



Emma Brown:

- Female. Student. 21. Active/busy life. Middle class. Doesn't live at home.
- Works the morning and afternoon shift at Starbucks.
- "I only get pizza if I have no other option"
- Emma is a very busy individual who doesn't have time to get food during the day. She works in the morning and afternoon. She then goes to school at night and needs something quick and inexpensive to eat. She usually goes to Chipotle but sometimes she gets pizza.

Emma, a broke college student at UConn, needs help ordering pizza for her family because she is having relatives over who want American pizza.

Emma, a broke college student at UConn, needs help ordering food for a family get together. Her family is coming from Kazakhstan to visit for the week. They have never had American style pizza before and want to try it. There will be about 10 mouths to feed, so she needs to order a lot of food.



Phil Philppes

- Male. 42. Police Officer. Lazy. Middle class. Sits in Police cruiser all day.
- Works 12 - 9 during the week.

- "That's NOT what I ordered!"

- Phil Philipps is a 42 year old patrol unit for the local Police Dept in Las Vegas. A single male, he has plenty of money to spend on himself, but is too lazy to make food for himself. Take out is his go to. He sits in his police cruiser for hours on end and likes to get pizza delivered right to his driver side window.

Phil is a police officer for the local PD in Las Vegas and needs help finding a good pizza restaurant because his favorite one went out of business. He was just given a traffic assignment for the day, so he will be sitting in his car all day and can't leave his post. He needs some good pizza, and delivered right to his window.



AJ Juxton

- Male. 60. Phone case vendor at the town Mall.

- Works 9-5 During week.

- "They dont make stuff like they use to"

- AJ is a hardworking individual. Originally from Houston, AJ recently moved to the Northeast for a job opportunity. He lives with his wife and enjoy a different pizza every friday night.

- AJ, a smart phone case vendor at the local mall likes to get pizza on fridays with his wife. They've been getting the same pizza for the past 3 weeks and wants to spice things up. He needs help choosing a new exciting pizza flavor to try with his wife.