# Guy Mann

age: 19
residence: SC
education: High School
occupation: College Student
marital status: Single

## *I'm always stuck skipping meals because the food here takes forever*
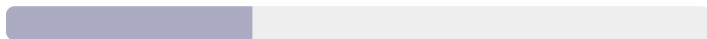
Busy college student who has very little free time in his day.

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:

An intuitive app that accurately conveys the wait times for different restaurants on campus.

## Needs

- Accurate wait times
- Ways to leave customer feedback

## Wants

- Customer compensation if wait times are inaccurate

## Values

- Easy to use
- Transparency

## Fears

- Restaurants finding ways to manipulate wait times like how Chick fil a does currently with grub hub

# Hannah Bennett

"Want to make this TikTok with me?"

Age: **18**
Work: **Unemployed**
Relationship: **Single**
Location: **Columbia, SC**
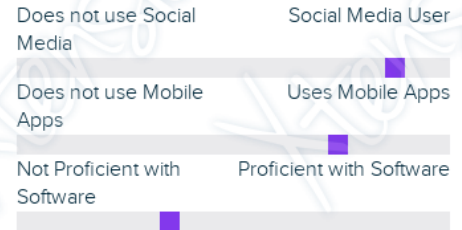Character:  **College Student, App User**

## Wants and Needs

- Hannah wants to attend class on time after waiting for and picking up her order
- She needs an easy-to-use app to accurately predict the real wait time for her orders

## Frustrations

- Hannah has to run to class, or be late, after ordering lunch from somewhere with a longer wait time than what is actually shown on the site.

## Technology

| Does not use Social Media | Social Media User |
|---|---|

| Does not use Mobile Apps | Uses Mobile Apps |
|---|---|

| Not Proficient with Software | Proficient with Software |
|---|---|

## Bio

*Hannah is an unemployed, 18 year old college student attending the University of South Carolina. She is a freshman and frequently uses the GrubHub app for on campus dining. She is determined and cares tremendously about her grades, hence why arriving to class, on time, is very important. When Hannah is not living in her dorm with her roommate, she lives with her parents from Charleston.*

DO NEXT 👆 **Customer Journey Map**

See related templates