







“ Mobile ordering is now an essential need rather than a nice to have. ”

Adaptive Annie

-  **Age:** 35
-  **Location:** Chicago, IL
-  **Occupation:** Owner of Tick Tock Tacos Food Truck
-  **Years of Operation:** 3 years

Bio

Annie was so proud when she first opened her very own food truck. Due to her passion for her craft, she wants every customer experience to be a memorable one. Her operations came to a halt when the pandemic hit, but she wasn't giving up on her dream so easily. Undaunted, Annie started brainstorming ways to reconceptualize her business model and menu offerings so that she can reopen as quickly as possible while keeping her customers and staff members safe.

Frustrations

- She is frustrated when she has technical issues with services that are supposed to help her business
- She feels stressed because she needs to pivot her menu offerings to better cater to current regulations
- She gets overwhelmed when orders get lost or the customer wait times become really long

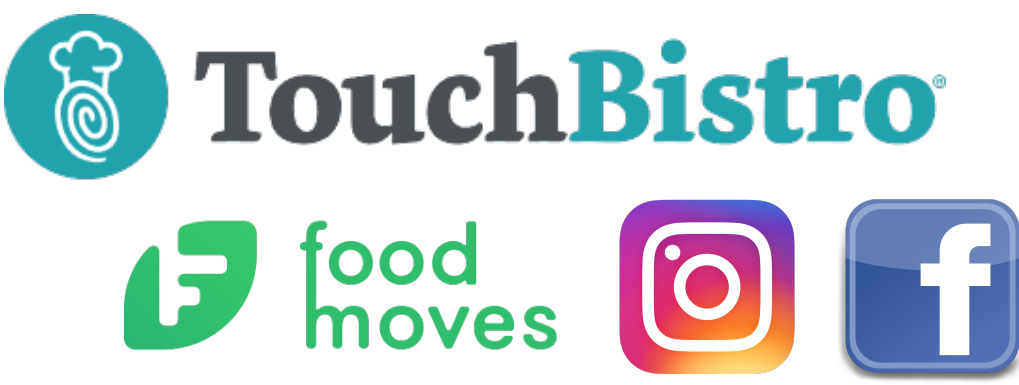
Goals

- To provide a unique customer experience
- To increase brand awareness + marketing prospects
- To leverage an easy-to-use mobile solution for customers + staff
- To maintain operations by adapting to pandemic regulation-compliant technologies

Motivations

- Generating revenue through loyal repeat customers
- Growing her business' customer base
- Having time to focus on her customers + business
- Keeping her staff and customers safe and healthy


Platforms



“ It’s a hard time for everyone, so I want to make sure I’m still providing the best customer experience I can. ”



Resilient Robert

-  **Age:** 41
-  **Location:** New York, NY
-  **Occupation:** Owner of Chicken ‘n’ Things Restaurant
-  **Years of Operation:** 6 Years

Bio

Robert lives in New York City and owns a fast-casual restaurant, Chicken ‘n’ Things. He prides himself on his hospitality and greets every customer who walks through the door. Robert has a loyal customer base, but wants to use data to pinpoint customer preferences and distinguish his restaurant in a saturated market. His revenue has taken a hit because of COVID-19, so he uses contactless delivery services to maintain operations and make sure he’s complying with NY safety regulations.

Frustrations

- He is frustrated because he doesn’t own customer data
- He is worried that he’s only generating enough revenue during COVID-19 to break even
- He feels stressed having to manage multiple service platforms at once
- He dislikes the high cost of third-party delivery fees

Goals

- To maintain business operations during COVID-19 by complying with state regulations
- To provide his customers with up-to-date information about his restaurant’s safety measures
- To provide a great customer experience
- To have access to business analytics + customer data

Motivations

- Generating revenue through contactless pick-up and delivery services to sustain business operations
- Being there for his customers during a pandemic
- Distinguishing his business in a saturated market
- Making data-driven decisions about his business + target customer base

Platforms

