



## Jake Thompson

Male

20 years old

### Adventurous Eater

Budget student who likes to try different ethnic food

“Price is a big concern as I eat out everyday”

## Background

Jake Thompson, 20, is a bio-engineer student at UC San Diego. He is originally from Sunnyville California. He is a hard working student and strive to achieve the best he can at what he does. He wants to go to med school after his undergrad. His course load is very heavy along with preparation for MCAT, he barely has time to sleep let alone cook. He eats out almost every meal. For lunch he usually eats around campus but for dinner he usually go out with his friends and try out different type of food around San Diego. It is his time to socialize with his friend and a break from his rigorous schedule. He likes to try new restaurants with his friends and is very liberal minded when it comes to food. One thing that is of big concern to him is the price. As he eats out every meal, he can't afford to spend over \$20. He usually sets a target of under \$20, except for special occasions where he doesn't mind spending more. The way his friend and him decide restaurant is to go through yelp and see what the restaurant has to offer. He said the most important factor on deciding which restaurant he would like to go to is the rating on yelp. As a good rating from other customers not only indicate a restaurant with good food, but also a restaurant that cares about what their customers have to say.

## Scenarios

Dinner with three other friends

Finding a new restaurant that he's never been to before

## Based On

Conor Hayes

Eugene Temlock

Grace Oh

## Important Factors

Frequency of Eating Out

When they eat (Earliest to Latest)

Concern for price

Frequency of trying new restaurant

## Ideal Goals

Restaurant that allows social interaction

Save as much money as possible

Have variety of food in the menu

Have new things to try

## Concerns

Budget

Hours of Operation