



"I want to keep fit and healthy but I don't have the time to manage it!"

Age: 24

Occupation: Business Analyst

Relationship Status: Engaged

Location: Newcastle-upon-Tyne

Character: The Workaholic

ABOUT CLAIRE

Claire is a young professional that is working in tech. She is familiar with using web applications and has booked a table at a restaurant before. She works long hours and wants to enjoy a meal with her boyfriend after a hard day at work. Because of this, she wants a seamless experience in booking a table at a restaurant which allows her to do it all online without having to interact with the restaurant at all.

GOALS

- Claire wants to book a slot with ease and not have to worry about any malfunctions.
- She wants to see how many loyalty points she can exchange for rewards as she has booked multiple times before.

FRUSTRATIONS

- Doesn't like having to ring up and speak to the restaurant directly as she's restless after a day at work and just wants it done quickly.
- Has lots of different food and restaurant booking apps on her phone and she loses track of all the loyalty she has accumulated

EXPECTATIONS

- To be able to book directly from the web application and view all her points she's gained from her user profile

PERFECTIONIST

AMBITIOUS

FOCUSED

MOTIVATED