

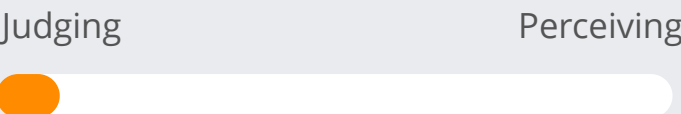


Ester Ross

Software Developer

**Age :** 33  
**Gender :** Female  
**Education :** BA in CS  
**Experience :** 3 years  
**Salary :** \$85,000  
**Relavance :** 100 %  
**Location :** CA, Downtown  
**Marital Status :** Single

Personality



Food



Archtype:

Ruler	Creator	Sage
Innocent	Explorer	Rebel
Hero	Wizard	Jester
Everyman	Lover	Caregiver

Lifestyle :

Ambitious	Dreamers	Attentive
Fast working	Collaborative	Resourceful
Comunicative		Media/Social

Bio

Ester is a front end developer that calls loves to each out with her friends, family and by herself. She loves to be connect to the culture through food and the people making it. Want to feel apart of the chef’s family. Living an active lifestyle, knowing where the food truck is important for her.

Site Characteristics

- Easy to use
- Mobile Friendly
- Wanting to know where the food truck is at

Needs/Goals

- Healthy, Fresh and fast food
- Cares about quality of food
- History of food

Challenges/Frustrations

- Little and same options for lunch every week/month
- No connection/history when eating out

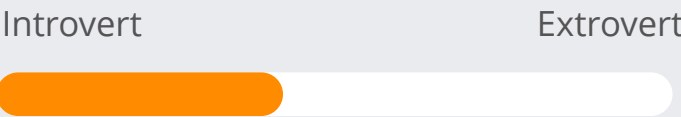


Justin Paul

Web Developer

**Age :** 30  
**Gender :** Male  
**Education :** BA in CS  
**Experience :** 3 years  
**Salary :** \$55,000  
**Relavance :** 100 %  
**Location :** CA, Downtown  
**Marital Status :** Single

Personality



Food



Archtype:

Ruler	Creator	Sage
Innocent	Explorer	Rebel
Hero	Wizard	Jester
Everyman	Lover	Caregiver

Lifestyle :

Ambitious	Dreamers	Attentive
Fast working	Collaborative	Resourceful
Comunicative	Media/Social	

Bio

Is a web developer that calls him self a foodie. Justin want to experience new food during his lunch time at work where he can take a break. Justin like the option of pay a small amount of money to try new food at a food truck with out the imitation of going to a fancy restaurant and feeling out of place. Doesn't have a lot of time and constantly on his phone.

Site Characteristics

- Able to find truck from phone
- clean and easy to read site
- Like to be in the know of new food options

Needs/Goals

- Want authentic food
- Fresh and Fast
- Uncomplicated

Challenges/Frustrations

- there a lot of unhealthy, greasy fast food place new work
- all fast food feels the same





# Mika Davis

Front End Developer

**Age :** 33

**Gender :** Female

**Education :** BA in CS

**Experience :** 1 years

**Salary :** \$63,000

**Relavance :** 100 %

**Location :** CA, Downtown

**Marital Status :** Single

## Personality

Introvert

Extrovert



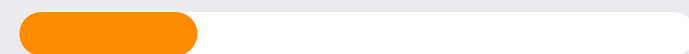
Thinking

Feeling



Judging

Perceiving



## Food

Adventurist



Quality



Conection



## Archtype:

Ruler

Creator

Sage

Innocent

Explorer

Rebel

Hero

Wizard

Jester

Everyman

Lover

Caregiver

## Lifestyle :

Ambitious

Dreamers

Attentive

Fast working

Collaborative

Resourceful

Comunicative

Media/Social

## Bio

Mika is a second generation Japanese who found her love of coding at a young age. Her time is very limited due to the lifestyle she lives and values a quick, affordable, and fun eating experience. Since she is always on the go, having a mobile site knowing what is on the menu and where the truck is, is important to her.

## Site Characteristics

- Easy to use
- Mobile Friendly
- Wanting to know where the food truck is at

## Needs/Goals

- During lunch time, want to be able to try different food at
- Fresh and Fast
- A fun and relaxing experience to eat

## Challenges/Frustrations

- Difficult to tell what is genuine and what's not
- Tried of all the “traditional” taco trucks