

Personas

Harry (50 yo Man)

I want to

so that I can

Easily find a menu online

Find out what food is available, and whether it appeals or not. My IT skills are a bit basic, and I'd prefer to find information online easily.

Needs inspiration to eat healthily

Make better life habits.

wants to see the comments and reviews of others.

To help decide whether to attend.

Meghan (21 yo Woman)

I want to

so that I can

Make a booking

Arrange a birthday party for my friend at the Café. She loves health food.

Needs inspiration to eat healthily

I go running regularly, but I need more motivation to give up fatty food.

Wants to know what live music is coming up.

My friend Jake is performing at the café next year, and I'd like to come along. I'm not sure what day he's performing though.