Jens the Digital Introvert

"Less is more."

Age: 25-30
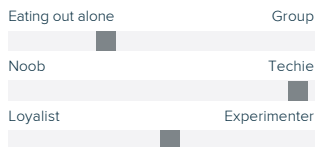**Family:** Single
Location: City
Character: Self-observer

Special Diet

Personality

Eating out alone — Group

Noob — Techie

Loyalist — Experimenter

Goals

- Eating in a clean environment and friendly considerate service
- Enjoying foods that they normally wouldn't cook for themselves
- Having as little interaction with the staff as possible

Frustrations

- Annoying waiters that are "always around"
- People that do not keep their distance (especially during the pandemic)
- Not having a detailed description of the meals in the menu

Bio

Jens is an introvert who enjoys time to himself and avoids social interactions if possible. He uses smartphones and tech often. Due to a busy schedule he often does not have time to cook, so he visits restaurants. He also loves to eat food that he normally wouldn't cook for himself, and because he is vegan he visits the same vegan-friendly restaurants. Occasionally he tries new ones based on recommendations from friends. He doesn't mind going to restaurants alone and if going in a group he limits it to 3 people max.
Jens prepares his visit by looking up the menu of the restaurant beforehand and orders right away upon arrival but also likes the inhouse digital menus because it's faster. Typically: he orders, eats, pays and leaves; he would only stay longer if he has company. During waiting times he's on his phone or talking to company. In case he finds himself not at his typical vegan restaurant he relies on the descriptions of the meals in the menu to pick something to eat and as a last resort he asks for staff input. Avoids giving feedback and would simply not visit the restaurant again if he did not like something.

Scenario

Jens decides try out a new restaurant recommended by a friend. The restaurant requires a mobile app for check-in and ordering. Jens is indifferent towards this as he already had his smartphone in his hands. After he scans the QR-code he looks at the menu and does not know where to start since it is his first time at the restaurant. To his delight there is a filter option for vegan meals, he is pleased by this as he was not looking forward to talking to a waiter. While customizing his vegan meal he notices that the total price is adjusted and updated accordingly. This allows him to know exactly how much he is spending early on. While waiting for his meal, he clicks on the burger navigation to see more of the apps features. He tries out the games feature and before he knows it his food arrives. He wastes no time, eats, and uses the in-app payment screen to avoid talking to a waiter altogether. He skips the feedback option but will probably come back to the restaurant.