



## Joshua Awesome

Drexel Student/Athlete

### About

- 21
- Philadelphia
- Architecture Student
- Partial Undergrad
- Male
- Single

- Lively
- Assertive
- Energetic
- Attentive
- Playful
- To-the-point

### About

Joshua is a Senior at Drexel University and a student athlete. He plays a demanding sport and looks to food trucks for quick and easy protein options. He loves the quality of food trucks meat over competitors, and loves to have his food delivered to him fast. Usually busy in the lab, playing sports, or hanging with the bros.

### Motivations

- A juicy porkroll sandwich.
- Drawn to quick protein to sustain energy all day and into intermural practice.
- Likes the meat quality of food trucks meat over competitors.

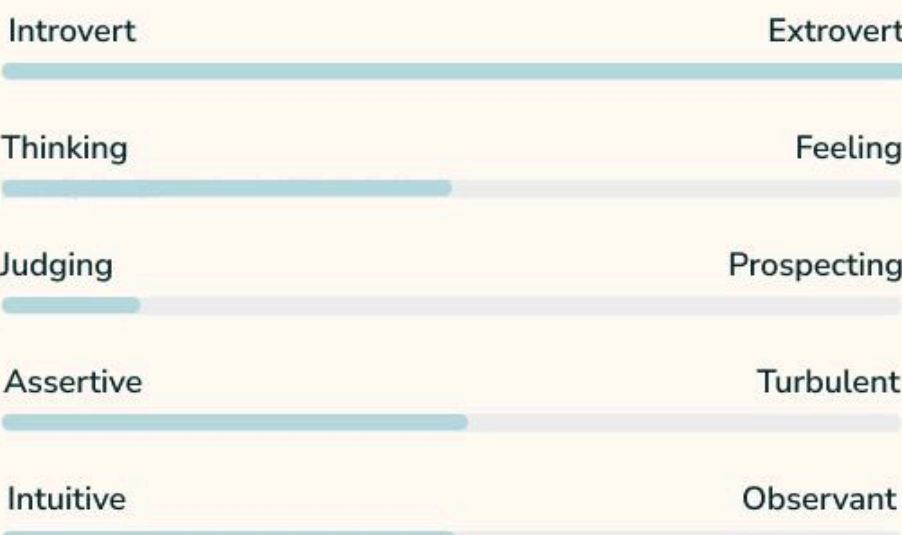
### Goals

- To secure a filling warm meal as fast as possible between classes.
- To pay as little as possible for high quality food, that isn't burnt.
- To eat while walking.

### Pain Points

- Has a tight budget, little spending money.
- Does not want to walk out of the way for experience.
- Does not like burnt or dry porkroll.
- Having to pay convenience fees.

### Personality



### Technical Skills



### Brands



### Looking For In Mobile Products

- Ordering ahead option to plan his meal ahead of time, a way to favorite items
- Wants to see nutrition value of each item on food items



## Julie Ellis

Drexel Student

### About

- 20
- Philadelphia
- Business Major
- Junior in College
- She/her
- In a Relationship

- Social
- Assertive
- Energetic
- Ambitious
- Logical
- Optimistic

### About

Julie is a pre-junior at Drexel University majoring in Business Analytics. She loves trying new food with her boyfriend and enjoying the outdoors. She's always on top of her schoolwork and loves hanging out with her friends.

### Motivations

- Needs to pick up food after or before class from somewhere convenient
- Wants a quick ordering experience
- Wants to afford a meal that isn't too expensive
- Many friends have eaten here and recommended this place

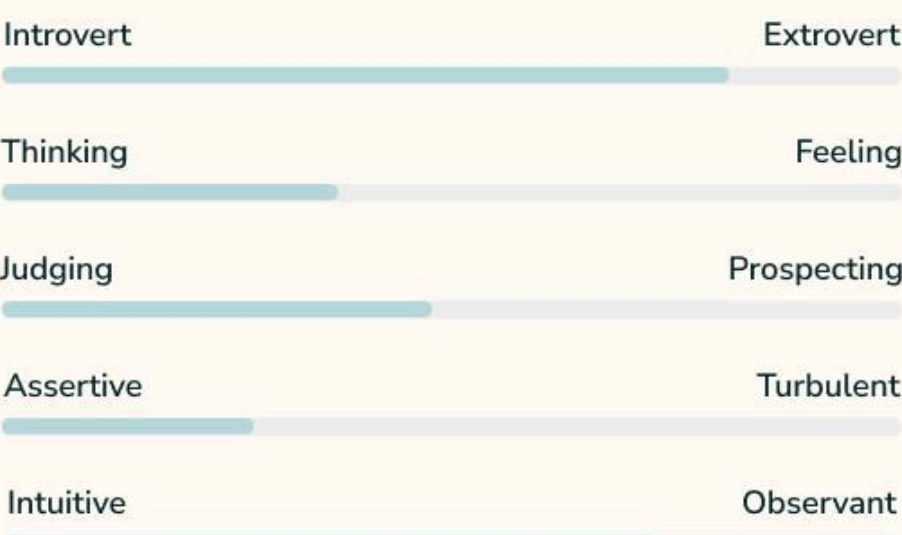
### Goals

- To get fresh food to satisfy her cravings
- To pick up food quickly during her schedule
- To not spend too much money on food

### Pain Points

- Has to remember to bring cash when buying food
- There aren't any traditional sit-down fast food options on campus
- Needs an affordable meal because of her tight, student budget

### Personality



### Technical Skills



### Brands



### Looking For In Mobile Products

- Looking for an interface that is appealing and simple to use
- Wants to be able to see the menu items as easily as possible



## Gabriela Mistral

Drexel Faculty

### About

- 32
- Philadelphia Area
- Associate Professor
- Master's
- She/her
- Married

- Meticulous
- Turbulent
- Energetic
- Helpful
- Creative
- Adventurous

### About

Gabriela is an associate professor at Drexel University. She just completed her Master's degree in Art & Management. She recently moved to Philadelphia and is new to the area.

### Motivations

- Looking for a convenient place to eat while she's on campus
- Not familiar with the area, looking for a quick bite
- Doesn't have too much time between her classes, trying to be time-efficient
- Gets food recommendations from fellow faculty/friends

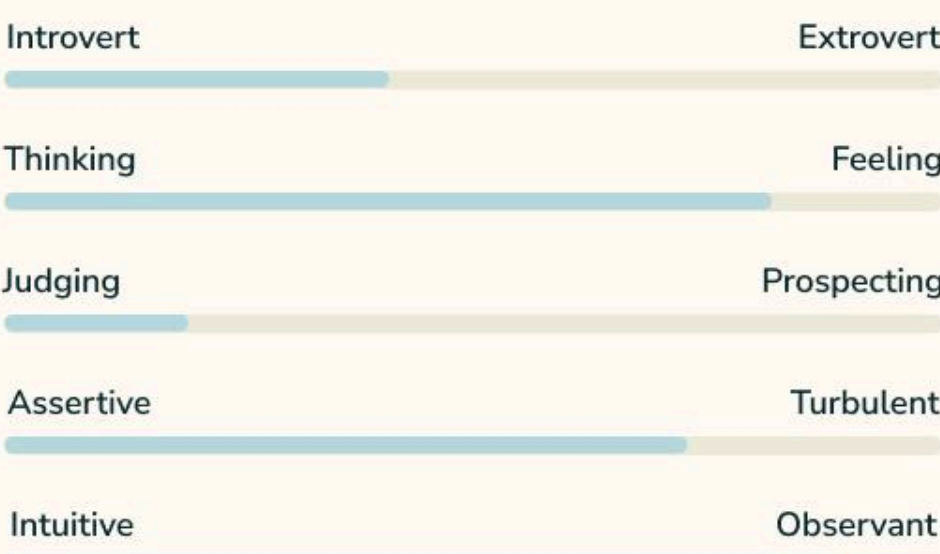
### Goals

- To get lunch quickly and efficiently between her classes
- Wants to have a go-to lunch spot

### Pain Points

- Not knowing the area or any affordable places to eat
- Limited time for breaks in between classes
- Doesn't carry cash
- Occasionally needs to group order for club meetings
- Struggles a bit with technology

### Personality



### Technical Skills



### Brands



### Looking For In Mobile Products

- Looking for an interface that is easy to understand and straight to the point
- Doesn't have time for confusing or extraneous content



## Billy-Bob

Local Service Worker

### About

- 47
- Philadelphia
- Billy-Bob Building
- Bachelor
- Male
- Married

- Seasoned
- Clear-Communicator
- Time-constrained
- Chatty
- Traditional
- Appreciative
- Attentive

### About

Billy-Bob owns his own building company in University City. He's a chatty guy who longs for the simple joy of warm conversation to start his day. He communicates directly to his team at the job site and needs to stay alert all day.

### Motivations

A warm cup of coffee and sincere interaction in the morning. Likes stiff work coats and a truck with a working heater. Wants fuel for a long day on his feet. Drawn to the genuine kindness of his neighbors at Happy Sunshine.

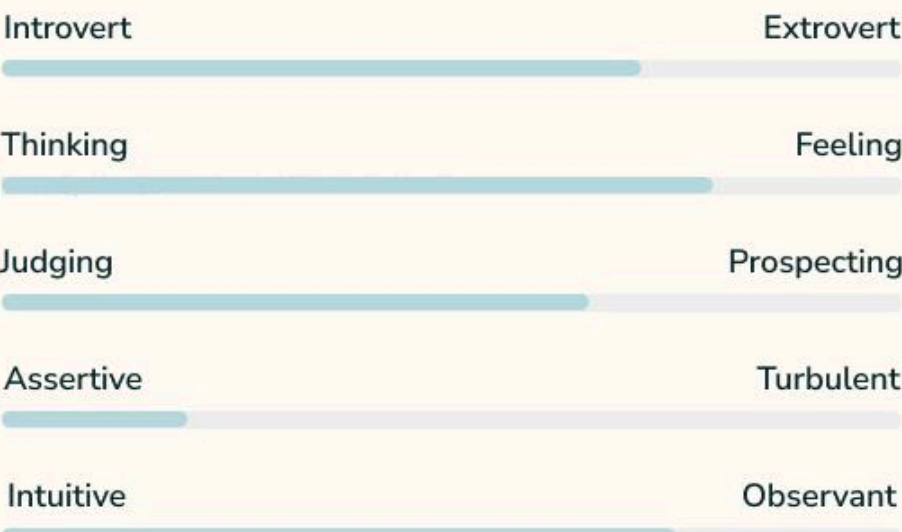
### Goals

- To have a positive, interpersonal order experience in the morning.
- For truck owners to remember his name.
- To secure a full breakfast and lunch, before operating his very own work site.

### Pain Points

- Wife will not speak to him before noon.
- Doesn't want to deal with the hassle of online ordering. Can't find it in the app store.
- This bagel habit's getting expensive.

### Personality



### Technical Skills



### Brands



### Looking For In Mobile Products

- Quick and easy readability
- Wants to see deals and coupons listed online so he saves a buck or two here and there
- Personable tone that is felt in the in-person experience.

Persona 1

Persona 2

Persona 3

Persona 4

Persona 1

Persona 2

Persona 3

Persona 4

Persona 1

Persona 2

Persona 3

Persona 4

Persona 1

Persona 2

Persona 3

Persona 4