

Muncher App

User Personas



Candice Kelley

Age 28

Occupation Sales Manager

Location Houston, TX.

Status Married, 2 kids

Background

Candice is a young successful businesswoman working for a large pharmaceutical company. She is responsible for leading a group of sales representatives that offer medical samples to hospitals in the area. She is always busy and tends to get lost in time when working for long hours so much that she ends up eating at odd times.

Candice is looking for a way to better arrange her lunch time and also eat healthier.

Key stats

- Likes to plan everything way ahead of time
- Competitive

Goals

- Be promoted to a more senior position at her firm
- Find a way to not skip lunch while also be able to keep working.

Pain points & needs

- Sometimes she has trouble coping with stress.
- Gets lost in time when working
- Looking for a way to eat healthier



Travis Saunders

Age 34

Occupation Restaurateur

Location Washington DC.

Status Married, 2 kids

Background

Travis has always been a foodie, after graduating from college with a degree in Management he had the opportunity to go backpacking through Europe where he learned the art of making pizza from one of the most famous restaurants in Naples.

This allowed him to start his own pizza restaurant in his native Washington which is set to open a second location. Travis is looking for a way to reach out to more customers.

Key stats

- Team player
- Likes to think outside the box
- Restaurant owner

Goals

- To have his restaurant become the best in the city.
- Keep expanding his business.

Pain points & needs

- He is actively managing alone both locations of his restaurant
- Needs a solution that can apply to both of his restaurant locations



Heather Hutchinson

Age 46

Occupation College professor

Location San Jose, CA.

Status Married, 1 daughter

Background

Heather is a professor of the computer science department of Stanford University. She started working at home after her daughter got injured in a car accident and needed constant attention. Heather has become really organized so she can take care of her daughter and also make sure she can prepare all her lectures on time but this has caused her to become very tired at the end of the day.

Heather is looking for a way to avoid to spend so much time in things like house chores.

Key stats

- Has a daughter that need special care
- Tech savvy
- She loves teaching

Goals

- Be professionally fulfilled.
- Have more time for herself
- Be able to take care of her daughter

Pain points & needs

- She is exhausted from taking care of so many things at the same time
- Works on a tight schedule
- Can't head out because of her daughter