

Personas

Name: Joseph Grant

Age: 30

Location: New York City, NY

Occupation: Software engineer

Bio: Has worked in tech for a few years and, with the COVID pandemic keeping him at home, has found himself needing to order more food due to a recent surge in work. Just wants the food to arrive fast and taste good.

Goals: Get that promotion and work out more

Name: Patriot Hawthorne

Age: 45

Location: Fort Worth, TX

Occupation: Interior Designer

Bio: Despite the pandemic situation Patriot has continued to work in person, as remote work can't suit his job, and business is booming, so he has found himself needing to get lunch out more often than not. Prefers healthier options like salads.

Goals: Spend more time at home with the kids, start gardening

Name: Jennifer Smith

Age: 23

Location: Detroit, MI

Occupation: Consulting

Bio: While working her consulting job has gone remote, her taste for new and interesting foods has very much stuck around through the pandemic. Jennifer likes to try new foods whenever they are presented to her and often surprised her roommates with meals she would find from food places off the beaten path, the pandemic put a damper on this.

Goals: Get out of the house more, convince landlord to allow cats

App name: Food15 (Your food in 15 minutes or less, or your money back)