

## **2 Fast 2 Fresh 2 You**

**Persona 1: Rob Collins- Software Engineer, \$10 or cheaper, yes, location/speed, pizza or sandwich places, orders 2-3x/weekly, at home, man**

**Persona 2: Mary Young- Marketing Manager, \$15 or cheaper, maybe, healthy options, salad/health-focused restaurants, weekly maybe, in an office, women**

**Persona 3: Bruce Jennifer- Sales Director, \$20 or cheaper, yes, quality/type of food, Indian/Thai/Mexican, once a month, other, non-binary**

### **Rob Collins**



Age: 65

Occupation: Software Engineer

Location: New York, New York

Frustrations: Food delivered to his residence late

Likes: To order pizza or sandwiches 2-3x/week from local places

Preferences: To spend \$10 or cheaper on each order

### **Mary Young**



Age: 36

Occupation: Marketing-Manager

Location: Brooklyn, New York

Frustrations: Not finding many healthy food related options

Likes: Ordering delivery maybe once per week while staying at \$15 or cheaper

Preferences: In-office delivered salads and anything organic-centered healthy items

## **Bruce Jennifer**



Age: 29

Occupation: Sales Director

Location: Harlem, New York

Frustrations: Finding quality types of food at new locations

Likes: Spending \$20 or cheaper at Indian/Thai/Mexican restaurants

Preferences: Delivered high quality Mexican food at wherever he happens to be located at the time