

NAME

Kevin Williams

DESCRIPTOR

A pizza chef at a gourmet restaurant in a thriving downtown city. He has a large stake in the restaurant, and wants the business to do well.

QUOTE

“I’m here all day every day, whether it’s 1am making dough after a tough Friday night, or six in the morning to prepare a catering order for the mayor’s brunch. There’s no stopping people’s desire for pizza, and I want to keep making pies that people love.”

“People act like a pizza can only taste so good, but I know for a fact they’ve gone most of their life eating their normal pickup from Papa Johns. I know, I know, I sound like some sort of elitist, but how many people even consider fruit as a topping for a pizza?



WHO IS IT ?

- Age: 31
- Location: Downtown East Lansing
- Job Title: Pizza Chef
- Lively, enthusiastic, and does not mind the heat of a kitchen



WHAT GOALS?

- To create pizza that not only brings back regular customers, but incites a desire for others to try
- To improve the business so that more money can be made, and equipment, staff, and other essentials can be properly funded



WHAT ATTITUDE?

Expects the website to perform very quickly and responsively. Wants to learn something new from the website, and not be told things he already knows about cooking a pizza. If satisfied, wants to be able to suggest it to others so that normal people can learn how to make a pizza from home and get the same joy he does. Expects the mobile version of the site to function well.



WHICH BEHAVIOUR?

Does not go online very often, usually browses Facebook on his phone and clicks links that seem interesting. Would most likely find the website from the referral of a friend or a post that someone makes on social media.

Buys home cooking products from Amazon, and rates them after a few weeks of use. Enjoys being able to use said products, and critiquing them so that others know whether or not they are buying quality products.

Which Trends, mindstyles or other indicators are applicable for this persona?

Quick witted. Very social and approachable. Has learned a lot of personable skills through interacting with customers.

How important are functional, emotional, expressive benefits.

Must be smooth and visibly pleasing. Layout should not be confusing at all, as he is not an internet power user.

Fast or slow decision maker? Why, how can you tell?

Fast decision maker, as working in a restaurant requires fast thinking and acting in order to get food out to everyone in time.

Decisions made on facts or emotion? Why, how can you tell?

Fact, as customers need to receive exactly what they ordered, usually with expectations that should be exceeded.

