

# College Student

age: 18-22

residence: Columbia

education: High School/ College

occupation: misc jobs

marital status: single



*I just want to grab my food and go!*

They spend their day sleeping until 12, getting food, and going to class. After, they either party or sleep.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Having a good grade in class

## Needs

- Food
- Pass classes
- Sleep

## Values

- Having Fun
- Socializing

## Wants

- To not waste time
- Party
- more sleep

## Fears

- Fail classes
- Spending too much time waiting

# John Doe

age: 20

residence: Columbia,SC

education: College

occupation: Restaurant Worker

marital status: Single



*The lines outside inside our restaurant our always so long!*

I go to class in the morning, then spend my afternoons at work.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Take orders and get the food to the customer as soon as possible.

## Needs

- An app that better displays wait times and helps with shortening the lines at our restaurant.

## Values

- Friendly
- Hard-working

## Wants

- Shorter lines at the restaurant
- Easier time at work

## Fears

- The amount of people that are in line every-day.
- The anger in people's eyes when they don't get food on time.



# Kevin Smith

age: 30-40

residence: Columbia, SC

education: Bachelors Degree

occupation: Basic 9-5 job

marital status: Married with kids



*After work, I just want to go home and see my wife and kids*

He wakes up and goes to work on the weekdays.

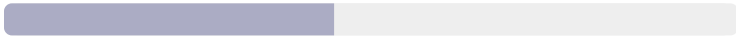
He doesn't like to pack a lunch so he orders food on his lunch break

His wife typically cooks dinner but once a week they order takeout from a nearby restaraunt

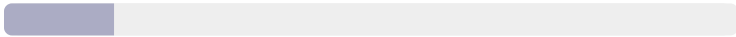
He values time with his children over anything else

## Comfort With Technology

INTERNET



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SOCIAL NETWORK



## Criteria For Success:

He needs to be in an environment that he feels comfortable and has enough free time to spend as he pleases

## Needs

- To spend time with his family
- A lot of time to sleep

## Values

- Family
- Hobbies
- Free time
- Work

## Wants

- Delicious food
- To make those around him happy

## Fears

- Not spending enough time with his family
- Overspending and going broke

# Name

age: 19

residence: Columbia, SC

education: High School Diploma

occupation: Manager at Local Resturant

marital status: Single



*"The only thing standing between you and outrageous success is continuous progress."*

Works hard all day, plays hard all night.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Work hard and accomplish his goals.

## Needs

- Food, Family, fix Grubhub wait time issues.

## Values

- Family, friends, religion.

## Wants

- Money, successful restaurant.

## Fears

- Losing restaurants, not achieving goals.