

Persona 2: The Health & Experience Enthusiast

Name	Shen Wei
Gender	Female
Age	23
Education	First-year Graduate Student
Occupation	Humanities Major Postgraduate
Monthly Income	Postgraduate stipend + part-time tutoring, approx. 3000-3500 RMB
Marital Status	In a relationship
Location	University Campus, rents off-campus apartment



In Shen Wei's words: (quoted from Interview 3)

"I pay attention to a balanced mix of meat and vegetables, but canteen dishes are generally too oily, and there are few types of green vegetables, making it hard to achieve real nutritional balance."

"I hope they can occasionally introduce some trendy snacks to add a sense of novelty."

"Currently, the canteen basically doesn't cater to special needs like less oil and salt; there are very few counters that offer customization."

Motivations&Goals

Core Motivation: To maintain a healthy lifestyle and enjoy the pleasure and social experience brought by food.

- Primary Goal: To find dining options on campus that meet her needs for health, nutrition, and diverse flavors.
- Value Proposition: Transparency, health, novelty. She hopes the canteen is not just a place to fill the stomach but can also be part of her healthy lifestyle.

Pain Points & Frustrations

Frustration with "Greasiness": Feels canteen dishes are "generally too oily", with few green vegetable varieties, and even vegetarian dishes are "heavy on oil and salt".

- Black Box of Health Info & Lack of Customization: Cannot access low-oil, low-salt options; the canteen "basically doesn't cater to special needs like less oil and salt".
- Monotony of Choice: Slow update of dishes, easily gets tired of them; craves "trendy snacks" to add freshness.
- Mismatch Between Quality and Price: Feels the price of some dishes doesn't match the portion/quality, e.g., "a portion of sweet and sour pork is 9 RMB, but it only has a few pieces of meat, mostly batter."

Behavior Patterns & Usage Scenarios

Selective Chooser: Pays attention to balanced meat and vegetable combinations, carefully scrutinizes dishes.

- Enjoys Trying New Things & Providing Feedback: An active trier of new products and themed activities, willing to provide feedback through effective channels (e.g., Xiaohongshu groups).
- Social Dining: Often eats at the canteen with others, values the social experience of dining.
- Value-Oriented: Willing to pay a higher price for better quality, but also seeks daily affordability.