

# WORKAHOLIC WALE

## PROFILE

Gender : Male

Age : 37

Education : Master's degree

Occupation : Strategy Consultant

Address : Lagos, Nigeria



## BIOGRAPHY

Wale is a huge workaholic who works out as much as he schedule allows. He also tries to find time for family because he values them greatly. His schedule doesn't allow for much self care so he doesn't have time to cook most of the week. However, above all, he is a huge football fan and would not miss an Arsenal match for anything, which he often watches with his friends.

## MOTIVATIONS

- Affordable
- Quick delivery
- Enjoy the food during his football matches

## GOALS

- Spend more time with family
- Share his love for this food during his football match hangouts
- Order quick meal during lunch after work and make his days easier

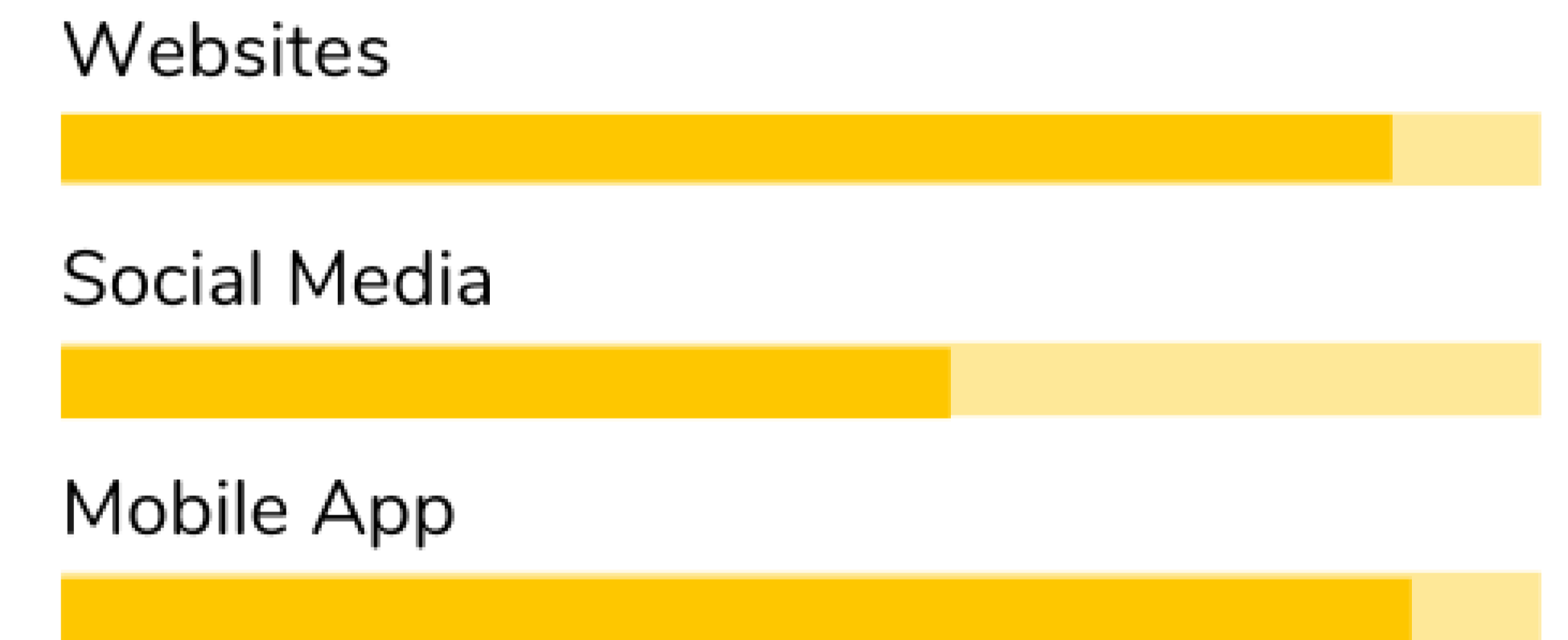
## FRUSTRATIONS

- Hates Delayed deliveries
- Hates long order processes
- Hates non-pictorial menu's
- Hates confusing menus

## PERSONALITY



## TECHNOLOGY



## QUOTES

"I am constantly swarmed at work, and a quick easy meal makes my life 10x easier."