



"I want to take my visiting friends to hip part of town where they can get the full Austin experience."

Gary Stockdell

Male, 35, Austin, TX

Goals

- Friends are coming to town; where should we go?
- Wants to find a place that is only available in Austin.
- Since his friends are traveling price is important to consider.
- What's the best time of day to go.
- Wants to see photos of the food

Motivations

- Needs to be recognized as an Austin Establishment
- Cost effective eatery
- Food is good

Pain Points

- Not knowing how long a wait is
- Able to make reservations
- Special events or promotions not posted