vendor-persona

Jon Cuijpers

- Age: 54
- Occupation: Software Reseller
- Experience: 9 years
- Nationality: Dutch

Bio

Jon is a well-known software reseller amongst his network of businesses around North Brabant. An extroverted guy, he seldom finds his way in closing deals with various clients that require software-based solutions. His creativity helps him in making easy decision-making between the client and the software's developers. However, with the increase in Jon's popularity, he finds it difficult to keep up with all of his clients, and their maintenance needs.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

vendor-em

Interests

- Networking
- Communication & People
- Bargaining
- Solving problems
- Facebook Marketplace

Goals

- High quality of customer satisfaction
- Known/famous for marketing reliable software solutions
- Networks all over North Brabant

Motivations

- Sustainable Products/ Solutions
- Profits, generating revenue
- Social media as an easy networking source

Pain points and frustrations

- Handling client maintenance
- Back and forth between existing clients
- Client complaints about products sold
- Insufficient resources from software supplier
- Long and arduous assistance on one client

restaurateur-persona

restaurateur-em

Philip Van Dael

- Age: 46
- Occupation: General Manager
- Experience: 8 years
- Nationality: Dutch

Bio

A very stern and hardworking individual, Philip has all the managerial experience of control over his subordinates in various fine dining restaurants. He worked his way up from a fast-food cashier, and is now GM at one of the best restaurants in Eindhoven. His organized and calm persona gained him reputation as ‘the calmer’ amidst the chaotic experience that his co-workers experience during busy hours. However, his timid attitude ensures top quality management, and no orders will bypass his security without proper checking, which may slow down operations.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

Interests

- Absolute control
- Consistent employees
- Sustainable work

Goals

- Flawless restaurant operations
- Best Overall Manager
- Equal Satisfaction between customers and staff members

Motivations

- Unorganized table arrangements
- Working/Active Employees
- Plenty of incoming orders

Pain points and frustrations

- Order Errors
- Inconsistent performance from his staff members
- Loud & uncontrollable customers
- Not keeping up to speed with pace of orders

consumer-persona

Nicolette Watson

- Age: 33
- Occupation: Food Critic
- Experience: 5 years
- Nationality: British

Bio

Nicolette was a bright student pursuing journalism, when her mother fell ill. Having been by her mother's side, they always talk about the wonders of cultural cuisine and expressed longing to travel. Carrying her mother's memory with her, she now has become a well-established food critic, and is planning to travel across Europe to dish on its cuisine. She is active on social media, carrying with her thousands of followers, and millions of views on TikTok, with her motivation of "sharing her culinary experience with the world."

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

consumer-em

Interests

- Culture and Culinary
- Recording / documentation / journalling
- Social media

Goals

- Global culinary travel & documentation
- Social media fame & aspire to be an culinary influencer
- Trying out every type of food possible

Motivations

- Unique food selections
- Culture-based environment
- Complete menu listing (ingredients, etc)

Pain points and frustrations

- Language barrier
- Long waiting time
- Creative block: no content for her social media