

# Mary the Golden Oldie



"Go the way of your heart"

**Age:** 55-60

**Family:** Married

**Location:** Countryside

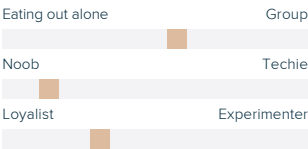
**Character:** Ambivert

## Special Diet



Gluten free

## Personality



## Goals

- Reading the menu for a while and know about ingredients
- Possibility to talk to a waiter
- Have a memorable time and capture the moment with a selfie.

## Frustrations

- No clearly marked allergy info
- Unfriendly service
- Bad food

## Bio

Mary is 61 years of age and works as an administration secretary for an insurance company in London. In her free time, she likes to go for walks, listen to music or read a book. She recently became a grandmother and plans on going into retirement soon to spend more time with her grandchild. She also plans on moving to the countryside with her husband, because she doesn't really like living in a crowded city.

Through her husband and two children she learned to use her smartphone according to her needs, which mostly are texting and audiobooks.

When she meets with friends or family, she likes to take them to her favorite restaurants, have good conversations there and take a walk afterwards. In the restaurant, she takes her time to look at the menu and makes an informed decision. Since she's allergic to gluten, it's important to her that the restaurant offers gluten-free food. She finds it annoying, that it's often hard to know if a certain food is gluten-free and that she almost always must confirm with the waiter.

## Scenario

Mary takes her family out to dinner at one of her favourite restaurants. The restaurant now uses a new app for mobile ordering. They are all annoyed as they are not used to this and want to enjoy their evening out. Upon using the app everyone is happy about how easy it is to customize food and Mary in particular loves the 'detailed description of each dish' as she can easily see info about allergies. She uses the 'Karen-button' to call a waiter and proceeds to order a gluten-free meal. After the meal she feels like coffee but can't see the waiter for her table around, so she orders coffee directly on the app without having to wait until the waiter shows up. She likes that the app did not take away from their experience but rather made it better. They still opt to pay in cash later.