

“I’m very busy at work running a business unit, so I can’t afford long lunches. On-the-go is the only way to go for me.”

Goals

- Move up quickly by promoting herself as a dedicated employee
- Minimize time spent out at lunch
- Find a great lunch spot with an easy to read menu

Frustrations

- I have poor vision and can’t easily read menus with small text
- I can’t afford the time to sit and wait for my food to come out
- Limited to only eateries with on-the-go apps

Mina is a mid-level manager at a large tech firm. She wants to help promote herself as a hard-working leader by keeping her lunch breaks short. Mina has poor vision and needs assistive technology to read small fonts. She wants to find a place for lunch that offers quick on-the-go ordering with an easy to use ordering system that she can easily read.



Marvelous Mina

Age: 39

Education: MBA

Hometown: Omaha, NE

Family: Married

Occupation: Tech Manager

USER STORY

[Marvelous Mina]

As a/an Visually-impaired executive with very limited free time during working hours,

type of user

I want to A way to easily order and pick up the food I need with minimal loss of working time

action

so that I can portray myself as a hard worker that isn't out to lunch all day

benefit



Smiling Suzy

Age: 75

Education: Arts degree

Hometown: Miami, FL

Family: 5 grandchildren

Occupation: Retired florist

I like to take life slow these days and enjoy each experience.

Goals

- Ability to eat out with my grandchildren. I like longer meals.
- Fiercely independent, I want to be able to place my own order without help from others.

Frustrations

- Holding a pen is more difficult for me now. Arthritic hands and slightly hearing impaired.
- If I have a question about a menu item, I may have difficulty hearing the answer you give me
- I am not tech savvy

Suzy is a retired 75 year old florist with some dexterity and hearing difficulties. She has worked her whole life and enjoys moving slower and savoring every experience. Suzy loves casual meals with friends and family. She likes restaurant menus that show large pictures of what each dish looks like because they're easier to use than reading small text.

USER STORY

[Smiling Suzy]

As a/an

Individual that likes leisurely paced meals, but has trouble with hand dexterity and hearing,

type of user

I want to

Order my meals at a sit-down establishment using a menu with large pictures

action

so that

I can easily identify what I want without needing to have a conversation first.

benefit