

## **P2: Personas**

### **Nacho Average Team**

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#### **UserGroup**

Our team is designing an application or product to assist family-owned restaurant owners, who may struggle to compete against larger chain restaurants.

#### **Interviews**

**(RG1):** Interviewee RG1 is in his early 30s, and has owned a high-end Italian restaurant in Minneapolis for two years. Born and raised in the US, he runs the restaurant with his wife, has no kids, and employs a staff of about 60-70 people. His fine-dining restaurant is neighborhood-friendly, but isn't very suitable for children. He values customer longevity, versus getting new customers, and aims to open another restaurant soon. His biggest challenge is hiring professional kitchen help.

**(KY1):** Interviewee KY1 is an immigrant male in his 40s from Thailand. He came to Seattle 10 years ago and opened his Thai restaurant in the U-District. He runs his place with his wife and is trying to create a "mom and pop" kind of atmosphere. Since his place values the low price authenticity of Thai street food, he has a hard time keeping up and getting profit since he cannot split his time to advertise, and get new customers.

**(CM1):** Interviewee CM1 is an immigrant female in her mid 30's from Vietnam. She opened the Boba restaurant four months ago and employs four part time students. The customers that she is trying to get are college students, and she does this by sponsoring groups at the college. She has a hard time keeping track of inventory and doing multiple tasks at a time. Right now she is still trying to figure out the restaurant business.

**(ST1):** Interviewee ST1 is an immigrant male in his late 30's from El Salvador. He opened his pupuseria in the U-District 10 years ago. He is happy with the student clientele that he consistently gets. He often caters for professional and academic events.



# Mae

Age 34

## Characteristics

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- Has owned a family-owned Thai restaurant for 10 years
  - Immigrated from Thailand
  - Married, with one kid
  - Works at restaurant 3-4 days a week
  - Manages 6 employees
  - Has trouble balancing a career and motherhood
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## Goals

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- Balance a career and family life
- Be able to track inventory digitally
- Learn to advertise effectively to gain new customers

## Technology

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- Uses a POS system daily
- Has been trying to make a website
- Relies on mobile applications like UberEats and Postmates to facilitate food delivery

## Desires

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- Be more organized
- Share her Thai culture through authentic food that reminds her of home

## Pains

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- Not having a consistent POS system
- Not having an organized way to track inventory
- Not having a completed website
- Works more days than she'd like
- Has some difficulty communicating with customers, because English is not her first language

## Scenario


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Mae arrives at her restaurant at 9:30am, 30 minutes before the place opens. One of her waiters calls in sick two hours before their shift, but no other employee is able to take their place. The remaining staff consists of only 3 cooks, 1 cashier and 1 waiter. It is a Saturday, so it will be relatively packed.

Mae realizes that she is running low on some ingredients and supplies for the next few days, so she must go over inventory records. Usually, this is a time-consuming process. Her current system is to use hard copies, which is inefficient and often error-prone. She helps out around the kitchen and waits tables when she can, to assist the only server.

Two hours later, business slows down a bit, and Mae has to leave to pick up her son from basketball practice. As a result, she cannot order supplies and finish inventory. She does not have a consistent POS system, making running the business more time-consuming, when she wishes to spend time with her family.

## Mae's Provisional Persona

<p>Mae</p>  <p>Age: 31</p>	<p>Characteristics</p> <ul style="list-style-type: none"> <li>• Immigrant from Thailand</li> <li>• Aims for authenticity by introducing people to her culture through food</li> <li>• Works 3-5 days per week</li> <li>• Been a restaurant owner for 10 years</li> <li>• Trouble balancing career and motherhood</li> <li>• Manages 6 employees</li> </ul>	<p>Scenario</p> <p>Mae arrives at her restaurant at 8:30am, since the place opens at 9am. Her waiter calls in sick 2 hours before their shift, but nobody else is able to come in, leaving staff count at 3 cooks, 1 cashier, and 1 waiter. It is a Saturday so it will be packed. Mae realizes that she is running low on some ingredients and supplies for the next few days, so she must go over inventory records. Usually this takes a while because her system uses hard copies, which can be complicated and slow. She helps out around the kitchen and waiting tables when she can. Two</p>
<p>Technology</p> <p>Cash register</p> <p>iPod + card reader</p> <p>Very bare/incomplete website</p>	<p>Desires</p> <ul style="list-style-type: none"> <li>• Wants to maximize authenticity through dining experience</li> <li>• Be more organized in life and business</li> </ul> <p>Goals</p> <ul style="list-style-type: none"> <li>• Balance her workload</li> <li>• Be able to have an easy way to track inventory digitally</li> <li>• Advertise her food more</li> <li>• Gain new customers</li> </ul>	<p>Two hours later, business slows down. But Mae has to leave, which means she cannot order supplies and fresh inventory. She does not have a consistent POS system, making running the business more time-consuming, when she wants to spend time with her family.</p> <p>Pains</p> <ul style="list-style-type: none"> <li>• Not having consistent POS system</li> <li>• Not having an easy way to track inventory</li> <li>• Having to work more days than she'd like to</li> <li>• Not having a website done</li> <li>• Occasional communication problems due to language barrier</li> </ul>

**Mae: Sources and Assumptions**

<b>Characteristic</b>	<b>Source</b>	<b>Details</b>
Married, with one child	CM1, KY1, RG1	Three interviewees were married, one (CM1) had one child
Works at the restaurant 3-4 days per week	CM1, ST1	Two interviewees worked for about 3 days per week
Immigrant	KY1, CM1, ST1	Three interviewees had immigrated to the US (from Thailand, Vietnam, and El Salvador)
Has owned their restaurant for 10 years	KY1, ST1	Two interviewees have owned their restaurants for ten years
Sells Thai cuisine	KY1, CM1	One interviewee sells Thai food (CM1 also served East Asian cuisine)

<b>Pains</b>	<b>Source</b>	<b>Details</b>
Has difficulty communicating with customers because of the language barrier	ST1, KY1	Two restaurant owners often had to repeat questions about customer's orders
Has no organized system of tracking inventory	KY1, CM1, ST1	Three interviewees reported difficulties maintaining inventories
Not having a consistent POS system	ST1	One interviewee cited a lack of any POS system
Not having a website done	KY1, CM1, ST1	Three interviewees reported that they either did not have any websites or their website was incomplete
Having to work more days than they'd like to	KY1, ST1	Two interviewees said how they had a hard time making time for their personal life

<b>Technology</b>	<b>Source</b>	<b>Details</b>
Uses POS system	KY1, RG1, CM1	Three interviewees use a POS system daily

Trying to make her website (in progress)	KY1, ST1	Two interviewees reported difficulty creating/managing a website
Food service delivery apps	CM1, ST1	Two interviewees use mobile applications to facilitate food delivery (ex: UberEats, Postmates, DoorDash)

Goals	Source	Details
Gain new customers	KY1, CM1	Two interviewees reported wanting to bring in new customers
System to keep track of inventory	KY1, CM1	Two interviewees use hard copy hand written notes to keep track of inventory
Balance family life and her career	CM1, ST1	Two interviewees would like to streamline processes so they can spend less time physically at the restaurant and more time with family

Desires	Source	Details
Introduce her Thai culture through her food (authenticity)	KY1, ST1	Two interviewees want their cuisine to reflect food they find back home.
Be more organized with life and business	CM1, KY1,	Two interviewees want to be more organized with life and business.



# Eric

Age 41

## Characteristics

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- Owns a high-end (not kid-friendly) restaurant
  - Married, with no kids
  - Has owned his restaurant for 3 years
  - Works at the restaurant 5 days a week
  - Manages 15 employees
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## Goals

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- Streamline reservations with a new system
- Have a system that can show potential customers real-time restaurant traffic
- Ensure customers enjoy the restaurant enough to come back

## Technology

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- Uses a POS system daily
- Manages a website regularly
- Relies on accounting software to regulate company expenses

## Desires

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- Make guests feel special
- Expand his restaurant sometime in the future

## Pains

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- Hiring professional chefs
- Hiring servers that are passionate about customer service
- Getting the same customers to return
- Having to turn away customers during busier hours

## Scenario

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It is a Friday night and the restaurant is going to open in 45 minutes. Fridays are the restaurant's busiest day, so Eric is preparing for a hectic night ahead. Eric talks to his employees to ensure they make customer service the utmost priority. This has been a problem recently because some diners have left reports of the restaurant having disinterested and unkind service.

There is a large birthday group dining tonight, so Eric is unable to attend to the other customers. He hopes his staff are following the earlier instructions, but he is unsure.

Later, as the restaurant gets busier, waiting customers begin leaving, not wanting to await the delay. One regular customer had come with some friends, but since it was too busy, she left upset and ate somewhere else.

Eric is looking for a system that can assist with reservations and show real time restaurant traffic, to demonstrate to customers that he values their time.

## Eric's Provisional Persona



Name: Eric  
Age: 41

### Characteristics

- > Owns a <sup>high end</sup> family Italian restaurant
- > Has owned the restaurant for 3 years
- > Works 5 days a week
- > Married with no kids
- > Manage 15 people

Scenario

It is a Friday night and the restaurant is going to open in 30 mins. He talks to the employees to make sure they make the customers feel happy. This has been a problem recently because some employees are being disrespectful to the customers. There is a big birthday group so that takes up a lot of space and he does not pay attention as much to the other customers. He hopes employees are doing what he said, but he is not sure. Then later in the night it starts to get busy, so people leave because they don't want to wait. One loyal customer came with a couple friends, but left upset and had to go somewhere else.

Eric is looking for a system that can help with reservations and a way of showing real time busy hours, to show customers that he cares.

### Pains

- \* hiring cooks that are passionate about cooking
- \* getting enough customers
- \* hiring staff that are passionate about customer service

### Technology

- \* POS system
- \* Website
- \* Accounting software

### Goals

- \* Have a reservation system
- \* Have a system that can show real time busy hours
- \* Having the same customers keep coming back

### Desire

- \* Make customers feel special
- \* Open another restaurant

**Eric: Sources and Assumptions**

<b>Characteristic</b>	<b>Source</b>	<b>Details</b>
Age: 41	KY1	One interviewee is in their 40's
Married, with no kids	KY1, RG1	Two interviewees are married with no kids
Works at the restaurant 5 days a week (on weekdays)	KY1, RG1	Two interviewees work about 5 days a week
Born and raised in US	RG1	One of our interviewees was a non-immigrant
Has owned their restaurant for 3 years	RG1, KY1, CM1, ST1	Our interviewees owned their restaurants for a range of 4 months to 10 years.
Sells high end Italian cuisine	RG1	One interviewee owns a fine-dining Italian restaurant
Manages 15 people, not including Eric	RG1, KY1, CM1, ST1	Our interviewees managed a staff of 2 people to 70 people. (RG1 managed about 70). We chose an estimated average of these values

<b>Pains</b>	<b>Source</b>	<b>Details</b>
Hiring cooks and waiters that are passionate about cooking.	RG1, KY1	KY1 mentioned how part time students were there for the money and not for their passion to cook RG1 cited difficulty hiring professional help
Having loyal customers	RG1, KY1	Two interviewees wants to have more consistent customers (aim for longevity)
Hiring cooks and waiters that are passionate about customer service	RG1, KY1	Two interviewees want staff to be passionate about creating an atmosphere where customers feel special



Technology	Source	Details
Uses POS system	RG1, CM1, KY1	Three interviewees use a POS system daily
Owens a website that only shows hours, location and menu	RG1, ST1	ST1 tried to make an website but did not have the skills to add features that he wanted RG1 currently owns a website
Uses an accounting software	RG1	One interviewee uses a new accounting software

Goals	Source	Details
Update his website and have a reservation system or a system that shows real time busy hours	ST1	One interviewee wants a system that can allow people to reserve and see real time restaurant traffic
Have the local customers come back frequently	RG1	One interviewee wants to have local customers come back frequently

Desires	Source	Details
Making the restaurant a place where every customer feels "special"	RG1, KY1	Two interviewees mentioned how they wanted the customers feel special
Open another place	RG1	One interviewee wants to open another restaurant

### Source Key

Notation	Source
<Initial of interviewer><Interview number>	Interview