

Justin Schlag

age: 19

residence: Columbia, SC

education: UofSC Computer Engineering Major

occupation: Student

marital status: Single



Grubhub lines are insufferable, and make me want to burn down Russel house. It needs to be fixed.

Justin has a student meal plan, and therefore has to encounter long lines, and the grubhub app every day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Justin wants to feel informed about wait times and like he is in more control of his meal times.

Needs

- Accurate wait times
- Count of how many customers are in line

Wants

- Updates on when his meal has been started
- A way to refund on the app
- An easy food pick up system

Values

- Time efficiency
- Fresh food

Fears

- The times displayed will be inaccurate, resulting in not only confusion, but longer wait times



Ben Dover

age: 22
residence: Cayce, South Carolina
education: UofSC Computer Science Major (Senior)
occupation: Student/Internship at Microsoft
marital status: Single



"Grubhub at Russel makes my cocky sad"

Ben's parents provide him \$1000 in meal plan dollars, he uses Russel as a primary source of food

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Criteria For Success:

Ben wants accurate times for when his food is ready on the Grubhub app.

Needs

- The ability to cancel orders easier
- Accurate wait times based on order

Values

- Accurate orders
- Time efficiency

Wants

- Accurate wait times
- Correct and fresh food

Fears

- Missing class due to waiting on food based on inaccurate wait times
- Wasting meal plan dollars because his order couldn't be canceled



Dejaun Carson

Laura Jones

age: 31
residence: Columbia, South Carolina
education: Highschool GED
occupation: Chik-Fil-A worker
marital status: single



"Sometimes I still think I'm a kid who doesn't have to worry about their job"

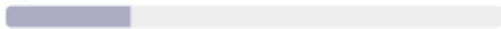
Laura spends most of her day yelling Chik-Fil-A order numbers to college students

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SOCIAL NETWORK



Needs

- A stress free work environment
- An easier way to get orders out to students

Values

- Reliability of the app
- Feedback on what they can improve on

Criteria For Success:

Laura needs her job to be smooth and easy so she doesn't have to stress

Wants

- Prioritization on meals that are easy to make
- The option to order food for a time in the future to reduce order load

Fears

- Being yelled at by angry students
- Failing to get out an order quickly
- Inconsistent user interface
- Lack of feedback options

Jenna Hudson

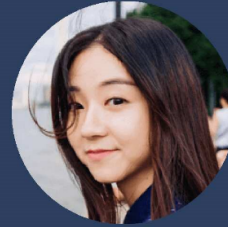
age: 18

residence: Columbia, SC

education: First-year at UofSC, business major

occupation: Student

marital status: Single



How can I keep my schedule managed if I can't plan my lunch?

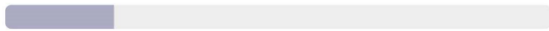
Jenna likes to grab a quick coffee between classes daily, to help her stay focused. The grubhub app can make it a struggle sometimes.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Jenna needs assurance that when the app says her order is ready, it's actually ready.

Needs

- Correct wait times
- Better algorithm to inform users of completed orders

Values

- Consistency
- User care

Wants

- Refunds on poor orders
- Ways to leave feedback on app
- Food completed by order time

Fears

- Getting late to class due to problems with a grubhub order
- Having to wait 30 mins more than planned for food, due to her order ticket being skipped