

Alex Johnson



Alex Johnson is a 20-year-old junior studying Computer Science at the University of Toronto Scarborough. He lives in a dorm on campus and is actively involved in several student organizations, including the coding club and the campus sustainability initiative. Balancing his rigorous academic schedule with his extracurricular activities leaves him with little time for meal prep.

Alex usually starts his day with a quick protein bar and a coffee from the campus café before heading to his first lecture. Lunch is often squeezed in between classes, typically involving a sandwich or salad grabbed on the go. By dinner time, he prefers something more substantial, but his cooking skills are limited, and his dorm kitchen is small.

Alex loves the convenience of food delivery apps, especially during exam seasons or late-night study sessions when campus eateries are closed. He prefers healthy options but often ends up ordering comfort food like pizza or burgers. He appreciates apps that have a user-friendly interface and reliability in service.

In his free time, Alex enjoys playing video games, attending campus events, and hanging out with his friends. He relies heavily on his smartphone for almost everything, from social media to managing his class schedule and staying connected with his family back home. Financially, Alex is supported by a combination of a part-time job, scholarships, and parental assistance.

Emma Rodriguez



Emma Rodriguez is a 22-year-old senior majoring in Business Administration at the University of Toronto Scarborough. She lives off-campus in a shared apartment with two roommates. To help cover her living expenses and reduce her student loan debt, Emma works part-time as a food delivery courier.

Emma is highly organized and balances her delivery job with her

studies and an internship at a local marketing firm. Her days start early with a morning run followed by classes and then a mix of her internship and delivery shifts. She enjoys the flexibility of being a courier, as it allows her to choose her own hours and work around her busy schedule.

Emma is passionate about staying fit and often uses her bike for deliveries, which helps her avoid traffic and parking issues while also keeping her active. She values efficiency and prides herself on quick, friendly service. Most of her deliveries are to fellow students, so she understands the need for speed and reliability.

In her downtime, Emma likes to cook healthy meals, read business books, and participate in yoga classes. She is saving up for a backpacking trip through Europe after graduation. Emma is financially savvy, using budgeting apps to track her income and expenses, and she aims to graduate with as little debt as possible. She is tech-savvy and utilizes various apps and tools to optimize her delivery routes and manage her time effectively.

Carollina Nomert



Carollina Nomert is a 25-year old Masters student studying Psychology at the University of Toronto Scarborough. She lives with her family in Pickering, and commutes to campus three times a week to attend class and meet with her research supervisor. She has a persistent condition that has been diagnosed as juvenile idiopathic arthritis affecting her legs, which affects her most when walking or standing for long periods longer than half an hour.

Being a studious person, she has been doing well in her classes, but the research project has presented a lot of challenges in gathering useful data for her thesis. Once or twice a month, she has to stay into the late evening to finish up a procedure with a study participant. She is very outgoing and her colleagues describe her as very friendly and a great person to talk with. Being very health-conscious, her habit has been to pack a very small lunch and minimize the number of times she dines out per week. Aside from that, she still enjoys bubble tea but orders it only once per week. Currently, due to her condition, she sometimes asks her lab colleagues for help buying food, but she sometimes does not want to bother them so she decides to go herself to Tim Hortons which is much closer by.

Carollina considers herself very comfortable with apps and technology, but she actively tries to minimize her use of social media and apps, including food delivery. She has been stringent with money, and is hesitant to use any app that attaches too many fees or adds extra things to worry about to her life. Carollina likes having control over her experience on websites and apps, and values platforms where she can customize her notification, privacy and interface settings.

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Tim Al-Sharif



Tim Al-Sharif is 29 years old and is the manager of Pita Lite, a restaurant located in the Student Center at the University of Toronto Scarborough. He lives in Ajax with his fiancée and has been working in restaurants ever since he graduated from his hospitality management degree from Seneca College. He hopes to eventually work at a high-class restaurant as a dining room manager to oversee operations and staff.

Tim was selected to manage the restaurant by the investor who purchased the lease of the space, after having spent several years working as a shift manager at a Middle Eastern eatery near Scarborough Town Center. Tim has been known for being a very detail-oriented and punctual person and is in charge of the day-to-day operations of the restaurant. He works alongside four other junior staff, two of which work with him at a time during the busy lunch hours. During busy periods, he juggles between taking orders from clients and preparing food in the back. He arrives at 7am every day to check inventory and oversee food preparation with one other staff member, before another one clocks in before noon. His day normally lasts until 4pm, after which he hands off the restaurant to others to close later in the evening.

The investor for the restaurant regularly meets with Tim once or twice a month, and Tim is often required to provide sales figures on a quarterly basis to see if menus and operations need modification. Faced with persistent pressure to maintain strong sales figures, Tim likes to keep himself informed with current food service trends, and food delivery apps have caught his eye as a way to cater to more people. He currently has set-up Pita Lite with Uber Eats, Doordash and SkipTheDishes, having set up both apps several years ago. However, he has seen order volume through these apps stagnate or decrease significantly, which he thinks might be due to the higher infrastructure fees that these apps have been charging per order. Regardless, he still thinks that these apps are worthwhile to attract and retain new customers.

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