



"I like fast food because it's quick and fits with my schedule. I tend to work long hours; a lot of days I'll leave the office late and I just don't feel like cooking. Ordering takeout is easy and gives me more time to relax after work."

Hard-working · Busy · Calm

Age: 29

Occupation: Sales Manager

Family: Single, Parents live in Nagano

Location: Tokyo, Japan

Archetype: The Regular Guy

### Bio

Taka is a sales manager for a cyber security company in Tokyo. He is career-driven and works long hours at his job. Because of his demanding work schedule, he doesn't have a lot of free time. He lives a bachelor lifestyle and enjoys occasionally going out for drinks / dinner with his friends and coworkers.

### Goals · Interests

- Recreation / having fun outside of work when work is over
- Loves eating at restaurants and rarely cooks. Passionate about food, enjoys bonding with others over food.
- Wants to get food late at night, usually leaves the office at 8 or 9pm and wants to find dinner at a place that is open
- Is usually hungry and tired after work and wants food that is easy to order and delicious

### Pain Points · Concerns

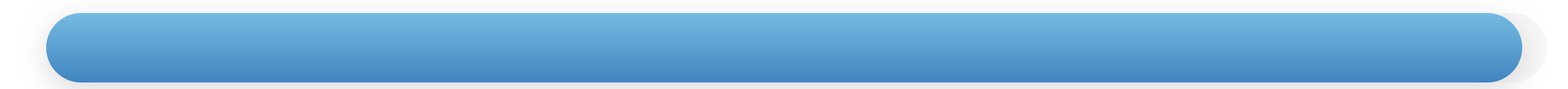
- Sometimes it is inconvenient to order at restaurants as the entire process (from sitting down to ordering to getting the food at the table) takes time
- Using 3rd party apps for food delivery costs more than ordering in person or doing carry out
- Paying for food & ordering online is time-consuming and confusing

### Scenario

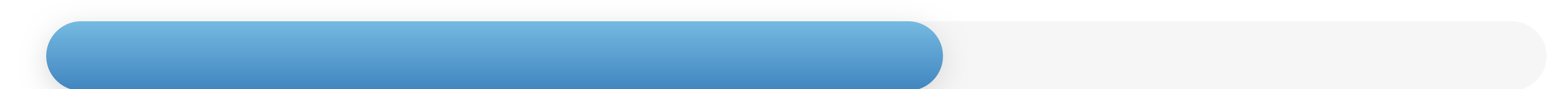
After work one evening Taka is hungry and wants to order food to eat at home later. He goes to Freshness Burger's website to look at their menu, and decides to order online. Once he has completed his order, he picks up his meal on the way home and is able to enjoy his dinner once he gets home.

### Motivations

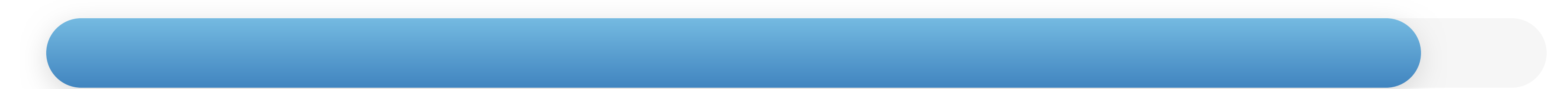
Hunger



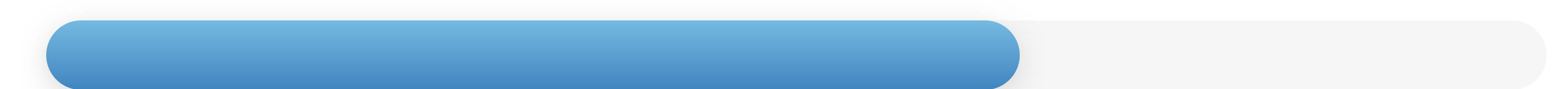
Entertainment



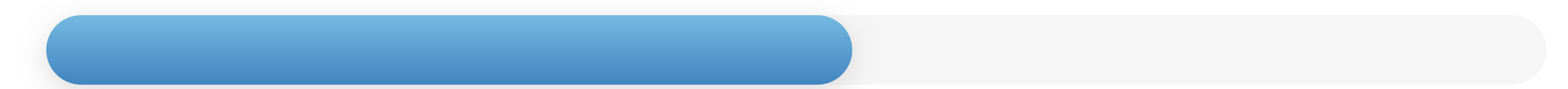
Schedule / Lack of Time



Price



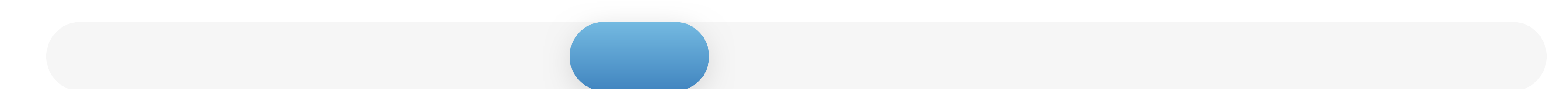
Quality of Food



### Personality

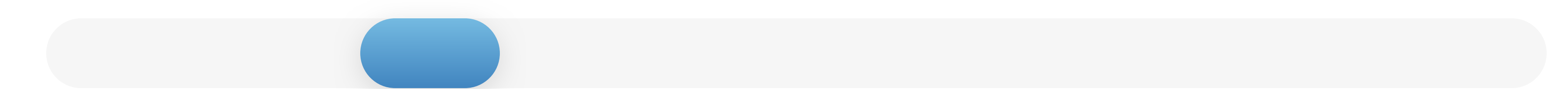
Introvert

Extrovert



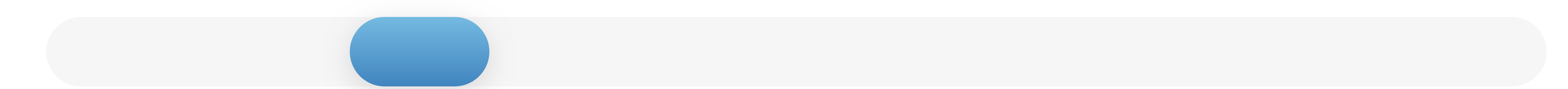
Analytical

Creative



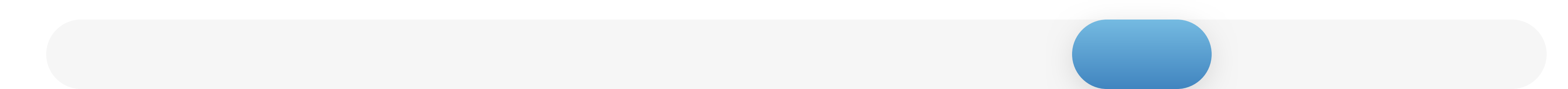
Loyal

Fickle



Passive

Active



### Brands



TOYOTA



SAPPORO

