

# Persona

Who is the persona?



## Basic info

Johan Bautista

Data Analyst

Expert in restaurant and supermarket marketing and management

## Demographics

25 - 30 Years old

Publicity and Economics Graduate

Bogota, Colombia

# Persona Goals

What does the persona wants? (Desires, motivations, etc.)

Analyze the frequency at which restaurants and supermarkets discard specific types of food and products

Quantify the economic impact associated with the sale of near expiring or unsold products

## Needs & Expectations

He needs to know which are the most offered types of products in the application along with their characteristics

He wants to know if selling this type of product is profitable for the business

## Desires & Motivations

Improve the supply and production policies of the business

Reducing food waste by businesses

Improve the economic dynamics of the business and its profitability

## Why?

He wants to analyze the products that are offered in the application by the businesses to understand what are the trends regarding products that are close to expiring or that were not sold and, in this way, improve their supply chain and reduce their possible wastage

He wants to determine whether the sale of products close to their expiration date or that were not sold benefits the business economically or if, on the contrary, this investment could be used for more profitable initiatives

# Persona Pain Points

What difficulties does the Persona have? What impediments?

The information associated with a restaurant or supermarket varies considerably from day to day

The information should be grouped by restaurant or supermarket to allow a good understanding

He needs a way to obtain reliable and aggregated information in real time

Most businesses do not have clear and up-to-date information on sales of this type of product

Some information is not reliable because there is no standardization of the discounts applied

He needs a way to standardize the economic information associated with the sale of products nearing their expiration date or that were not sold

# Persona Environment

What technological devices does your persona use on a regular basis? What is their technical ability?

## Technical ability

5+ years of experience in restaurants and supermarkets analytics data

Skills in operating his personal devices

Proficient in analysis methods and tools

Effective use of communication channels

## Devices

Corporate computer with access to internet and analytical tools

State of the art telephone with a lot of sensors

Tablet with internet access and analytical tools