

# user persona 1.



Lucy

Age: 32

Education: School

Hometown: London

Family: Dot the daschund

Occupation: Careers coach

*"We always have a choice and that's exactly where our power lies. It's as simple as that"*

## Goals

- To live life to the fullest
- To balance having fun with eating healthily
- To encourage those around her to have more self-confidence

## Frustrations

- *"I don't tend to visit restaurants with a very limited menu"*
- *"I wouldn't be comfortable asking for a request if it was to do with my allergies as its not worth the risk."*

Lucy is fiercely independant. She has run multiple businesses and now works as a careers coach. She lives life to the fullest and loves eating out but has multiple allergies and intolerances to deal with which make that tricky. She's generally comfortable using tech but would rather speak to someone in person regarding her allergies.