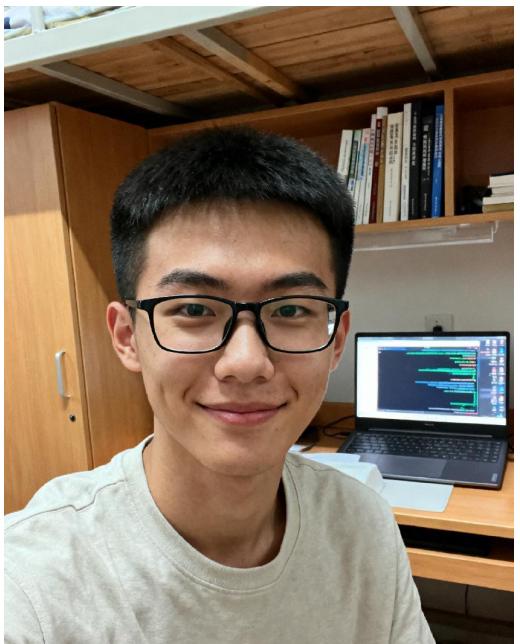


# Persona 1: The Efficiency Seeker

Name	Liu Fan
Gender	Male
Age	22
Education	Senior Undergraduate
Occupation	Computer Science Student / Off-campus Intern at an Internet Company
Monthly Income	Internship stipend + living expenses, approx. 2000-2500RMB
Marital Status	Single
Location	University Campus, lives in student dormitory



## In Liu Fan's words: (quoted from Interview 4)

"The top priority is definitely the speed of serving food. Rushing to morning classes at 8 am, or having only an hour for lunch break – waiting half an hour can make you faint from hunger."

"(Online ordering) Used it once and didn't want to use it again! Ordered fried rice at noon, it showed 20-minute delivery, but ended up waiting 40 minutes, the rice was cold."

"(Feedback) Never provided feedback. It's troublesome and I feel like no one would handle it anyway, so I can't be bothered."

## Motivations&Goals

Core Motivation: To balance heavy coursework, graduation project, and internship, maximizing time utilization.

- Primary Goal: To resolve three meals a day with the shortest time and least decision-making cost, ensuring punctuality for classes, internship, and study.
- Value Proposition: Reliability, speed, zero errors. The canteen is a vital "energy refueling station" for survival, not a place for enjoyment.

## Pain Points & Frustrations

Long Queues: Long lines during lunch and dinner peaks consume his patience and precious time.

- Ineffective Online Ordering: Tried online ordering once but experienced a terrible "40-minute delivery", leading to lost trust.
- Feedback Falls on Deaf Ears: Perceives feedback channels as ineffective; finds it troublesome and believes no one addresses the feedback anyway.
- Sold-out Items & Difficulty Choosing: Favorite dishes are sold out if he goes late; difficulty finding seats during peak hours.

## Behavior Patterns & Usage Scenarios

High-Frequency User: Almost a "daily user" of the canteen, especially reliant on lunch and dinner.

- Fixed Route: Prefers the canteen closest to his dormitory or teaching building.
- Quick Decision-Making: Spends very little time at the counter, usually making quick decisions after glancing at the first few dishes.
- Passive Adaptation: Tends to endure problems or find temporary alternatives (e.g., switching counters, going to a convenience store) rather than proactively complaining.