

3. USER PERSONAS

Based on the insights gathered around user goals and motivations during the user research stage, three user personas were created **(shown below)**.

DOMINIQUE



JOB ROLE Lead Business Analyst

AGE GROUP 25 – 35

LOCATION London, UK

BIO

Dominique is a successful professional with a keen eye for interior design. He is a big foodie and loves travelling. For him, eating out is so much more than just the food. It is about the ambience and experience of visiting a restaurant.

PERSONALITY TRAITS

- Creative
- Social
- Trendy
- Thoughtful

GOALS

- To visit the newest, trendiest and most exclusive restaurants.
- To try delicious food which is also very well presented.
- To seamlessly be able to look for restaurants and book them all in one place.

SOCIAL MEDIA ACTIVITY



FRUSTRATIONS

- Keeping track of all the restaurants he finds on Instagram and Food blogs.
- Not knowing the wait time for a given restaurant at different days and times.
- Judging the dress code from a restaurant’s website.
- Not knowing what the noise level in a restaurant will be.

MAYA



JOB ROLE PhD Student

AGE GROUP 20 - 30

LOCATION Leeds, UK

BIO

Maya is a bubbly personality who loves to try new things. There is nothing she likes more than sampling different cuisines with friends. For her, a restaurant is worth visiting, if there is something unique about its food or ambience.

PERSONALITY TRAITS

- Adventurous
- Fun Loving
- Extrovert

GOALS

- To find authentic restaurants with unique and exciting menus.
- To find restaurants with discount offers.
- To view table layouts when booking a restaurant.
- To have information on table wait times of restaurants which do not accept reservations.
- To collaborate with friends on lists of restaurants they want to go to.

SOCIAL MEDIA ACTIVITY



FRUSTRATIONS

- Keeping track of all the restaurants she finds on food blogs.
- Not being able to remember how a restaurant she went to in the past was i.e. what menu items she tried.
- Unreliable reviews from websites with restaurant ratings such as Tripadvisor.

CHARLENE



JOB ROLE Optometrist

AGE GROUP 30 - 40

LOCATION London, UK

BIO

Charlene has a passion for baking and does this when she is not busy with her day job and of course, being a mother. With her busy lifestyle, she does not go out to eat as much as she used to. However, when she does, convenience and an upscale ambience is a priority.

PERSONALITY TRAITS

- Organised
- Artistic
- Positive

GOALS

- To find highly rated restaurants nearby, meeting her and her family's dietary needs.
- To find restaurants with a nice ambience when in her home city.
- To find authentic, hidden gem restaurants when on travels.
- To have information on quietest times for restaurants not accepting reservations.

SOCIAL MEDIA ACTIVITY



FRUSTRATIONS

- Keeping track of all the restaurants she finds on food blogs and Instagram.
- Having to call restaurants up to obtain information on whether they are suited to her and her family's dietary needs, given this information is not readily available online.