



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



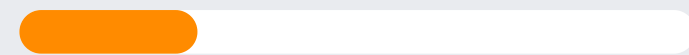
Thinking

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