

Personas

Based on the findings of our survey we found three standout personas.

Davis

20 year old male in Chico, Ca

Full Time student and part-time worker

Pursuing a Bachelor's Degree in Computer Animation and Game Design

Davis enjoys his part-time job working from home. He doesn't leave the house too often being busy with work and class, however loves to eat out for dinner. Lives in a four bedroom apartment with roommates getting the same degree.

He loves to get chicken wings and burgers with his roommates and friends. But always misses out on deals to save money or let his friends know about upcoming deals.

Goals:

- Be able to know what deals are coming up
- Wants to save money when eating out
- Be able to share deals with friends

Samantha

21 year old female in Chico, Ca

Full Time student

Pursuing a Bachelor's Degree in Women Studies, thinking about applying to a Graduate Program

Samantha loves going to class and having fun outside of school.

Samantha enjoys going to the bars with her friends and having a fun night out. She enjoys saving a few bucks with the happy hour deals. Currently goes to Riley's bar for "Pitchers" every Friday night but wants to branch out. She had a bad experience at Riley's a few nights ago and wants a safe place to drink with friends.

Goals:

- Find bars with similar deals
- Wants a bar with a similar environment to Riley's
- Finding a safe bar to drink with friends

Ryan

23 year old male in Chico, Ca

B.A. in Accounting

Accountant for a country club

Ryan just graduated from school and was lucky enough to find a job in his college town. He is tired of the drinking scene and wants to branch out and do activities with his friends.

He currently goes to Riley's bar with his friends, but wants to do more. He has become tired of just drinking and talking, "I want to be able to do a fun activity while having a few beers with my buddies."

Goals:

- Find bars with trivia night
- Finding places like a puzzle room or hatchet throwing
- Branching out from a normal routine

The first persona was someone looking exclusively for deals on food. The top food results were for Burgers and Brew, Wing Stop and Applebee's. These participants stated that BOGO deals and 60 cent wings were their favorite. The second persona we found was someone looking exclusively for deals on drinks. Most participants said Riley's Bar was the bar they were looking to find deals on drinks and also stated that "pitchers night" was their favorite. The third category is someone looking for food, drink and entertainment. The participant that wanted this result stated that food, drink and trivia night was their favorite deal.

All three of the personas were consistent in the resources they used to find happy hour deals, using Google or their friends. A large percentage of our participants were looking for deals at college bars, which is a good indication that all three personas were college age adults (18-24)

Scenarios

Scenario 1:

Davis just got done with his shift from work and wants to go out to eat. He asks his roommates if they know of any deals around for wings, but they don't know any. He thinks to himself, "it would be a waste to go to wingstop and find out Buffalo wild wings had a deal". He wonders how he would be able to know without calling both places

Scenario 2:

Samantha just got a text from her friends wondering if she wants to go out. She thinks to herself, "I want to go out but I don't really wanna be at Riley's because the floor is too sticky, but the drinks are cheap". Samantha asks her friend if she knows any bars other than Riley's with a good deal on drinks tonight, her friend replies with "Crazy horse has buck night tonight but I don't know what time it starts or ends at".

Scenario 3:

Ryan just got home from his job and wants to hang out with his friends. He is trying to find a place with a fun trivia night but only finds posters for last year's trivia night. He wants to go get drinks with his friends and do an activity so something like hatchet house is out the window. He thinks to himself, "What bars have a trivia night soon?".