

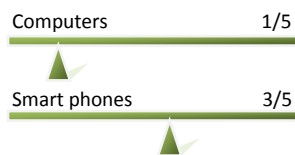
## Persona 1



### Personal Information

Age: 37  
Gender: Female  
Education: +2

### Tech Proficiency



### Hobbies

- Gardening
- Music
- Cooking

### Meera Patel (Provisional Persona)

Housewife

#### Profile

Meera is a housewife and mother of two kids. She lives with her husband who is a lawyer. Meera has worked as a nutritionist for over 5 years before her delivery.

She is very concerned about her kids' health and checks nutritional value of each and every item they consume.

Meera keeps an eye on junk food her kids and husband have and restricts them whenever necessary.

#### Goals

- Wants to check nutritional value of milk before buying
- Wants to give her family most healthy and best quality of milk

#### Challenges

- She is not very proficient in operating computer.
- She is pretty average in terms of using Smartphone.
- She has rarely browsed through internet.

## Scenario 1

Meera heard about this exciting milk delivery firm around town and is pretty excited about the quality of their services. She opens up the application and checks if their services are available around her area but unfortunately they have not started deliveries around her area.

Meera hopes the firm will start providing their services around her locality pretty soon, so she provides her email id to get intimated when the services will reach her area.

LOGO

[Register](#) | [Sign In](#)

Home

Products

Process

About Us

Contact Us

Carousels

**Our Mission**

Milk delivery in India, is a traditional and social service continuing from over 150 years. We are proud to have the opportunity to nurture the tradition.

Milk delivery for us is not just a profession, its our passion and our specialization as well. As a result of our efforts and refinements we have established state of the art facilities and technically advanced packaging and delivery process.

Read More >>

**We would love to serve you**

Let us check if we have delivery services near you by entering your area pincode.

PINCODE

Check

Home

Products

Process

About Us

[Our Process](#)

[Request Visit](#)

[Our Mission](#)

[History](#)

[Leadership](#)

1

Meera comes to the landing page to check if services are available in her locality.

2

She enters her area pin code and clicks on Check button

LOGO

[Register](#) | [Sign In](#)

Home

3

She learns that the services are currently not available in her area.

4

She is asked to provide her email so that she can be informed about the start of services in her area.

Hope to Work For You Very Soon

Unfortunately we have not started working at your area till now. We are working really hard to reach you.

But you can provide your email address and we will intimate you about the start of services near your area.

Submit

Our Mission

Milk delivery in India, is  
We are proud to have t

Milk delivery for us is not just a profession, its our passion and our specialization as well. As a result of our efforts and refinements we have established state of the art facilities and technically advanced packaging and delivery process.

Read More >>

serve you

delivery services  
near you by entering your area pincode.

PINCODE

Home

Products

Process

About Us

[Our Process](#)

[Request Visit](#)

[Our Mission](#)

[History](#)

[Leadership](#)

[Feedback](#)

[FAQ's](#)

5

She enters her email id and clicks on submit.

LOGO

[Register](#) | [Sign In](#)

[Home](#) [Products](#) [Process](#) [About Us](#) [Contact Us](#)



Thanks a lot !

We would love to intimate and hope we will reach your area very soon.

Close

### Our Mission

Milk delivery in India, is a traditional and We are proud to have the opportunity to

Milk delivery for us is not just a professional well. As a result of our efforts and refined facilities and technically advanced packages

We would love to serve you

Check if we have delivery services by entering your area pincode.

Check

6

Application confirms that her email id is registered and that she will be notified about services.

[Home](#)

[Products](#)

[Process](#)

[About Us](#)

[Contact Us](#)

[Our Process](#)

[Request Visit](#)

[Our Mission](#)

[History](#)

[Leadership](#)

[Our Locations](#)

[Feedback](#)

[FAQ's](#)

## **Scenario 2**

Meera gets an email saying Milk Bazaar has started their services near her locality and she can avail their services now.

She follows the link provided in mail, fills up signup form, selects a plan and registers on the application. She receives an email congratulating her on successful signup and recommendation for updating her profile and account information on the application.

LOGO

[Register](#) | [Sign In](#)

Home

Products

Register

Access Details

Select Products

Shipping Details

Username:

USERNAME

✓

Password:

\*\*\*\*\*

✓

Re-type Password:

\*\*\*\*\*

✓

Email:

ABC@123.com

✓

Phone:

9739106066

✓

[Skip this step](#)

[Reset](#)

Next

Our Mission

Milk delivery in India, is a traditional and a part of our culture. We are proud to have the opportunity to serve you with the best quality milk.

Milk delivery for us is not just a profession, it is a way of life. As a result of our efforts and refined facilities and technically advanced packaging, we ensure that the milk is fresh and safe for you to consume.

Our Process

Our Mission

Our Locations

Request Visit

History

Feedback

Leadership

FAQ's

Check if we have delivery services available in your area by entering your area pincode.

Check

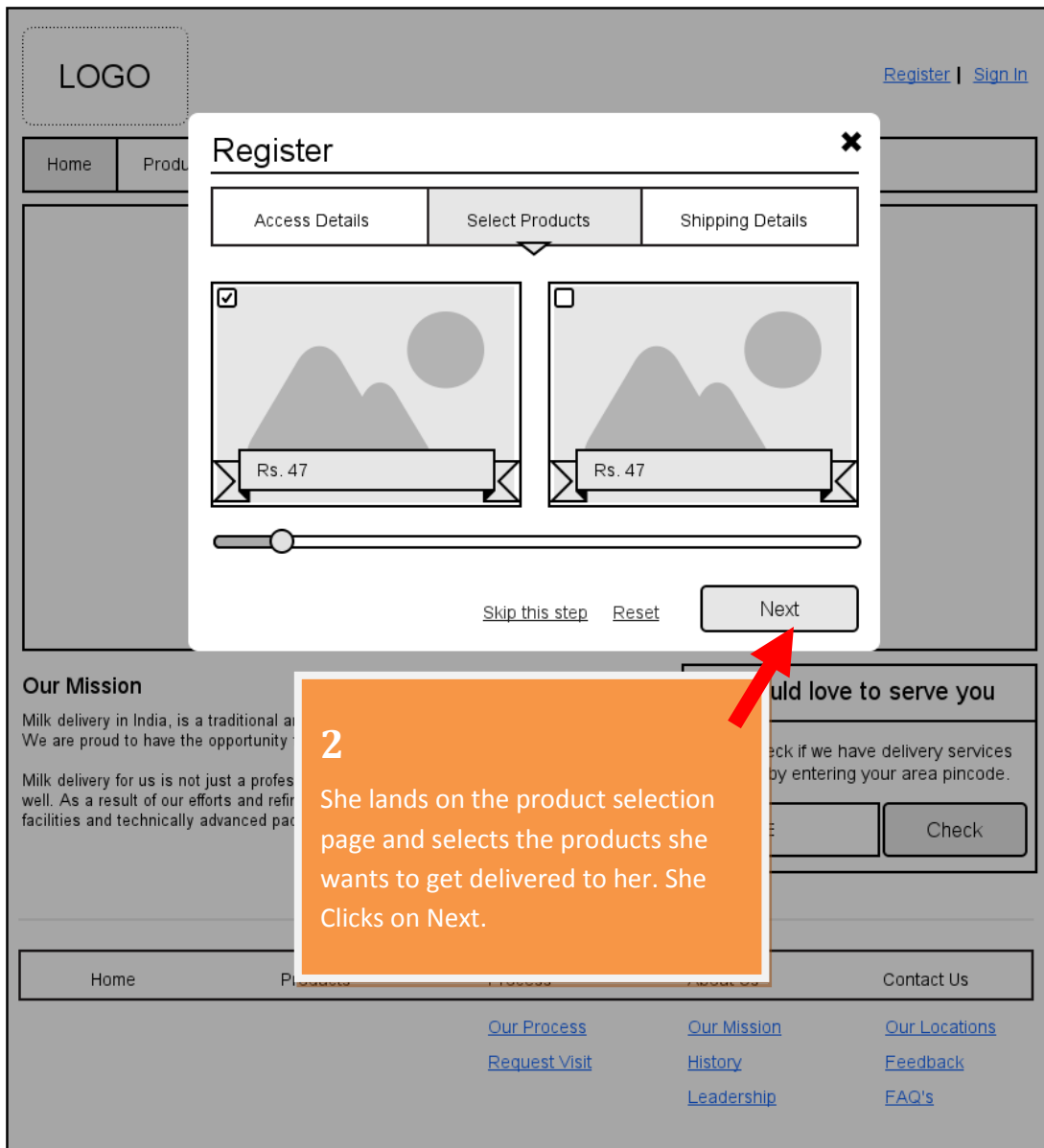
Home

Products

Contact Us

1

Meera follows the link provided in the email she received. She lands on the registration page where she fills in the details on first form and clicks on Next.



LOGO

[Register](#) | [Sign In](#)

Home

Produce

Register

Access Details

Select Products

Shipping Details

Name:

Name

State:

Options

City:

Options

PIN code:

PINCODE

Shipping Address:

Shipping Address

☒ Use it as my Billing Address also

[Reset](#)

Register

Our Mission

Milk delivery in India, is  
We are proud to have the

Milk delivery for us is n  
well. As a result of our  
facilities and technically

[Read More >>](#)

serve you

delivery services  
ur area pincode.

Check

Home

Produce

Contact Us

[Our Locations](#)

[Feedback](#)

[FAQ's](#)

3

Meera fills in the shipping details on the final page and makes her shipping address her billing address too. She clicks on Register.



LOGO

[Register](#) | [Sign In](#)

[Home](#) [Products](#) [Process](#) [About Us](#) [Contact Us](#)



Registration Complete !

Now you will receive a mail which will be having an activation link. Activate your account to start the services.

Close

#### Our Mission

Milk delivery in India, is a traditional and We are proud to have the opportunity

Milk delivery for us is not just a professional well. As a result of our efforts and refined facilities and technically advanced pack

ould love to serve you

Check if we have delivery services by entering your area pincode.

Check

4

Registration is done and now Meera needs to activate the account and use the services.

[Home](#)

[Products](#)

[Process](#)

[About Us](#)

[Contact Us](#)

[Our Process](#)

[Request Visit](#)

[Our Mission](#)

[History](#)

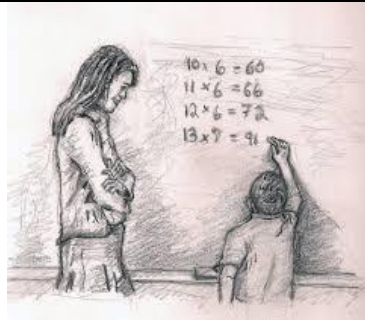
[Leadership](#)

[Our Locations](#)

[Feedback](#)

[FAQ's](#)

## Persona 2



### Personal Information

Age: 28

Gender: Female

Education: B.Ed.

### Tech Proficiency

Computers 2/5

Smart phones 4/5

### Hobbies

- Music
- Travel
- Reading

### Sushma Baruah (Provisional Persona)

Teacher – St. Peter's Public School

### Profile

Sushma is a teacher and works for a reputed school. She is a bit introvert and doesn't like going out often.

Sushma lives with her husband who works in a bank and recently got transferred to this location.

She is a very fine and humble lady but never opens up first and after coming to a complete strange place she finds it a bit tough to get new acquaintances.

### Goals

- Wants to order milk without having to go out and search for it.
- Wants deliveries to happen in a scheduled and a planned way so that she doesn't have to worry or call vendor at times.

### Challenges

- She is very keen about hygiene.
- She does not like to talk to strangers

## **Scenario 1**

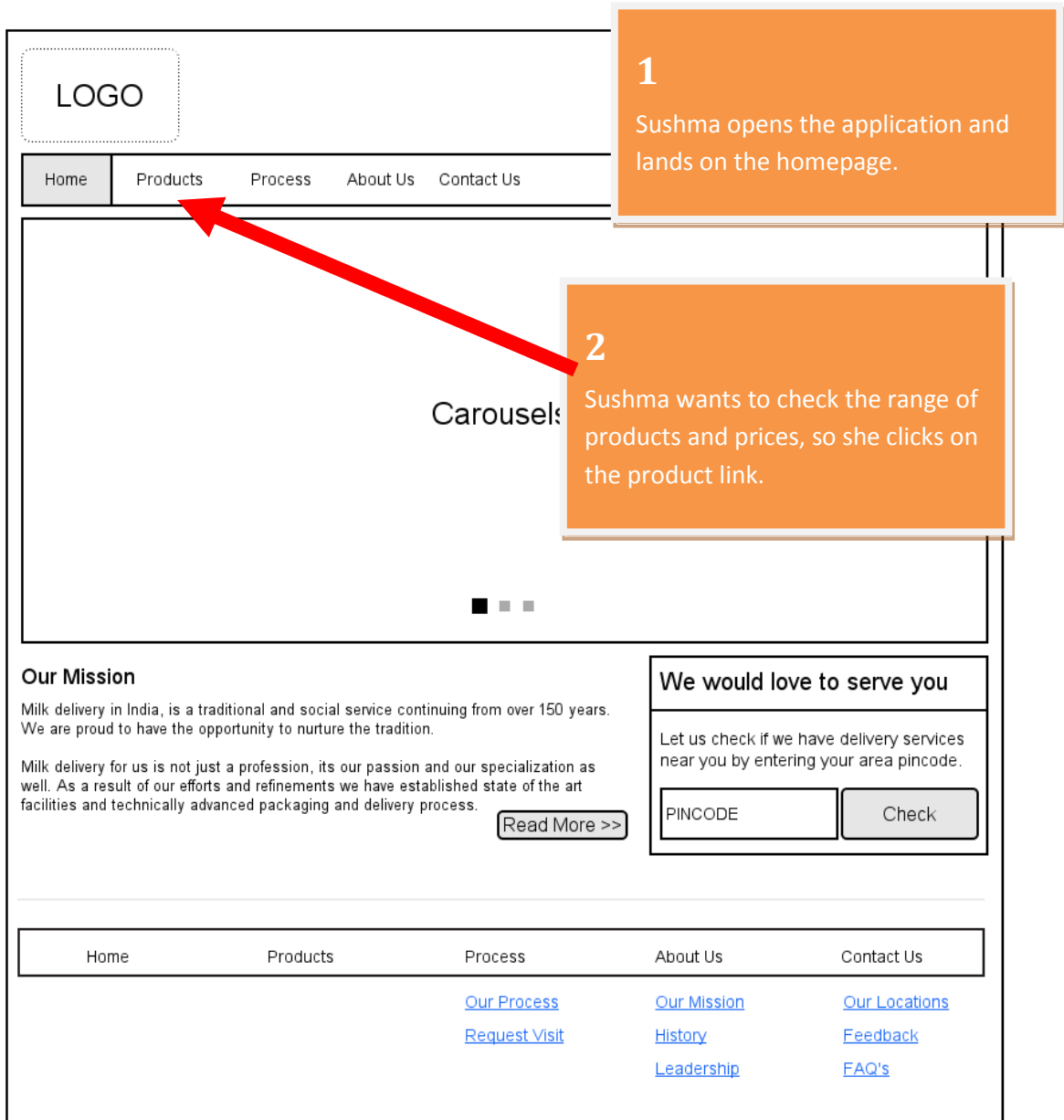
Sushma gets a call from milkman who got her number from someone and wanted to check if she is looking for milk delivery services. Sushma asks if the milkman can share any kind of brochures or material where she can check range of products and prices.

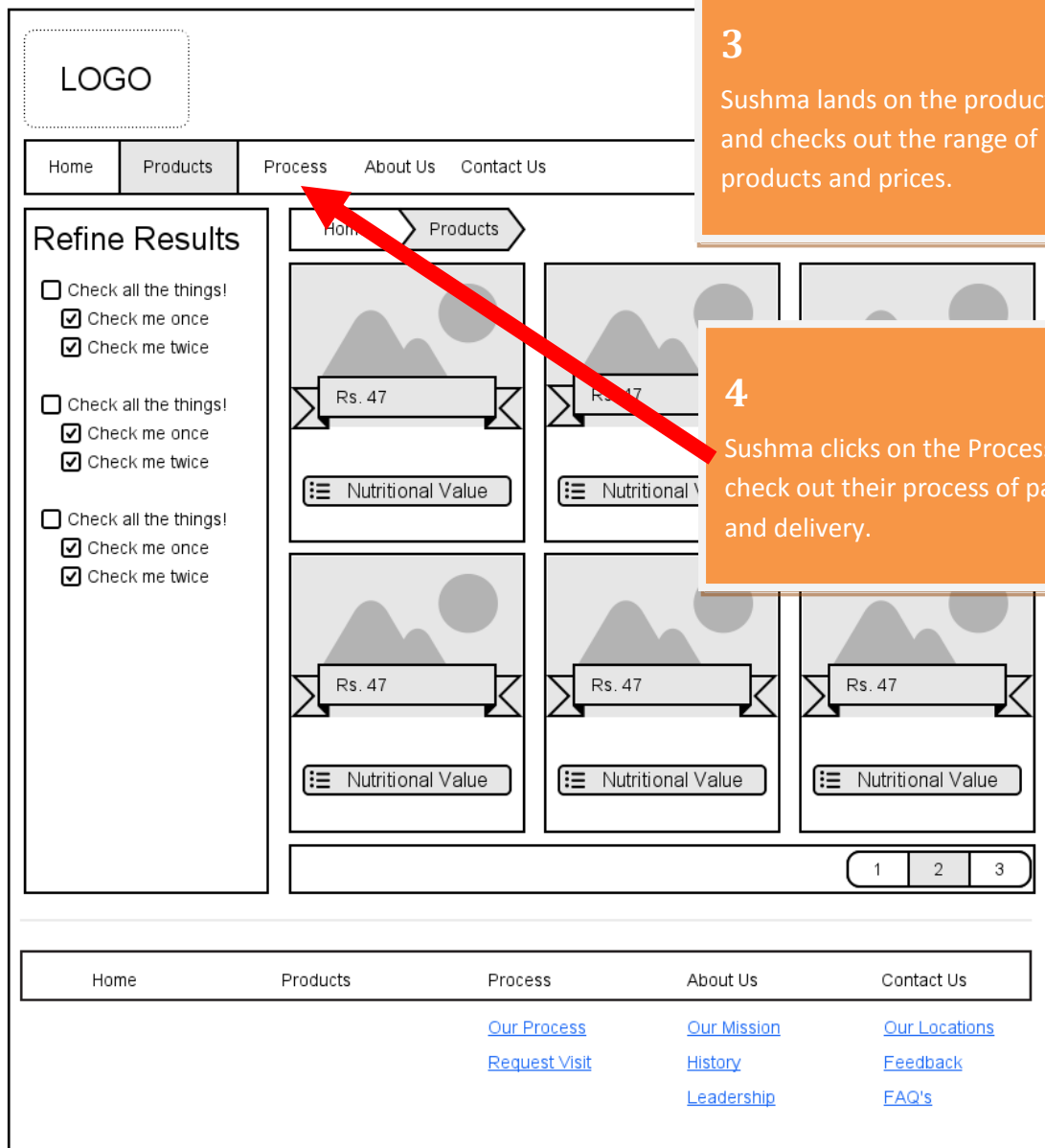
Milkman tells her the application URL and asks her to go to it and check out on her own and she can also register by herself if she wants.

Sushma goes to the application and checks out the prices and investigates about hygiene followed at their workplace. She also checks out the range of products available and reviews about services and thinks about comparing the vendor with some more vendors around the locality.

Sushma along with her husband on a weekend goes for a small trip for comparing the vendors around locality with the Milk Bazaar. They spend the whole day and after comparing thoroughly come to a conclusion that Milk Bazaar is the most suitable vendor for them.

Sushma again opens the application and gets herself registered and selects products and schedules for delivery as per her convenience.





3

Sushma lands on the product page and checks out the range of products and prices.

4

Sushma clicks on the Process link to check out their process of packaging and delivery.

LOGO

Home

Products

Process

About Us

Contact Us

Our Process

Milk is widely considered as one of the world's most valuable protein food. As a raw material. It is available in various forms, and it is processed into an ever increasing variety of nutritional products.

We have state of the art Dairy Plant that includes small milk processing equipment for handling milk in litre capacity of 1K-5Lac litres per day.

Milk is first received in a dump tank from the road milk tankers.

It is then chilled in a chilling unit to 4°C. This chilled milk is then pasteurized in a milk pasteurizer and cream is separated from milk in by the cream separator to get skimmed milk.

Milk is standardized depending on the requirement of toned milk, double toned milk, s separated cream is further processed to manufacture ghee and butter. The pasteuriz toned milk is sent for packing in pouches in the packing machine for various capacities be in operation for 20 hours in a day.

Milk is first received in a dump tank from the road milk tankers. It is then chilled in a ch pasteurized in a milk pasteurizer and cream is separated from milk in by the cream se

Milk is standardized depending on the requirement of toned milk, double toned milk, s separated cream is further processed to manufacture ghee and butter. The pasteuriz toned milk is sent for packing in pouches in the packing machine for various capacities be in operation for 20 hours in a day.

Milk is first received in a dump tank from the road milk tankers. It is then chilled in a ch pasteurized in a milk pasteurizer and cream is separated from milk in by the cream se

Milk is standardized depending on the requirement of toned milk, double toned milk, skimmed milk or full cream milk.

Home

Products

Process

About Us

Contact Us

[Our Process](#)

[Request Visit](#)

[Our Mission](#)

[History](#)

[Leadership](#)

[Our Locations](#)

[Feedback](#)

[FAQ's](#)

5

Sushma lands on the Process page and reads the processes followed and is very much satisfied.

Come to our plant and see how we operate.

Request for Personal Visit

6

Sushma wants to check some local vendors' services available and wants to compare Milk Bazaar with them. Sushma closes the application and decides to have a trip across the locality with her husband.

LOGO

[Register](#) | [Sign In](#)

[Home](#) [Products](#) [Process](#) [About Us](#) [Contact Us](#)

7

After investigating other services Sushma comes back to the application and wants to register.

## Carousels



### Our Mission

Milk delivery in India, is a traditional and social service continuing from over 150 years. We are proud to have the opportunity to nurture the tradition.

Milk delivery for us is not just a profession, its our passion and our specialization as well. As a result of our efforts and refinements we have established state of the art facilities and technically advanced packaging and delivery process.

[Read More >>](#)

### We would love to serve you

Let us check if we have delivery services near you by entering your area pincode.

PINCODE

[Check](#)

[Home](#)

[Products](#)

[Process](#)

[About Us](#)

[Contact Us](#)

[Our Process](#)

[Request Visit](#)

[Our Mission](#)

[History](#)

[Leadership](#)

[Our Locations](#)

[Feedback](#)

[FAQ's](#)

LOGO

[Register](#) | [Sign In](#)

Home

Products

Register

Access Details

Select Products

Shipping Details

Username:

USERNAME

✓

Password:

\*\*\*\*\*

✓

Re-type Password:

\*\*\*\*\*

✓

Email:

ABC@123.com

✓

Phone:

9739106066

✓

[Skip this step](#)

[Reset](#)

Next

Our Mission

Milk delivery in India, is a traditional and social service continuing from over 150 years. We are proud to have the opportunity to nurture the tradition.

Milk delivery for us is not just a profession, its our passion and our specialization as well. As a result of our efforts and refinements we have established state of the art facilities and technically advanced packaging and delivery process.

We would love to serve you

Let us check if we have delivery services near you by entering your area pincode.

PINCODE

Check

8

Sushma fills in the Access Details and clicks on Next.

Home

Products

[Request Form](#)

[Privacy](#)

[Leadership](#)

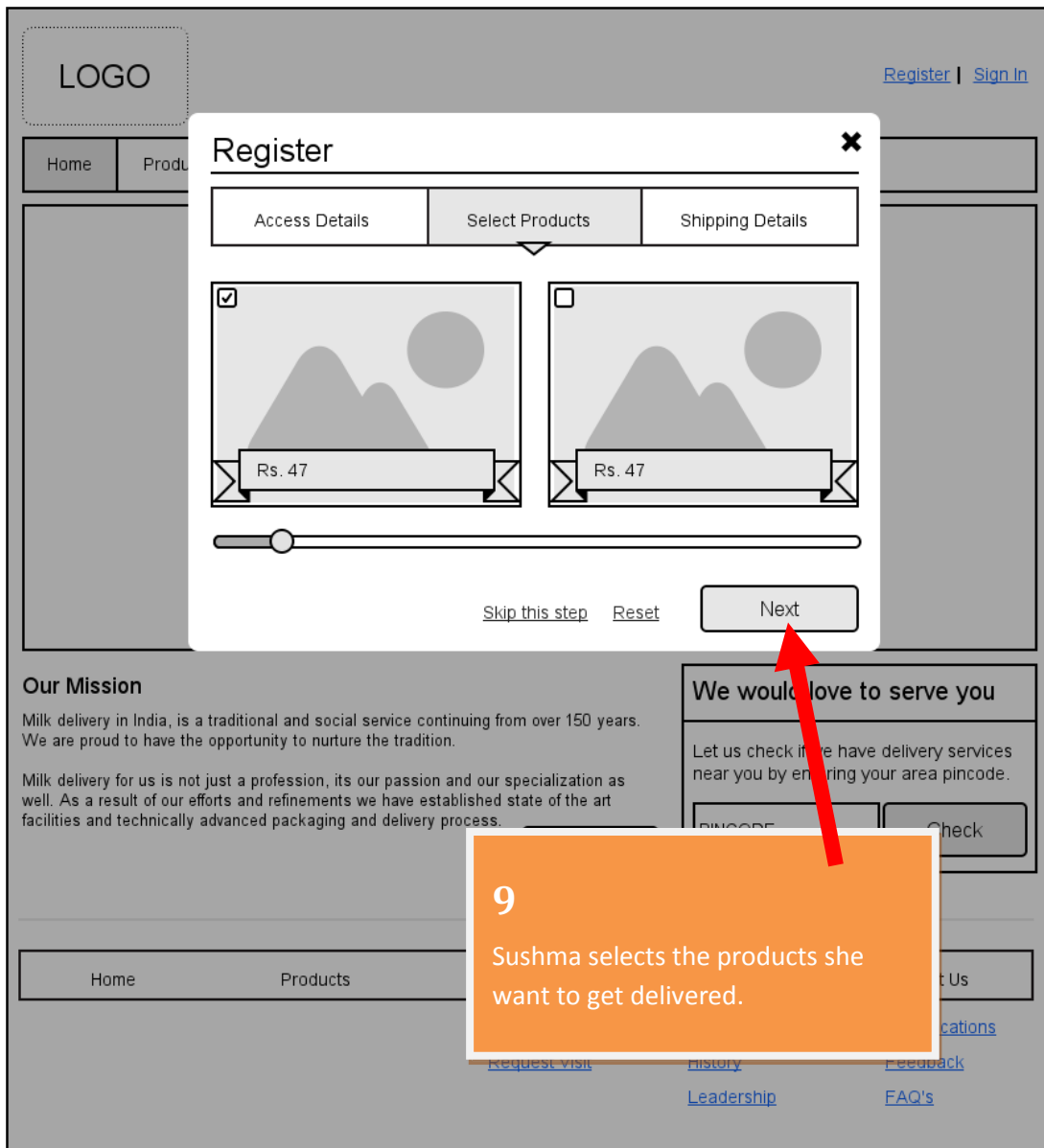
[FAQ's](#)

[Feedback](#)

[Our Locations](#)

[Contact Us](#)





LOGO

[Register](#) | [Sign In](#)

Home

Products

Register

Access Details

Select Products

Shipping Details

Name:

Name

State:

Options

City:

Options

PIN code:

PINCODE

Shipping Address:

Shipping Address

☒ Use it as my Billing Address also

Reset

Register

Read More >>

PINCODE

Check

Home

Products

Our Mission

Milk delivery in India, is  
We are proud to have the  
Milk delivery for us is not  
well. As a result of our  
facilities and technically

serve you

delivery services  
our area pincode.

Contact Us

[Locations](#)  
[Feedback](#)  
[Helpdesk](#)

10

Sushma fills in the shipping details  
and clicks on Register

LOGO

[Register](#) | [Sign In](#)

[Home](#) [Products](#) [Process](#) [About Us](#) [Contact Us](#)



Registration Complete !

Now you will receive a mail which will be having an activation link. Activate your account to start the services.

Close

### Our Mission

Milk delivery in India, is a traditional and social service continuing from over 150 years. We are proud to have the opportunity to nurture the tradition.

Milk delivery for us is not just a profession, its our passion and our specialization as well. As a result of our efforts and refinements we have established state of the art facilities and technically advanced packaging and delivery process.

[Read More >>](#)

### We would love to serve you

Let us check if we have delivery services near you by entering your area pincode.

PINCODE

Check

[Home](#)

[Products](#)

[Contact Us](#)

[Locations](#)

[Feedback](#)

['s](#)

11

Registration process is complete.  
After confirming her subscription  
Sushma can use the application.