

Persona Description 1



Emily W.



Live in Minneapolis

23

23 years old,
female, single



Marketing Assistant

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Quote: "When you find a favorite restaurant or, in my case, food truck, you just want to be able to find it whenever and wherever."

Emily is a Minneapolis native, extrovert, and food lover. Currently, she works as a Marketing Assistant in downtown Minneapolis, having recently graduated with a Bachelor's degree. She lives in a house with two other roommates, and her roommate's cat, Larry. Emily enjoys her job and recently celebrated her one-year anniversary there, but would like to move up in her career in the next few years, to become a Marketing Manager. During the week, Emily often goes out to lunch with her coworkers, at one of the nearby food trucks that hang around downtown. El Fuego Taqueria is her favorite truck to visit, but she often has trouble finding it, and sometimes the truck isn't in the same spot every week. She would really love a consistent way to find her favorite truck.

On the weekends, when Emily isn't working, she spends a lot of time with her roommates at a coffee shop by their house, or if she's feeling adventurous, they'll try a restaurant that a friend has recommended. She cares about finding places with quality ingredients, and healthy options as she is very health-conscious. After grabbing coffee or breakfast with friends, Emily spends her time hiking on nearby trails, as a way to offset her desk job during the week. She also tries to limit the time she spends on her computer when she isn't at work, so she ends up using her phone for most things. This means when she searches for food online, she's usually using an app, like Yelp to find food. While she enjoys the option to view ratings and reviews, see prices, and bookmark the restaurants she'd like to try, she finds the way the app is sorted to be confusing. She also really dislikes when menus and hours aren't up to date for the restaurant.

Persona Description 2



Jerry U.



Live in Saint Paul

26

26 years old, male,
in a relationship



PE & Health
Education Teacher

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Quote: "I want to be able to say that I've tried every food at least once and share that with my followers on Instagram."

Jerry lives on the outskirts of St. Paul in an apartment with his girlfriend, Deborah. He works as a middle school phy ed and health education teacher, and spends most of his day moving around. He has a Bachelor's degree from the University of Wisconsin. When he's not teaching, he enjoys finding new places to eat with his girlfriend, and going to all the different breweries around the Cities with his friends.

When looking for new places to eat, Jerry spends most of his time on Google. He loves the map and directions functionality, as well as the basic information that pops up when he selects a restaurant. He searches new restaurants by rating, and prefers to only eat at restaurants that are four stars or above. Since he spends a lot of money on dining out, he prefers for restaurant price ratings to be limited to two dollar signs or less (mid-price). He finds reviews really helpful, and often will look at the worst reviews first, to get a feel for the kinds of negative experiences other customers have had. He also values images of a restaurant's foods, and will look on Instagram at a restaurant's page.

Jerry has built his own foodie Instagram which features all of the new restaurants he has tried, and has gained a small following of local people also interested in food culture in the Twin Cities. Most often, if he's eating at a Food Truck, it's because it's at a brewery where he is drinking. He has often found food trucks he really loves, but has no good way of keeping track of them, and often never sees them again. He would love a singular way to keep track of the food trucks he has tried and liked, and where and when they're open. He says he would probably be more open to trying other food trucks, if he knew they were nearby where he lives.