

USER PERSONA 1

Musa Agbado

Age: 29

Occupation: Restaurant Owner

Location: Yenagoa, Bayelsa

Education: Higher National Diploma (HND)

Status: Engaged

Bio

Musa is a 29 year old restaurant owner who lives in Yenagoa, Bayelsa State. He owns a very popular restaurant in his community. Musa wants to be able to share his restaurant's menu so he needs a code that people can scan and directly access it. .

INTERESTS

- Musa enjoys sightseeing whenever he visits a new state.
- He also likes to try out local delicacies.
- He likes to meet other restaurant owners including suppliers, to network.

INFLUENCES

Other restaurant owners

GOALS

- To expand his restaurant nationwide.
- To make his restaurant a household name.

NEEDS AND EXPECTATIONS


- Musa needs a quick and efficient way to share his menu with existing and potential customers.
- He also needs a way for people to be able to access it offline
- He also needs a secure method to do so with little or no possibility of potential harm to customers.

MOTIVATIONS

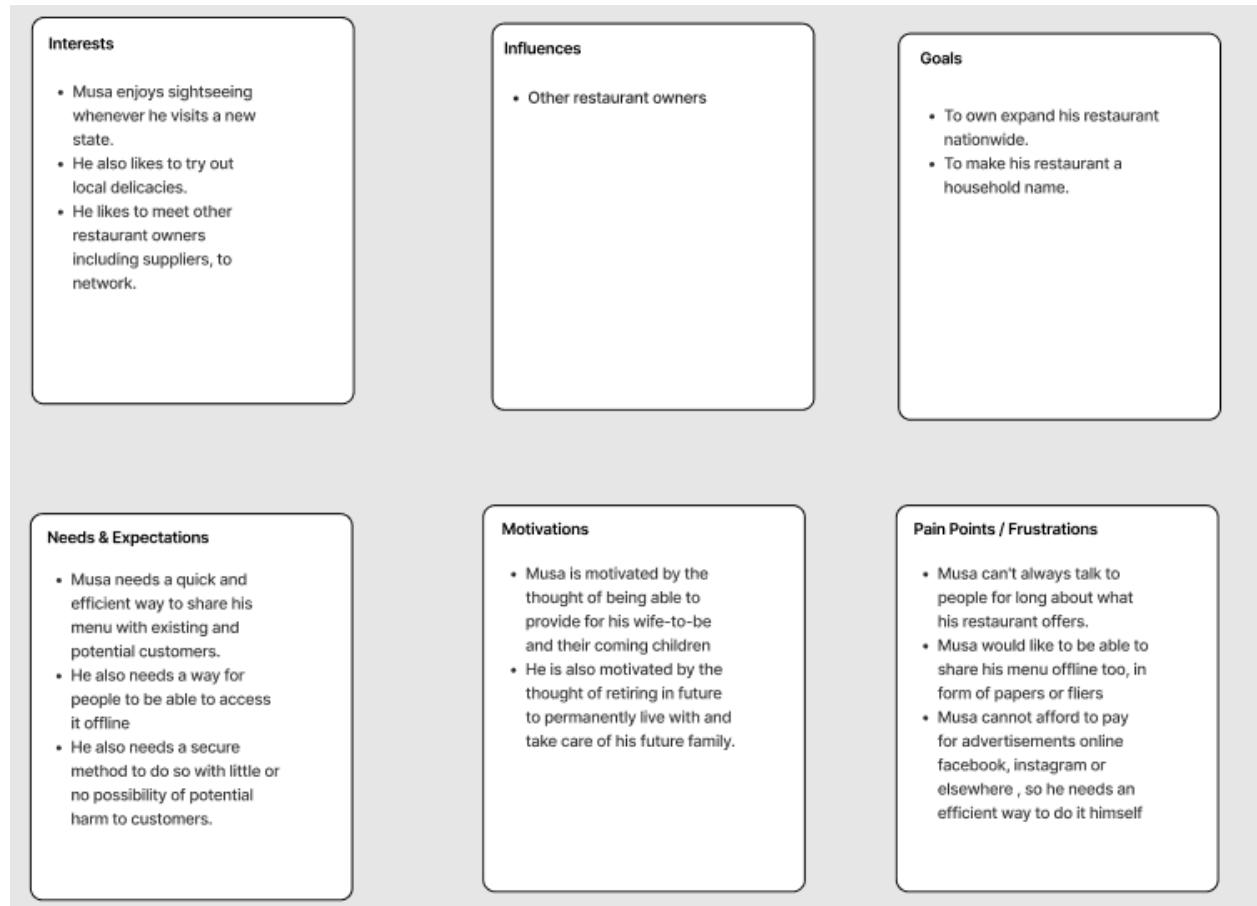
- Musa is motivated by the thought of being able to provide for his wife-to-be and their coming children
- He is also motivated by the thought of retiring in future to permanently live with and take care of his future family.

PAIN POINTS/FRUSTRATIONS

- Musa can't always talk to people for long about what his restaurant offers.
- Musa would like to be able to share his menu offline too, in form of papers or fliers
- Musa cannot afford to pay for advertisements online facebook, instagram or elsewhere , so he needs an efficient way to do it himself

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PICTURE VIEW 1



PICTURE VIEW 2