

## Personas

- **Fatima, 42-year old entrepreneur:**

- Fatima is a 42-year old entrepreneur living in New York City. She works with a range of clothing and goods businesses that serve primarily under resourced communities. As part of her job, she needs to meet with her partners in different areas of the city, often for lunch. When she's not working, she likes to spend time with her family and indulge in their shared love for food, whether at home or outside.
- As Fatima is self-employed, she spends most of her time with her work, and does not have much energy to search for restaurants, for work or for home. She really enjoys Mexican food, but not ones that are too Americanized. Other cuisines she's a fan of includes Thai and Indian. Her love for food brings her to many cuisines, and often she will ask who she is going with for their cuisine preference.

- **Bill, 24-year old Epicurean:**

- Bill is a 24 year old Epicurean food connoisseur who wants to filter restaurants by cuisine, restaurant type, vegetarian/non-vegetarian preference, see the most popular items, critique online payment options, plot restaurants by distance and location, and have the easiest method of delivering his critiques (e.g. sending them back to Yelp).
- As an avid food traveller, he likes to plan ahead for his trips. He wants to be able to save his preferences for later with the click of a button and see up-to-date information such as the most recent/best reviews. Just before travelling, he likes having a paper copy of the list of restaurants he wants to eat at.

- **Bobby, stay-at-home dad:**

- Bobby is a stay-at-home dad who wants to find restaurants which are close enough that he can get food delivered straight to his address without hassle. He wants to know how long the food delivery typically takes in order to make the best choice. He also wants to know if he can pay cash on delivery and whether he can contact the delivery person directly.