



Maria the Manic Momma

"I'm looking for the perfect spot for grab-and-go lunches with my family on the weekends, but we're way too busy to wait in long ordering lines!"

Age: 36

Education: BA Economics from Seattle University, MBA Foster School of Business

Occupation: Purchasing Manager at XYZ Department Store

Family: Husband Dave of 8 years, three kids, and a dog

Household Income: \$160,000

Profile:

Maria the Manic Momma, or Maria, is a 36-year-old working mother of three. She has held the position of purchasing manager at a national retail chain for the last six years, while her husband works from home as a freelance writer for an online magazine publication. Maria is a busy woman, she works hard at her job during the week and stays busy on the weekends doing activities with her husband and kids.

Internet Usage:

Maria is up for anything that saves her time, so has automated as many processes as she can online. She manages her credit card bills, utilities, and schedule online. She also uses a grocery delivery service and does most of her shopping online.

User Goals:

Maria and her husband would like to find a spot that has a kid-friendly menu, where they can swing by during weekend outings and pick up lunch for the whole family.

Maria would prefer not to stand in long ordering lines, or wait for her order to be prepared. She also has one kid who is lactose-intolerant, so she needs to be able to find dairy-free items.

Wants & Needs:

- Mobile compatibility
- Online ordering
- Save favorite items for simple re-order
- Save payment method
- View nutritional information
- Filter items by ingredient
- Sales/promotion notifications



Eager to Please Eddie

"I frequently need to place large food orders for work meetings, but i don't want to sacrifice quality or variety."

Age: 27

Education: BA Architecture from University of Washington, Minor in Business

Occupation: Executive Assistant at Fancy Architecture Firm

Family: Single, has a roommate and a cat

Household Income: \$35,000

Profile:

Eddie is an executive assistant at a prominent architecture firm in Kirkland. He has worked there for almost a year, and hopes to be promoted to a junior architect position. He knows how competitive the field is, so he is under a lot of pressure to continue to impress his superiors.

Internet Usage:

Eddie is a tech-savvy guy, and spends lots of his time online throughout the day. He uses the web to manage his boss' schedule, make travel arrangements, and place orders for anything and everything that his boss requests.

User Goals:

Eddie has lots of responsibilities at his job, one of which is arranging the food and beverage orders for frequent department meetings. He needs to place large orders easily and quickly, but he felt like the last company he ordered from didn't have the best-tasting food. He wants to find a company that offers consistently great food and drinks, and lots of variety.

Ideally, Eddie would like a notification about 15 minutes before the order is ready so he knows when to leave for pick-up.

Wants & Needs:

- Online ordering
- Live order status & notifications
- Save favorite items for simple re-order
- View order history
- Save payment method
- Suggested corporate meeting bundles
- Reminders to place orders for upcoming meetings