



Clare

Age: 34

Education: M.BA

Hometown: Brooklyn, NY

Family: Lives alone

Occupation: Marketing Manager

"I love to try out new food"

Goals

- Relaxing
- Better atmosphere / Music
- Pleasant food presentation
- No need to do washing

Frustrations

- Spend too much time on queuing sometimes
- It's expensive
- Health concern during pandemic
- Takes time on making decision

Clare is a independent working woman who lives in Brooklyn, NY. She is passionate about her work and is busy all day but loves to explore places and food for pleasant experience. She prefers to eat out for quick lunch and breakfast in-store.



May

Age: 30

Education: M.CA

Hometown: Queens, NY

Family: Single with 1 year old daughter

Occupation: Finance Manager

“Food safety is my priority”

Goals

- Hygienic and use fresh ingredients.
- Safe for myself and kids health

Frustrations

- Feel exhausted after work and cooking
- Less options on food
- Need to do lot of washing

May is single and loves her daughter. She works hard for her future and also takes care of daughter. She is productive , caring and impatient at times. She is dietary free and gives importance to every meals she cooks. Her priority is on quality on anything she does both in work and food.



Mike

Age: 25

Education: B.E

Hometown: Bronx, NY

Family: Lives with colleagues

Occupation: Intern at Startup

“It’s easy to eat at home”

Goals

- Easy to order
- Lots of options
- Order any food anytime
- Feel relaxed at home

Frustrations

- Too many packages
- Sometime order gets delayed
- Order might get mixed up or might miss an item on pickup from restaurant

Mike is single and lives with his colleagues whom he is working with in startup. They came to Bronx in search of job. Thus he lives in a temporary apartment with less equipped kitchen needs. He is easy going and doesn't care about food diet.