

Luna the Social Butterfly



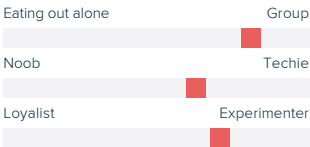
"Sorry, I have to cancel tonight I'll be looking after the kids."

Age: 25-30
Family: Single.
Location: City
Character: Socialite

Special Diet



Personality



Goals

- Enjoying the company of her friends without being disturbed too much.
- Use an app that allows for meal customization.
- Have a memorable time and capture the moment with a selfie.

Frustrations

- Rude and uncooperative staff
- Long waiting times for meals
- Unhygienic dining facilities such as a dirty menu book.

Bio

Luna is an outgoing person, an extrovert who thrives off of social interactions. She is open-minded and open to new things. She is comfortable with technology and uses her computer and smartphone to plan and organize her schedule, write up lesson-plans, create presentations and occasionally browse social media. She is focused, goal-oriented and strives for perfection in everything she does. Luna is in the dating scene and has many business meetings with potential investors and employees. This means that restaurants are a big part of her life, for both work and leisure. She often relies on good reviews and recommendations from friends, when picking her next restaurant. She enjoys a well prepared meal, something she cannot make for herself at home. She is big on hygiene and as a result has developed a preference for digital menus. Luna enjoys restaurants for the atmosphere they provide, good conversations with friends and sometimes staff. One of her biggest pet peeves is poor customer service. And during long waiting times you'll find her on her phone, but mostly talking and taking pictures with people if they're around.

Scenario

After work she meets up with a group of friends at a restaurant. The mobile app is requested at Check-in. Although she is annoyed by this everything goes smooth. At the table she opens the interactive-menu to order. She is undecided on what to order, so filters out the dishes by 'popularity' using the app. She loves this feature, as it made her decision easier. She uses the 'Karen button' to call for staff and ask about her order before she confirms it on the app. While dining, the table shares meaningful conversation, and she uses the 'do not disturb' feature so she is not interrupted. After the meal, they all split the check using the built-in feature of the app. And the food was so good that she could not resist using the feedback option.