

Rebecca Gutierrez  
25, Toronto - Ontario

Cashier/Server

• STATUS • SALARY

In relationship

\$19/h

• TIER • SEX

MID-LEVEL

FEMALE



## PERSONALITY

- Energetic
- Extrovert
- Decision maker
- Entertainer
- Consul
- Fast Learner



## BIO

Rebecca is college student in Toronto learning about hospitality in George Brown college as her main subject. As a part time job, she started working as a Server in a medium-size Toronto restaurant in hoping to gain knowledge. As this is her first time working as a hostess in Toronto, she is struggling in some part but soon learn from her mistake.

Beside from her work life, Rebecca is an outgoing person who love to interact with peoples and try her best to help those in needed as much as possible.



## Motivations

IMPACT



TEAMWORK



PROMOTION



RECOGNITION



## Goals

- Providing customer with their best experience when dinning.
- Manage the workflow of the front-end house.
- Managing the schedule and reservation from the client



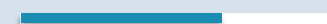
## Frustrations

- Busy Friday night dinning.
- Difficulty managing the schedule and reservation from customers.
- Unsatisfied dinning experience from customer.
- Calculating the end of day sales and reporting to the manager.

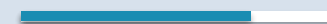
“ I want a tool to help take order from customers easier, and a better communication tools with the kitchen and manager. “

## Behavior

Overseeing the front of the house



Handling high pressure



Communication



## Influences

- CREDIBILITY
- BLOGS/ FORUMS
- COLLEAGUES
- PSYCHOLOGY
- TECHNOLOGY



Michael Scott  
35, Toronto - Ontario

Restaurant manager

• STATUS

Married

• TIER

MID-LEVEL

• SALARY

\$75,000 per year

• SEX

MALE



## PERSONALITY

- Executive
- Logistician
- Commander
- Architect
- Calm headed
- Decision maker



## BIO

Michael is an outstanding person who thrive to bring out the best in everything and keeping it organized. Because of his personality and experience, he is currently task with a position as a restaurant manager for a busy downtown restaurant in Toronto. Here, where most of his day are spent working on paperwork and interacting with FOH and BOH employees.

Outside from his working life, Michael love to spend most of his time taking care of his garden, meditating or read inspiring books that help better himself. Michael also is a film enthusiastic who love to watch and talk about movie related topics.



## Motivations

REASSURANCE



TEAMWORK



ACHIEVEMENT



BENEFITS



## Goals

- Smoothly navigate to the needed information
- Notification of what is needed from my employee with their details.
- Automatic calculation for financial need.
- Clear easy to understand table of employee, inventory, schedule,...etc information.



## Frustrations

- Managing the staff schedule when every staff has different personal life schedule in hand.
- Inventory information management by paper which cause headache to find and edit.
- Financial management using excel.

“I want to eliminate the redundancy in my workflow and focus on things that are more important to the restaurant or to myself.”

## Behavior

Overseeing the restaurant



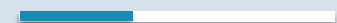
Charismatic



Providing need



Scheduling staff hours



## Influences

• CREDIBILITY

• TV/ MOVIES

• CELEBRITIES

• PSYCHOLOGY

• NEWS



David Robinson

29, Toronto-Ontario

Kitchen Staff

• STATUS

In relationship

• TIER

MID-LEVEL

• SALARY

\$40,000 per years

• SEX

LGBT



## PERSONALITY

- Energetic
- Extrovert
- Decision maker
- Entertainer
- Consul



## BIO

David currently working as Line cook in a restaurant where he spend most of his time managing the workflow of his fellow kitchen member and checking the inventory at night. Beside managing, David is an outstanding cooker who put great food on the table that amaze the dinner.

Outside from his life as a chef, David spend his time taking care of his 2-year-old child and spending quality time with his lovely wife. Also David is an Athlete who love sport as he want to keep his body in shape.



## Motivations

IMPACT



TEAMWORK



FULFILLMENT



PROMOTION



## Goals

- Improve my time and efficiency when checking inventory.
- Digital order printed for every station in the kitchen.
- Improve communication when order is being process, finish, or unfinish.



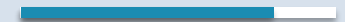
## Frustrations

- Unreadable handwriting when receiving order.
- Forgetting order and being ask by teammate.
- Miss communication between teammate.
- Hand paper checking inventory every night when shift is over.

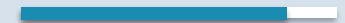
"I want my team and myself to focus on making delicious food and having a better working experiences than doing making mistake."

## Behavior

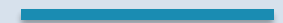
Overseeing the kitchen



Oral commutation



Pedantic



## Influences

• CREDIBILITY

• BLOGS/ FORUMS

• COLLEAGUES

• SOCIAL MEDIA

• NEWS