



Name: April Ludgate
Occupation: Marketing
Age: 27
Relationship: Single

- Typically purchases breakfast
- convenience is most important (won't go out of her way, will usually go to what is near)
- often purchases same items from the same truck
- on a budget
- will typically go by herself quickly before work, and occasionally at lunch
- Will purchase one or two items



Name: Tom Haverford
Occupation: Entrepreneur
Age: 32
Relationship: Single

- Typically purchases lunch
- Will often run out quickly or send someone else to pick up
- Goes with coworkers only occasionally
- Price is not a concern
- Speed is key but will sometimes go out of way for specific truck
- Will repurchase from same trucks if it is in the area
- Will purchase one or two items



- Likes to find food trucks when on vacation
- Usually researches and seeks out certain trucks in advance of travel. Will then adjust travel to find those trucks.
- Will often buy several items to try range of menu options
- Purchases with travel partner

Sketch Wireframing Kit – v1.2 – Forms

This is a collection of symbols for quickly mocking up web applications, created by your friends at Bohemian Coding and released under the MIT license.

Form Elements	Form Elements (Disabled)	Form Elements with Focus	Validation Errors
<div>Text area content</div>	<div>Text area content (Disabled)</div>	<div>Text area content</div>	<div>Text area content</div>
<div>Input value</div>	<div>Input value (Disabled)</div>	<div>Input Value</div>	<div>Input Value</div>
<div>Placeholder</div>	<div>Input value (Disabled)</div>		
<div>Select Option</div>	<div>Select Option</div>		
<div><div><input checked="" type="radio"/> Radio Label</div><div><input type="radio"/> Radio Label</div><div><input type="radio"/> Radio Label</div></div>	<div><div><input type="radio"/> Radio Label</div><div><input type="radio"/> Radio Label</div><div><input type="radio"/> Radio Label</div></div>		
<div><div><input checked="" type="checkbox"/> Checkbox Label</div><div><input type="checkbox"/> Checkbox Label</div><div><input type="checkbox"/> Checkbox Label</div></div>	<div><div><input checked="" type="checkbox"/> Checkbox Label</div><div><input type="checkbox"/> Checkbox Label</div><div><input type="checkbox"/> Checkbox Label</div></div>		
<div><div>OK</div><div>Cancel</div></div>	<div><div>Button Label</div><div>Cancel</div></div>		

Sketch Wireframing Kit – v1.2 – Typography

This is a collection of symbols for quickly mocking up web applications, created by your friends at Bohemian Coding and released under the MIT license.

h1 – This is a main title

h2 – This is a subtitle

h3 – This is a section title

h4 – This is a section subtitle

This an introduction text. It has a fixed size, and a custom line height, so you can experiment with it. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras dapibus vulputate diam eu pretium.

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Typography is the craft of endowing human language with a durable visual form.
— *Robert Bringhurst*

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