Persona: Nick Leeson

Goal: Quick and easily order food confidently so that he can enjoy time with family

ACTION	Find a restaurant	Browse menu and learn	Checkout	Confirmation	Pick up order
TASK LIST	A. Decide on food theme B. Locate restaurant nearby C. Browse restaurant with same theme	A. Check online menu B. Wants to get info without searching online C. Select items to add to cart	A. Go to cart B. Enter payment info C. Place order	A. Get in app message of estimated time when order is ready for pickup/delivery B. Provide restaurant address	A. Wait for update on order B. When ready, go to restaurant/wait on delivery C. Pick up/drop off food and tip D. Inspect food F. Enjoy
FEELING ADJECTIVE	Anxious to find a restaurant to fit his theme Excited when restaurant is found	Overwhelmed when looking at menu items with bunch of texts and limited visuals Disappointed when having to search food info via web	Hard time locating cart, too many steps when making order Unsatisfied with order process	Angry that he didn't get verification of some sort No address provided	Tiring when having to call to check if order is ready Happy to enjoy food with family
IMPROVEMENT OPPORTUNITIES	Make a restaurant app with a theme selection system to locate those restaurants easily that's nearby	Add a filter function Add visual images Shorten text length and only include important info & add in-app food data	Make cart apparent & highlighted Keep ordering simple and straightforward with as little steps as possible	Send email/phone verification of order with clear description Also include address in the message if needed	Send in-app update when food is ready for pick up/delivery Send additional update if delivery Send a short survey message with coupon for next time if completed