

A photograph of Carlos, a man with dark skin, wearing a white helmet, an orange polo shirt with a logo, and black pants. He is sitting on an orange and white motorcycle. A large orange delivery bag with the 'DELIVEYNOW' logo is strapped to the back of the motorcycle. The background shows a street scene with a building and a lamp post.

Carlos

35, Restaurant Manager
Hometown: Kisumu, Kenya Current
Location: Kisumu

Resilient

Organized

Proactive

**Detail-
oriented**

User Persona

66 *I wish I could manage all delivery platforms from one system instead of juggling multiple tablets and screens.* **99**

ABOUT

Carlos is an experienced and ambitious restaurant manager who takes pride in delivering excellent food and service. While he excels at traditional restaurant management, he struggles with the increasing complexity of managing multiple delivery platforms alongside dine-in operations.

GOALS

- Maintaining consistent food quality across dine-in and delivery orders
- Optimizing kitchen operations during peak hours
- Growing delivery revenue while ensuring staff satisfaction
- Establishing efficient systems for order management

HABITS

- Starts each day by reviewing staff schedules and checking delivery platform settings
- Regularly monitors kitchen capacity and adjusts preparation times accordingly
- Maintains open communication with both kitchen staff and delivery drivers
- Uses multiple devices to track and manage orders across platforms

FRUSTRATIONS

- Multiple delivery platforms requiring constant attention and manual updates
- Difficulty in coordinating between kitchen staff and delivery drivers
- Inaccurate preparation time estimates leading to customer complaints
- Limited visibility of kitchen capacity during peak hours