



Priya Kapoor

AGE: 28
LOCATION: Mumbai
OCCUPATION: Marketing Manager

Priya is a social butterfly who enjoys dining out with friends and colleagues. She values reliable reviews and clean, aesthetically pleasing restaurants but often struggles with overcrowded venues and misleading online information.

GOALS

- Discover new restaurants with trustworthy reviews.
- Avoid long waiting times and crowded spaces.
- Track dining history to revisit favorite spots.

MOTIVATIONS

- Social connection and memorable experiences.
- Convenience and hygiene.
- Personalized recommendations.

FRUSTRATIONS

- Dirty restrooms or poorly maintained restaurants.
- Inconsistent menu photos or descriptions.
- Difficulty finding nearby vegetarian-friendly options.

PERSONAL CHARACTERISTICS

- Detail-oriented, sociable, health-conscious.

HOBBIES & INTERESTS

- Food blogging, weekend brunches, travel.

“A great meal is about good food, ambiance, and zero compromises on cleanliness.”



Arjun Mehta

AGE: 34
LOCATION: Bangalore
OCCUPATION: Software Engineer

Arjun is a tech-savvy food enthusiast who experiments with new cuisines weekly. He relies heavily on apps for discounts, real-time crowd updates, and discovering hidden gems.

GOALS

- Access real-time crowd data to avoid busy hours.
- Earn rewards for frequent visits or reviews.
- Plan group dinners effortlessly.

MOTIVATIONS

- Cost-effective dining and culinary exploration.
- Efficiency in decision-making.
- Social validation through app features.

FRUSTRATIONS

- Overhyped restaurants with poor service.
- Limited menu details or unresponsive apps.
- Difficulty coordinating group outings.

PERSONAL CHARACTERISTICS

- Adventurous, pragmatic, tech-dependent.

HOBBIES & INTERESTS

- Food photography, board games, attending pop-up eateries.

“Why settle for average when an app can guide you to the best?”