

User Personas for Restaurant App

Persona 1

Name: Jennifer

Age:35

Location: Seattle

Life stage: Single mother of 3

Industry: Nurse

Bio: Always doing something, loves to spend time with kids, Vacations

Life Goals: Pay off Debts (financially stable), Build and sustain long-term friendships

Favorite dinner: 5 cheese ziti



Persona 2

Name: Frank

Age:42

Location: Las Vegas

Life stage: Single lives alone

Industry: Business (60-hour weeks/frequent travel)

Bio: Doesn't have much free time, very successful at job, obese and prediabetic

Life Goals: Lose weight, retire wealthy, develop new skills

Favorite dinner: Steak and potatoes



Persona 3

Name: Jace

Age:19

Location: Provo

Life stage: Single, just moved out and started College

Industry: Student

Bio: Straight "A" student, has never been away from home, parents cooked for him.

Life Goals: Graduate, stay in shape, find girlfriend

Favorite dinner: Supreme nachos

