

Persona:

**Name:**

Derrick Graham

Occupation:

Restaurant Owner

Demographics:

Lives in Lynwood, Washington

36 Years Old

Married, Two Children

Opened up his first restaurant six months ago.

Description:

As a new business owner, Derrick needs to keep up with constant changes in staff, menu items, and food cost. His daily tasks are substantial, and he needs a simple task managing app to keep his priorities in place. He likes to pick a broad area of the restaurant that needs updating, and breaks it down into subgroups to make it more attainable.

Quote:

Running a restaurant is time consuming—every detail, even the small ones are difficult to complete without clear framework and steps in mind. A good task management app isn't just a tool; it's a lifeline that helps me keep my priorities straight and ensures nothing falls through the cracks.