

# Jimmy Biz



AGE	20
EDUCATION	Student at University of Michigan
STATUS	Junior
MAJOR	Information
LIVES	Off-campus
DINING HALL USAGE	4-5 times a week

“ I eat at the dining halls because of convenience

## Personality

Extrovert

Busy

Hard Worker

Tech-savy

## Bio

Jimmy is currently a junior at the University of Michigan who has the 80 pack of dining hall passes. He tends to use the dining hall almost every day for lunch in between classes, and then maybe once or twice a week besides that. He does not like being at the dining hall with lots of crowds, and does not really care about nutritional information. He checks the menu every time before going to the dining hall because he does not want to waste any swipes. Overall he likes the Michigan Dining resources but thinks things could be improved.

## Core needs

- Needs to know what each dining hall is serving
- Needs to be able to access information in a timely matter
- Values other people’s opinions on food
- Needs to be able to avoid crowds
- Does not care about nutritional information (calories, protein, etc)

## Frustrations

- Finds the symbol/icon system to be confusing
- Does not know of a resource to use to avoid crowds, currently just uses personal experience
- Wishes there was a way to see other people’s opinions on dishes
- Finds the process of looking at menus at multiple menus to be inefficient

## Factors that affect Dining Hall Choice

Menu   Location   Crowds

## Resources Used



M-Dining Website



Michigan App