

Jim Brown

Jim is looking for a way to be like his favorite food bloggers and keep track of where and what he ate



👉 Brief description

Programmer at apple, he enjoys food bloggers, hiking, fishing, ,

👤 Skills

- programming
- driving
- fishing

✅ Persona Main Job (Main goals)

Wants to be able to blog where they have eaten and what they ate like a food blogger they follow. Wants to keep track of where they ate in a simple app, that can connect to social media.

😊 Personality

Easy going
friendly
to the point
utilitarian

👁 Interests

Food and food blogging
eating
hiking
Mac and apple systems

📱 Tech savviness

very tech savvy
lots of experience with computers and applications

- instagram
- Mac and Iphones

😊 Gains

Food and tech is the future

Micro-influencing is a way I could earn a side hustle

😞 Pains

I can post on instagram but not keep track of where i ate and when I ate

I can track my food in a journal but I cannot share to social media

Ab Cd

Ab is looking for a better way to keep track of restaurants she and her team have been to for team lunches.



Brief description

Ab is a 35 year old woman, lives in San Francisco. She is the manager of an agile team of 10 at Splunk, at their San Francisco office. She loves animals and trying out new restaurants.

Persona Main Job (Main goals)

- **Ab's team has a few new members who just recently started working at Splunk. To make sure everyone on her team are comfortable with each other, they have team lunches three times a week.**

Personality

- **Outgoing**
- **Caring**
- **Fun**

Interests

- **Food**
- **Animals**
- **Music**
- **Nature**
- **Hiking**

Apps used by Monica

- **Slack**
- **Uber Eats**
- **Instagram**
- **Zoom**

Gains

- **Team lunches help the team grow closer**
- **Trying different restaurants provide new experience**
- **The area around Splunk's SF office has lots of different restaurants, which provides a great opportunity for trying foods from different countries.**

Pains

- **Hard keep track of where the team has been to and where they haven't.**
- **Saw some interesting options but forgot what they were.**
- **Keep forgetting what kind of foods are offered in which restaurants.**

Katie Perry

Katie is looking for a way to track her favorite vegan restaurants, as she just moved to a new town.



👉 Brief description

Katie is a freshman in college, and she just moved from New York to Seattle, Washington for school. This past summer, she started eating on a vegan diet. She is unsure what type of vegan food she likes, but she enjoys trying new things!

✅ Persona Main Job (Main goals)

Katie wants to find a way to keep track of her favorite vegan restaurants, as she is a forgetful person. Her mother, who is also vegan, visits her at school every month, and Katie needs a way to recommend restaurants for when they eat out.

😊 Personality

outgoing
bubbly
adventurous

👁 Interests

Food
hiking
kayaking
baking

📱 Apps used by Katie

pinterest
instagram
spotify

😊 Gains

Katie bonds with
her mom over
vegan food

Enjoys trying new
restaurants

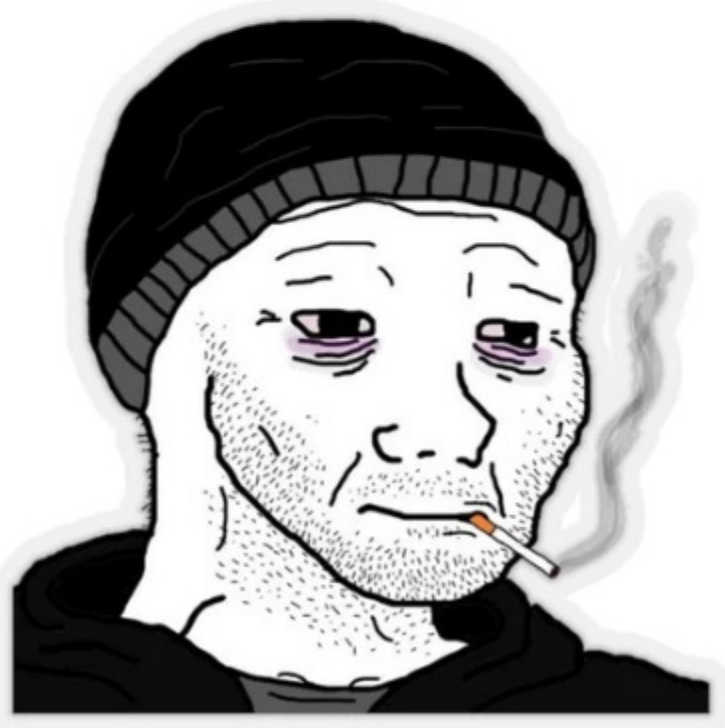
😞 Pains

hard to find
restaurants that are
vegan-friendly

busy with school, so
she does not have
much time to meal-
prep

Rob Jones

Rob occasionally wants to eat at certain places.



👉 Brief description

Rob is in his mid-20's. He recently went through a break up. He works a dead-end job which he is unsatisfied with. He desperately wants a new passion which he can sink his time into.

✅ Persona Main Job (Main goals)

- **Rob is looking for anything that can distract him from the banality of his existence.**

😞 Personality

- Pessimistic
- Apathetic
- Emotionally cold and standoffish

👁 Interests

- **Listening to sad music**
- Reminiscing about the good times

📱 Apps used by Rob

- **Spotify**
- **Reddit**

😊 Gains

- **Has plenty of time because there is nothing in his life which he cares strongly about**

😞 Pains

- **Doesn't want to go outside**
- Lacks purpose and structure in their life
- Is resentful and envious of most other people

Walter White (Aka Heisenberg)

(Dying man with bad memory and cant remember which restaurant is good for family and which one is his cooking base)



👉 Brief description

Founder of a Meth Empire
Enjoys breaking the law
because it gives
adrenaline

👤 Skills

Greatest Meth cook
Knows Multiple chemical
weapons
Manipulation
Rich

✅ Persona Main Job (Main goals)

Wants to keep track of good restaurants that he has tried
earlier to take his friends and family out.
And also to find potential kitchens to cook in when the
current kitchen is busted.

😌 Personality

Dying slowly of cancer
and has always had a
boring life.
Therefore doing stuff that
gives a kick

👁 Interests

Hanging out with friends
and family
Giving Jessie Pinkman
absurd instructions

📱 Tech savviness

Knows his ways around
chemistry

😊 Gains

Gain more potential data
for kitchens to cook in
and keep making more
money for family.
Because family is
everything.

😞 Pains

Dying rather quick and
would not have time to
update the app fully and
meaningfully

John Johnson

(Describe scenario here)



👉 Brief description

- 60 years old man
- retired

👤 Skills

- Fishing
- riding motorcycle
- vehicle repair

✅ Persona Main Job (Main goals)

He want to write journals about restaurants that are around his favorite fishing spots.

😊 Personality

Easygoing. Positive.

👁 Interests

- He loves hanging at outdoor.
- He likes riding his motorcycle and fishing in weekend if he is not busy.

📱 Tech savviness

He is not familiar with using IT devices. Need a little help of his children to use devices.

😊 Gains

- Track all the restaurants he want to visit again.
- Visit again a restaurant that his kids enjoyed eating.

😞 Pains

- If our applications is not easy to use, then he will suffer.

Finchy Tomato

Ab is looking for a better way to keep track of restaurants she and her team have been to for team lunches.



👉 Brief description

Finchy is 20-year old college student. He does not know how to cook at all, so he has to browse yelp 4 times a day to find good food around him.

✅ Persona Main Job (Main goals)

- **Wants to find good foods around him quicker and easier because he has select-phobia.**
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😊 Personality

- Easy Going
- Chill
- Not picky

👁 Interests

- **Movies**
- **Photography**
- **Travel**
- **Video gaming**

📱 Apps used by Finchy

- **WeChat**
- **Yelp**
- **Instagram**
- **definitely not tinder**

😊 Gains

- **netflix and chill is best way to relax.**
- Driving with music can be enjoyable.

😞 Pains

- **Can't find parking lot always drive me crazy**
- Forget things all the time
- Making decisions is a nightmare.

wallo

Wallo needs help deciding where to eat after she finishes her work for the day



👉 Brief description

Wallo is a 26 year old who goes to the gym in the morning before work which is programming and spends some time by herself watching a movie.

✅ Persona Main Job (Main goals)

- Reduce time taken to select a restaurant to eat at before her movie
- Wants to keep track of the best places for healthy protein after the gym

😊 Personality

- happy
- sleepy
- likes a schedule

👁 Interests

- **Boxing**
- **chess**
- **coding**
- **movies**

📱 Apps used by Monica

- **Instagram**
- **snapchat**
- **whatzapp**

😊 Gains

- **Hit PRs at the gym**
- morning meditation
- coffee breaks

😞 Pains

- **Does not know where to go to get vegetarian food**
- always not sure what to eat for dinner while watching a movie

Kyle

An average frat boy looking for munchies but has trouble deciding where to go



👉 Brief description

Kyle is a 21-year-old frat boy who is all about the life of party. He likes to go out to get munchies with his friends late at night.

✅ Persona Main Job (Main goals)

- **Kyle would like to know the restaurants open near him late at night, and places that are also not too far away.**

😌 Personality

- Cool
- Confident
- Attractive

👁 Interests

- Getting lit with homies
- Partying
- Baking

📱 Apps used by Rob

- **Instagram**
- **Snapchat**

😊 Gains

- Has a lot of friends, so always ends up eating out with different group of friends.

😞 Pains

- Does not have a lot of money because all the money were spent on dues and poker.
- Has a really packed schedule because he finishes all his class work during the day.