



## Adam

He is primarily interested in exploring distinctive and fashionable culinary selections

Age:	28
City of residence:	Krakow
Education:	Bachelor's degree in Marketing
Income:	PLN 7200 monthly
Job:	Marketing Coordinator in a digital marketing agency

### Device and browser

Macbook Pro, Google Chrome browser

### How much time does he have?

10-15 min.

### In which circumstances does he browse the site?

Usually at home, looking for new and exciting food experiences to share with his friends and on social media.

### What does he need?

He is interested in trying unique and trendy food options that he can share on his social media profiles.

### What concerns might he have?

I'm a bit worried about the price range of the dishes. As much as I want to try unique and trendy food, I also need to stick to my monthly budget.

I wonder if the restaurant offers any vegetarian or vegan options. I sometimes dine out with friends who have dietary preferences, and it's essential to have suitable choices for them.

I'm concerned about the overall dining experience, including the restaurant's ambiance and service. I hope the delivery experience matches the quality of the food, providing a complete and enjoyable experience.

### How can we address these concerns?

**Complete Dining Experience:** To ensure a fulfilling dining experience, even when ordering for delivery, we can focus on the quality of packaging and presentation. Ensuring that the food arrives in premium and eco-friendly packaging will help replicate the restaurant's ambiance and quality at home.

**Price Transparency:** We can address Adam's concern about the price range by providing a clear breakdown of costs on the website or app.

**Vegetarian and Vegan Options:** To cater to Adam's needs and those of his friends with dietary preferences, we can offer a diverse range of vegetarian and vegan dishes.

### User stories

As a budget-conscious customer,  
I want to know about the price range of the dishes,  
so that I can make sure it fits within my monthly budget.

As a diner who sometimes dines with friends with dietary preferences,  
I want the restaurant to offer vegetarian or vegan options,  
so that my friends can also find suitable choices when dining together.

### Wanted CTA

Explore menu  
Order  
Try

### Conversion

Placing an order for a Holy Taco meal

Share her dining experiences on social media platforms and tag Holy Taco, becoming a brand advocate.

Engage with Holy Taco's blog content by leaving comments and sharing articles on his social media profiles.

Save restaurants as favourites in the app