User Persona:

Tony Xu

Personality:

Always up for something New

Healthy-fitness lifestyle

People person

Age: 25

Job Industry: Technology

Job Title: Engineer

Salary: 50 - 120k

Motivations:

Tony Xu is a hard-working Tech Engineer for the past 3 years and wants to change his lifestyle to a healthier one. Tony wants to start getting healthier food for lunch and have it delivered. He works at home for 3 days out of the week and wants to start ordering food when at the office. He is interested in trying new good quality health-focused restaurants. Tony is somewhat picky eater but started to meal prep at home and wished he could schedule food for delivery while at the office. When budgeting Tony would spend 15.00 or less for the delivery of his food.

User Persona 2:

Genesis Parker

Personality:

Poor time management skills

Hardworking

Loves Food but very picky because of health reasons

Age: 29

Job Industry: Business Consulting

Job Title: Marketing Director

Salary: 75- 95k

Motivation:

Genesis is a great at business consulting, but her time management is not so great. Genesis doesn’t have enough time to make lunch 4-5 times a week and regularly goes out for lunch. She wants to spend less time driving to lunch and have it delivered fast. Genesis loves pizza shops and sandwich places and wants to discover new ones but is picky with what she eats because of food allergies. She is willing to pay $20.00 or less when ordering for delivery.

User Persona 3:

Donald Romo

Personality:

Not open for new things

Enjoys watching sports

Loves Indian and Thai Culture

Age: 45

Job Industry: Digital Marketing

Job Title: Consultant

Salary: 80k- 140k

Motivations:

Donald is a remote Digital Marketing Consultant that likes to change up his life by ordering out a couple times a month. Donald is not a picky eater and enjoys a good quality Indian/Thai/Mexican cuisine. Donald likes certain restaurants and orders them in rotation. Donald is not interested at all in scheduling his food deliver.