## User bios for prompt - Mobile ordering app for a cafe

Interview goals:

I want to understand what frustrates user’s when they want to order food from an app and what difficulties they face.

I want to understand how to elevate their experience by making the process less complicated and productive.

Interview questions:

1. How often do you order meals from a cafe or restaurant? Why do you do so?
2. What challenges do you face when ordering food?
3. Is there any way to help resolve the issues you face?

Target participants characteristics:

* Ages 17-60
* Lives in cities
* People who order food or drinks from cafes/restaurants at least once or twice a week
* Include people of all genders
* Include people with disabilities

**Zareen**

**Age:** 22

**Education:** 4th year university student

**Hometown:** Bruges, Belgium

**Family:** 2 sisters

**Occupation:** Project management intern for a large international firm

Zareen is about to complete a B.A. in Business Administration and hopes an internship will launch her career in project management. Even though Zareen most enjoys the time spent working with her mentor on a campaign, she also enjoys doing other tasks like getting coffee and food for the office. She feels these tasks are a good opportunity to network and to demonstrate being a team player with keen attention to detail.

Zareen would like to demonstrate her commitment on the job, complete everyday tasks efficiently, and eventually be trusted with increased responsibilities in the office.

Interview questions:

1. How often do you order meals from a cafe or restaurant? Why do you do so?

* orders food and coffee often for coworkers as well as for herself.
* Generally evenings or when there are meetings

1. What challenges do you face when ordering food?

* Waste of time waiting in a queue or waiting for the order to be ready
* Not very efficient to order since no knowledge of the menu or what is available beforehand so beverages or food for colleagues will be hard to figure out earlier.
* Won't know if the cafe chosen by her is up to the mark beforehand, so chances of food not being great.

1. Is there any way to help resolve the issues you face?

* App with clear menu
* Restaurants or cafe has reviews on delicacies
* Facilities to check for the day's specials
* Way to order food beforehand so can pick up easily

**Leah**

**Age:** 42

**Education:** Doctor of Medicine (MD)

**Hometown:** Newport, Rhode Island

**Family:** Single, lives alone

**Occupation:** Doctor

Leah is a doctor with a busy and demanding schedule. She works unpredictable shifts in a mid-size hospital, and swims for a local semi-professional team. Leah has a visual impairment for which she uses screen reader technologies. This technology makes using apps and websites much more convenient for Leah, but not all apps and websites are optimized for screen reader usage.

Leah cares a lot about being available to her patients and is often taking appointments at the last minute. She would like to be able to spend as much of her non-work time as possible on her hobbies and personal life. Leah would like for there to be an easier and efficient way to order food, groceries, and personal care items to pick up on-the-go.

Interview questions:

1. How often do you order meals from a cafe or restaurant? Why do you do so?

* Often as appointments may interrupt already busy schedule
* Generally afternoon or dinner when too busy/ tired to go home and prepare food

1. What challenges do you face when ordering food?

* Waste of time waiting in a queue or waiting for the order to be ready
* Hard to read the menu while standing there and I feel panicked when there’s a rush to get back to work.
* Won't know if the cafe chosen by her is up to the mark beforehand, so chances of food not being great.
* Won’t know how long it might take for food to be ready to pick up

1. Is there any way to help resolve the issues you face?

* App with clear menu with less content
* Images provided with each item available
* Screen reader is inbuilt
* Way to order food beforehand so can pick up easily

**Joseph**

**Age:** 20

**Education:** Enrolled in online college classes

**Hometown:** Nairobi, Kenya

**Family:** Lives with their mother, father and one younger sibling

**Occupation:** Full time student

Joseph is a recent immigrant to the United States who is enrolled in online college classes and is also taking classes at a night school for learning English. He can read English well, but sometimes encounters difficulties at restaurants or while out running errands, where shopkeepers tend to speak very quickly and limited translation options are available. Joseph is passionate about sports and the outdoors, and wants to explore what his neighborhood has to offer.

Joseph’s priority is balancing his studies with fun, while also having time to look after his younger sibling when his parents are at work.

Interview questions:

1. How often do you order meals from a cafe or restaurant? Why do you do so?

* Almost everyday except weekends.
* Due to college in the morning as well as night school there is no time for preparing food or grocery shopping

1. What challenges do you face when ordering food?

* Waste of time waiting in a queue or waiting for the order to be ready
* Hard to read the menu and understand the shopkeepers since english is not native language
* Won't know if the cafe chosen by him caters what he likes
* Wants a way to order food and have it delivered at home incase his sibling is at home and needs a meal
* Won’t know how long it might take for food to be ready to pick up
* Does not know which all options are available in terms of cafes around his locality

1. Is there any way to help resolve the issues you face?

* App with clear menu with less texts
* Images provided with each item available with ingredients
* Way to order food beforehand so can pick up easily
* Delivery system also would help

**Reena**

**Age:** 37

**Education:**

**Hometown:** Lakewood, Colorado

**Family:** Lives mostly alone, has a teenage daughter

**Occupation:** Paramedic

Reena is a paramedic who lives in Lakewood, Colorado. She lives alone but shares custody of her daughter with her ex-partner. Reena works both day and night shifts, and her schedule changes week to week. She is a rock climber who goes to the climbing gym a few mornings a week and also drives her daughter to soccer practice any nights she’s not working. Reena has dyslexia, which makes it difficult to read text quickly and process information in fast-paced settings. Reena is health-conscious as well as budget-conscious.

Interview questions:

1. How often do you order meals from a cafe or restaurant? Why do you do so?

* Schedule is unpredictable
* Generally afternoon or dinner when too busy/ tired to go home and prepare food

1. What challenges do you face when ordering food?

* Lack of time/energy after working long hours, climbing, and driving to and from soccer practice
* Planning a meal and planning what groceries to buy takes time
* Prefers more affordable options and being able to order enough food for a small family within their budget
* They try to opt for healthy meals
* They typically like to order from places that they can pick up from on the way home, without making a huge detour
* Has some favorite restaurants but likes to mix it up once in a while, if they have time to look for a new restaurant
* Won’t know how long it might take for food to be ready to pick up

1. Is there any way to help resolve the issues you face?

* Lack of images (it’s hard to read through all the text sometimes, images would be more convenient)
* Hard to scan information, especially on a small phone screen (dyslexia). This might make Reena feel frustrated and even self-conscious about their disability.