

## Natalie Holeman



AGE	29
EDUCATION	Masters in Business
STATUS	Single
OCCUPATION	Sales Manager
LOCATION	York, PA
TECH LITERTE	High

### Personality

Introvert

Thinker

### Bio

Natalie currently lives in York, PA. She is currently in school and looking for good ice cream places to hang out on the weekends.

### Core needs

- Likes having a lot of options such as milkshakes, sundaes, etc.
- Likes mini golf and arcades
- Good quality of ice cream

### Frustrations

- Over priced ice cream
- No food options
- Not a lot of choices of ice cream

### Payment medium



Cash/Cheque



Digital Payment

## Hun So



AGE	30
EDUCATION	Masters in Psychology
STATUS	Married
OCCUPATION	Therapist
LOCATION	Harrisburg, PA
TECH LITERTE	High

### Personality

Extrovert

Reader

### Bio

Hun is a recent graduate of Penn State and is looking for good ice cream places to celebrate.

### Core needs

- Variation in flavors
- Priced well
- Must serve milkshakes

### Frustrations

- Too busy of a place
- Too many outdoor activities
- Not enough flavors

### Payment medium



Digital Payment

## Mark Matthews



AGE	42
EDUCATION	None
STATUS	Married
OCCUPATION	Coach
LOCATION	Wrightsville
TECH LITERTE	Low

### Personality

Extrovert

Player

### Bio

Mark currently lives in Wrightsville, PA. He is the football coach of Eastern York High School and is looking for places to take the team to celebrate.

### Core needs

- Large seating areas
- Games and activities
- Variety in flavors

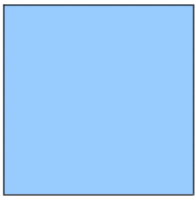
### Frustrations

- Lines too long
- Long wait time
- Cash only

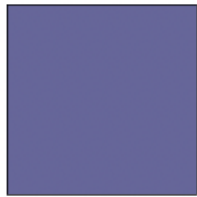
### Payment medium



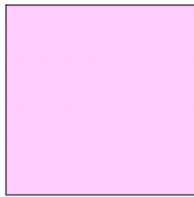
Digital Payment



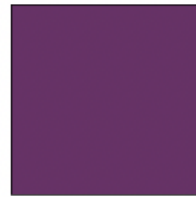
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# Ice Cream Places

-Jim Macs

-Macs by Wendy

-Sweet Willows

-Collinsville

-Bonkey's

- Handels