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 which has a respectable amount of regulars and consist mainly of Chinese families including the elderly. David is hoping to expand his customer base by advertising his restaurant to a more varied 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: Represents a large amount of restaurant owners across the GTA, and in particular Richmond Hill which is dominated by Chinese restaurants. Many Chinese restaurant owners are not proficient in English or technology but are very skilled at cooking and have a large number of regular customers, which are mainly Chinese families. These restaurant owners would prefer a simple and intuitive platform mainly to attract new customers and to promote certain dishes.

Persona 2: Kevin Smith (user)

Kevin Smith is a 21-year-old student Computer Science student studying at the University of Toronto. Kevin wants to find good restaurants to eat at and hang out with his friends, and he is looking for good deals because he is on a budget. In his spare time, Kevin enjoys playing games and Being a computer science student, Kevin is proficient with technology and frequently uses many different kinds of applications, although he prefers the ones that are fun. Kevin uses Yelp and google review to find new restaurants, but he finds these platforms to be boring. Kevin doesn't have a car, so he is unable to go to places that are too far away.

- Likes games / is a gamer (gamification requirement)
- Is competitive (leaderboard user story / retention)
- Simple interface requirement?

Purpose: Represents the archetypical user who is a university student using the application to find somewhere to eat. University students are generally not loaded with cash so they would want to make their buck count, and they are usually looking for the "hottest" places. Users in this category are mostly proficient in technology and are attracted by applications which are more "fun". They would also have a reasonable amount of free time to browse through different restaurants and compare.

Persona 3: Rojin Hood (user)

Rojin Hood is a 25-year-old financial analyst working in downtown Toronto. Rojin is a person who likes to try new things, so he often tries different restaurants or different dishes. Rojin has a girlfriend, so they often date and eat out. She doesn't feel offended when Rojin uses a coupon, just not in a flamboyant way. Rojin chooses restaurants mainly based on the reviews on Yelp and Rojin himself likes to write reviews. Rojin can use all kinds of applications flexibly on his smartphone but prefers concise and easy UI. Rojin has a car, so he is willing to go to restaurants that were highly rated, even if it is a distance away.

Purpose: Represents the typical office worker in love who is using applications to find the gold site. These users usually pursue better quality over price performance. They are willing to trust and also write reviews based on their experience. Users in this category are able to use smartphones and all sorts of applications. These users always prefer simple UI because their work is complicated enough.

Persona 4: Kim Lee (**restaurant owner**)

Kim Lee is a 40-year-old immigrant from Korea, and he is living in Richmond hill. Kim is good at cooking Korea food and he runs a Korea food restaurant which is a new restaurant in Richmond hill and has few customers. And since he is new to Canada, he only knows a little daily conversation English. Kim is finding a method to attract more people and expand the customer base by advertising online. He found that most of the customers in his restaurant are young-aged. So, he is looking for a platform that he can easily use which he can see the step and option without knowing the word in English, and have a correct transformation to Korean, to promote his restaurant.

Purpose: Represents a restaurant owner that is new to GTA and has few customers. And from PickEasy website, it says Asian food dominates the GTA area. And also, some of the Korean food owners are new to the GTA, which means they need transformation and an easy using platform that has less complicated options. Also, this kind of Korean food (new to GTA) has few customers so they want to promote themselves by providing some coupon code or other promotions.

Persona 5: William Miller (user)
William Miller is a 19-year-old undergraduate student who studies computer science at the University of Toronto. William is quite tech savvy and is constantly update with the latest tech. William loves to play video games and is super competitive. William often eats out instead of cooking, he will often go to the same restaurant's over and over and doesn't usually try new things.

Persona6: Ava Smith (user)
Ava Smith is a 26-year-old graduate student who studies — at —. Ava doesn't usually keep up with the latest trends in technology and mostly just uses it when absolutely needed. Ava usually cooks her own meals to save money. However, every so often she will go out to eat with groups of friends, and they love to try new restaurants they have never been to around their area.