Guy Mann

age: 19

residence: SC

education: High School

occupation: College Student

marital status: Single

I'm always stuck skipping meals because the food here takes forever
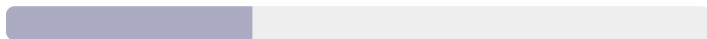
Busy college student who has very little free time in his day.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

An intuitive app that accurately conveys the wait times for different restaurants on campus.

Needs

- Accurate wait times
- Ways to leave customer feedback

Wants

- Customer compensation if wait times are inaccurate

Values

- Easy to use
- Transparency

Fears

- Restaurants finding ways to manipulate wait times like how Chick fil a does currently with grub hub

Hannah Bennett

"Want to make this TikTok with me?"

Age: 18
Work: Unemployed
Relationship: Single
Location: Columbia, SC
Character: College Student,
App User

Wants and Needs

- Hannah wants to attend class on time after waiting for and picking up her order
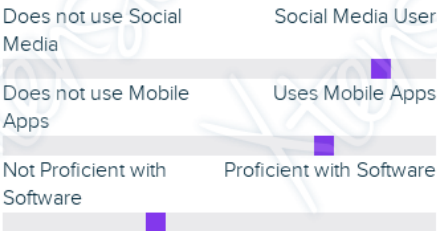- She needs an easy-to-use app to accurately predict the real wait time for her orders

Frustrations

- Hannah has to run to class, or be late, after ordering lunch from somewhere with a longer wait time than what is actually shown on the site.

Technology

Does not use Social Media	Social Media User

Does not use Mobile Apps	Uses Mobile Apps

Not Proficient with Software	Proficient with Software

Bio

Hannah is an unemployed, 18 year old college student attending the University of South Carolina. She is a freshman and frequently uses the GrubHub app for on campus dining. She is determined and cares tremendously about her grades, hence why arriving to class, on time, is very important. When Hannah is not living in her dorm with her roommate, she lives with her parents from Charleston.

DO NEXT 👆 **Customer Journey Map**

See related templates

James Page

age: **23**
residence: **Columbia, South Carolina**
education: **Masters Degree in Software Engineering**
occupation: **Back End Developer**
marital status: **Single**

> *"Hardwork beats talent, when talent fails to work hard."*

A spend my day working, as well as researching different subjects and methods that can aid me in being better at my job. I make it a priority to learn something new everyday, that can make me more intelligent or help me better my self to ensure that I can be the most efficient worker possible.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

In order for me to feel successful I have to succeeded at the task I am attempting, as well as have a deep understanding of said task.

Needs

- Hard working Peers who want to succeed just as much as me.
- Superiors who give advice and aid when necessary as well as contribute.
- A work environment that assist everyone with succeeding at their said task.

Wants

- Easy access to food and rest when necessary.
- Technology that is advanced enough to allow everyone to work at the full potential.
- Flexible work hours that don't hinder a person, and make them feel like they are stuck in a never ending routine.

Values

- Organization
- High Level Planning
- Diligence
- Proper Communication

Fears

- Not achieving a task I know I was fully capable of doing
- Falling short due to the lack of hard work
- Lack of security in job position or work space.