



Jake Fields Farm to Table Chef

Vital Statistics



Jake is a 25 year-old professional chef working in a busy farm to table restaurant in downtown Toronto where he lives with his girlfriend Heather.



Jake is passionate about his career though working in hospitality often means he is working long, late hours. His schedule is sporadic but in his free time he enjoys playing guitar and walking his dog Farley.

"I wish there was an easier way to meet tattoo artists."

Jake's Goals & Needs

- Jake needs an easy way to meet artists as his long hours and sporadic schedule do not allow him significant free time.
- Jake wants a simple way to compare artists and prices online so he can quickly find what he is looking for.
- Jake wants to be able to quickly and easily contact an artist to set up an appointment that fits his schedule.
- Jake needs an artist that works in his preferred style and has a catalogue of quality work Jake can see.

Jake's Motivations

- Jake's main motivation is to find an artist who can do justice to a tattoo he has always wanted to get.
- He is motivated to search for new ideas to expand his existing tattoo and perhaps find a new design, he isn't sure where he wants to put it yet.
- He is motivated to find more information about tattoo aftercare and tattoo pricing.

Jake's Frustrations

- Jake is frustrated that more artists do not put their portfolios online where he can view their work.
- He is frustrated by artists who ask that he visits their studio rather than book an appointment over the phone as he feels it is a waste of time.
- He is frustrated that he cannot easily communicate with artists online to ask for quotes and wishes comparing prices was simpler.

Jake's Daily Activities

- Wakes up around 10 am every day
- Eats breakfast then walks his dog Farley
- Plays guitar and video games until his shift starts
- Goes to work around 2:30 pm to prep for dinner
- Works until close and returns home around 12 pm

Jake's Device Usage

Desktop



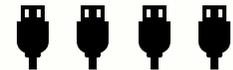
Mobile



Social Media



Technical Know-How



Jake's Notable Quotes

- "I want something I can tolerate having permanently on my skin."
- "They could talk to me the whole time or not, I don't care I just want them to do good work."
- "I used sites like BlogTO and Yelp to find highly rated tattoo parlours that do walk-ins."