

User Personas

Julia Fogerty

Carla Gomez

The Life Threatening Restriction

40, Female

Toronto, Ontario

Severe Peanut Allergy

Finding meal options is harder than you would think, and I'm tired of having my options so limited.



Risk-averse

Consistent

Independent

Motivated

Bio

Carla has lived with a severe peanut allergy for as long as she can remember. She has had one allergic reaction in the past 20 years, where she drank a smoothie contaminated with peanuts and had to be rushed to the hospital. Even when being careful, mistakes can happen, and in her case, they are life threatening. Due to this, she limits how often she eats out, and when she does, she sticks to restaurants she knows she can safely rely upon. When going to restaurants, she calls ahead of time to inquire about their peanut free policies. She also regularly checks the websites of restaurants and their online menus. She wishes there were a reliable system to help her with finding safe options, as she wants to go out with friends and family and not feel stressed.

Motivators

- Eating out comfortably with friends
- Trying new restaurants and cuisines
- Accessing safe and reliable services/information, especially when dealing with her allergy

Values

Reliability



Informative



Socializing



Safety



Habits

- Calling restuarants in advance
- Checking a restaurant's website or online information
- Being untrusting of new restaurants

Pain Points

- Calling ahead of restaurants is timely
- Often restaurants do not pick up the phone when she does call ahead
- Information is sometimes not listed online
- Going through different restaurants is a tedious process, as she needs to check so many different resources
- She feels scared trying new restaurants

Jake Smith

Non-Life Threatening Restriction

25, Male

Waterloo, Ontario

Lactose Intolerant

While being lactose intolerant is less serious than some other restrictions, it is still frustrating!



Social

Experimental

Curious

Bio

Jake Smith has faced lactose intolerance his entire life. When he consumes dairy, the hours following are very uncomfortable for him, so he has learned to prioritize eating foods that are dairy free. At his home, this is easy to control. He buys dairy free products, and can be sure that the meals he makes are safe to eat. When he eats out, however, he faces the struggle of having to find locations that offer dairy free dishes. Despite this, it does not limit how frequently he eats out. He loves to dine out with his friends, and also is interested in trying new cuisines and restaurants. Often, he decides to call ahead of time to confirm that there are safe options, especially if it is not already listed on the restaurant website or online menu. He finds this process tedious and time consuming, leaving him feeling frustrated by his current situation.

Motivators

- Convenience and ease of access
- Eating out with friends and being social
- Efficient and easy-to-use systems

Values

Socializing



Efficiency



Reliability



Habits

- Calling to restaurants ahead of time
- Checking a restaurant's website or online menu ahead of time

Pain Points

- Calling ahead of time to restaurants is a timely process
- Often, when calling ahead, restaurants do not answer their phone
- Information about menu items is sometimes not listed online
- Going through different restaurants is a lengthy process, as he needs to check so many different resources
- Misinformation leads to him becoming sick, and there have been many occasions where that occurred

Salam Fletcher

Accessability Concerns

75, Female

Toronto, Ontario

Halal

"I find so many apps difficult to navigate. Sometimes it feels like they simply don't consider users like me"



Independent

Motivated

Hard-working

Bio

Salam has been restricting her diet to Halal options for the past 20 years. As she has grown older, it has become more and more difficult trying to determine restaurant options that will work for her. She heavily relies on word of mouth from his community, and restaurants she has been able to rely on in the past. However, trying new dine out options is something she quite enjoys with his wife, and something she wants to do more. With age as well, has come other issues, including weakened eyesight and reduced mobility. Additionally, she struggles with technology, and thinks it is too complex for people like himself, limiting the amount of websites or apps that she uses.

Motivators

- Eating out with her wife
- Finding simple systems to work with and integrate into her life
- Finding system that are easy to learn

Values

Simplicity



Accessibility



Independence



Habits

- Dismissing new difficult technology

Pain Points

- She often struggles with small fonts on most apps or websites
- She struggles learning new technologies
- She relies heavily on word of mouth, which is becoming increasingly difficult with a worsened mobility