



GENDER  
**MALE**

AGE  
**29 YEARS**

OCCUPATION  
**CLIENT DIRECTOR**

LOCATION  
**NEW YORK**

# Andy Simmons

Connoisseur - Adventurer

## Motivations

Andy is a self-proclaimed foodie. He spends most nights eating out with co-workers, friends, or dates. He frequents the hottest restaurants in New York but also knows many of its hidden gems. Food Network and food documentaries on Netflix are always playing in the background at home. When he travels, he travels to eat and his itinerary is planned based on meals. Although he enjoys his favorite spots, Andy is always on the lookout for something new and different.

## Goals

Andy wants an easy way to find one-of-a-kind dining experiences. He also loves sharing his finds on social media. His work schedule can be unpredictable, and dinner plans are often made last minute or re-scheduled. To Andy, food is best enjoyed in the company of those who enjoy it as much as he does.

## Frustrations

Andy wishes there was an easier way to find new dining experiences. He is growing bored of the restaurant scene. He has been to a few pop-up restaurants before but wished there was an easier way to find them. He's found the few he has through friends, food blogs like Eater NY or celebrity chef's twitter feeds. Often times, he finds out too late after the event has passed.

Andy works for Door Dash in New York City. Everything Andy does is usually with food in mind. Outside of work, you'll often find him at a bar or restaurant with his friends and co-workers. In his spare time, he enjoys cooking, reading, walking his dog and cycling.



GENDER  
FEMALE

AGE  
32 YEARS

OCCUPATION  
FINANCE, VP

LOCATION  
HONG KONG

# Amy Park

Connoisseur - Researcher

## Motivations

Amy loves food. It's probably one of the biggest joys in life for her. She always is on the lookout for new and exciting food experiences to enjoy with her husband and her friends. She likes to know the story of her food and the chef who prepared it. Pop-up restaurants are an intimate way of experiencing the food with the chef who made it. If it's something new and truly unique, she will plan her calendar around that event.

## Goals

Amy wants to find unique dining experiences. If there's a food event in town, she wants to be the first to know about it. She wants an easy way to browse pop-ups by chef or cuisine. She wants to be able to easily read about events she is interested in and book without too many steps and hassle.

## Frustrations

While Yelp has the most extensive database, it's too flooded by untrustworthy reviews by non-experts. She trusts food blogs or other sources with a foodie network with the same passion and expertise like herself.

Amy is an ex-pat living in Hong Kong. She is the one you go to for food suggestions in her circle of friends. You can count on her to know her stuff of how things are made, who's who in the chef world, and the history of her favorite restaurants. She's always talking about food it seems. Often traveling with her husband, Amy is well-versed in the different cuisines out there and loves to try new food.



GENDER  
**FEMALE**

AGE  
**25 YEARS**

OCCUPATION  
**NURSE**

LOCATION  
**SAN FRANCISCO**

# Sarah Henderson

Follower - Social

## Motivations

Sarah enjoys eating out with her friends and her boyfriend. It's something that they all enjoy doing together. While she wouldn't go as far as call herself a foodie, it's definitely an interest. She's learned to appreciate food more through her friends. She often is looking for experiences that can be shared with her friends.

## Goals

Sarah wants to find events pertaining to food available where she lives. Her friends often try to find new things to do together. While she enjoys food, the main draw of pop-up restaurants for her is the unique experience.

## Frustrations

Finding a time where all of her friends are available can be a challenge in itself. This often limits their options, and it's hard to browse dining options by time.

Sarah is a nurse for Kaiser's labor and delivery. She spends her spare time with friends and her boyfriend. On the weekends, you'll often find Sarah rock climbing, walking her dog and hanging out with close friends.