



Rachel

Age: 47

Education: MD

Hometown: St. Louis, MO

Family: Married, one child

Occupation: Doctor

“My time is valuable, so being able to plan certain meals around my unpredictable schedule is paramount”

Goals

- Being able to order ahead of time, to accommodate a busy schedule
- Having an way alternative way to know the menu items

Frustrations

- “It’s frustrating to wait in line, only to find out what you want is unavailable”
- “It’s difficult to not be able to read menu boards because the text is too small!”

As a doctor, Rachel has a demanding and unpredictable schedule. Her patients are her first priority, so quick and efficient ordering is important. She is frustrated with the amount of time spent in line, especially if the item is no longer available, and has difficulty reading the menu.



James

Age: 20

Education: Taking online classes

Hometown: Nairobi, Kenya

Family: Lives with mother,
and one younger
sibling

Occupation: Full time student

*“School keeps me busy, so balancing free time
with family is important”*

Goals

- To remain budget-conscious when choosing food to order
- To efficiently place orders in person or online

Frustrations

- “I often experience a language barrier while ordering in person:
- “Sometimes I order the wrong or more expensive item because of miscommunications”

James is a busy college student who enjoys his free time and spending quality time with family on the weekends. Staying on budget is important for his family, so he wants to know the cost of an order ahead of time. With English being his second language, a translated menu and images will make his order experience more enjoyable.