

# Lukas Bergström



Age: 20  
Language: Swedish  
Location: Stockholm  
Occupation: University Student

## Bio

Lukas is a spirited university student in Stockholm who enjoys affordable, fast meals. He prefers pickup to avoid wait times and save on delivery fees. Tech-savvy and budget-conscious, he is influenced by promotions and tends to order based on appealing options or ratings.

## Core needs

- Budget-friendly options and promotions for students.
- Quick access to pickup options to avoid delivery fees and wait times.
- A simple, efficient ordering process without the need for extensive customization.
- Deals and discounts that make ordering more affordable.

## Frustrations

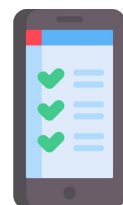
- Delivery fees that are too high for his budget.
- Having to wait too long for delivery and prefers quicker pickup options.
- Limited student deals or promotions.
- Promotions sometimes restricted by location or specific conditions.

## Payment Method



Digital Payment

## Platform



Mobile App