



AGE

# Person Perry White

40

BACKGROUND

He's travelled around Asian and like to eat sushi. He's a retired

TEHNOLOGY SKILLS

Knows the basic use of technology.

END GOAL

Find a site that is easy to navigate and reseach information about the restaurant

IDEAL FEATURE/CONTENT

The Food and meanu, like to use toggle nav on mobile phone.

DESIRED EXPERIENCE


Easy to use.

FRUSTRATIONS

Font is too small/ it is a bit hard to read on mobile phone, have to use speak selection.

USABILITY NEEDS

Mobile, Tablet

Client	Tiffany Tse	Description	Persona		
Project	Final Project	Author	Elisa Koon		
 School of Media & Design			Version	1.0	1.0
			Date	11/12/13	



# Person Lois Read

AGE

23

BACKGROUND

Student in College, a baby-sitter, loves to go find a tea lounge to hang out with her friends during spare time. Lois eats out alot.

TEHNOLOGY SKILLS

Experienced at using Technology  
Able to browse site on the go and check in to see whats new.

END GOAL

IDEAL FEATURE/CONTENT

able to use the site from computer

DESIRED EXPERIENCE


fClean and smooth layout, easy to use

FRUSTRATIONS

unable to see all colours, because she's colour blind.

USABILITY NEEDS

color blind

Client	Tiffany Tse	Description	Persona		
Project	Final Project	Author	Elisa Koon		
 School of Media & Design			Version	1.0	2.0
			Date	11/12/13	



# Person Clark Smith

AGE

23

BACKGROUND

College Student. A expert with the newest gadgets and technology. Uses a lot of Social networking apps and sites to find places, and see what new. Loves to go out and eat and find a place to hangout with his friends during break, or a place to do some homework.

TEHNOLOGY SKILLS

Expert

END GOAL

To be able to browse the site smoothly on his phone, tablet and laptop. Get information on the go and quicly.

IDEAL FEATURE/CONTENT

Gather information quickly.

DESIRED EXPERIENCE


Quick and Easy to access on the go.

FRUSTRATIONS

Not always updated.

USABILITY NEEDS

Site need to be responsive.

Client	Tiffany Tse	Description	Persona		
Project	Final Project	Author	Elisa Koon		
 School of Media & Design			Version	1.0	3.0
			Date	11/12/13	