

Persona Types



Mei
Restaurant Entrepreneur
Independent Organic Restaurant

Managing

Charlie

Regional Manager
Italian Chain Restaurant



Maria

Restaurant Manager
Italian Chain Restaurant



Restaurant Size

Independent

Chain



Dario
Barista
Independent Coffee Café

Employee Role

Working

Colette

Kitchen Manager
Italian Chain Restaurant



Tony

Server
Italian Chain Restaurant



Mei

Restaurant Entrepreneur, Independent Organic Restaurant

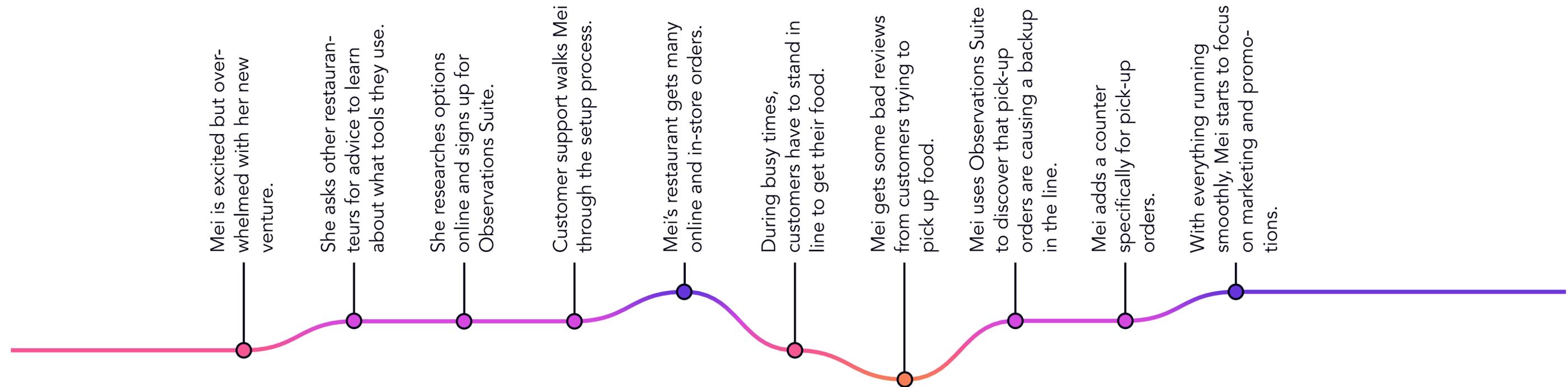
“ I know that a lot of people want food fast and on a budget, but that doesn't mean that it needs to be unhealthy. I provide my customers with great food based on natural ingredients and flavors from the many places I've lived and traveled.”



Motivations

- to provide people with healthy, tasty food that's fast
- to find the simplest business solutions so she can focus on her passion—the food

Journey



Dario

Barista, Independent Coffee Café

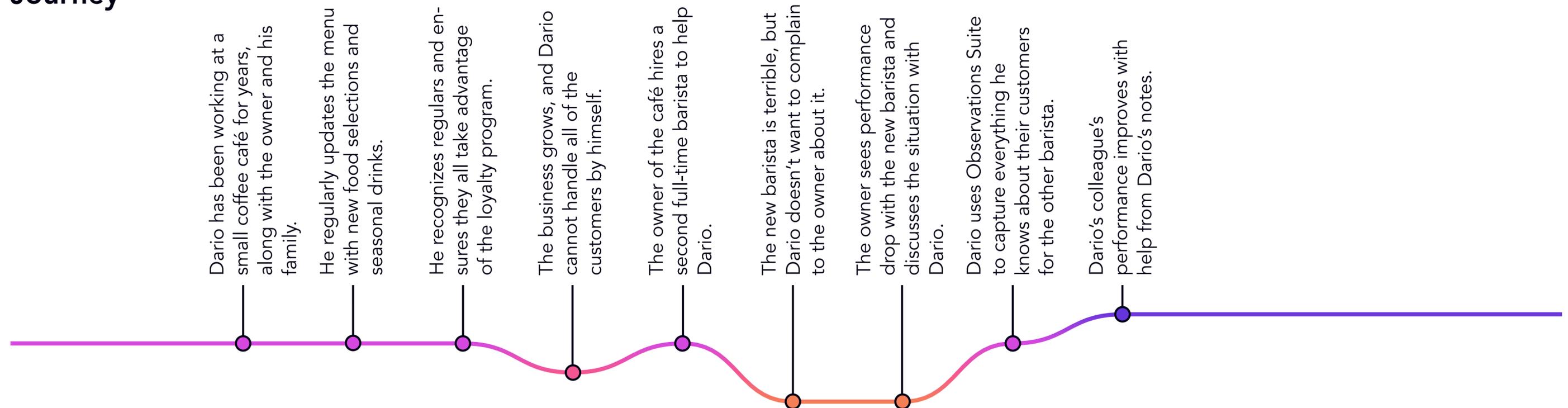
“ I’m naturally a very social person, so working as a barista is the perfect job for me. It’s a personal mission to make everyone I meet laugh, or at least crack a smile. I also sell my ceramics in the café, so it gives me an outlet for my art too.”

Motivations

- to make his customers smile, especially those he meets for the first time
- to find ways to be creative at work—from latte art to selling his ceramics



Journey



Charlie

Regional Manager, Italian Chain Restaurant

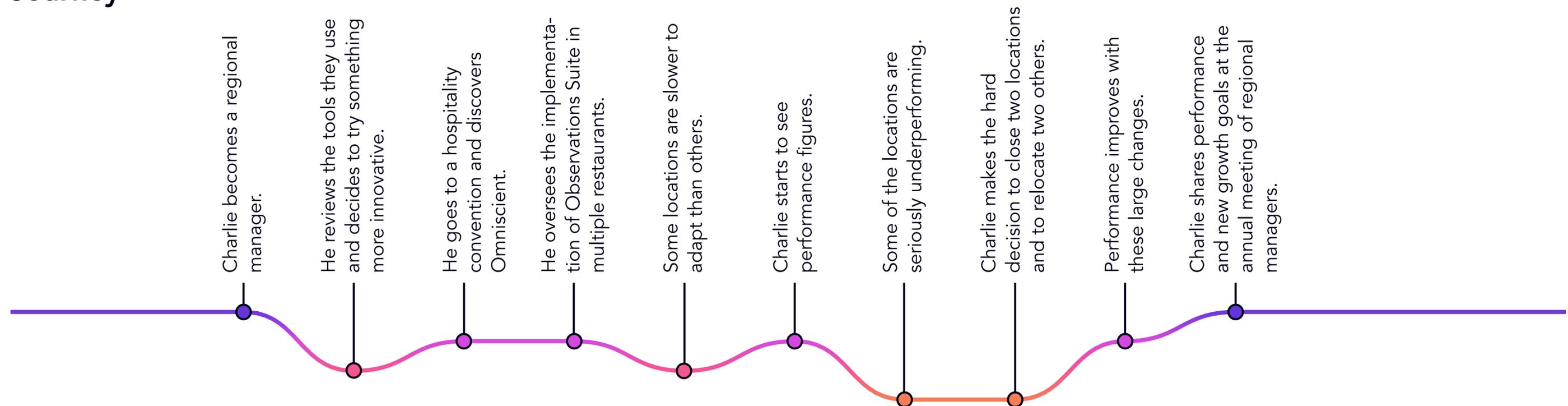
“ I’ve worked very hard to get where I am, and I believe that my ambition will serve the chain well. I am enthusiastic about the role that technology can play in helping us work smarter, not harder.”



Motivations

- to impress his boss with better performance numbers
- to be a leader in adopting technology that optimizes the business

Journey



Maria

Restaurant Manager, Italian Chain Restaurant

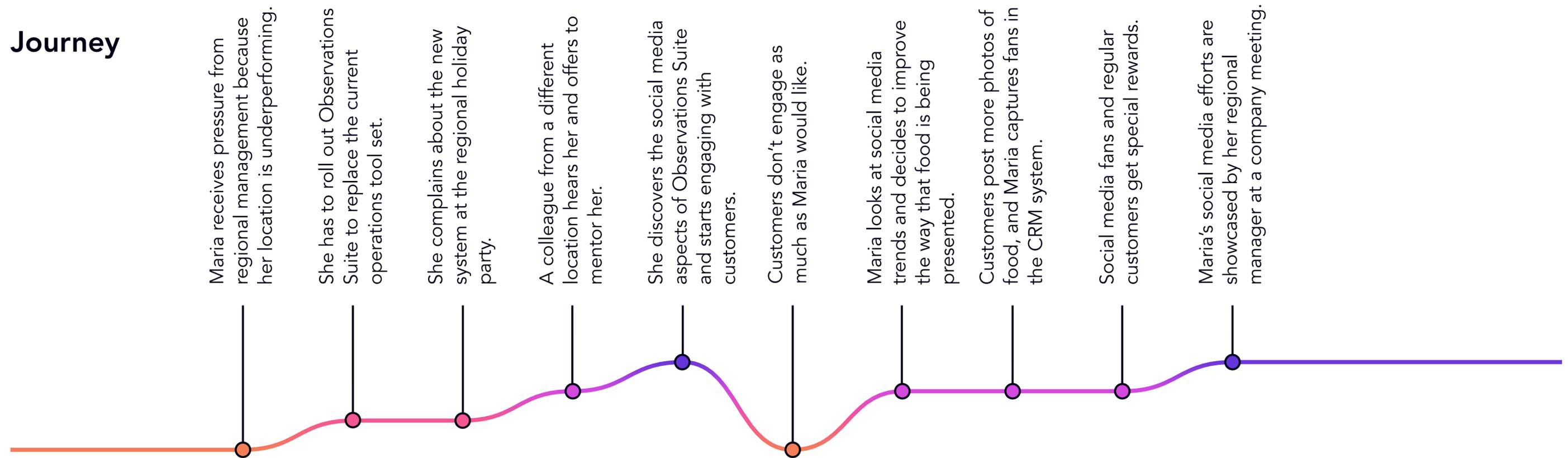
“ I’ve worked in this restaurant since I was younger; my mother used to be a manager here too. So this restaurant is like my family. I believe that customers are always right and that everything in the restaurant should focus on keeping them happy.”

Motivations

- to have a popular restaurant—both in real life and on social media
- to be valued for her experience within her network



Journey



Colette

Kitchen Manager, Italian Chain Restaurant

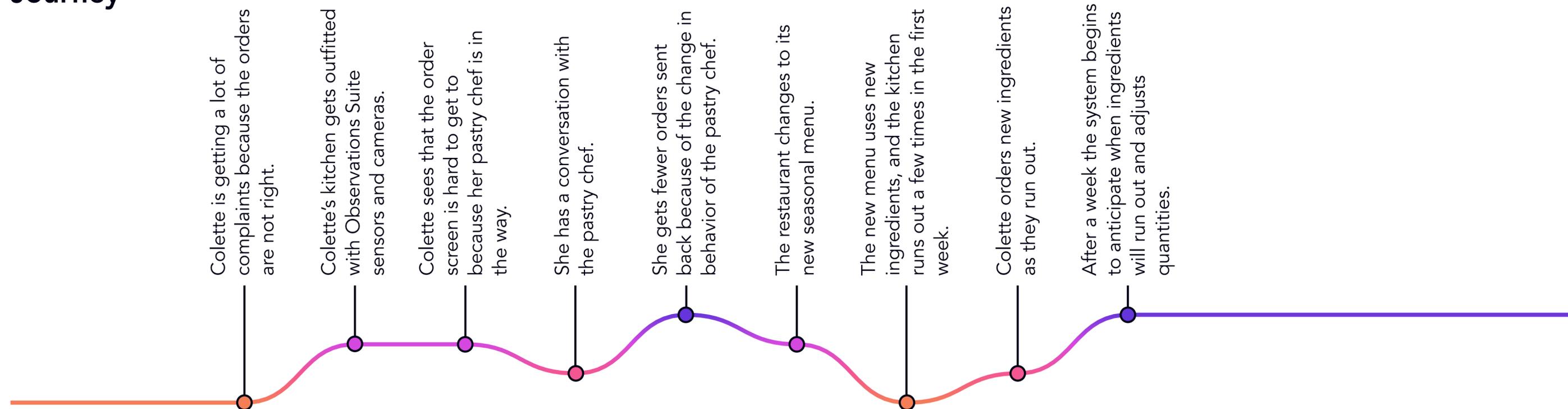
“ Food is my passion. Ever since I was a little kid, I knew I wanted to work in a kitchen. Succeeding hasn't been easy in a role usually dominated by men. Hard work, discipline, and a tough attitude have been core to achieving my goals.”

Motivations

- to have a handle on everything happening in the kitchen
- to invent new recipes that please both customers and critics



Journey



Tony

Server, Italian Chain Restaurant

“ I just started as a server here. I thought it would be pretty easy, but it turns out there’s so much to remember if I want to do my job well. I think I’ll get there eventually, but right now I’m still making a lot of mistakes.”

Motivations

- to learn how to do his job well so he doesn’t embarrass himself
- to make sure customers have a good experience so he gets tips



Journey

