



Judith Baker

22, Student in science, Bordeaux

«Science is the key to stay healthy»

Digital literacy : ☒ ☒ ☐ ☐

Area of expertise : ☒ ☒ ☐ ☐

Frequency of use : Every week

Judith is a foreign student coming from Denmark and working in the field of science in order to be an engineer. She is currently studying in Bordeaux.

She is working on her studies on a daily basis. She likes to take a break during her studies to drink some coffee to relax.

She is currently having some exams so a lot of pressure is on her. To face it she is going to make a tour in the city center with her friends.



Keys Goals :

- Relax during her studies.
- Being delivered at her location.
- Order in a funny way online
- Navigate easily on the website



Personality :

- Always in a hurry, hard worker, self confident.
- Always looking for new food to taste during her free time.
- Enjoys being with her friends during breaks.
- Attending festival during summer time.



Francois Trasse

23, Student & Freelancer, Bordeaux

«Freelance is the best way to learn things»

Digital literacy : 

Area of expertise : 

Frequency of use : Every 2 days

Francois is a french student in business who loves launching new projects and work on them during free times. He is travelling sometimes because of his freelance activities.

He is currently in bordeaux and is thinking about ordering food but he is looking for a delivery based on his geolocation and that is high quality.

He recently heard about the partnership between a restaurant called Wonderfood and his university andso, is willing to give it a try.



Keys Goals :

- Being delivered on time.
- Being delivered at his location.
- Looking for high quality food to an affordable price.
- Fast navigation and being able to order on smartphone.



Personality :

- Empathetic, procrastinator, curious.
- Likes to challenge himself in new projects.
- Not enjoying so much the company of others.
- Likes travelling and especially for business.