

LOW  
USE



## DAVID

GOAL: COMPLETE  
UNIVERSITY DEGREE

David is a university student with a casual job at the grocery store. He enjoys spending time with his friends but doesn't have much income. Once a week he will take a break from instant noodles and eat out with friends. He is happy to spend the time to search through options, as long as he can find the cheapest place.

### OVERVIEW

 Studying	 Once per week
 Video games	 Money
 Single	 Minimum wage
 AGE 19 years	 Burgers

"I want a cheap meal with my friends"

TYPICAL











## JESSICA

GOAL: TRAVEL WITH  
PARTNER

Jessica works in retail and is in a relationship. She enjoys travelling and trying different cuisines. They generally eat out twice a week together (once at a new place), and once at work. When deciding where to eat she focuses on value (low cost and good reviews), as she wants to save to money but also wants to eat good food.

### OVERVIEW

 Retail	 3x per week
 Travel	 None
 Couple	 Average wage
 AGE 28 years	 Fish & Chips

"I want to enjoy yummy food at good value with my partner"

RESTRICTIVE










## SOPHIE

GOAL: BE HEALTH  
CONSCIOUS

Sophie works for the city council and is vegan. She is very conscious about what she eats and with her schedule she will generally eat out twice a week. She likes to plan and spends a lot of time deciding on where to eat as it needs to matches her dietary. She reads lots of reviews as she likes to support reputable local businesses.

### OVERVIEW

 City Council	 Twice per week
 Animals	 Vegan
 Single	 Above average
 AGE 37 years	 Thai

"I want to be able to plan ahead and choose for my diet"

HIGH  
USE











## MATT

GOAL: FOSTER  
RELATIONSHIPS

Matt works at an accounting firm in the city. He doesn't enjoy cooking so eats out at least 4 times a week with others (co-workers or family). He is open to eating anything, but doesn't like to spend much time looking. He will choose based on craving and will always visit a place if it is recommended by a friend.

### OVERVIEW

 Accountant	 4x per week
 Family	 Time
 Married	 High income
 AGE 46 years	 Pizza

"I want to choose quickly based on craving"