

User Personas

Persona 1 :

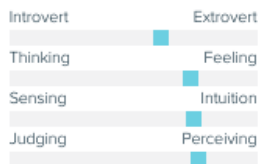
Amy S.



VEGETARIAN

Age: 27
Work: Yoga Teacher
Family: Single
Location: Philadelphia, PA

Personality



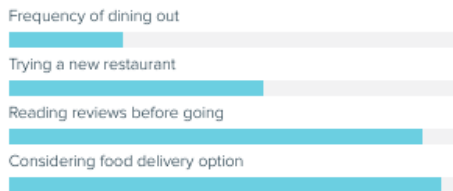
Goals

- To eat healthy as much as possible
- To be able to find restaurants easily
- To only go to restaurants that have good ratings and reviews
- To be able to have food delivered home

Frustrations

- Not able to find good vegetarian restaurants near her
- Menu inaccessible for few restaurants
- Some restaurants serving only salad as vegetarian option
- Not getting time to dine out with friends

Dining Habits



Motivation

- Eat food that keeps health and mind positive
- Try to go out with friend more often
- Keep away from food that has unknown hormones, chemicals and additives
- Choose organic option whenever possible

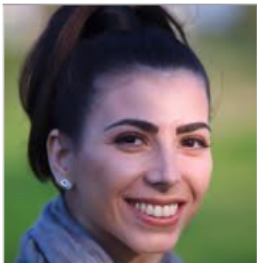
Bio

Amy is a private yoga instructor. She loves teaching private yoga because she believes that you don't need the latest trendy fitness program, the perfect yoga studio, the coolest gear or a mass of other people around you to spur you on. You just need ONE person who shows up for you, who meets you exactly where you are, to inspire and support positive and sustainable shifts in your health and well being.

In her free time she loves cuddling up with her dog and watching movies or just reading some good old books and listening to soft music.

Persona 2:

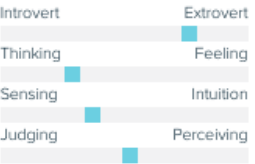
Lisa R.



GLUTEN - FREE

Age: 35
Work: Stay-at-home-mother
Family: Married
Location: Somerset, New Jersey

Personality



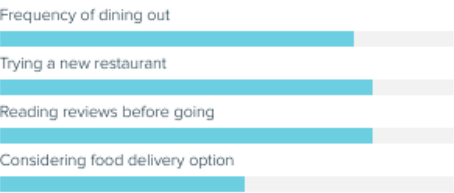
Goals

- To find restaurant that provide gluten - free options
- To be able to have food delivered home
- To be able to see ratings and reviews of restaurants before going
- To be able to see menu options online

Frustrations

- Must always look up the menu before choosing a restaurant
- Very few gluten-free choices
- Sometimes menus not available or is not updated for some restaurants
- Most restaurants that say they have gluten-free options only have "salad" option for her

Dining Habits



Motivation

- Use apps to easily find restaurants that have gluten-free options for her
- Look up menu on website before deciding on a restaurant
- Dine outside on weekends to avoid cooking
- Use food delivery apps like Grubhub / Uber eats to have food delivered home especially when having friends or family over.
- Read reviews on Yelp before ordering

Bio

Lisa is a stay-at-home-mom. She used to work as a Program Manager at Cognizant Technology Solutions but quit soon after the birth of her twins, Daisy and Eva. Her kids recently started preschool and her biggest challenge every morning is to get them ready for school.

During weekends she loves taking her kids to parks, movies and shopping. They enjoy going for family dinners most Friday nights . She also loves hosting parties for friend and family during weekends.

Persona 3:

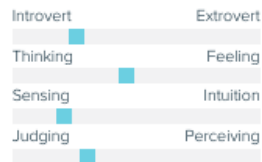
Jordan M.



HALAL

Age: 24
Work: Student
Family: Single
Location: College Park, MD

Personality



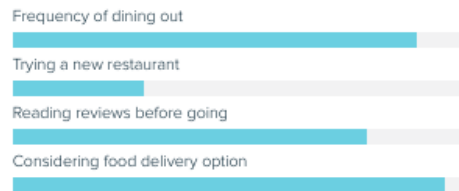
Goals

- To find restaurant that provide halal
- To be able to have food delivered home
- To be able to see ratings and reviews of restaurants before going
- To be able to call restaurant and order
- To be able to see restaurants closest to him

Frustrations

- Not many halal restaurants near him
- Sometimes food shown in the menu not available
- Several restaurants don't have home delivery option
- Don't get time to cook

Dining Habits



Motivation

- Search online to easily find restaurants that have halal options for him
- Call restaurant and confirm before going
- Order home delivery whenever possible
- Use food delivery apps like Grubhub / Uber eats to have food delivered
- Use google maps to locate the nearest restaurant

Bio

Jordan is a student at the University of Maryland, College Park. Apart from his studies he loves hiking and biking. Most weekends he goes camping with his friends or spends time with his girlfriend.

The one think he hates to do everyday is to cook. He prefers to go out and eat with friends or to just order food home. Though he has tried several times to cook himself lunch or dinner he feels that he is not very good at it and would prefer eating out.