



### Sarah Johnson



Age/Gender  
20/Female



Location  
Chicago, Illinois



Occupation  
College Student



Family Status  
Single

### Bio

Sarah is a sophomore at a university in Chicago, studying psychology. She is actively involved in campus activities and enjoys socializing with friends.

### Motivations

Sarah is motivated by convenience and saving time, as she juggles a busy academic schedule and extracurricular commitments.

### Devices

iPhone, Laptop

### Goals

Sarah wants to efficiently find a place to eat on campus without waiting in long lines or finding the dining hall to be too crowded.

### Pains

Sarah gets frustrated when she has to rush to find a seat in a crowded dining hall or stands in long lines during peak hours.

### Brand Affiliations

Sarah is a loyal user of various food delivery apps and online shopping platforms.



### Alex Rodriguez



Age/Gender  
21/Male



Location  
Columbia, SC



Occupation  
College Student



Family Status  
Single

### Bio

Alex is a young college student studying at a university in Columbia. He is passionate about technology and finding efficient solutions to everyday challenges. Alex enjoys spending time with friends, trying new food, and staying active.

### Motivations

Alex is motivated by convenience and efficiency. He values tools that can streamline his daily routines and enhance his overall college experience.

### Devices

Alex primarily uses his smartphone to access apps and stay connected. He is comfortable with technology and enjoys exploring new digital platforms.

### Goals

Alex wants to optimize his dining hall experience by knowing the seating availability and crowd levels in advance, allowing him to plan his meals effectively and avoid long waiting times.

### Pains

Alex is frustrated by long lines and crowded dining halls, as they disrupt his study schedule and social interactions. He also dislikes the uncertainty of finding a seat during peak hours.

### Brand Affiliations

Alex is loyal to brands that offer innovative solutions and cater to his needs as a college student.



## Amanda Rodriguez



Age/Gender  
20/Female



Location  
Phoenix, Arizona



Occupation  
College Student



Family Status  
Single

## Bio

Amanda is a young college student studying at a university in Phoenix. She is tech-savvy and always looking for ways to optimize her campus experience.

## Motivations

Amanda is motivated by convenience, efficiency, and the ability to make informed decisions. She values tools that help her save time and reduce stress.

## Devices

Smartphone, laptop, smartwatch

## Goals

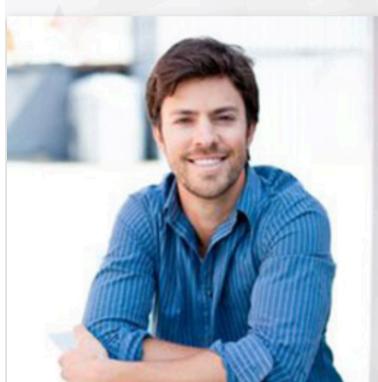
Amanda wants to efficiently plan her meals and avoid long wait times at the dining hall. She also wants to make the most of her time on campus.

## Pains

Amanda struggles with balancing her academic workload, social life, and extracurricular activities. She finds it frustrating when she wastes time waiting in line at the dining hall.

## Brand Affiliations

Amanda is a fan of apps that enhance her college experience and make her daily routines easier. She is open to trying new tech solutions to streamline her day.



## Tyler



Age/Gender  
20/Male



Location  
Toronto



Occupation  
College student



Family Status  
Single

## Bio

Tyler is a young college student studying in Toronto. He is social and enjoys spending time with friends. He is always looking for ways to optimize his daily routines.

## Motivations

Tyler is motivated by convenience and efficiency. He wants tools that can simplify his daily tasks and help him make informed decisions.

## Devices

Tyler uses a smartphone and laptop for his daily activities.

## Goals

Tyler's goal is to efficiently manage his time, especially during peak hours, to make the most of his college experience.

## Pains

Tyler finds it frustrating to waste time waiting for a seat in the dining hall or having to rush through meals due to overcrowding.

## Brand Affiliations

Tyler is a fan of tech-savvy brands that offer innovative solutions for everyday challenges.