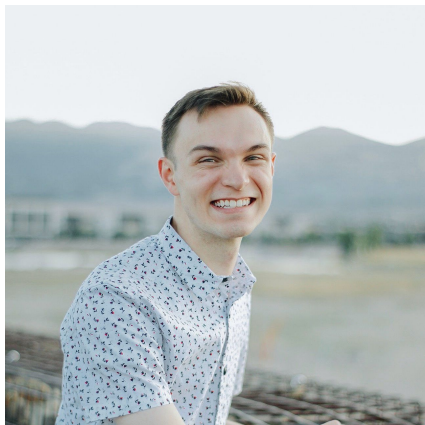




# Personas and Journey

Liv Riggins | Andrea Polk | Herin Hong





# Paul

Authentic Chinese food fan who wants  
fast, cashless delivery

## BIO

Paul is a 20-year-old Biology student at the University of Minnesota. He grew up in San Francisco and lived near Chinatown, so he knows his way around the menu and his likes/dislikes.

## Motivations

Paul doesn't cook, and is often working until late at night on his demanding science coursework. He wants quick, tasty food that he can order with minimum hassle.

## Needs

Fast, affordable food near campus. Delivery is basically essential for Paul. He also doesn't carry cash, and expects to be able to pay for his meal online, with a card, or through a cash app.

## Goals

Paul wants to order authentic-tasting Chinese food near campus and have it delivered quickly.

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# Yusuf

Diverse local food explorer who  
cares about health

## BIO

Yusuf is a 26 -year-old working as a account representative in downtown Minneapolis. He isn't familiar with Chinese food, let alone Hong Kong style, but he enjoys trying new cuisine. He typically looks for new restaurants near the light rail that he uses to commute.

## Motivations

Yusuf is often needing to grab dinner after work. He cooks at home usually, but wants to try somewhere new. As a young, single professional, he cares about quality and variety in his diet more than he cares about cost.

## Needs

Yusuf needs variety and healthy options that he can explore through mobile. Although he tends to eat fairly healthy, every now and then he binges on impulse meals. Yusuf is typically in transit when he's looking for dinner, and so looks for restaurants and orders on mobile.

## Goals

Find a delicious local restaurant on his way home from work.

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## Paul

**Scenario:** Paul will have Chinese food for dinner. Because he's starving he wants a quick delivery. He tries to order from his dorm.

**Expectations:** Easy-to-read online menu | fast ordering | low wait time | cashless delivery

EXPLORE	COMPARE	SELECT	ORDER
<ol style="list-style-type: none"><li>1. Look for Chinese restaurant nearby.</li><li>2. Read short description and select Hong Kong noodle based on good reviews and long history</li></ol>	<ol style="list-style-type: none"><li>1. Look through menu to find main dish, side item, and drink.</li><li>2. Compare dishes by pictures and descriptions</li><li>3. Struggles to compare across the embedded PDFs</li></ol>	<ol style="list-style-type: none"><li>1. Finds one of his favorite dishes and just chooses that and decides he'll try to order the side item and drink over the phone</li><li>2. Decides not to explore the menu further because of the difficulty of comparing across the menu</li></ol>	<ol style="list-style-type: none"><li>1. Assumes the restaurant will deliver, but isn't sure as he looks around the site</li><li>2. Call the restaurant and ask if they do delivery</li><li>3. Ask how he can pay</li><li>4. Finds out he has to order through Postmates instead</li></ol>
Restaurant decision easy as there is a chinese restaurant on campus near his dorm. This is great since, it is close and he would like his food to come fast since he has a long night of studying ahead of him	Menu does not contain many pictures and is not digitized on website. There are many links for the different menu options. Menu is hard to read without food descriptions.	Paul selects a menu item based on a personal favorite dish, yet feels skeptical about what he might receive.	Paul wonders if he can pay with a card. He thinks it's confused to go to another website to make an order.

## OPPORTUNITIES

- Compare other Chinese restaurants nearby
- Digitize menus so that they are easy to read and searchable, make the menu easier to navigate (less links)
- Add food descriptions and pictures
- Make Postmates delivery option prominent on website