

# 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.