

# Persona

**30 years old – Restaurant Owner**  
Cooperative, Techy, Trendy, Organized.

## John Belanger

### Motivations

- Be more organized
- Make profit
- Leverage technology
- Inclusive

### Behaviors

- Loves to cook but doesn't find the time
- Uses Uber Eats to try new restaurants

### Frustrations

- Poor navigability
- Notifications for future orders
- Making deliveries
- Unreliable drivers

### Goals

- Reaching a wider market
- Building a fluid, and intuitive product that the customer and restaurant have a smooth experience using
- Onboarding new customers easily and without hassle
- Never missing or messing up an order because of a glitch in updating the menu
- Observing COVID 19 Standards

