



# Alex

**32**, Marketing Manager

Hometown: Kisumu, Kenya

Current Location: Nairobi, Kenya

**Resilience**

**Endurance**

**Focus**

**Achievement**

**User Persona**

66

*"Why do apps promise 20-minute deliveries if they can't account for traffic? And why am I still drowning in plastic forks I never wanted?"*

99

## ABOUT

Alex often relies on food delivery to fit meals into his packed schedule but is frustrated by apps that prioritize convenience over eco-consciousness. Despite selecting "no cutlery," he frequently finds unwanted plastic forks in his orders, adding to his guilt about single-use waste.

Alex grew up valuing efficiency and responsibility, and these principles now shape his daily life. While he appreciates modern conveniences, he struggles with unreliable delivery times and unnecessary waste, which clash with his values. For Alex, sustainability and reliability aren't just preferences—they're essential.

## GOALS

- Receive orders on time to align with meetings/work breaks.
- Avoid unnecessary cutlery/condiments to reduce clutter and waste. deadlines.

## HABITS

- Checks delivery time repeatedly, anxious about delays.
- Tries to customize orders to exclude cutlery but often misses the option.
- Prefers brands with eco-friendly practices.

## FRUSTRATIONS

- "Why does the ETA keep changing after I order? I plan my day around this!"
- "I have a drawer full of unused plastic forks. Why can't I opt out easily?"