



**Hans Schmidt**

**Age:** 25  
**Education:** BA in Computer Science  
**Hometown:** Bavaria, Germany  
**Family:** Single  
**Occupation:** Working in IT company

*“Don’t waste your time on unnecessary things”*

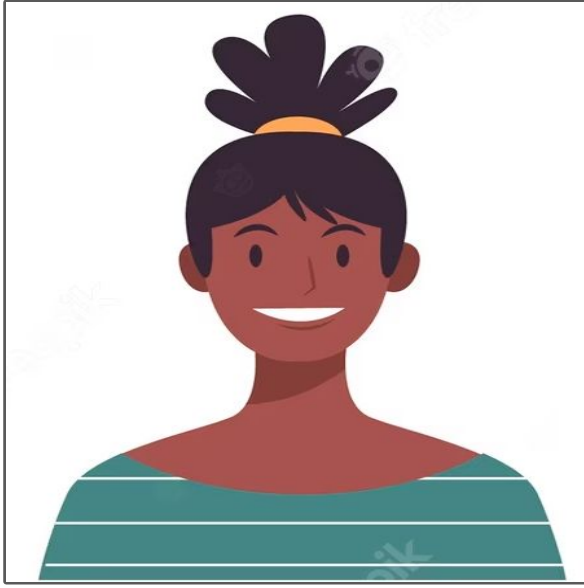
## Goals

- To visit an open air place
- Not wasting time on cooking
- To have a varied menu
- To have bonuses or discounts for regular visitors

## Frustrations

- “I get frustrated at the same menu for a long time”
- “I get frustrated at inconvenient menu, where I can’t choose type of food”

Hans is a busy worker in IT company and he doesn’t have time to cook food. He has a 12-hour work in office so he prefers an open air place, where Hans can eat. By the way, he gets frustrated by the limited menu. Also, Hans wants a reward for being a regular visitor.



**Margaret Miller**

**Age:** 40  
**Education:** BA in Law  
**Hometown:** New York, USA  
**Family:** Married, Have one kid  
**Occupation:** Lawyer

## *“Restaurants for everyone”*

### Goals

- To meet with friends
- To have an images in app
- To have screen reader

### Frustrations

- “I’m not comfortable with menu app”
- “I get frustrated because can’t read name of dishes due to vision problems”

Margaret is 40 years old and lives in New York. She is married and has 1 kid. Margaret has a busy schedule, so sometimes she wants to meet with her friends in a restaurant or bar. She has a vision problems so Margaret need a screen reader, or a at least an images of food and drinks.