



KAITLYN BROWN

17, Ann Arbor

College Student



PERSONALITY

- Shy
- Anxious
- Curious
- Excited



BIO

Kaitlyn is a freshman in college and is looking to try the different restaurants in her area. Kaitlyn lives quite far from her college campus so she is not able to try as many foods as she would like.

Kaitlyn is also still adjusting to her new life so finding the time to eat food is difficult, especially when she is at home and has to cook food.



Motivations

NAVIGATE COLLEGE

MEET NEW PEOPLE



Goals

- Learn how to navigate college and her new work/life balance
- Learn how to do time management and earn good grades in school



Frustrations

- Not being able to order foods that she likes due to time constraints
- Restaurants she likes are too far
- Dining hall food does not meet her dietary needs

Behavior

Observant

Friendly

Asking a lot of questions

Extroverted

Stressed

Influences

- STUDENTS
- SCHOOLWORK
- FRIENDS
- STRESS
- COLLEGE
- TIME

“I want to order food, but I have no time”



SAM WALKER

35, New York

Restaurant Business
Owner



PERSONALITY

- Critical
- Economical
- Organized



BIO

Sam is a small restaurant business owner. Because of the COVID-19 pandemic, Sam had to close his doors to customers for 10 months. Due to this, Sam suffered severe economic losses and almost had to shut down his business.

Now, Sam has reopened his doors to customers but he is experiencing less business compared to before the pandemic.



Motivations

ECONOMICAL



THINKING-FORWARD



Goals

- Regain economic losses caused by the pandemic
- Market his business to college students
- Enter the booming food delivery market
- Experience a boost in revenue



Frustrations

- Not being able to open his business for 10 months due to the pandemic
- Forced to make tough decisions such as firing employees and reducing menu size due to economic losses.
- Almost closing his business
- Business now is much less compared to before the pandemic

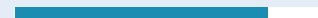
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“I want to regain economic losses caused by the pandemic.”

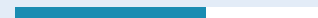
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Behavior

Organization



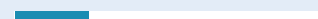
Observant



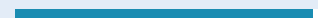
Research



Empathetic



Critical



Influences

• REVENUE

• BUSINESS

• MARKET

• CUSTOMERS

• COMPETITORS