Shirleen Darrow

Construction Contractor



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# PERSONALITY

Shirleeen is a construction consultant. She is often at many different work locations throughout the day and ordering lunch for her entire team. Price is always important to Shirleen, because that's the business she’s in “getting the job done at the quoted price”. Shirleen isn’t concerned with the food choices as much as she is concerned with providing her team with enough food and energy for a hard day's work. Shirleen needs a way to get her team food, at any location.

# Motivations

Shireleen is motivated by efficiency. In the world of contracting, price is always an issue and anything she can do to better calculate it will help. Shirleen would like to spend less time placing orders over the phone, scanning through menus, and picking up meals. This is valuable time she could be using for OTHER THINGS.

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# Goals

-Being able to budget out staff lunches more accurately

-Getting large quantities of food ON TIME

-To make sure her team is fed daily

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# Frustrations

-Too many options on the go

-Food can be expensive for an entire team  
  
-Placing orders on the phone or picking them up can be ultra time consuming