

"Anthony Clark" by Blaise Moses

age: 26

residence: Columbia, SC

education: High School Diploma

occupation: campus sanitation, janitorial services

marital status: single



"Sanitation with a Smile!"

Anthony works on the cleaning crews for the campus. Among other things, Anthony's main duties include residence hall maintenance and sanitation, campus waste disposal, and dining hall sanitation. While Anthony enjoys trying new things, he often finds it hard to find the time to explore his options. Due to working long shifts, he often just ends up grabbing something from a vending machine or food at Russell House when he is working there during his breaks. He often doesn't have enough time during lunch to wait in line or try new places, and at the end of the day he is tired and ready to get home. Anthony wishes he could eat healthier and with more variety, but finds it hard to go out on a limb trying a new place with his busy schedule, as well as his budget. Anthony is also Severely allergic to Peanut products and will have a bad reaction if he consumes anything containing them.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Mobile support, often on the go with smartphone as only means of access.
- Time efficiency, usually no longer than one hour allotted to eat during shifts.
- Remotely accessible wait times and menus.
- Allergy accommodation information, foods containing Allergen's clearly indicated.

Values

- Quality Service

Criteria For Success:

a quick, efficient solution that bypasses wait times and uncertainty as well as provides information regarding allergy sensitive foods.

Wants

- Nutritional information to facilitate healthier choices
- Ability to order remotely
- Ingredient breakdowns
- Prices, on a limited budget and cant afford pricey eating establishments.

Fears

- Allergic reactions