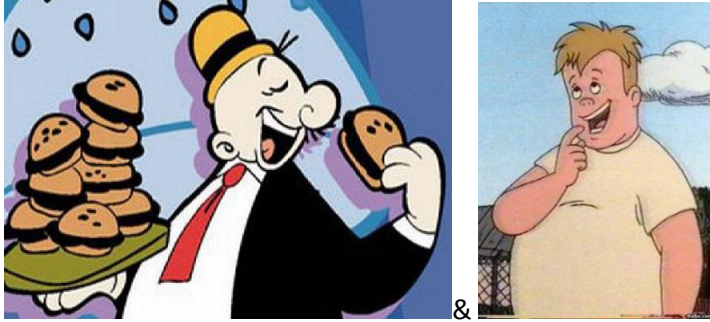


CONSUMER PERSONA & USE CASE



WIMPY

MIKEY

Wimpy and Mikey are good friends. They study in the same study-group, form project team together and (guess what!) – both are foodies ! Many times they went to HungerJoint and had to return with empty stomach. There just weren't seats available whenever they try visiting it. Their friends give the restaurant solid 5-star rating, but they haven't got a chance to eat there.

With HAVE A SEAT, they can now see when the seats are free, book the seats (and exact window seats!) and also get discount coupons from Mr. Bob when they are just thinking of going to HungerJoint. Somehow, Mr. Bob always know when they are planning to go to a restaurant. But, things don't stop here ! HAVE A SEAT is also helping them reduce their fat by giving them a strict timer when to reach the restaurant or they might lose the seat (*and thus, making them more hungry by the time they reach HungerJoint – life is vicious cycle!*). They are impressed by Mr. Bob and his methods!

Image Credits:

Wimpy:

<http://grub.gunaxin.com/5-cartoon-characters-with-dangerous-food-addictions/27150>

Mikey:

<http://frabz.com/meme-generator/caption/79370-Mikey-from-recess/>