Primary User: As-is Scenarios

PRIMARY USER AS-IS SCENARIO 1: MARLEY

Marley is a part-time marketing manager in her late twenties. She lives in an apartment in the city with her fiance and their two cats. In her free time she enjoys reading, learning about interior design and watching movies.

Marley really enjoys cooking at home, but after a long week of work her and her fiance like to be lazy and just order in some food for dinner on weekends. They usually order food once a week, and this is almost always pizza. She thinks pizza is the most convenient type of food to order in. Even though she knows it is unhealthy, she sees it as a treat after eating healthy all week and working hard at her job.

She decides where to order pizza from based on her mood. If she is in the mood for some 'disgusting' junk food then she will go for Domino's and if she is in the mood for nice Italian pizza she orders from a Pizzeria close by called Da Nonna. She always only orders from these two places because she is familiar with the menu and so she doesn't have to spend time deciding what to get. She usually orders the same thing every time, however, if there is a special offer on the app she will generally always go for it. She would order from different pizzerias if it was easier to select a pizza she likes from the menu and if she could get a better idea of the quality of the pizzas

She would prefer to use one app to order from both places, but when she orders Domino's uses the Domino's app and when ordering Da Nonna she uses Lieferando. She doesn't like using the Da Nonna app because it has a very messy interface,unnecessary information and an unorganised menu. In contrast, when she uses Lieferando to order Da Nonna it is very easy as they have a clean design, organised menu, and most importantly her previous order data, address and payment information is all saved there. Unfortunately, she also doesn't want to use Lieferando to order Domino's because then she would miss out on the special offers Dominos has.

She prefers to use an app to order pizza over calling the restaurant because it is easy, extremely convenient and quick. However, this convenience also leads her to spend more money, which for her is the downside of having apps for ordering food. In addition, she also really likes that she can track her order and knows exactly when the delivery person is arriving. This is one of the most important features of a food ordering app for her.

PRIMARY USER AS-IS SCENARIO 2: BOB

Bob is a PhD student in his early 30s who lives in a house with two other students. In his free time he enjoys playing basketball, doing yoga, reading or going out with his friends.

Bob orders food online about once every two weeks. Generally after a night of drinking he would order pizza as he is too tired to cook. The greasy and delicious pizza helps with the hangover. He prefers using his phone for ordering pizza as he likes to use general food delivery phone apps over specific restaurant websites. General food delivery apps have a standard process that he is used to, and they save his information which makes the process easier. Moreover, he likes that he can decide from

several pizzerias rather than just one place. He also feels safer sharing his location info on mobile apps rather than on websites, even though he knows this doesn't make much sense.

When deciding on a pizzeria to order from, he looks for restaurants close to his location and then picks a pizzeria with good reviews. After selecting a pizzeria, he would immediately look for the vegetarian pizzas. The deciding factors for him are the ingredients that are on the pizza and the sauces they have available. The sauce is really the most important thing for him, if the pizzeria doesn't have extra sauces he will look for a different place. He also usually orders a coke, dessert, extra chili and garlic sauce. He always has special requests but unless it is an option that he can select when placing the order, he won't bother with it because in his experience they almost never get it right.

Besides difficulty in customizing his order, another issue he often has is that the menu on the app does not match what is available at the pizzeria. For example, he really likes his sauces, and sometimes the pizzerias have it but don't put the option to order it online. Moreover, sometimes the food arrives cold, and also comes with a lot of plastic packaging or utensils which he doesn't like. In addition, sometimes the apps ask if he would like to donate remaining change for charity organisations, or they ask if he would like to receive newsletters and special offers via e-mail. All of these things take extra time when he orders online and he would prefer not to have to do this.

Bob always prefers to pay with his credit card for the pizza as well as the tip for the delivery person. However, not all apps have the option of paying the tip online. In addition, after ordering the pizza he feels anxious if he doesn't get a confirmation e-mail and if he can not track the live status of his order.

PRIMARY USER AS-IS SCENARIO 3: CHRISTIANA

Christina is a social media travel influencer in her late twenties. She lives with her boyfriend at his parent's house. She works every day of the week (even weekends) planning and creating content for her YouTube, TikTok and Instagram profiles.

Christina orders food online 3-4 times a week, but she only orders pizza once every two months. She also only orders pizza in a group setting because it is easy to share. She never orders pizza just for herself because she prefers to eat healthy when she is at home. She would order pizza for herself if there were healthier options.

In a group setting each person normally can find what kind of pizza they like. Christina always only orders vegetarian pizzas because she is vegetarian, so this makes the decision process easier for her. Besides this, sometimes she prefers to eat vegan and would like her pizza without cheese. But it is often not possible to customise the orders and she really wishes this would be possible. To customise orders, she normally had to call the restaurant and she finds this to be an annoying extra step. She would rather not have to interact with another human during the order process. She also loves special deals, but she finds that the deals are often only targeted at meat eaters. Moreover, only fast food pizza places have special offers and the nice Italian places she likes never has any deals sadly.

Another issue she often faces when ordering pizza in a group setting is that when paying through the app it is not possible to split the bill when placing the order. She avoids using standalone websites to order pizza because she doesnt feel safe giving out her payment and contact details to them, rather, she prefers apps like Uber Eats.

Secondary User: As-is Scenarios

SECONDARY USER AS-IS SCENARIO 1: SANDRA

Sandra is the head order manager at Harpo's pizza where she is responsible for managing the orders at all of their 6 branches. She has been working in the food industry since she was 18 years old, and at Harpo's for 7 years. Sandra works long hours most of the week but she loves her job. She manages the main ordering server and she is very proud to be holding this position. The busiest times for the pizzeria are Friday and Saturday evening and when they would get over 40 orders.

Sandra's job involves taking the customers orders when they call. She takes down their order, delivery details and then she sends the order to the relevant branch of Harpo's. She is a very meticulous person and also doesn't trust their computer based system much, so she always calls the branch to make sure that they have received the order. She double checks everything by calling because she thinks that verbal communication is more trustworthy. Even when the delivery person picks up the order and when he/she delivers it to the customer, she wants them to call and inform her. When it comes to the quality of the products and delivery time she leaves those tasks up to the specific quality manager at each branch. She thinks this is the most efficient way.

Harpo's also uses external delivery systems like UberEats, but she is not responsible for this. Each branch has a separate device for these delivery systems and a local order manager is responsible for managing these orders. Sandra thinks it is good that they use these external systems because it brings in a lot more business. However, she doesn't like that the external delivery persons are not as trustworthy and reliable as their own ones. The Uber delivery people would not care much if the order gets to the customer on time or if the food gets delivered at all. On the other hand, the Harpo's delivery people are well trained and Sandra knows she can always call them and make sure everything is going well.

Overall, she likes the delivery system that they have, and it doesn't bother her that they have external delivery systems as well as their own to manage. Since they have one database for all their branches, she really likes that it is quick and easy to get reports for accounting and get overviews of the orders. The only major issue she has is that the system does not allow individual branches to update their inventory on the main database. Due to this, sometimes she has to call customers back after they have placed an order to tell them that certain order items are not available. At the moment they use the physical whiteboard to write down the unavailable items at different branches. This is extremely impractical as there physically isn't enough space to write everything down.

SECONDARY USER AS-IS SCENARIO 2: FRANK

After working in the hotel industry for several years, Frank decided he wanted a career change so he recently started working as an order manager at Pizza Hut. Although it is a different industry, he felt that his general organisational skills and computer knowledge in managing hotel bookings would help him at this new job. Frank is a laid back person who prioritizes work life balance. The busiest time for

him is usually the evenings on weekends and even more so towards the end of the month. So he makes sure to take some time off if possible at the start of the month.

Currently, Frank's main tasks at Pizza Hut include answering phone calls in his two native languages, entering the order into the system, and forwarding it to the relevant pizza hut outlet. Although he is primarily responsible for the call-in orders, he also double checks all the online orders. If any of the orders have special requests or are above a certain order amount, he calls the customer to make sure the order is correct.

When he gets a call-in order, he would first confirm the customer's phone number. This way he is able to find out if it is a returning customer, in which case he does not need to ask them for their delivery address. However, even then he would confirm the address with them. Once he has the delivery details, he takes the customer's order. He finds it quite frustrating when the customers want to customize orders or ask about allergy information. It takes him more time to take the order then and he wants to make sure he takes as many orders as possible before his shift ends.

Once he has the order, he sends it to the relevant outlet. He thinks it is too much effort to call and double check that the order was sent successfully because he trusts that it probably was. Ideally, he would keep answering the customer's calls, but every now and then the outlet would call him back to tell him that certain items are unavailable. He then has to call the customer back to inform them of this and alter the order. This is one aspect of his job he really dislikes. However, he is glad that he is not responsible for the quality of the pizzas and that he only has to take orders. One aspect he misses in his new job is the team feel and verbal communication as most communication at Pizza Hut is done digitally.