

**Bio**

Robert Johnson is a 50 year old Lead Web developer of a fairly large company in New York city. He works in a big skyscraper on the 65th floor, far from the elevator. He usually has a heavy workload but right now the company is understaffed and is having to go into overdrive.

**Goals**

Want to get his favorite restaurants delivered to the front desk of his company in a timely manner.

**Frustrations**

Delivery boy on other apps sometimes don't know where to deliver the food in the building.

**Motivations**

Being able to stay in his workspace without having to worry about the delivery

**Bio**

Advika Giri is a 39 year old Architect on a work visa from India to work in Dallas Texas. She works for a small company just outside of downtown. She is an introvert and doesn't want to go out with many friends, but she also doesn't know the city too well. She's vegan and faces difficulty finding suitable restaurants.

**Goals**

Clear Price

Wants fresh food

**Frustrations**

Not clear on whether a restaurant is vegan or non vegan

Different price on app vs restaurant

Food ends up containing animal products

**Motivations**

Special offers

Good recommendations

Shows Restaurant Ratings