

convenience
over
everything!



Mitchell

Engineer

ABOUT ME

I'm a working professional that enjoys what I do. I have limited free time and find that when I do spend precious time preparing meals, I want them to be worth the effort. Taste and ease are everything

#books #blockchain

#gaming

NEEDS

- 1 Easy options for delivery when I'm working through lunch
- 2 Meals that cost around \$12 or less
- 3 Less pre-planning when it comes to meals

Likes

- 1 Pizza and sandwiches - light and classically tasty lunches
- 2 Gaming on my PS4 with friends
- 3 Working from home

Frustrations

- 1 Meal planning for lunch during the week
- 2 Long delivery wait times

exploration is
paramount!



Merrick

Designer

ABOUT ME

Merrick is a stylish young professional with impeccable taste and an opinion on everything. She likes to shape up her routines and experiment.

#design #technology #travel

NEEDS

- 1 Access to all types of cuisines
- 2 Recommendations on new restaurants in the area
- 3 More than one option

Likes

- 1 Thai, & Mexican Fare
- 2 Customizing her order to her tastes

Frustrations

- 1 Anything “Basic”
- 2 Lack of options/choice in cuisines and eating at the same place too often

Work hard, play hard



Jake

Digital Marketing Consultant

ABOUT ME

Jake is a marketing professional working in the DFW Metroplex. He is always down for a good time but, he knows how to focus and be productive.

#design #technology #fitness

NEEDS

- 1 Healthy meal options which save him time and provide him convenient meals
- 2 To put nutrition on autopilot every now and then
- 3 Plants are noticed by me: when I hear the buzz of the little world among the stalks.

Likes

- 1 Bars, socializing and seeing the city during the week even though wfh is his day-time reality
- 2 Staying active, outdoors and sports as part of his social life
- 3 Breaking his plans for pre-prepped meals if it means he doesn't have to make up for it in the gym

Frustrations

- 1 Menus without veggie or keto-friendly options