

PAMELA.

AGE 28

OCCUPATION Social Media

LOCATION Las Vegas, NV

GENDER Female

TIER Senior

MOTIVATIONS

Pamela loves finding new food trucks around the city she lives in. She likes that portions are controlled and food is relatively cheap with good fresh quality. However, she gets irritated with having to wait in line. She sees that most of the congestion that occurs at food trucks is because customers have to scramble for their wallets to pay and are confused on what to get as it's their first time seeing the menu. She wishes there was a way for customers to easily pay using their phone in addition to viewing and possibly ordering from the menu before arriving to the food truck.

GOALS

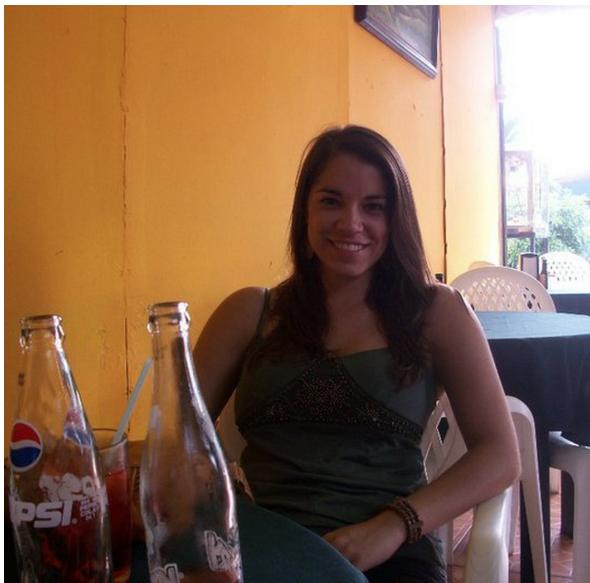
- Payment options through mobile device
- View menu before arriving to location
- Place order and purchase food before arriving to location

FRUSTRATIONS

- Customer lines too congested
- Unable to view current menu
- No ability to purchase food on mobile device in person or before arriving

BIO

Pamela is a young professional that works remotely as a Social Media Manager of multiple domains. Even though she works remotely she often works at a public workspace in the downtown of whatever city she's currently in to keep her focused. She uses her phone heavily for work and loves finding new mobile app services that increase her life efficiency . She's interested in anything sports. She tries to stay active by playing golf, tennis, hiking, and rock climbing.



"I just want a service that's super efficient."

BRETT C.

AGE 32

OCCUPATION Sports Editor

LOCATION Buffalo, NY

GENDER Male

TIER Senior

MOTIVATIONS

Brett has been writing for sports outlets for 10 years. He's a remote worker, but enjoys working in a public office space in downtown Buffalo, NY. Like any other metropolitan worker accessibility to quick inexpensive food is something that he looks for daily. Sure he can research nearby restaurants in the area, but when it comes to food trucks discovery means are limited. He loves to try new food trucks in the area, but he has a hard time knowing when and where they'll be during his lunch break. What's also challenging to him is finding review boards about the food trucks quality of food.

GOALS

- Finding nearby food trucks based on real-time maps
- Quick search and filtering options
- Make/View ratings and reviews

FRUSTRATIONS

- Difficulty discovering nearby food trucks
- Unable to find current reviews
- Unable to save orders for returning customers

BIO

Brett has been a freelancer writing and editing sports articles for a long time. He toggles back and forth between working from home or a downtown area. He uses his laptop to research nearby food trucks before he heads out on his lunch break, but wishes he could access that information quick on his phone. When he's doesn't get snowed in in Buffalo, Brett likes to play tennis and take scenic running routes. Poker, fantasy sports, and sports betting are his hobbies.



"Would be really cool if I could spot food trucks on a real-time map."