

# Heidi

- 51 years old
- PA for central Bristol company
- Is recently widowed
- Reasonably well off, her house is paid for
- Her kids are grown up and have left home - they have exciting jobs in London
- Likes hearing about the trendy new stuff her kids tell her about
- She loves to try new things and meet new people
- Reads Conde Naste Traveller
- High blood pressure
- She is slightly overweight
- Keen to get healthy so she can grow old gracefully
- Has a great group of friends who meet up regularly
- Her job and boss are quite demanding,



## Heidi's goals for this site

- Heidi wants to find new, healthy lunch options, but likes a treat
- She often needs to book food for people working late in her office.

## Heidi's questions about this site

- What healthy options are available?
- Is there anything else apart from pizza?
- Can I order late night takeaway?
- How far away is this place?
- Do they deliver?
- Are drinks available for delivery too?
- Do they do desert?
- How can I trust that they are reliable?