

# MELDA U.

## MOTIVATIONS

Melda likes using Grubhub monthly for food delivery for family meals. She usually places individual orders on weekdays for dinner. She does not order for personal or work related events. She finds ordering from app to be very quick and easy. She likes the fact that she doesn't have to talk on the phone. She thinks the delivery time is ideal compare to having to prepare meals and cook herself and pays the minimum amount along with free delivery.

## GOALS

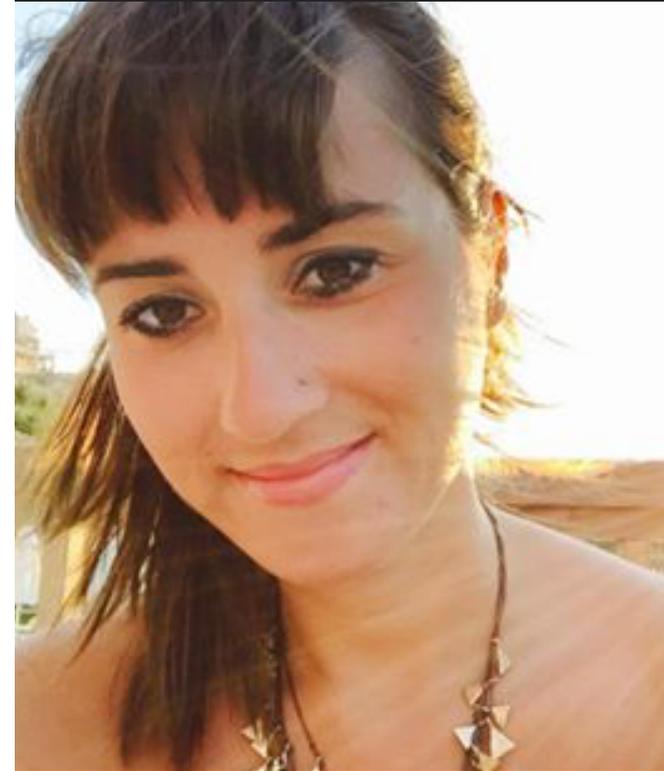
- Ability to order easily without having to talk on the phone.
- Minimum cost and free delivery.
- Minimum delivery time.

## PAIN POINTS

- Less restaurant options during certain days and hours.
- Delivery time varies depending on the day/time of the week.
- Not easy to access and filter order history.

## BIO

Melda is a mother to an adorable twins and a working professional living in suburbs. She has a busy life between taking care of her twins and working full-time. Her hobby is sewing and she enjoys arts and crafts such as creating cute purse designs and zipper bags in her free time.



## AGE

34 YEARS OLD

## OCCUPATION

ENGINEER

## LOCATION

FRAMINGHAM, MA

## GENDER

FEMALE

# ERTEM O.

## MOTIVATIONS

Ertem is a busy working professional so he doesn't have time to cook at home. He uses food delivery apps daily. He uses Grubhub, Uber Eats, Caviar. He has been using Uber Eats most lately because he knows what the fee is going to be and it doesn't vary by restaurant. He also likes that they have a "delivered under 30 mins." section. He uses them both for individual orders and also for home parties/events that he hosts.

## GOALS

- Ability to order easily.
- Same fees across all available caterers.
- Ability to select "ASAP - Delivered under 30min" option.

## PAIN POINTS

- Less restaurant options during certain days and hours.
- Delivery time varies depending on the ordered item.
- The fees are inconsistent and vary by restaurant.

## BIO

Ertem is a busy working professional living in NYC. He travels for work frequently and he has a busy week and weekend schedule. He is an avid sci-fi reader. His hobbies are photography and creative writing and he enjoys trying new restaurants during business trips and in his free time.



## AGE

43 YEARS OLD

## OCCUPATION

CONSULTANT

## LOCATION

BROOKLYN, NY

## GENDER

MALE

# CASSIE C.

## MOTIVATIONS

Cassie uses Door Dash monthly for individual and group orders. Majority of the times for holiday events and meetings. She likes the wide variety of available restaurants on the app, but dislikes the high delivery fees. She thinks it's easy to plan and coordinate catering for large groups by using the app. She thinks it reduces the complexity and she likes being able to choose and order based on everyone's dietary and allergy restrictions.

## GOALS

- Ability to choose out of wide variety of available restaurants.
- Ability to choose and order per dietary and allergy constraints.
- Easy to plan and coordinate delivery for events and meetings.

## PAIN POINTS

- High delivery fees.
- Minimum amount requirement for certain restaurants.
- Fees are inconsistent and vary by restaurant.

## BIO

Cassie is an auditor. She lives and works in the city. She travels for work sometimes. She likes traveling and exploring for pleasure. She enjoys trying new restaurants and meeting new people. She is a Celtics fan and enjoys watching the games with close friends.



## AGE

30 YEARS OLD

## OCCUPATION

AUDITOR

## LOCATION

BOSTON, MA

## GENDER

FEMALE