

John Brown - Software Developer

Age: 31

Work: Software Developer

Education: BS, Computer Science

Location: Seattle, WA

Work Functions:

John is a software developer at Amazon, headquartered in Seattle, WA. He has been in his current position for four years and has to work in the office five days a week. John works with a small team of software developers on a rotating basis, depending on his current project. Since there are plenty of dining options at or around his office, John does not pack his own lunch. On a typical workday, John will commute using public transit, code at his desk, meet with clients, and update his manager with current project status. Because of his smaller team, John often works long hours, exceeding a 40 hour work week regularly.

Needs:

Since John commutes to work and doesn't enjoy cooking for himself, he needs a site that will allow him to order dinner ahead of time so that he can pick it up on his way home.

Motivations:

Despite working in South Lake Union, John lives in the Capitol Hill neighborhood of Seattle. He chose this neighborhood because of its vibrant nightlife and diverse food options. Overall, John values convenience because of his busy work schedule. He also wants to maintain a somewhat healthy routine and appreciates health-conscious options, even choosing to bike to work sometimes.

Website Interaction:

John needs a simple interface that provides a platform for ordering and paying. Since John is trying to be more health-conscious, he appreciates being able to customize his order to suit his tastes and needs.

Task Scenario:

The site provides a place where a user can view the entire menu and complete an online order for pickup and customize menu items.

