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