

INDUSTRIOUS AND REFINED

ANDY F.

AGE 30

OCCUPATION BANK MANAGER

LOCATION NEW YORK

GENDER MALE

MOTIVATIONS

Andy likes variety in his food but mostly has to eat from the same old burger joint, located near his bank. He just orders his lunch through his mobile and picks the meal up. He sometimes feels ravenous when he smells the aroma of mexican food which comes from the mexican food truck outside his bank, but shuns the idea after looking at the long line of people outside it. He often assists customers to take cash from ATM as the food truck accepts only cash.

GOALS

- Wants to save time to get maximum things done.
- Should be able to seek variety in his meal.
- Should be able to pay online to avoid keeping cash.

FRUSTRATIONS

- Frustrated to eat the same hamburger again and again.
- The credit card machine at the burger joint never works.
- Loves Mexican food but doesn't want to stand in a long line for it

BIO

Andy recently got promoted from an Associate Manager to Manager at Chase bank located in the Upper East Side. He doesn't like wasting his time and is a workholic. He likes the rush which the city brings in him. He often uses his phone to order his groceries from Amazon. He avoids cooking at home because he feels that he can work at the amount of time, it requires him to cook to create millions for the bank. He wants to become the Chase Bank Employee of the year in 2016.



"Time is money. Time wasted is money wasted"

BRITTANY M.

AGE 18

OCCUPATION STUDENT

LOCATION LOS ANGELES

GENDER FEMALE

MOTIVATIONS

Brittany has recently realized that her spending on food takes up major chunk of her expenses. Now she finds the best promotional deals for meals and often eats cold pizza from Safeway after returning from her evening classes. She tried buying food from a food truck located outside her campus but finds paying very high prices as unaffordable. When she goes out, Brittany likes to ask her classmates their take on the eating joint before ordering anything.

GOALS

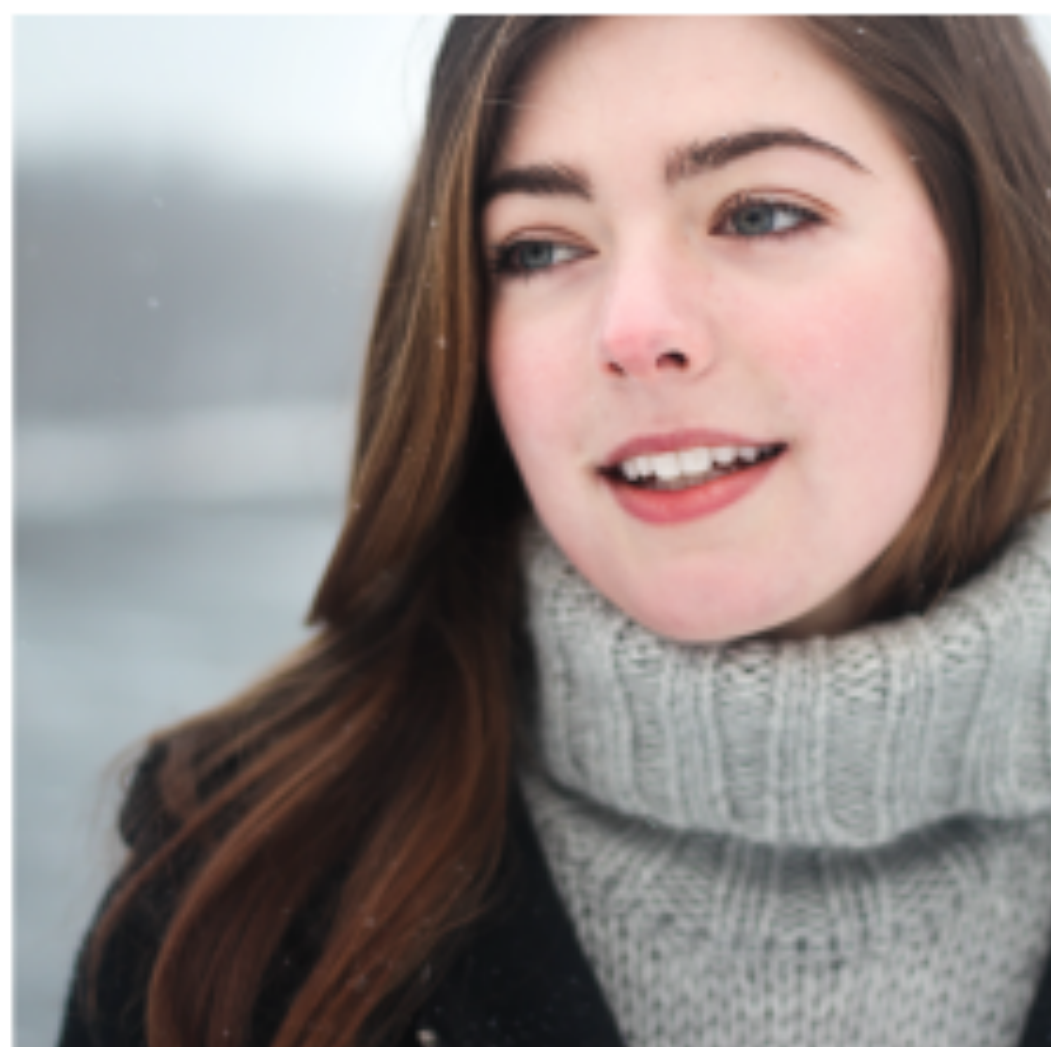
- Find the best possible deal for a meal
- Wants to be able to buy dinner late at night
- Wants to find out therecommendations at the eating joint

FRUSTRATIONS

- Most of the restaurants do not print their promotional deals on their websites
- Restaurants shut down at 9:30 PM in the area where Brittany lives
- Most of the food trucks do not have an avenue for customers to give reviews

BIO

Brittany recently started college at California State University in Los Angeles. She aspires to become a civil engineer and wants to pay off her study loans as soon as she can. She also started working as a sales girl at Office Depot. Brittany is a foodie and loves food. She doesn't like to experiment and wants a good sustainable solution for her food problem. She misses her family and like to take advice before making any decision.



"It can be \$5 for a cupcake and as a starving student- it can add up."

ADVENTURE SEEKER

CAM H.

AGE 25

OCCUPATION PHOTOGRAPHER

LOCATION SAN FRANCISCO

GENDER MALE



"Do you know the best hamburger in the world was made by a guy called Joe. His hamburger can probably single handily avoid a third world war."

MOTIVATIONS

Cam loves exotic food and visits small establishments to relish the various tastes they offer. He loves stopping by food trucks to encourage people whom he believes offer some of the best dishes but don't have big money to open restaurants. His problem is that he wants to track his favorite food trucks. He tries to follow them on Twitter but feels betrayed when he is unable to find the food truck at the same location as it was yesterday. Also being an active food blogger, he wants to refer to the exotic names of the dishes that he liked but forgets.

GOALS

- Track favorite food trucks
- Search for food trucks offering unique culinary experience
- Wants to refer the menu later

FRUSTRATIONS

- Inability to track favorite food trucks
- Difficulty in finding new types of food trucks in the area
- Has to jot down the names of the food before for fear of forgetting them later

BIO

Cam is a photographer who loves to travel to new places. He likes to discover new places and likes to talk to people. He believes that two people become friends after sharing special meals. He likes to blog about whatever he eats and likes to upload pictures of food wherever he goes. He is a people person and loves talking to them.

TASTEFUL AND CAUTIOUS

DIVYA E.

AGE 32

OCCUPATION DOCTOR

LOCATION CHICAGO

GENDER FEMALE

MOTIVATIONS

Divya is very health conscious and avoids greasy food. She has a high pressure job which gives her no time to cook. She feels very strongly about the sanitary conditions in businesses and checks the ratings by a health agency before eating food anywhere. She thoroughly reads reviews before going to eat anywhere. She sometimes wants time for herself and just wants to sit and eat a burrito without thinking much.

GOALS

- Wants an assurance that food is of high quality
- Make sure that hygiene is maintained at the place of food preparation
- Would like a spot for sitting down and eating food comfortably

FRUSTRATIONS

- Does not find ratings by health care agencies on food trucks
- Does not find photos of kitchen of the food truck in their twitter feed
- Unable to find if the food truck has a seating facility

BIO

Divya is a doctor and a mother of two daughter. She demands high standards of cleanliness and expects world class facilities of sanitation everywhere. Divya is health conscious and goes to gym daily. She likes Pilates and believes that just like body even mind can be cleansed by doing meditation.



"I believe that cleanliness can prevent anybody from getting infected by most diseases."