# Working Professional
## User Persona

# "I have lives to go save and drugs to make."

**Persona 1**
Michael Perez

### Key Attribute

Age: 30
Education: Trade School
Hometown: Riverside, CA
Family: Two dogs
Occupation: Pharamcy Tech

### Short Description

Michael is a working professional that has two dogs and a partner. The pandemic has had him constantly working. This has led to an increase in using food ordering apps. Around the hospital where he works, there is a cafe that he enjoys getting food from. Unfortunately, the restaurant does not partner with food delivery services. He finds that there is no time to call ahead but would be able to find time and order ahead.

### Needs

- easy to use the app
- time estimates
- order ahead

### Challenges

- current wait times are inaccurate
- current food ordering apps show different prices

### Opportunities
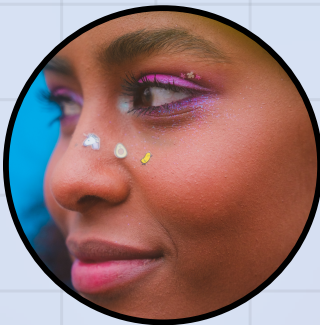
- Designing an app for the cafe
- Ordering ahead capabilities

# Michael

## Goal:
## To be able to easily order and enjoy lunch.

| | Order in app | Head to Cafe | Wait for order | Pick up order | Eat lunch |
|---|---|---|---|---|---|
| **User Actions** | Task<br>1. Walk into store<br>2. Find area to sit | Task<br>1. Look at traffic<br>2. Head to cafe | Task<br>1. Get to location<br>2. Wait for order | Task<br>1. Pick up the order<br>2. Possibly eat at cafe | Task<br>1. Enjoy lunch<br>2. Have downtime |
| **Touchpoints** | Phone or computer to place order | Phone to check for traffic | Order estimate notification on phone app | Order ready notification on phone app | Seating in store for customers to use |
| **Pain points** | Items are unavailable in store | Traffic times | The order is not ready yet | Order is messed up | Unavailable seating<br>Possibly no seating |
| **Emotions** | Undecided<br>Hungry | Tired<br>Hungry | Tired<br>Hungry<br>Impatient | Tired<br>Hungry<br>Upset | Hungry<br>Excited<br>Tired |
| **Possible Solutions** | App lists items that are unavailable at the moment | Order estimate times | Online order pick up line to expedite picking orders up | Loyalty points for free drinks to encourage coming again<br>Remake order | Indoor and outdoor seating that is available for customers to use |

# Medical Student User Persona

## "It is tough being a struggling medical student."

**Persona 2**
Jackie Rose

### Key Attribute

Age: 24
Education: Medical Student
Hometown: Aliso Viejo
Family: One dog and boyfriend
Occupation: Student

### Short Description

Jackie is a first-year medical student. Being a medical student, she does not have access to funds as easily anymore, but still likes to go out on occasion. She mentioned one of her favorite places is a cafe that has available seating and power outlets. This lets her continue studying and also get something to eat. She has a boyfriend and a dog. She likes to share meals with her boyfriend to save on costs.

### Needs

- correct food prices
- deals to save money

### Challenges

- medical student, lack of money
- lack of time because of classes

### Opportunities

- Newsletter sign up that has promos
- section with deals

**Jackie**

# Goal:
## To find deals on food to be able to eat and study

| | Order food in app | Head to cafe | Find seating | Wait for order | Begin working |
|---|---|---|---|---|---|
| **User Actions** | Task<br>1. Check cafe for deals<br>2. Order based on deals available | Task<br>1. Check courses<br>2. See if time permits eating there. | Task<br>1. Walk into store<br>2. Find area to sit | Task<br>1. Wait at seat for order<br>2. Pick up order when ready | Task<br>1. Start working on projects<br>2. Wait for class to start |
| **Touchpoints** | Phone or computer to place an OLO | Maps app to check traffic for times | Store seating<br>Store door easily opened for individuals | Sit back down at table | Seating arrangement she is at. |
| **Pain points** | Can not find promotions easily | Switching apps is a hassle between preferred map app | No seating is available near power outlets | Order made wrong | Unstable internet connection on devices |
| **Emotions** | Undecided<br>Hungry | Excited<br>Hungry | Hopeful<br>Anxious | Annoyed<br>Patient | Frustrated<br>Excited to eat<br>Studious |
| **Possible Solutions** | Deals section in both app and website to highlight promotions | In app map that shows time to get to cafe | Multiple outlets<br>USB outlets<br>In table outlets | App to order from seat instead<br><br>Bring order out to customer | Provide internet for customers |