

# THE CASUAL USER



Drew

Store Manager at Under Armor

📍 Tampa, FL

*"I don't always order take out but when I do, I'd love to have a go-to app."*

## Bio

Drew is 30 years old and lives in Tampa, FL. He enjoys watching and attending sports games, hanging out with his wife and daughter, and staying fit. Both him and his wife work full time and when they have off days together, they like to take advantage and order take out.

TECH SAVVY

## Current Apps



Drew feels pretty confident when it comes to using technology.

1-2 days per week

## Motivations

- Wants to try the best places in Tampa
- Has a 2 year old daughter, so the food options need to be child friendly
- Enjoys places that are lively

Drew orders take out rarely, only once or twice per week.

## Frustrations

- Doesn't know which application is the best to use
- Some applications' check out processes are tedious
- Restaurant information isn't always reliable



## Goals

- User friendly; easy to use
- Reliable information; real-time check ins and reviews
- Detailed information for prices and delivery fees

Drew uses his phone for majority of things; including ordering food online.

# THE WORKING MOM



Donna

Financial and Project Analyst at Gift of Hope

📍 Chicago, IL

*"During the week, a reliable food delivery service would be helpful!"*

## Bio

Donna is a 50 year old working mom and grandma living in Chicago, IL. She enjoys watching her grandchildren, eating meals with the whole family, and traveling. She used to be a stay at home mom but decided to go back to school, graduated, and is now working full time. Her favorite type of food is Italian food.

## Current Apps



## Motivations

- Wants more time to spend with her family
- During the week, it'd be better for her to order out rather than cooking



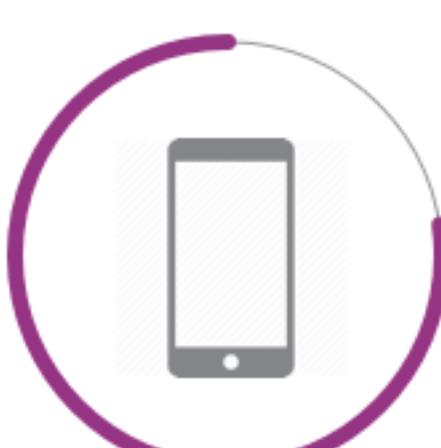
Donna doesn't always feel 100% comfortable with all technology.



Donna usually goes out to eat or orders take out 5 days per week.

## Frustrations

- Doesn't know which application is the best to use
- Service charges are expensive
- Inaccurate wait times for pickup or delivery options

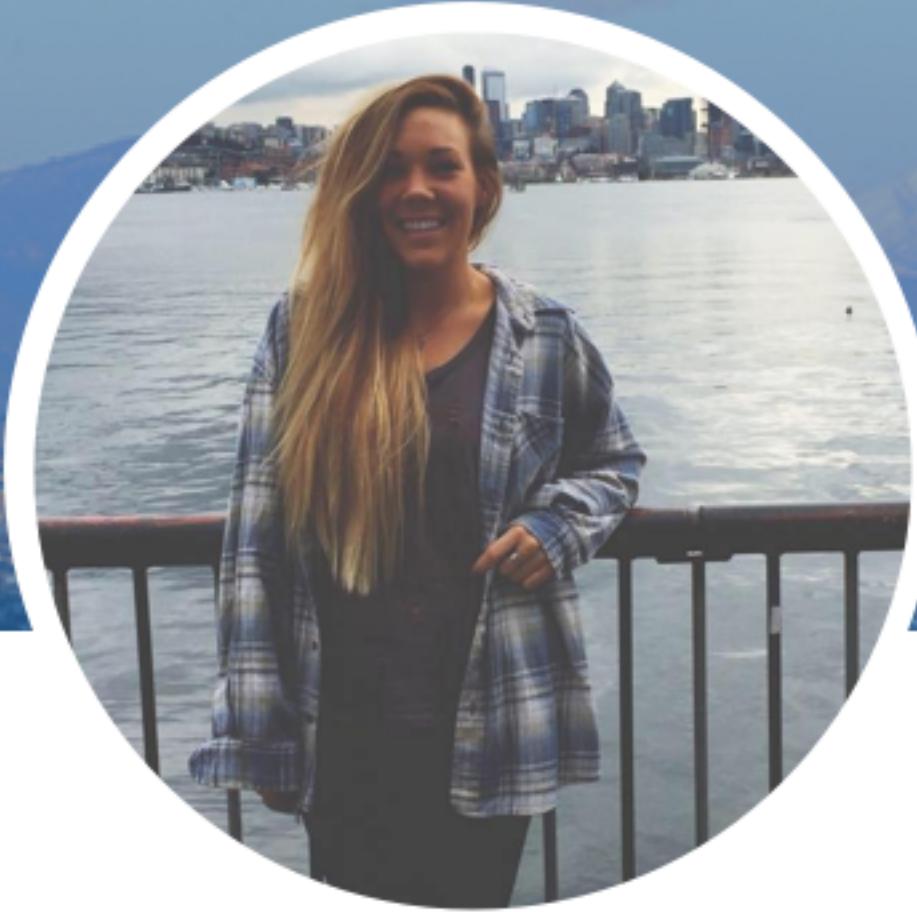


Donna uses her iPhone for majority of food app usage.

## Goals

- User friendly; easy to use
- Wide variety of cusine options
- There's so many apps, would love a one-stop shop

# THE NEW GIRL



## Katie

College Ambassador Recruiter at Rockstar

📍 Los Angeles, CA

*"Living in LA can be expensive... so living on a budget, I want to make sure when I eat out it's worth it."*

## Bio

Katie is 25 years old and currently is living in LA. She enjoys going to the beach with friends, attending concerts, and traveling. She previously lived in Las Vegas where she was born and raised. Her favorite type of food is Mexican food.

TECH SAVVY

## Current Apps



Katie is comfortable using many devices.

## Motivations

- Just moved to LA and isn't familiar with the area
- Loves going out and meeting new people
- Social settings include eating and drinking at happy hours, dinners, or brunches

2-3 days per week

Katie eats out around 2-3 days per week.

## Frustrations

- Reviews can be confusing and off-putting
- Not always accurate restaurant information
- Not enough filtering options



## Goals

- User friendly; easy to use
- Reliable and accurate information
- Read and post reviews for food trucks

Katie uses her iPhone for majority of food app usage.