



"I want to start using online, but its really daunting!"

Age: 42

Occupation: Plumber

Relationship Status: Married

Location: Peterlee

Character: The Overthinker

INTELLIGENT

HESITANT

NOVICE

STIRRED

ABOUT MARK

Mark is a middle-aged family man that isn't too familiar with online booking systems. He wants to book a slot at the restaurant but hasn't used anything other than phone calls to reserve a table. He notices that the restaurant have just launched a new online booking system, and he's willing to try it for the first time.

GOALS

- Book a slot at the restaurant with no issues.
- Have confirmation that he was successful with the booking
- Be able to book directly from his mobile.

FRUSTRATIONS

- Prefers speaking to an actual person rather than online as he is more confident that everything will work out.
- Doesn't have a desktop computer so can't use a multitude of web applications that aren't responsive.

EXPECTATIONS

- An app that can tell him exactly how to book into the restaurant.
- Feedback that he successfully booked into the restaurant.