

RESTAURANT OWNER PERSONA & USE CASE



Mr. Bob

Mr. Bob is a kind owner of HungerJoint – a well off restaurant in Downtown San Jose. The restaurant attracts lots of SJSU students during certain times of the week, but has empty seats during certain other times. As a result, Mr. Bob has to say NO to a lot of SJSU students when there are no seats, and he feels very upset about it. *He is a good guy.* But he is also shrewd. He also wants students to know that he has seats available when students can't find seats at nearby restaurant. He would like to know if there are more customers coming in and by what time – so that he can plan accordingly.

In hopes that he can accommodate the last minute orders – he makes plenty of food in the kitchen, but alas most of the times the food gets wasted. Moreover, people from different ethnicity order different kinds of food so his problem is quadrupled. Every night before closing the restaurant, Mr. Bob prays to God that some hungry student might come to his diner so that the food isn't wasted.

HAVE A SEAT will allow him to know the eating habits of prospective students so that he can start preparing rice and noodles for the Asian students! (No offense). Moreover, HAVE A SEAT will allow him to send promos and offers one hour before closing time *to the customers who usually come to his place at that time in the week.* Now, Mr. Bob has increased revenues (as customers who can't find seats at nearby restaurant can now know that HungerJoint has seats). He saves lots of food wastage and doesn't have to say NO to lots of hard-working SJSU students (surprisingly students have automatically stopped coming when the diner is full- Wonder why that is?)

Image Credits:

Mr. Bob:

http://www.123rf.com/photo_20686948_happy-fat-man-with-big-smile.html

HungerJoint:

<http://www.clipartkid.com/images/528/diner-restaurant-anime-studio-bacground-AmspuD-clipart.jpg>