



Thierry Henry

Age: 25

Education: Ba Economics

Hometown: Paris

Family: Lives Alone

Occupation: Stock Trader

“With my busy job I need to order out alot, main issue is finding healthy food I can eat often”

Goals

- Order food to the office quickly.
- Get healthy food options to feel good during the day.

Frustrations

- Ordering process takes too long on the phone, wants to order through an app with a quick and intuitive interface.
- Can't get healthy food delivered anywhere near the office.

Thierry is a stock trader at a large firm, time is literally money for him and so he does not have time to waste calling in to order. He needs an application to order from as quickly as he can. Also, Thierry has been getting health issues lately and wants to remedy them by eating healthier foods.



Martha Stewart

Age: 60

Education: Ba Graphic Design

Hometown: Paris

Family: Husband

Occupation: Retired

“I have poor hearing and so ordering face to face or through the phone is difficult. An application to order from would be ideal.”

Goals

- Make an order without the hassle of talking to a sales assistant on the phone or in person.
- Easy and timely pick up process. Want to be in and out quickly.

Frustrations

- Most online applications solve hearing problem but have too much text. More visuals would really help.
- Legs hurt when waiting to pick up order

Martha is a retired graphic designer who is enjoying the retired life. She lives with her husband in Paris. Martha has a hearing problem and so used to avoid ordering food. She needs a menu app that solves her hearing problem and still takes into consideration her poor vision through the use of lots of visuals.