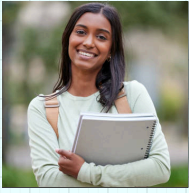


Persona

Who is the persona?



Basic info

Laura Sarabia

University student

Technology and food lover

Demographics

Latinoamerican

22 years old

Bogota, Colombia

Lives with her parents

Persona Goals

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

Buy good quality food while saving money for university materials

improve their food consumption habits in to contribute to food security

Needs & Expectations

Expects to eat the same food as in the regular menu but with discounts

Expects to find discounts online when buying food

Expects to reduce colombian carbon footprint related to food waste

Desires & Motivations

To save money and enjoy tasty and different food

Feels motivated by her environmental awareness

Why?

She is always looking to save money so that she can cover other college expenses. Likewise, she looks for restaurant lunches to save time and use it for other academic activities

She had a class at her university where she watched a food waste documentary. After that she developed a great evironmental awareness

Persona Pain Points

What difficulties does the Persona have? What impediments?

The restaurants offer discounts that are not attractive with respect to the normal menu items

University students have tight budget. Yet, they still want to eat good quality food.

Students have don't have much time to cook nutritious food and depend on buying it

There is a huge food waste in bogota due to overproduction

Food overproduction and discarding contribute to environmental change

Restaurants need to overproduce in order to satisfy their daily demmand. This will always lead to food waste.

Persona Environment

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

Technical ability

Comfortable and expert using mobile devices and computers

Familiar with online platforms, as she uses them constantly.

Uses a large number of marketplaces and social networks.

Devices

Personal computer with wifi access

State of the art telephone with a lot of sensors

Tablet with internet access and applications