

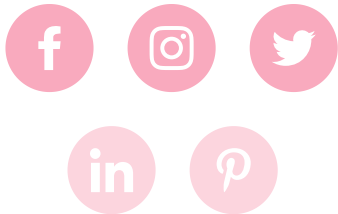
Laura



Age
28

Highest Level of Education
Bachelor's degree (e.g. BA, BS)

Social Networks



Industry
Advertising

Organization Size
11-50 employees

Preferred Method of Communication

- Text Messaging
- Social Media
- Face-To-face
- Email
- Phone

Bio

Laura is a 28 year old working for an advertising agency. She has just moved to Chicago's West Loop neighborhood for a new job. She has a boyfriend she lives with and a cat. Laura loves to go out to eat and try new foods so much that she has an instagram account for posting her foodie adventures.

Goals or Objectives

- Find a new restaurant to eat at, and post it on her instagram account
- discover new, delicious foods with her boyfriend
- Research new restaurants as much as possible before going (Directions, menu, reviews, prices, reservations, etc.)
- Eat a balanced diet

Biggest Challenges

- Eating out so much is unhealthy and can be expensive.
- It's frustrating when there is not much information about the restaurant online.
- Finding a restaurant that is instagram worthy, delicious, easy to get to, and worth the money.
- Convincing her boyfriend or friends to go out with her

Technology Usage

Laura works at a computer a lot, but loves to go online on her phone when she's not working. She is very experienced with using smartphones and computers.

Joonho



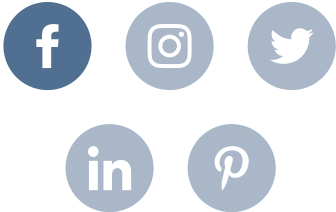
Age

55 to 64 years

Highest Level of Education

Associate degree (e.g. AA, AS)

Social Networks



Industry

Retail

Organization Size

1-10 employees

Bio

Joonho is a 1st generation Korean immigrant that has been living in Chicago for over 30 years. He owns and manages a small thrift store with his wife, who is also Korean and has 2 children with. He loves to eat homemade Korean food, but sometimes he and his wife don't feel like cooking. He doesn't like to spend too much money, as he is saving for retirement.

Preferred Method of Communication

- Phone
- Email
- Face-To-face

Biggest Challenges

- Finding authentic Korean food that will satisfy his tastebuds
- Wife has a shellfish allergy
- Being able to budget for meals beforehand

Goals or Objectives

- Find a new Korean restaurant for when he and his wife don't feel like cooking
- Find restaurant menu online so he knows what to expect
- Be able to order in Korean

Technology Usage

Joonho isn't too savvy with technology, but he has a smartphone and computer that he uses daily for his business. He knows the basics of his devices but needs help from his children for more complicated tasks.

Jake



Age

35 to 44 years

Highest Level of Education

Bachelor's degree (e.g. BA, BS)

Social Networks



Industry

Food & Beverage

Organization Size

1-10 employees

Bio

Jake is a co-owner and chef of Soju BBQ, a restaurant in the West Loop neighborhood of Chicago. His Korean upbringing and his travels influence the dishes and flavors in his cooking. He is passionate about making his restaurant successful and serving quality food.

Preferred Method of Communication

- Social Media
- Face-To-face
- Text Messaging
- Phone
- Email

Goals or Objectives

- Attract more people to his restaurant
- Provide an authentic Korean dining experience with his own flair
- Allow people to view his restaurant menu, location and photos online
- Source quality ingredients but keep prices reasonable for customers

Biggest Challenges

- Critical/Negative reviews
- Updating his website
- Attracting new customers, keeping repeat customers
- Juggling many roles at his restaurant

Technology Usage

Jake regularly posts on social media for his restaurant from his phone and computer. He uses a smartphone and a laptop, and considers himself adequately adept with both. He does not currently know how to effectively update his website.