

User Personas

Janet Peters

Janet's workday begins around 8am and ends at 5 or 6pm. She commutes 30-45 minutes a day to work but loves her job. A typical workday for Janet consists of email, several phone calls, research, scheduling and speaking with possible clients. She uses basic Microsoft Office applications and a web browser to get her work done. Janet is often interrupted by phone calls or incoming emails. If she has time available for lunch it is usually 30-45 mins to grab a quick bite, pick up or delivery.

Janet likes to eat lunch with various people in the company so that she can keep up on what's new but she rarely has time. She'd like an easy way to find restaurants to order from as well as be kept on the invite list so she can go to lunch when she does have time.

Janet needs a solution that will allow her quickly find frequently used restaurants, the restaurant's phone number and whether or not they deliver or have take-out. She also needs a way to be invited but not interrupted from her work. This is a convenience application for Janet. She would like it to be quick, easy to learn and use and not have any "bells and whistles" that get in the way of basic functionality.



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College graduate
Marketing Representative

"Janet wants a basic application that gets the job done without getting in the way."

Greg Jackson

Greg's workday begins around 9 or 10am and ends as early as 5 and as late as 10 or 11pm during busy development periods. A typical workday for Greg involves, email, scheduling, reading and spending large chunks of time coding or debugging. Greg uses the basic Microsoft Office applications and web browsers as well as some coding tools and other advanced applications. In general Greg's work has minimal interruptions, unless it is near a development deadline. When the development period is slow or steady Greg has up to an hour and half to take lunch. When a deadline is near Greg barely has time to grab lunch, along with his project team, and eat while he's working.

It is a very common social activity for the project team to take lunch together. They often go as a group or order in as a group. Greg and his project team would like an easy way to organize these lunches and keep track of their favorite places to go. They also need a quick way to place a group order and designate someone to pick it up.

Greg, along with others like him on his project team, need a solution that handles the advanced nature of making the group decision, "What do "we" want for lunch?" There is the need for group orders for pick-up or delivery as well as scheduling a group to go to a restaurant. Greg would use this application more like a tool. He would like it to be customizable, engaging, and reliable as well as provide some advanced functionality.



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College graduate
Development Engineer

"Greg wants a cool application that helps support the social activity of project team lunches/orders for lunch."