

Persona 1: David Wong (Restaurant Owner)

David Wong is a 51 year old Chinese-Canadian parent living in Richmond Hill, Ontario. David and his wife run a Chinese cuisine restaurant that has a respectable amount of regulars and consists mainly of Chinese families including the elderly. David is hoping to expand his customer base by advertising his restaurant to a younger audience, as well as to promote his signature dish. He is confident that once someone tries his breakfast congee they will keep coming back for more, which would increase his customer base and revenue. David has advertised his restaurant before through Yelp with moderate success and is willing to try another platform, but prefers to keep things simple.

Purpose: This persona represents the large number of Chinese restaurants that dominate the GTA region, in particular Richmond Hill. Since the target audience for restaurant owners are those who have experience using loyalty programs or are willing to try them, it is safe to assume the common goal is to advertise their restaurants and increase customer count. There would not be much variance between these users and their requirements for the application. These restaurant owners would most likely prefer a simple and intuitive platform mainly to attract new customers, increase customer spending, and promote certain dishes.

Persona 2: Kevin Smith (Customer)

Kevin Smith is a 21 year old Computer Science student studying at the University of Toronto. Kevin wants to find good restaurants to eat at and hang out with his friends. Since Kevin is on a budget, he is looking for good deals such as discounts or coupons. As a hobby, Kevin plays games competitively and ranks highly on leaderboards for multiple games. Kevin is proficient with technology and frequently uses many different kinds of applications, although he finds himself coming back to the ones that he finds more fun. Kevin has used the loyalty programs of Starbucks and Tim Hortons to redeem many free coffees, but he finds these programs to be boring. Kevin doesn't have a car, so he is unable to go to places that are too far away and only looks for restaurants within walking distance.

Purpose: Represents the archetypical user who is a university student using the application to find somewhere to eat. University students are generally conservative with spending so they would want to make their money count, and they are usually looking for the hottest places. Users in this category are mostly proficient in technology and are attracted by applications that are more fun. They would also have a reasonable amount of free time to browse through different restaurants and compare.