

**Josef Jabibi**

**Age:** 23

**Education:** Professional Cooking Program

**Hometown:** Madrid, Spain

**Family:** Single

**Occupation:** Assistant cook in food truck

*“I don’t know where the limit is, but I know it’s not here”*

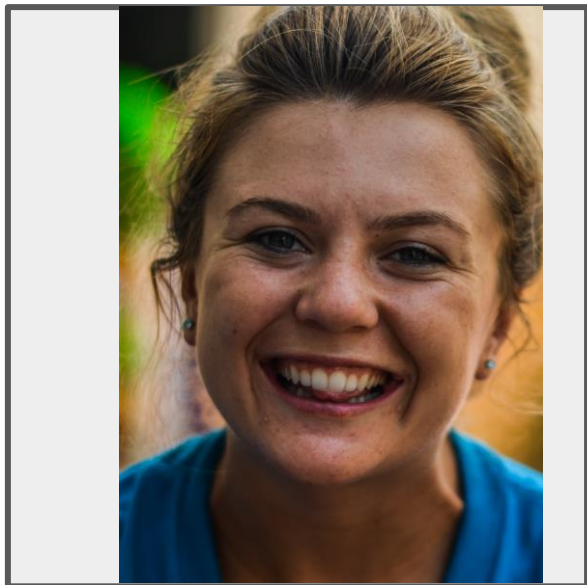
## Goals

- He wants to learn the ropes of the business for a solid foundation.
- He wants to focus on cooking and less on order management.
- Wants to have own business one day.

## Frustrations

- Sometimes feels overwhelmed at rush hour
- Grows impatient when it’s people time to order and they have not decided or have questions.

Josef recently completed a professional cooking program and found a first job as assistant in a food truck providing service in the financial district. He’s very tech-savvy, and believes the menu could be shown to customers in a more effective way, so he could focus on cooking.



**Angels Spada**

**Age:** 62

**Education:** High school

**Hometown:** Magaluf, Spain

**Family:** Married, mother of three

**Occupation:** Food truck owner

*“Always look on the bright side of life”*

### Goals

- Manage order taking more efficiently, so that they can serve more customers.
- Be able to support foreign customers.

### Frustrations

- Providing translations for foreigners
- Often time is wasted explaining to customers when most popular dishes run out
- Her staff needs help to be more effective in taking the orders.

Angels has been on the food truck business for 30 plus years. She is a bit technophobic, but lately she is been really stressed about the lack of efficiency in the way she and her team provide service in big events (concerts, festivals). They don't speak English and have trouble serving foreign customers.