

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

"I want a cheap meal with my friends"

TYPICAL








JESSICA

GOAL: TRAVEL WITH
PARTNER

Jessica works in retail and is in a relationship. They both enjoy trying different cuisines and travelling. 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

"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 match 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

"I want to be able to plan ahead 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

"I want to choose quickly based on craving"