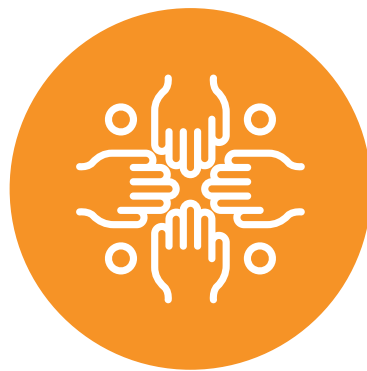




User Mindset: The Culinary Adventurer

Goal: Find a new cuisine to try for dinner tonight.

ACTION	Research and decide on cuisine for dinner	Call the chosen restaurant to place order	Submit an order with the restaurant	Go to restaurant	Pick up the order and enjoy the meal
TASK	<div>A. Google places that offer different cuisines</div> <div>B. Visit websites of restaurants to see their offerings</div> <div>C. Cross-reference findings</div> <div>D. Make decisions based on personal preference</div>	<div>A. Find the restaurant’s phone number</div> <div>B. Place a call to the restaurant with chosen entrees for dinner.</div>	<div>A. Speak with a restaurant staff member</div> <div>B. Specify the order requirements and/or any allergies</div> <div>C. Double check with the restaurant staff member on order requirements</div>	<div>A. Travel to the restaurant</div> <div>B. Wait at the front of house at the restaurant for the order</div>	<div>A. Receive the order from a restaurant staff member</div> <div>B. Travel back home</div> <div>C. Dig in and enjoy!</div>
FEELING	<div><b>Curious:</b> about trying new foods</div> <div><b>Excited:</b> for a change in routine</div> <div><b>Overwhelmed:</b> by the amount of options</div>	<div><b>Anxious:</b> about having to place order</div> <div><b>Nervous:</b> thinking they won’t pronounce the dish name correctly</div>	<div><b>Worried:</b> about specifics of order/allergies being correct</div>	<div><b>Inconvenienced:</b> about having to leave the house</div>	<div><b>Relieved:</b> that the food is ready</div> <div><b>Nervous:</b> that order may or may not be incorrect</div>
OPPORTUNITY	<div>★ Consolidate restaurants and their offerings in a categorized and organized way</div>	<div>★ Remove person to person interaction.</div> <div>★ Create a feature that offers information into cuisine history.</div>	<div>★ Highlight meal requirements to both staff and users. (i.e., allergies, spice level)</div>	<div>★ Create a delivery capability</div>	



User Mindset: The Community Connector

Goal: Order take-out from the new local restaurant.

ACTION	Read about the restaurant on a community forum	Review menu and place an online delivery order	Find a way to the restaurant	Pick up the order and enjoy	Leave a review for the website on social media
TASK	<div>A. See a post on a community forum about the new restaurant in the community</div> <div>B. Visit the restaurant’s website and read about the restaurant’s story</div>	<div>A. Review the online menu</div> <div>B. Use the website to place an online order for delivery</div> <div>C. Realize the order doesn’t qualify for pickup</div> <div>D. Change the order to be a pickup order</div>	<div>A. Leave the house</div> <div>B. Go to the restaurant (via a mix of walking and public transport)</div> <div>C. Wait at the front of house for the order</div> <div>D. Chat with the restaurant staff and ask them questions</div>	<div>A. Receive the order from the restaurant staff</div> <div>B. Head home</div> <div>C. Enjoy the meal!</div>	<div>A. Use multiple social media outlets to share thoughts about the new restaurant</div> <div>B. Hear and interact with others who have been to the restaurant</div>
FEELING	<div><b>Curious:</b> about new the restaurant</div> <div><b>Interested:</b> about what the restaurant has to offer and how they will fit into the community</div>	<div><b>Happy:</b> about supporting a local business</div> <div><b>Frustrated:</b> about having to change delivery options due to order qualifications</div>	<div><b>Pleased:</b> about getting to know those who are preparing the meal</div> <div><b>Annoyed:</b> by the commute to the restaurant due to a delayed train</div>	<div><b>Relieved:</b> that the food is finally ready</div> <div><b>Excited:</b> to try the new restaurant’s food</div>	<div><b>Fulfilled:</b> in building connections based on food in the community</div>
OPPORTUNITY	<div>★ Implement a way to call out new restaurants in the community</div>	<div>★ Include both pickup and delivery options regardless of qualifications</div>			<div>★ Create a community forum feature</div>



# User Mindset: The Quick-Bite Seeker

Goal: Find a quick, high-quality, and cost-effective dinner option for tonight's busy schedule

ACTION	Receive a notification advertising a deal on a food delivery app	Find the restaurant that best aligns with criteria	Place order with restaurant that best meets criteria	Wait for the delivery	Receive the delivery and enjoy a quick meal
TASK	A. Click on the notification B. Explore options that would meet criteria (fast, cheap and quality meal)	A. View menus, reviews, and wait-times for the possible restaurants B. Make sure the restaurant has dishes that are "high-quality"	A. Add dishes to the shopping cart B. Confirm speedy delivery C. Make a payment	A. Wait for the delivery to arrive	A. Receive the delivery at the front door B. Promptly enjoy the meal before moving on with the busy schedule
FEELING	<b>Relief:</b> over the prospect of a quick solution	<b>Impatience:</b> over trying to find a speedy service <b>Curious:</b> about the types of offerings they are reviewing	<b>Anticipation:</b> about the upcoming dining experience <b>Excited:</b> about the quality of the food	<b>Nervous:</b> about the delivery arriving on time	<b>Fulfilled:</b> in receiving food that meets the criteria on time
OPPORTUNITY	★ Implement a tagging system that filters criteria (wait times, meals, cuisines etc.,)		★ Create a one-click payment integration with banks/cards to speed up payment	★ Feature a delivery tracking system based on the order status in transit	★ Incentivize users to share their experiences on a community forum