

Name: Susan

Description: 27 year old woman that is familiar with apps and ordering food online

Quote: “I’m too tired to cook. Do you want to eat out tonight?”

Bio: They live in the city. They play mobile games. Her job is stressful and she likes to relax

Core needs: She needs to be able to reserve a table quickly and without too much hassle. She wants to invite her friends if she wants

Frustrations: They hate needing to select multiple options when reserving a table.