

College Student

age: 18-22

residence: Columbia

education: High School/ College

occupation: misc jobs

marital status: single



I just want to grab my food and go!

They spend their day sleeping until 12, getting food, and going to class. After, they either party or sleep.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Having a good grade in class

Needs

- Food
- Pass classes
- Sleep

Values

- Having Fun
- Socializing

Wants

- To not waste time
- Party
- more sleep

Fears

- Fail classes
- Spending too much time waiting

John Doe

age: 20

residence: Columbia,SC

education: College

occupation: Restaurant Worker

marital status: Single



The lines outside inside our restaurant our always so long!

I go to class in the morning, then spend my afternoons at work.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Take orders and get the food to the customer as soon as possible.

Needs

- An app that better displays wait times and helps with shortening the lines at our restaurant.

Values

- Friendly
- Hard-working

Wants

- Shorter lines at the restaurant
- Easier time at work

Fears

- The amount of people that are in line every-day.
- The anger in people's eyes when they don't get food on time.



Kevin Smith

age: 30-40

residence: Columbia, SC

education: Bachelors Degree

occupation: Basic 9-5 job

marital status: Married with kids



After work, I just want to go home and see my wife and kids

He wakes up and goes to work on the weekdays.

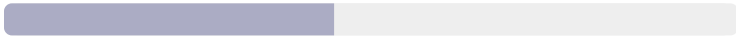
He doesn't like to pack a lunch so he orders food on his lunch break

His wife typically cooks dinner but once a week they order takeout from a nearby restaraunt

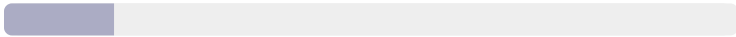
He values time with his children over anything else

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

He needs to be in an environment that he feels comfortable and has enough free time to spend as he pleases

Needs

- To spend time with his family
- A lot of time to sleep

Values

- Family
- Hobbies
- Free time
- Work

Wants

- Delicious food
- To make those around him happy

Fears

- Not spending enough time with his family
- Overspending and going broke