



Jordan

Age: 25

Diet: Halal

Student

Goals	Frustrations
<ol style="list-style-type: none">1. Be able to see restaurants closest to him2. See rating and reviews of restaurants3. Have food delivered home	<ol style="list-style-type: none">1. Difficult to identify which restaurants have halal options2. Don't have enough time to cook3. Menus dont highlight halal options



Lisa

Age: 35

Diet: Vegetarian

Stay-at-home-mother

Goals	Frustrations
<ol style="list-style-type: none">1. Find restaurants with veg options2. Be able to see restaurant menu3. Decide what food she wants to eat even before going to restaurant	<ol style="list-style-type: none">1. Sometimes not able to access menu2. Very few vegetarian options in most restaurants3. Must always select restaurant and food beforehand