



19. Los Angeles, CA

Jeff Tu

Occupation: Retail Associate
Education: High School Diploma
Ethnicity: Asian / Caucasian
Status: Single

Confident Active

Impulsive

"I wish apps would just give me what I need easily."

Apps

Progress bar (dark to light)

Social Media

Progress bar (dark to light)

Lifestyle

Extrovert Introvert

Patient impatient

Public trans. Drive

Picky eater Adventurous

Early Bird Nocturnal

Spontaneous Planner

Visual Words

BIO

Jeff works downtown Los Angeles at Zumies. He has alot of friends and loves to be out and about. He has his license but he still uses his parent car. So a lot of the time he is taking public transportation. He doesnt mind since parking and traffic is bad in LA. You'll normally see him with his skateboard. He rarely plans his day to day, besides work, and just goes with what his friends want to do. He wants to gain muscle mass to attract more girls. But he has a hard time with his fast metabolism.

Scenario

Jeff had a very busy day at work and is closing up the store. He ends up leaving the store at 11pm. He wasnt able to eat much during the day and wants to eat before his night of partying. His friends party started at 9pm and he is already 2 hours late.

Task

Jeff wants to find places with high protein since he wants to build muscle. He needs to find places that are still open, currently has fast service, and on the way to the party. He also wants it to be cheap in price since he doesnt have much money.