



Alice

Female, 45, Frisco, TX

“I’m usually feeling stressed when I’m planning out meals for the family.”

Key goals

- Plan ahead meals for herself and her family
- Convenience and flexibility in ordering
- 24/7 accessibility to nutritional information

Behaviors

- Tends to order at the last minute
- Gets frustrated with online ordering very quickly
- Typically orders on mobile devices (phone or tablet)

We Must

- Provide nutritional information on food
- Provide clarity in ordering options
- Provide easy access to the menu

We Must Never

- Limit options on what can be ordered more than is absolutely necessary
- Make ordering difficult



Jane

Female, 35, Frisco, TX

“I want to know more about her, [the person preparing the food] since it’s something my family and I are going to eat.”

Key goals

- Plan ahead what she and the family will be eating
- Make sure her family is eating healthy

Behaviors

- Plans meals for the family as a part of her “chores”
- Typically orders on mobile devices (phone or tablet)

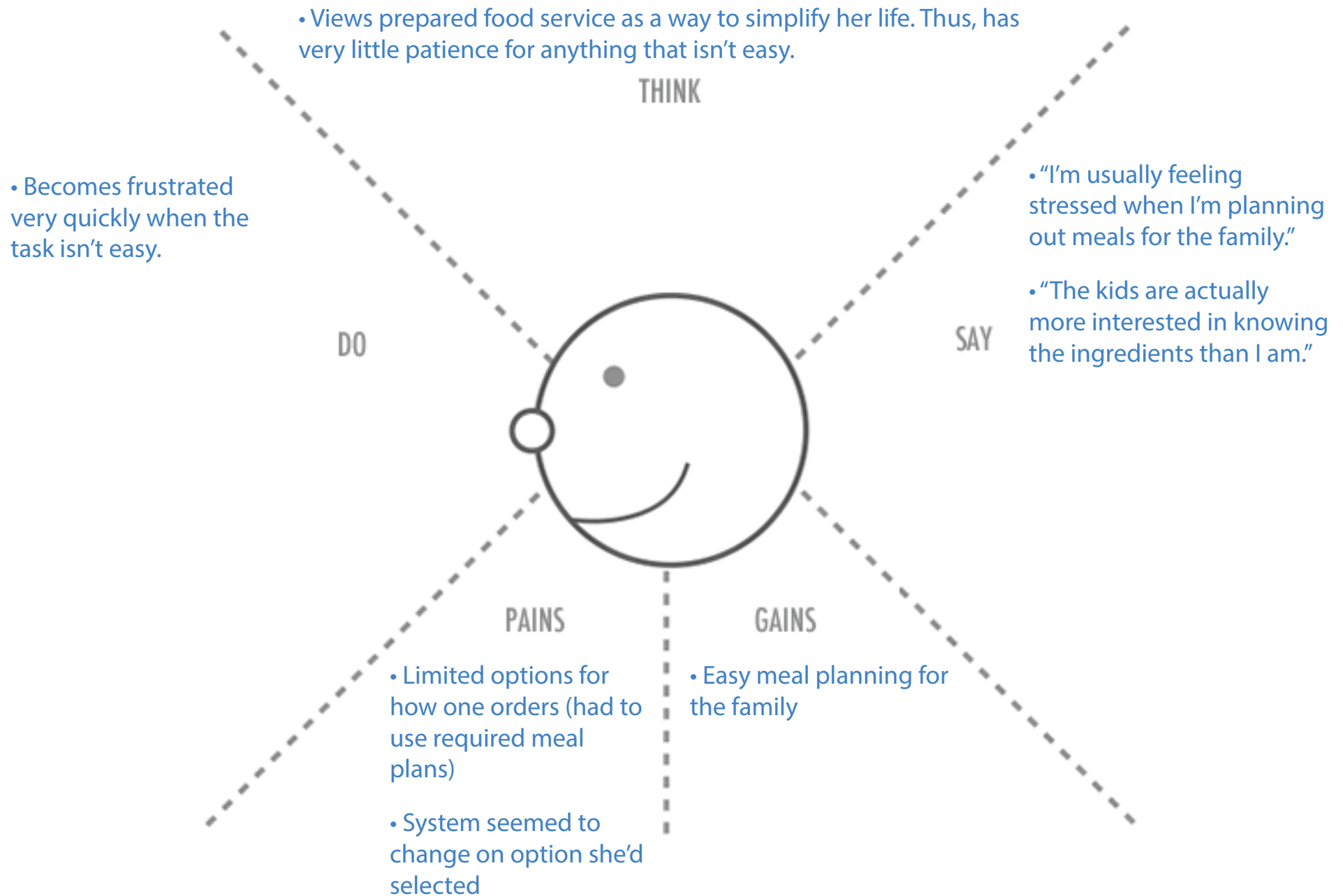
We Must

- Provide information on those running the company/preparing the food
- Provide nutritional information on food

We Must Never

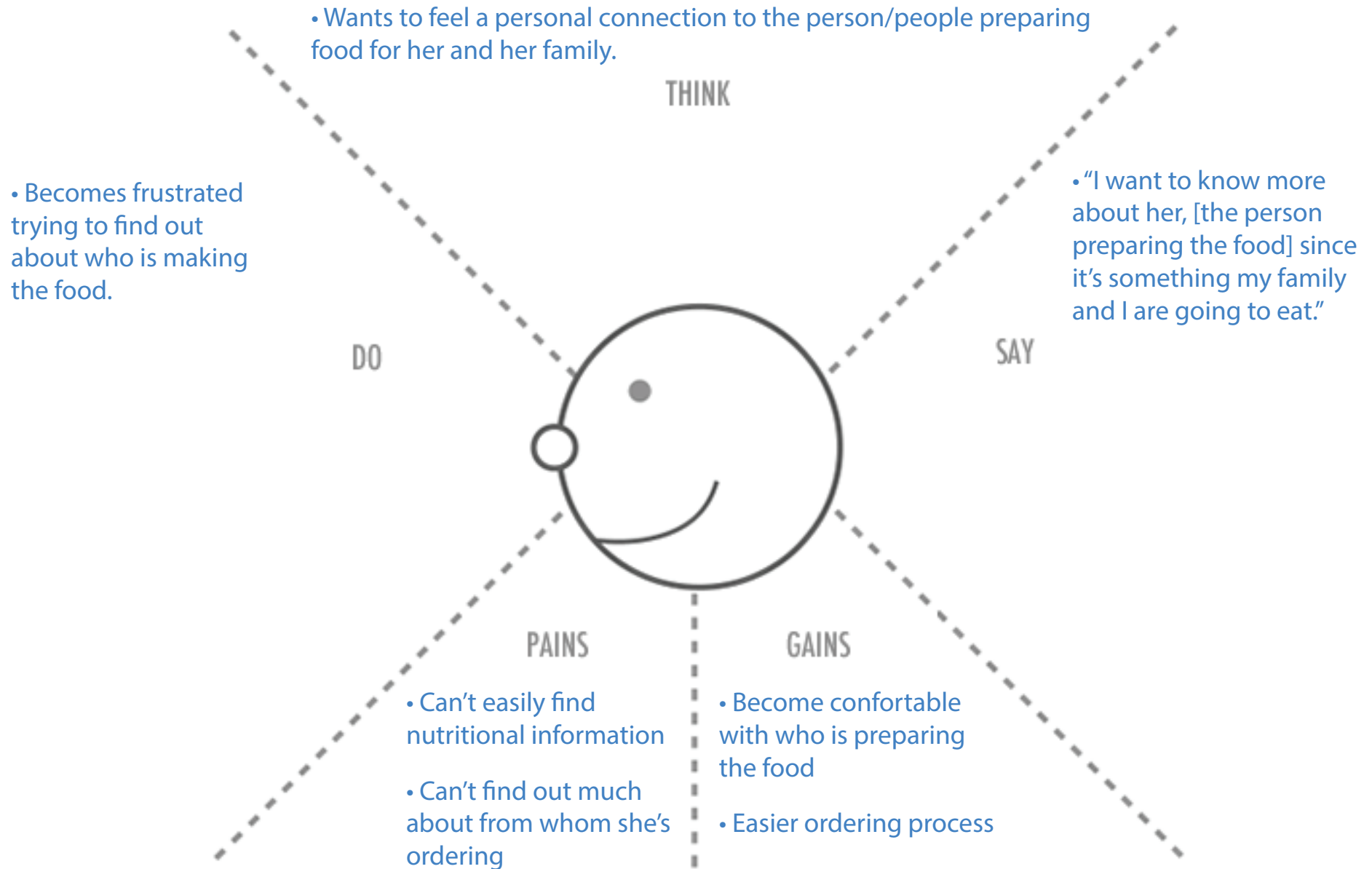
- Make ordering difficult
- Fail to accommodate mobile devices

NAME: Alice



TASK: "Submit an order for dinners."

NAME: Jane



TASK: "Find enough information so that you feel like you understand the service this site is providing."