

### **Persona 1: Jessica Bisner – Reflects an Admin User that will use the product**



Forty-one year-old Jessica is the mother of one. She is an educated businesswoman with previous experiences with several startups and marketing. Jessica enjoys being outdoors and loves innovating ideas to make the world more sustainable and environmentally friendly.

She can use many computer applications proficiently, such as the Microsoft Office Suite, but has trouble using applications that are not UI friendly.

She is the owner of Inwit and checks the Inwit website frequently every day. She prefers to use an application that is intuitive and simple to navigate.

## **Persona 2: Jimmy Whales – Reflects a Vendor User that will use the product**



Sixty-three year-old Jimmy is the father of two and grandfather of four. He runs his small restaurant every weekday with his team of eight. He likes to fish and read the weekend newspaper.

Jimmy uses a flip phone and has poor reading vision. He finds it very difficult to use new technology and requires training to do so.

As a vendor for Inwit, Jimmy and his team use the Inwit website frequently within his restaurant's hours of operation. He prefers to have an application that is not overfilled with text, and that is guided by diagrams.

### **Persona 3: Chloe Martin – Reflects a Customer User that will order using the product**



Twenty-three year-old Chloe is a recent college graduate and lives in her own condo downtown. She does free-lance work and has her own lifestyle blog. She is also a huge climate activist. She always enjoys jogging and boxing and tends to go to the gym every evening.

She has great skills using computer applications and can google anything she cannot figure out.

She will use the Inwit application daily to order food. She prefers an application that is modern and fast, such as DoorDash.