

# Aisha Smith

age: 20s

residence: Columbia, SC

education: Attending UofSC

occupation: Full Time Student

marital status: Not married



*"I want to do good for my parents"*

Studies a lot to ensure her success in classes and in life.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Food
- Lots of sleep

## Values

- Religion
- Family
- Health

## Criteria For Success:

Doing well in school so she can be successful afterwards and help her family

## Wants

- Wants to do well in classes
- Wants to help others
- Wants to find options that meet her dietary restrictions

## Fears

- Eating something outside of her dietary restrictions
- Not getting food on time

# Bradley Davis

age: 30s

residence: Columbia, SC

education: High School diploma

occupation: Works as a manager at a restaurant

marital status: Married with 3 kids



*"I need my customers to get their food fast!"*

Works all day and goes home to his wife and 3 kids to spend time with them.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Getting food out to customer fast and making sure that his workers are doing the same

## Needs

- Food
- Sleep
- Spending time with family

## Values

- Religion
- Family
- Doing good honest work

## Wants

- Wants his restaurant to succeed
- Wants his customers to be happy
- Wants his works to be faster

## Fears

- Not getting the customers food out fast enough
- Having a long line of unhappy customers

# Sarah Lee

age: 21

residence: Columbia, SC

education: Attending UofSC

occupation: Works at restaurant on campus

marital status: Not Married



*"My boss hates when I take too long to make the food"*

Goes to classes and then goes to work after to spend the rest of their day.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Getting food out to customer fast and passes the classes she's taking

## Needs

- Food
- Sleep

## Values

- Doing everything as best as she can
- Religion
- Helping people

## Wants

- Wants to please her boss
- Wants to get good grades in her classes

## Fears

- Not doing good at her job
- Getting yelled at by customers

# Jimmy Co

age: 18-20

residence: Columbia,SC

education: Attending UofSC

occupation: Full Time Student

marital status: Not Married



*"I need all As or my parents will kill me"*

Spends all day studying and doesn't like to waste time. Is double majoring and has a minor.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Passes all of his classes with nothing below an A

## Needs

- Food
- Sleep

## Values

- High level studying
- Academic success
- Loves getting ahead

## Wants

- Getting food as fast as possible
- Hates waiting for anything

## Fears

- Getting a B
- Wasting time