

# Jen Black



Age: 30-40  
Work: Public Service  
Family: Single, Son  
Location: Garner, NC  
Character: Single Mom

*"I'm a single mom who still takes the time to have some alone time for social interaction. I like going new places and trying new things when I get the chance."*

- Creative
- Responsible
- Honest
- Considerate
- Careful
- Busy

## Bio

Jen is a young, single mother who loves getting together with her friends once a month and catching up. She likes being the person who gets to pick the new place they try, and tries to make sure everyone has a good time. Jen also likes that Raleigh has such a wide variety of restaurants and bars in a small area so picking somewhere new every time is easy.

This month Jen was thinking about going to Raleigh Times but also wanted to consider something a little higher scale. After looking at the Raleigh Times menu, she left their page and went to the Empire Eats website to see what other places in downtown Raleigh they might have to offer.

While finding the names of their other properties was easy, navigating to their respective websites to find out what type of cuisine they offered, their hours, location, and prices took several clicks and left her feeling like she was wasting time.

## Goals

- Get information about restaurants under Empire Eats umbrella.
- Compare restaurants to plan social gathering.
- Support local businesses over national brands.

## Frustrations

- Having a hard time finding sought information. Too many clicks.
- It's ugly and I don't want to stay on the site.
- Information and services fall short on easy use for customer.
- Competitors sites were much more appealing

## Motivations

