**Persona 1: Michael O’Donnell**

**Summary**: Michael O’Donnell is a 26-year-old executive assistant for a large accounting firm in Rockville, Maryland. One of Michael’s responsibilities is ordering lunch for his division’s weekly management meeting. He wants to make a good impression on his coworkers because after he finishes his online degree in accounting, he wants to be hired as a full-fledged accountant at this same firm.

**Goal**: Michael’s primary goal is to get promoted to an accounting position. To make a good impression on his coworkers and bosses, he wants to provide the food they request, with any special requests adequately fulfilled.

**Pain Point / Unique Challenges**: Some managers have specific dietary requirements and food allergies. Michael must be able to special order dishes and have items individually labeled per person to ensure that everyone’s dietary requirements and restrictions are addressed.

**Persona 2: Sebastian Strand**

**Summary**: Sebastian Strand is a 52-year-old owner and operator of an automotive shop. He comes from a large family in Derwood, Maryland but does not live near them. Sebastian wants to retire closer to his brothers and sisters and their children, who live in Derwood. One of his younger brother’s children is sick and in the hospital. Sebastian’s business makes it exceptionally difficult to travel anywhere without prior planning.

**Goal**: Sebastian wants to help his brother and his brother’s family during this difficult time. One of the ways he wants to help is by giving them all access to healthy, nutritious food.

**Pain Point / Unique Challenges**: Sebastian wants to buy gift certificates from a good restaurant for his brother and family but needs to be able to send the gift cards directly to them.

**Persona 3: Milagros de la Cruz**

**Summary**: Milagros de la Cruz is a 32-year-old woman from Puerto Rico. She works in a call center fielding telephone calls from Spanish speakers. Milagros’ native language is Spanish, and while she has a good understanding of spoken English, she struggles with reading and writing in the language. Milagros is newly engaged to an Italian American man named Antonio.

**Goal**: Milagros planned a lovely family dinner for Antonio’s mother and father, who are visiting and meeting Milagros for the first time. Unfortunately, the Italian dish she made burned in the oven while she was getting ready to receive her guests. Despite the setback, she wants to provide good Italian food to make a good impression on her fiancé’s parents.

**Paint Point / Unique Challenges**: Due to her difficulty with reading and writing in English, Milagros needs to be able to order the food in Spanish. She also needs it delivered as soon as possible as she expects Antonio’s parents to arrive in an hour and a half.