Ben Dover

age: 22

residence: Cayce, South Carolina

education: UofSC Computer Science Major (Senior)

occupation: Student/Internship at Microsoft

marital status: Single

"Grubhub at Russel makes my cocky sad"

Ben's parents provide him $1000 in meal plan dollars, he uses Russel as a primary source of food

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Ben wants accurate times for when his food is ready on the Grubhub app.

Needs
- The ability to cancel orders easier
- Accurate wait times based on order

Values
- Accurate orders
- Time efficiency

Wants
- Accurate wait times
- Correct and fresh food

Fears
- Missing class due to waiting on food based on inaccurate wait times
- Wasting meal plan dollars because his order couldn't be canceled

M●BILITY LABS