

Persona



Basic info

Juan Romero

University Student

Only brings lunch from home to eat at the University

Demographics

21

Lives in CityU

8th semester chemical engineer student

Student with low budget

Persona Goals

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

Minimize the time spend in eating and easily find dining solutions in the campus

Maintain the convenience and health benefits of bringing food from home

Needs & Expectations

Find options that fit in the budget he has for university

Needs access to options that support his health and well-being

Desires & Motivations

Wishes to fit his budget to several food options

Juan desires to explore new things that satisfies his cravings

Self improvement, try new things to expand his horizons

Why?

Juan values efficiency and productivity, by reducing time of eating, he can spend more time in studying or in extracurricular activities he does likes

He wants that the food he will eat using the app is also customize to his dietary restrictions like the one he brings from home

Persona Pain Points

What difficulties does the Persona have? What impediments?

Time spend in lines and preparation of food

Budget constraint, Juan do not have to much to spend on food

Not be able to eat in time because restaurants do not prepare meals in specific schedule

Not be able to customize his food in restaurants

Limited healthier options in restaurants

Restaurants have monotonous meals and do not motivatee Juan to eat their food

Persona Environment

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

Technical ability

Juan is pretty good with technology, he uses several apps in his cellphone

He is low experience in food apps

He likes to explore new apps and new features in apps

He has very good experience in community apps, by posting reviews and comments

Devices

Iphone XS 128 GB

iPad Pro