



Martin

Age: 22

Education: Roosevelt University,
3rd year

Hometown: Chicago

Family: Lives with his girlfriend

Occupation: Marketing Junior
Specialist

"Embrace new experiences, savor every bite, and navigate life's thrills with mindful responsibility."

Goals

- Trying new food.
- Spend money responsibly.
- Take care of his health

Frustrations

- To few information about the item on the first look.
- No gluten free filter.
- No possibility to have more than one filter at a time.

Martin is a 3rd year Roosevelt University student. He loves to visit theme parks with his girlfriend and friends from the uni, trying new food, so snack shops at the parks are a must see. Besides that he has just got his first job, so he still spend his money responsibly. He always checks what is new, how much something costs and if it's gluten free, because he has coeliac disease.



Meghan

Age: 38

Education: Property and Planning
BSc Honours, London

Hometown: Reykjavik

Family: Husband and 3 children
(4, 7 and 13 years old)

Occupation: Real estate agent

"Cherish family time, embrace adventure, and savor personalized moments without the wait."

Goals

- Eat vegetarian food.
- Spend as much time with her family as she can.
- Often check new fun places.

Frustrations

- No vegetarian option
- No non-spicy option.
- Same size portions.
- Too much time spent in queues.

Megan doesn't have much time during weekdays, so her family tries to spend as much time together as they can during weekends. They like to visit fun places, spend time in the nature or visit the children's grandparents. They like to eat out, too, but they like different things. If they use food apps they like to use vegetarian and non-spicy filter. Also two youngest don't eat as much as other do, so they prefer to have smaller portions. All of them hate to wait in queues, so apps are preferable.