**Empathize with the user**

**Reena**

**Age:** 37

**Education:** Some college

**Hometown:** Lakewood, Colorado

**Family:** Lives mostly alone, has a teenage daughter

**Occupation:** Paramedic

Reena is a paramedic who lives in Lakewood, Colorado. Reena lives alone but shares custody of her daughter with her ex-partner. Reena works both day and night shifts, and her schedule changes week to week. She is a rock climber who goes to the climbing gym a few mornings a week and also drives her daughter to soccer practice a couple of nights a week. Reena has dyslexia, which makes it difficult to read text quickly and process information in fast-paced settings. Reena is health-conscious and budget-conscious.

**Question 1:** Can you describe your current schedule and how you balance your responsibilities with meal planning?

**Response:**

* Paramedic - busy and often undefined schedule/doesn’t know her schedule weeks in advance
* Climbs at a climbing gym in the mornings
* Takes daughter to soccer practice Tuesday and Thursday nights
* With unpredictable schedule, it can be difficult to coordinate both transportation and meals
* Usually tries to prepare food at home and make healthy meals, but grocery shopping is time consuming so she often resorts to takeout or delivery as a faster option

**Question 2:** How often do you order meals from a restaurant? When you do, what is your motivation for doing so?

**Response:**

* Orders takeout or delivery 3-4 times a week/usually for dinner
* Daughter loves ordering out, so she usually does so on Tuesdays and Thursdays after soccer practice
* On particularly busy days, she may prefer to get food delivered rather than pick it up
* Lack of time/energy after working long hours, climbing, and driving to and from soccer practice
* Planning a meal and planning what groceries to buy takes time
* Prefers more affordable options and being able to order enough food for a small family within their budget
* She tries to opt for healthy meals
* She typically likes to order from places that she can pick up from on the way home, without making a huge detour
* Has some favorite restaurants but likes to mix it up once in a while, if she has time to look for a new restaurant

**Question 3:** What challenges do you face in the ordering process? How does this make you feel?

**Response:**

* Lack of images (it’s hard to read through all the text sometimes, images would be more convenient)
* Hard to scan information, especially on a small phone screen (dyslexia). This might make Reena feel frustrated and even self-conscious about her disability.

**How could the needs, challenges, or concerns of this user be resolved?**

Someone like Reena could benefit from having a screen reader in the app, especially if it’s going to be text-heavy in places. Sites that offer compatibility with screen readers can make the experience more pleasurable and require less effort. If an app can make a user feel included with details like this, it’s probably going to keep the user coming back.

Reena, like many working parents, is clearly very busy and doesn’t have time to spend browsing for the perfect meal every day. She has favorites she likes to order frequently, so having a system in the app where users can “favorite” certain restaurants and then find them easily later, would be useful. She also prioritizes healthy options and affordable options. Nutrition facts and a tool where users can filter restaurants by price range could be helpful.