

The Neighbor  
**Natalie**



Age 32, Bank Associate  
Brooklyn, NY

### PERSONA BIO

Natalia is a bank associate works in Manhattan. She lives in East Williamsburg, Brooklyn neighborhood. She loves exploring new restaurants in New York with friends, but since the pandemic in 2020, she started using food ordering apps and maps to explore different types of restaurants.

She often gets food delivery or pick up 3-4 times a week. When she's in the office, she would place pick up orders close by for lunch. And when she comes home, she would either order delivery or place pick up orders in the neighborhood. She likes the idea of supporting local business.

She often uses food ordering apps to place orders for its convenience, but if she knows the restaurants has a good ordering platform from its website, she would prefer to order from the direct website.

“When I order delivery I look for something quick and still fresh when it delivers to me.”

### Motivation

- Values convenience to use the most when it comes to ordering food
- Food quality is important when it comes to the restaurant decision
- Delivery time matters since nobody wants to wait 3 hours for dinner
- Good quality food pictures will influence her decision of ordering
- Supports local business as much as possible

### Goals and Needs

- Finding food that tastes good and deliver to her home
- Easy ordering system on websites or apps
- Neighborhood restaurants to support local business.
- Good photos of each dish.

### Frustrations and Fears

- Takes too long to get the food
- Food is not fresh and cold
- Restaurant did not deliver the dish changes
- Disconnect between restaurants and apps

### My ways to explore new food



### Food ordering apps I use

