Personas and Scenarios

Target user base: Brooklyn College Students

User attributes:  
 1) Gender: All  
 2) Age: 18+ years  
 3) Level of experience: N/A  
 4) Interests/Goals: Dietary and financial considerations

Three demographic groups:  
 1) Price sensitive users:  
 Sample Name: Cameron Cost  
 Goal: To find the lowest cost offerings.  
 Scenario: It is around lunch time, and Cameron opens up their wallet and find only a 10 dollar bill. They want to find places that will give them the most value for their money while also being within their price range.  
 - Emphasis on establishments that frequently offer deals/discounts.  
 2) Distance/Time concerned users:  
 Sample Name: Tony Time  
 Goal: To find the closest restaurants.  
 Scenario: Tony was attending office hours with a professor and now only has 20 minutes to get and eat their lunch before their next class. They want to find a restaurant close by to get their lunch at.  
 - Concerned with travel time to and from the establishment, including wait/preparation time at the restaurant.  
 3) Dietary restricted/ingredient concerned users:  
 Sample Name: Daniel Diet  
 Goal: To find restaurants that align with dietary choices/restrictions.  
 Scenario: Daniel is picky about their food and they want to explore some vegetarian options, but is unsure of which restaurants nearby offer them.  
 - Concerned with ingredients due to health related concerns (allergies and intolerances), and self-imposed dietary choices.