

(iPhilHungry) Food App - User Personas (Survey question study)
13 people

- 7 ppl will purchase every week
- 6 ppl will purchase once or twice+ a month
- Most users want to find new restaurants, or would be okay with it
- About 50% want healthy options, the other half want a fast/close-by location
- Average of \$14+- budget
- Pizza, sandwich, salad/health are main options
- Most ppl work from home (residential vs. commercial delivery, instructions)
- Choosing food is important
- Divided on scheduling daily deliveries
- New restaurant suggestions (from/based on your orders)
- Average "pickiness" for food
- Mostly white-collar jobs (director, manager, engineer, etc.)
- Most users are used to recent technology/apps
- About 50%-50% on gender (color palette)