

# Jason

- 28 years old
- Works in financial services in central Bristol
- Single
- Has recently moved back to Bristol, he went to university here and really likes it
- Lives in a shared house
- Reads poetry online
- Goes out with friends Thursday - Sunday
- On a Vodafone mobile contract
- Constantly on the go during the day, eats breakfast and lunch at his desk
- He climbs indoors once a week
- Has no time to cook, needs good healthy options to stay in peak condition
- Is cautious about trying new foods but loves sushi
- He likes to be careful with his finances as he is saving to buy his own home



## Jason's goals for this site

- He wants to find new places for lunch
- Book for Friday night dinner with friends

## Jason's questions about this site

- Where is it?
- Do they have his favorite pizza, Hawaiian, at 12:30 today?
- If they don't have it can they make it?
- Can I book for a big group of friends for Friday night?
- What beers do they have on tap?
- Do they have special offers?