



## Newcomer Nancy

### Background

- College freshman
- Single
- Just moved to Ames, IA
- Pursuing undergraduate degree in Animal Science

### Demographics

- 18-year-old female
- Lives in on-campus dorms at Iowa State University
- Budget on parent's income

### Identifiers

- Social, makes friends easy
- Looking for local experiences
- Tech savvy
- Loves to explore

Simple/Complex: View selection of food trucks nearby/ Create and add to truck favorites



## Travel Terry

### Background

- Corporate executive
- Master's in Business Administration
- Single father of one
- Visiting son at college

### Demographics

- 40-year-old male
- Single family income of \$160k/year
- Lives and works in Los Angeles, California
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### Identifiers

- Loves to travel
- Big foodie
- Supporter of small business organizations
- Outgoing and adventurous

Simple/Complex Task: Sort food trucks by type/Map directions to food truck from site card



## Professional Paula

### Background

- Works in Iowa State University HR department
- Bachelors in Human Resources
- Worked and lived in Ames for 35 years
- Married, no kids

### Demographics

- 64 year old female
- Married income of \$120k/year
- Lives in west Ames, IA

### Identifiers

- Locally involved in community
- Loves to support local and small businesses
- Large local social network

Simple/Complex task: Contact with questions or suggestions/Finding a specific food truck (ie first letter of name, food type, etc)