



Kelly Greene

Age: 25

Education: BA - Arts

Hometown: Brooklyn, NY

Family: Single

Occupation: Production Assistant

"I'm always down for a beer, a burger and a good time - just point me in the right direction (literally, I don't know where I'm going)!"

Goals

- Enjoy Good food and drink options
- Spend Quality time with her friends

Frustrations

- She's never been to the arena before and doesn't know where anything is
- The place is so bust it's hard to find anything
- Lines are long and take away from her friend time

Kelly is an artsy girl. She doesn't know a lot about basketball, but she loves a good time out with her friends with concession food and a beer. Since Kelly is not a regular, she doesn't know where anything is located or the type of food/drinks they had. She loves options but will miss out on the event by walking around trying to find everything - and she hates FOMO!



Frank Salvadore

Age: 45

Education: BA Business

Hometown: Morristown, NJ

Family: Wife and 3 kids

Occupation: Accountant

“Kids, lets try and keep it to two food stands this time. The Knicks are finally good and I can’t miss it all again.”

Goals

- Order food and drinks for his family at the game
- Find most convenient way to grab food for all and not miss the whole game

Frustrations

- His kids often want food from different stands all over the arena
- Lines get very long for food - Kids throw a fit when they wait

Frank is a big basketball fan and has always enjoyed going to games. He wants his kids to enjoy it with him, but when it comes to eating - his kids are picky. Frank often spends half the game waiting on food lines all over the stadium when he’s just trying to enjoy a game.