

Persona: Irma Nurhayati

Goal: an easy and quick way to order food via delivery

ACTION	Select Restaurant	Browse the menu	Place the order	Complete the order	Take the order
TASK LIST	A.Open the app B. Decide food Type in category C.search the desired restaurant	A. Browse online menu B. select the menu and the quantity of food C.add the item to the cart	A. Go to the cart B. select pickup method C.add notes for seller (optional) D.change location for pickup or delivery E.select payment method F.place order	A. Confirm the order is correct B. getting ready for pickup or delivery C.send the order	A. go or wait in the pickup / delivery location B. pickup the food C.give money if payment use cash method D.Pickup the food. E.Eat the meal
FEELING ADJECTIVE	1.Confused by the many of choices of restaurant 2.Curious about the restaurant suggested in the forum	1.Annoyed about limited visual for the food 2.Satisfied because easy to add item and quantity	1.Satisfied because there is many option to choose 2.Hopeful regarding the food ordered	1.Glad to be able to order the food 2.Satisfied because there is informative summary about the order	1.Excited for waiting the food come 2.Confused about the progress of delivery



IMPROVEMENT OPPORTUNITIES	1.Provide search filter	1.Adding the translation button for the name of food 2.Adding the image or illustration of the food	1.Add menu for adding the quantity of item in the cart 2.Adding the selection for the payment method	1.Adding option to add tip for the courier 2.Provide success notification when the order success.	1.Adding information tracking about the delivery 2.Adding the rating option to courier and the restaurant
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