

Research Documentation: Oisoshi

Defining the core user needs and competitive landscape.

User Personas



Persona A

"The Culinary Explorer"

- Needs:** Easy regional discovery and personalized flavor recommendations.
- Goals:** Confidently explore new dishes via detailed ingredient info and reviews.



Persona B

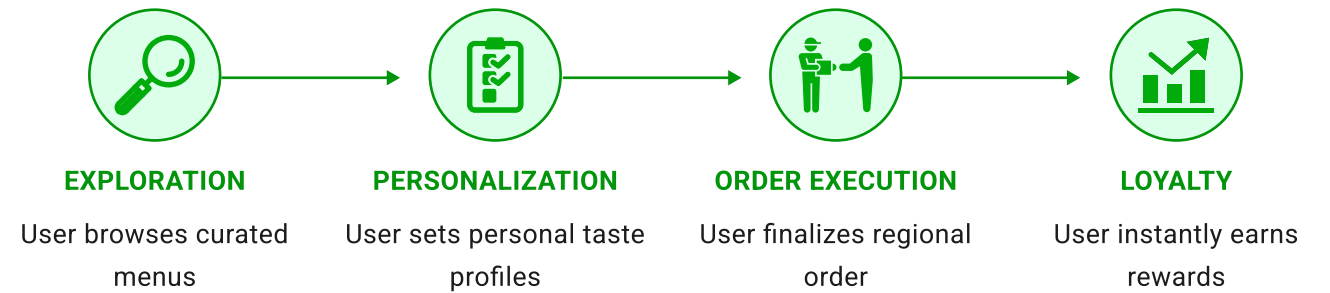
"The Time-Strapped Professional"

- Needs:** Fast re-ordering and clear, transparent delivery tracking.
- Goals:** Minimize daily meal planning effort and ensure reliable, on-time arrivals.

Competitive Analysis

Feature	Oisoshi	Competitor 1	Competitor 2
REGIONAL FILTERS	ADVANCED	BASIC	NONE
INGREDIENT QUALITY	HIGH	BASIC	LOW
ORDERING VELOCITY	HIGH	MEDIUM	MEDIUM

User Journey Map



Core Design Constraints

- INCLUSIVITY:** Accessible typography and high-contrast imagery to support diverse visual needs.
- CLARITY:** Minimalist interface design to highlight food aesthetics and reduce mental load.
- EFFICIENCY:** Streamlined checkout pathways to prioritize one-tap re-ordering for frequent users.
- CONTEXTUALIZATION:** Dynamic menu updates to reflect regional availability and local culinary trends.