

Persona 3

Tom & Susan & James

University Students



"I want to hang out with my friends and have affordable but food and drinks"

Tom, Susan and James are students at Edinburgh University. They're thinking to hang out and visit one of the café in New town after lecture. They want to explore Edinburgh café together because they haven't been hanging out for a long time during lockdown.

Goals

- Find a good café to hang out with friends
- Have a good food and drink

Motivations

- Great food and dessert
- Nearby café
- Affordable price
- Nice vibe

Needs

- Affordable price
- Delicious food
- Information about cafés

Frustrations

- Deciding where to go