rakesh is a software trainer and a father of two daughters (16 and 11 years). He often takes away Snacks for his two daughters (16 and 11 years).

The process of ordering at the restaurant and waiting for it to be ready consumes a lot of his time. He wishes there could be an app where he can place an order prior to he reaches the place so that it gets ready by that time.

Goal : Order food from Burgwedges sitting in office as he wants to take away food for his daughters

ACTION	AWARENESS	GET APP	ORDERING		WAITING	RECEIVING	SHARING
TASK LIST	Tasks A. Search for option to order food from cafe sitting in office so that he can take away while going	**Tasks** Download app Set up account	**Tasks** A Select take away option B. Select food **Subtasks** A1. Study menu options at own pace A2. Select food items	**Tasks** A. Confirm selection B. Add other instructions B. Make payment	**Tasks** A. Get notified about time of preparation B. Continue his work and leave his office accordingly so that he reaches cafe on time. C. Get notification about collecting the order.	A. Collect his order B. Inspects order	A.Share feedback
FEELING ADJECTIVE	**Hoping to order through phone. It will save time**	Pleased to be able to order through phone	Glad not to feel rushed	Pleased with opportunities to double check and confirm selections Satisfied to see so many payment methods to choose from Happy to add other instructions related to order	Glad to save his time	Pleased to receive properly packed items	Happy to get option to rate food and share experience
IMPROVEMENT OPPORTUNITIES	Promotions of application on restaurant website Option to download application through a single click		Field to add other instructions High resolution food images	Gamification - Provide Cahbacks/ discounts for better experience Option to add instructions such as avoid cutlary so that there is no wastage of resources	Tell the estimated time along with current food status, such as preparing / Plating etc Provide sound notification so that if he is busy he gets notified		Option to rate food. rate items individually. Provide field to know places of improvement

AMIT KASANA

Amit is a 20 year old fitness freak studying in college. He takes care of his diet and generally on cheat days he eats fast food made with healthy ingredients.

20 YEARS

He is often dissapointed to see lesser healthy fast food options and wishes to customize his food depending on the calorie intake his body can afford.

FITNESS FREAK

Goal : Order healthy food from burgwedges as he is craving for fast food but can not have much calories

ACTION	AWARENESS	DISCOVERY	ORDERING		WAITING	RECEIVING	SHARING
TASK LIST	**Get to know about the app through an advertisement**	**Tasks** A. Download the app B.Verify through OTP	**Tasks** A. Select food **Subtasks** A1. Study menu options at own pace A2. He wants to order something healthy , end up ordering with minimum choices	**Tasks** A. Make payment **Subtasks** A1. Confirm selection A2. Add delivery address A3. Make payment	**Tasks** A. Get notified about time of delivery	A. Receive order B. Inspects items C. Talk to delivery boy D. Enjoy food	A.Share feedback
FEELING ADJECTIVE		Excited to place order on app.	Glad not to feel rushed Dissapointed by seeing lesser healthy options	Pleased with opportunities to double check and confirm selections Satisfied to see so many payment methods to choose from	Glad to get notified about the estimated time of delivery.	Happy to see properly packed items Satisfied with delivery boy's service	Pleased to get option to rate food and share experience
IMPROVEMENT OPPORTUNITIES		Make login process smooth by detecting OTP and filling the fields automatically	Option to customize sandwiches and burgers (items consisting 90% of menu) Field to add other instructions High resolution food images Option to calculate calories in each customized item so that adding/ removing the toppings/ fillings can fluctuate calories and person can choose based on his diet chart	Gamification - Provide Cahbacks/ discounts for better experience	Tell the estimated time along with current food status, such as preparing / Plating etc to help user keeps track on the whole process		Option to rate food. rate items individually. Provide field to know places of improvement