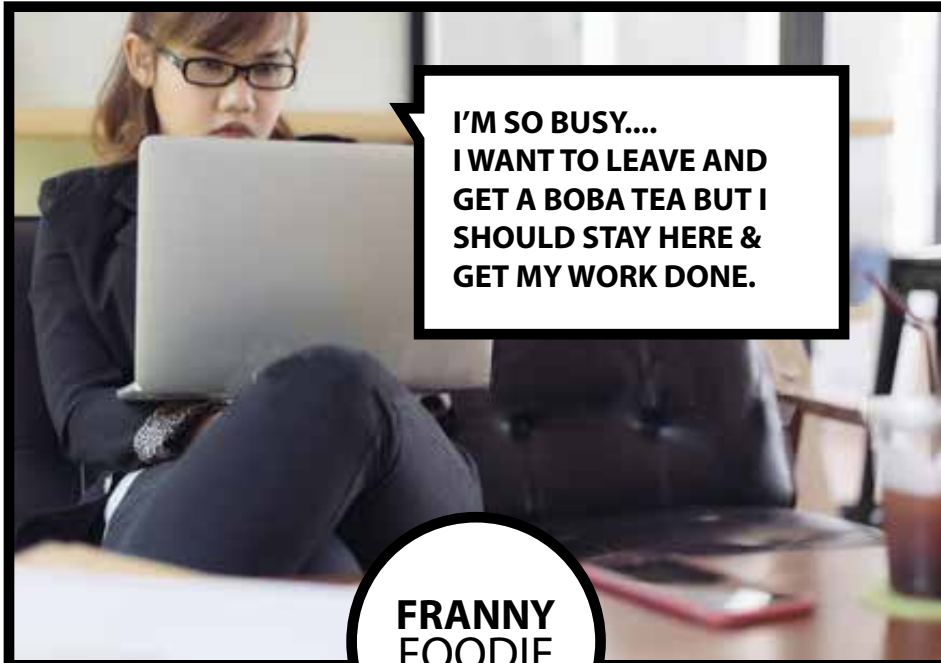


BOBA TEA PERSONA



BEHAVIORS/ACTIVITIES

- On their phone a lot.
- Has a busy schedule.
- Loves to go eat out with Friends on weekends.
- Always looking for new restaurants to go eat out at.
- Follows foodies & food blogs on Instagram.
- Takes pictures of food and shares with friends on social media.
- Goes to good coffee/beverages shops.
- Uses on demand services once a week.

ABOUT THEM

- Identifies as a foodie.
- Age 21 - 35.
- College educated.
- Lives in San Francisco.
- Works at a tech company in SF.
- May have a family at home.

NEEDS/GOALS

- More time in their day.
- More opportunities for better food/beverages to be delivered to home/work.
- Doesn't want to wait too long for things they need in the moment.
- Wants to show off good food/beverages to friends.
- Like to be "in the know" with new food opportunities so they can share these experiences with friends.

THE PERSONA

The persona is design artifact that represents a large market of people Regardless of age & gender (in most cases) that have the same problems, goals motivations and behaviors. It is first constructed from our unvalidated assumptions before research.



PERSON IN REAL WORLD CONTEXT



**PROBLEM YOU
INTEND TO SOLVE
& GOAL WRITTEN
FROM THE USERS
PERSPECTIVE AND
CONTEXT**

FIRST NAME
THEMED LAST NAME

BEHAVIORS/ACTIVITIES

What are their day - to - day activities?

-

What behaviors do they have that relate to the space you are working in?

-

Who do they share these activities with?

-

Where are they at when doing this activities?

ABOUT THEM

What information do you think is important to capture about them?

Examples

- What are they educations level?
- Where do they live?
- Do they work?
- Do they have a family?
- What is their age range?
- Does is matter if they are male or female?

NEEDS/GOALS

What problems do they have and why?

-

Do they work around their problems?

-

What are their goals?

-

What do they need to achieve their goals?

-

What is their motivations?

-

What triggers them to have these needs