

Persona: The Facilitator



Name:

Jennifer Park

Age:

26

Title:

Paralegal

Sub Head:

Young single professional working at patent & trademark law firm.

Bio:

Jennifer is originally from the DMV area. She went to undergraduate school at Stanford University and moved back to Northern Virginia three years ago to take a position in Washington DC. She is single and lives in Arlington Virginia. She enjoys traveling when she has the time. She also enjoys going out with her friends, trying new cuisine in trendy restaurants, and she loves going out dancing. She works at a patent & trademark law firm and plans to start law school in the Fall of 2018.

Status: Working, future postgraduate student

Status: Single

Residence: Arlington, VA

“If you don’t recognize where you came from, it will be difficult for you to know where you are going.”



Goals

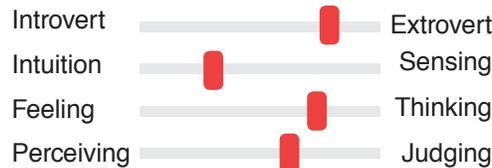
- Go to law school
- Maintain her current lifestyle
- Try new restaurants and cuisine
- Enjoy time with her friends
- Learn Spanish

Frustrations

- Not getting recognition at her job
- Inability for advancement in current role
- Poor quality food in restaurants
- Poor service in restaurants
- Works long hours, lack of time

Personality (mbti)

ENTJ



Favorite Brands

ANTHROPOLOGIE

MAC

UBER

WHOLE FOODS MARKET

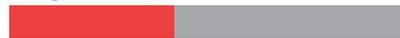


Online Behavior & Expertise

IT and Internet



Using Software



Using Mobile - Tablets Apps



Using Social Networks



Media Usage



LinkedIn



Devices & Platforms

Platforms



iPad
5-10 hrs/week



iPhone
20-30 hrs/week



Windows Computer
40+ hrs/week



iPhone 7



Protopersona

Name: Jennifer Park

Age: 26



Behavioral Demographics

- Single
- Lives in Arlington VA
- Working professional
- Takes metro to work
- Likes to go to trendy restaurants
- Likes to try new restaurants and cuisine
- Appreciates authentic, flavorful and quality food
- Lives in the DMV area and works in DC
- Enjoys spending time with friends
- Work is important but also values recreational time

User Needs and Goals

- A place to have dinner with her friend (N)
- Cost, budget (N)
- Authentic food (G)
- Good atmosphere (G)
- Good service, short wait time (G)
- Good quality food (G)
- A place to have a drink and relax (N)
- A place not far from her office (N)
- A place to have a conversation with a friend (N)
- A place to unwind after work (N)

User Pain Points / Frustrations and potential solutions

- Crowded, long wait (P)
- Loud, difficult to hear conversation (P)
- Limited time, works late weekdays (P)
- Find a place nearby work (S)
- Ordinary poor quality food (P)
- Choose a place she has already tried (S)
- Choose a place with a large menu selection (S)
- Read restaurant reviews (S)
- Expensive (P)

Interview questions El Sol:

Have you ever been here before?

I have been here but my friend has not.

So you wanted your friend to try it?

Yes, I like it so I brought her.

What do you recommend on the menu?

I liked the chilenos.

What other things have you ordered?

(tacos?) Next time we will try something different.

How often do you come here?

I've been here twice, tonight and last week.

How is the quality of service? Is there a long wait?

It was only a 10 minute wait, but it is too crowded and the payment took too long.

How are the prices? Are they reasonable?

The prices are reasonable but expensive compared to other Mexican restaurants in DC.

But the food is authentic so it is worth the extra expense.

Have you ever ordered carry-out food?

No we have only come here to eat in.

Have you ordered from the bar?

Yes, we each ordered Margarita

How are the drinks?

They are very good! But they are expensive.

How does this compare to other similar restaurants that you have gone to?

We have been to other Mexican restaurants but they were different.

Oh, in what way?

The food was very ordinary.

Oh, how?

This food is very authentic. The other restaurants were more fusion types of restaurants where the food was more of a mix of American and Mexican.

I see, so do you prefer more authentic food?

Yes, we look for more authentic food. We like to try different types of food.

This last question triggered a response that allowed for a bit of further casual conversation. It led to some insights and later some assumptions about the lifestyle of these young women as well as what they are looking for when they go to restaurants. They like to try new types of food and they go out often to trendy restaurants. They look for authenticity, quality and flavorful food and prefer reasonably priced restaurants. They also like to order from the bar, and order drinks that complement the type of food they are eating. Although they did mention the prices were relatively high, it did not appear to bother them much. So, the assumption was that they could afford higher priced restaurants, but preferred reasonable prices.

Observations about them: they were dressed professionally, and probably met after work. They took their time dining and appeared to have a long pleasant conversation during dinner. They were dining casually and did not seem to be in a rush. When they left the restaurant they seemed very relaxed and happy. They were easy to approach for an interview and very friendly and willing to answer questions.

They did ask about the purpose of the interview and were told that it was for research for a UX Bootcamp. They were curious and asked if it was for anything specific to El Sol restaurant and were told that it was only a part of the research.

At the end of the conversation they mentioned that they were going somewhere. It may have been that they were just going home, but they did not act like they were tired or calling it a night. From their behavior it appeared as if they were going somewhere else, possibly to a cafe, to have a drink or to a club, etc.

Protopersona

Name: Tony Joseph

Age: 42



Behavioral Demographics

- Married—3 kids
- Lives in Washington DC
- Manager of local printing shop
- Walks or takes metro to work
- Part time Uber driver on weekends
- Buys carry out food for family on weekend
- Lives in neighborhood of el Sol restaurant
- Values time with kids and family
- Likes to ride bike for exercise

User Needs and Goals

- Cost, budget (N)
- Nutritious and flavorful meal for kids (G)
- Buy food for family before work (N)
- Restaurant needs to be nearby (N)
- Starts work at 5pm (N)
- Buy gas for car before leaving (N)
- Complete errands before 5pm (G)
- Prepare dinner for family before work (G)
- Prepare dinner before spouse returns (G)
- Find more time for exercise and fun (G)

User Pain Points / Frustrations and potential solutions

- Parking space for car difficult to find
- Moving car will lose parking space
- Limited time, works late weekdays
- Limited time, works Saturday evenings
- Driving, traffic and parking, cost
- Leaves for work before spouse returns
- Find economical meal walking distance
- Complete other tasks at same time
- Limited time for exercise and recreation

Have you been to this restaurant before?

Why do you come to this restaurant? (1)

How often do you come here? (1)

Why did you purchase carry-out food? (2)

Why did you purchase so much-carry out food? (2)

What is your favorite item on the menu? (1)

How do you get here? (1)

How far is El Sol from your home? (2)

Is it convenient to order carry-out food here? (2)

Would anything make it easier? (2)

What if there was an app to order food? (2)

What features would you like in the app? (3)

What else do you usually do on Saturdays?

Do you every come here to eat in?

Do you come here on weekdays?

Do you come alone or with family or friends?