

Dave Thompson

Age: 29

Occupation: Restaurant Owner

Family: Single

Location: Chadstone

Character: Hardworking

Dave worked as a financial advisor for 3 years until he decided to pursue his passion for cooking. After completing several cooking courses, 5 months ago he finally had courage to open a new restaurant in Oakleigh. With the current lockdown situation, he sometimes has to deliver the food order to his customers himself instead of hiring more delivery staff. Not using extra staff or delivery services will help keep him afloat until he can reopen.

Dave is technically proficient and so quite active on social media, especially Instagram. He uses Instagram to share his personal visual journal, but also to improve the exposure of his new restaurant and to engage with existing customers and advertise for new customers.

On the weekend Dave loves to host his friends for dinner parties and try out new recipes. He dreams about joining a cooking competition to really highlight his new restaurant.

Goals:

* Secure cashless payment
* An easy to use application, both in interface and functionalities
* Park his car without getting any scratch on it
* Use a single smart parking application that can be used in another area
* An easy method for adding a second car to his smart parking application so he can pay for other deliverers’ cars or when he uses his wife’s car.

Frustrations:

* He worries about his car being broken into or breaking down
* Complicated system to set up the smart parking app or changing the details
* “Hidden” fee he must to pay while using smart parking applications eg payment in credit
* Has to use smart parking applications in different suburbs and he might not know that until he gets an order
* Adding an extra car to the app