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

Introvert — Extrovert

Thinking — Feeling

Judging — Perceiving

Food

Adventurist

Quality

Conection
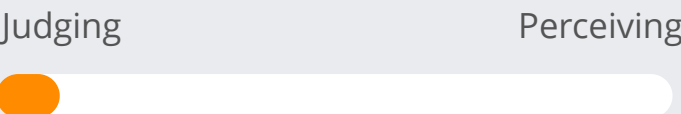
Archtype:

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

Lifestyle :

Ambitious	Dreamers	Attentive
Fast working	**Collaborative**	Resourceful
Comunicative	Media/Social	

Bio

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