



Harry

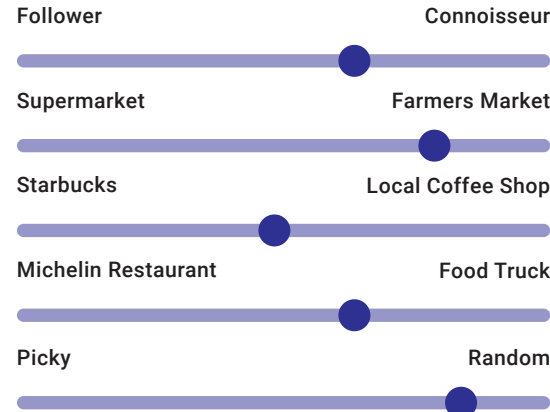
Urban Foodie

Age	25
Occupation	Art Director
Education	Bachelor Degree
Status	In a Relationship
Location	Shared Studio in San Francisco
Hobbies	Cooking – Urban Exploration Travel – Photography
Personality Traits	Social – Indecisive Well-developed Senses Open-minded – Lighthearted
Online Location	Everywhere Possible
Computer	2018 15 inch Macbook Pro
Phone	iPhone Xr
Internet Usage	6 - 9 Hours
Top Apps/Websites	Medium – Instagram Snapchat – Facebook Yelp – Restaurant Blogs – Design Blogs

“Trying new things, food or experiences, is important for my happiness. I’m not picky and will try anything!”

Obstacles:

- Many options in San Fransisco (City)
- Difficult to discover new restaurants
- Goin out with Indecisive/picky groups
- Lack of research time
- Student Loans



Motivations:

- Find good food to share with others
- Increase knowledge of local restaurants
- Find food everyone in a group enjoys
- Try new food and experiences

Frustrations:

- Difficult to find new hip restaurants
- Unfamiliar with a new location
- Spending money on mediocre food
- Infromation overload (Many choices)

Harry’s Story

Eating out with others or even by myself is important for my happiness - its a chance to try something new and experiment. I come from a small midwest town with only a dozen restaurants: I’ve been to all of them. Consequently, during my youth, I was simply a follower with no defined food palette/taste. I did not have the option to experiment with food until I moved to Los Angeles for college. The freedom college provides allowed me to explore LA’s culinary scene and develop my taste buds. As a student on a budget, I would only eat out once a week with friends at restaurants that were affordable and close to campus. I learned that good inexpensive food can be found everywhere. More importantly, eating and sharing my food taste with others became an important part of my identity. Trying new food and experiences with my friends have become some of my most cherished memories. Whether it was going to a classic American dinner or simply ordering takeout from a new fusion taco truck. In short, I developed a taste for food and became open-minded in trying new culinary experiences.

I moved to San Fransisco (6 months ago) to work as an Art Director in a software startup. I still try to go out to new restaurants at least once a week, either by myself, with my girlfriend or a group of friends. With so many options in the city, deciding where to go can be difficult: especially as a group. Moreover, work keeps me busy, and I don’t have the time to research new places near me or around the city. Often times, I’m too tired from work and just order take out from a reliable restaurant. It doesn’t make me happy, but it feeds me. I simply wish there was an easier way to discover new restaurants that I would enjoy. This problems especially causes headaches when I’m with a group who is trying to find a restaurant everyone would enjoy. Living in a dense culinary rich city gives me many options, but making sense of all of it is more difficult.

I’m almost done paying my student loans, but living in San Fransisco requires me to stretch my budget. I still actively try to make sure I don’t overspend when going out. I don’t need to go to a Michelin star restaurant, the food truck across the street is good enough: they make some good spicy sriracha mayo shrimp tacos. Trying something new but on a budget is something I highly value. I would describe myself as an open-minded urban foodie on a budget.