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Professor Hamilton

WRTG393 7362: Advanced Technical Writing

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Assignment 1: Personas

Persona 1:

Michael Thomas is a 22-year-old college student at Goucher College who is new to town and has just discovered Texas Roadhouse. His classes are entirely online, so he lives at home, about 20 minutes from the restaurant. He decided to order an All-American Cheeseburger mainly out of curiosity, since he wants to compare it with that made in his hometown.

Michael has only just enough time to order the food right now, but has classes for the next 2 hours, so he wants to pick it up then. He has ordered from other restaurants online before, so he’s familiar with the basic steps of the process. However, since his order is a first-time try, he has not yet decided whether he wants to receive information and offers from the restaurant.

Due to having quite a busy schedule, Michael is in a hurry to order, and doesn’t really pay attention to fine print or checkboxes selected by default. He will think about creating an account after trying the burger but doesn’t want to worry about that right now. He is using Mastercard to pay.

Persona 2:

Lisa Graham is a 30-year-old accountant from Baltimore, Maryland, working for McFadden Accounting. She is quite familiar with Texas Roadhouse, as she has gone there several times to eat, such as during birthday parties. However, she has never ordered online from this establishment. Her son’s team has just won an important football game, and she wants to treat him to a surprise cheeseburger as a reward. He will be back in a little less than an hour, and Lisa lives 30 minutes away from the restaurant, so she wants to pick up her order right away.

Since she already has a good relationship with the restaurant, and trusts them, Lisa has decided to create an account while she’s at it. But she hopes the process is quick. Lisa has always felt uncomfortable giving her phone number to anyone besides close friends, preferring to communicate by email instead. This is because she does not want to receive texts from the restaurant, so as not to flood her inbox. She will use a Discover card to pay for her order.

Persona 3:

John Ernest is a 55-year-old former railroad worker for Tradepoint Rail, who has been retired for 3 years. He has always been either picking food up himself or ordering delivery via phone, so the online ordering process is something completely new for him. He only decided to order online because he doesn’t want to wait in line for his cheeseburger to be prepared. He wants to eat it for dinner, with a side of fries.

He lives about 45 minutes away from the restaurant by foot, so he must take the car. But ever since that visit to Texas Roadhouse 4 months ago, he absolutely loves the food, which makes the trip worth it. John doesn’t really want to make an account. He’s heard about how companies use your private information to inundate you with commercials. He also watched a documentary about identity theft, and knows that personal data must be protected online. He is reluctant to create an account due to the website’s Cookie Policy. He will be purchasing his order with a gift card his friends gave him on that last visit.