



Ania

She is looking for a high-quality, delicious meal option that can be delivered quickly to her workplace or home.

Age:	32
City of residence:	Warsaw
Education:	Master's degree in Economics
Income:	PLN 10 500 per month
Job:	Senior Financial Analyst in a large corporation

Device and browser

iPhone 12, Safari browser

How much time does she have?

3-5 min.

In which circumstances does she browse the site?

She usually has limited time during weekdays due to her demanding job. Ania browses the web and social media during short breaks at work or commuting by public transport.

What does she need?

She is looking for a high-quality, delicious meal option that can be delivered quickly to her workplace or home.

What concerns might she have?

I have some concerns that the flavor and presentation of the dishes might not meet my expectations, particularly after enjoying the distinctive French taco flavors on my skiing vacation.

I hope the food delivery maintains the same level of freshness and warmth as dining in. A compromised delivery experience might affect my overall satisfaction.

How can we address these concerns?

Price Transparency: We can prominently display the prices of dishes on the online menu, providing clarity to customers like Anna about the cost of each item. Additionally, we can offer value meal options or special discounts for health-conscious customers, making it more budget-friendly.

Special Dietary Options: To cater to customers like Anna who prefer vegetarian or vegan options, we can clearly label dishes or names as "Vegetarian" or "Vegan" on the menu. Additionally, we can offer a diverse range of plant-based dishes that are just as flavorful and satisfying as their non-vegetarian counterparts.

User stories

As a busy professional,
I want the delivery time to be efficient,
so that I can enjoy my meal without wasting much time during my short lunch breaks.

As a health-conscious diner,
I want to find healthy and nutritious food options on the menu,
so that I can maintain a balanced diet and make better food choices.

Wanted CTA

Order Now
Explore
Find more

Conversion

Placing an order for a Holy Taco meal to be delivered during her lunch break or for dinner.

Follow Holy Taco on Instagram and Facebook to stay updated on the latest menu additions, promotions, and events.