

Persona 1

Emma

Young professional



"I am looking for a place to buy lunch. But I don't want to buy it from supermarket."

Emma is a accountant working for HSBC at New Town, Edinburgh. She usually buy lunch from either local supermarket or nearby cafés. She's not happy with the quality of food from supermarket so she started to but lunch from local cafés but it is quite pricy for her.

Goals

- Find a place to buy delicious and affordable lunch

Motivations

- Good meal-deal menu
- Quick takeaway place
- Nearby café

Needs

- Eat good food
- Takeaway food quickly so she can have a proper break

Frustrations

- Pricy lunch options from cafés
- Tired of supermarket meal-deals