CUSTOMER PERSONA.

This draft of the business persona is based on personal observations during service and research of surrounding business centers. It requires further quantitative data to be fully validated, but it was designed to reflect Grana's context as closely as possible.

BUSINESS

AGE	34
GENGER	Male
EDUCATION	Ecconomics
STATUS	Married
OCCUPATION	Finance
LOCATION	Quay Quarter Tower
INCOMES	High

Persona Description

A high-earning finance professional working in the premium offices, surrounded by a culture of consulting, law, and corporate finance. His weekdays are structured around time-sensitive meetings, lunch breaks, and occasional client or team lunch/dinners. Lunch is often used for connection building, power demonstration, and strategic discussions.

He frequently hosts groups of 4–6 people, where one person acts as the key decision-maker. Decision-making extends beyond personal needs, as he often orders meals for clients or teams. Operating on a corporate budget, he is comfortable with high spending.

He seeks venues that match his need for speed, quality, and a sophisticated atmosphere, ensuring the service supports both the dining experience and the professional objectives of the gathering.

Core needs

- Speed and reliability at lunch.
- Light, premium, healthy, dinning preference.
- Sophisticated atmosphere.
- Privacy during dinner.

Frustrations

- Service delays that disrupt meeting schedules.
- Often ordering on behalf of clients or team mates.

Opportunities

- Prefers recommendation to ease decision making.
- Premium wine pairing recommendations for decision makers.
- Upselling of premium dishes that showcase presentation and quality.
- Business lunch set menus for 4–6 guests.

Persona charecteritics

Spender · Privacy · Speed · Premium · Proteins · Tips · Power · Connections · Influence · Leadership

CUSTOMER JOURNEY.

A customer journey maps how the business persona interacts with the restaurant step by step. This draft covers only the pre-visit and decision stages, but the approach can extend to all stages, exposing inefficiencies, opportunities, and areas for improvement.

PERSONAS ADAPTATION.

This draft shows how persona insights and the customer journey can be adapted into a version for staff on the floor to help them recognize and approach the table.

BUSINESS

AGE	34
GENGER	Male
EDUCATION	Economics
STATUS	Married
OCCUPATION	Finance
LOCATION	Quay Quarter Tower

Persona Description

- Commonly hosting corporate groups of 4–6 guests, often with one key decision maker.
- Occurs most frequently during weekday lunches and early dinner sittings on Thursdays and Fridays.
- Prefers light starters, steaks, mid-full body red wine.
- Likes to order beer as a first drink, as a low-commitment choice.
- Higher spenders because of high incomes or corporate budgets. Prefer premium wines and dishes.
- Appriciates fast service and knowledge.
- Dislike interruptions during their communication.
- Most likely to tip if service is good.

Approach

- Offer an easy starter drink if guests are still arriving.
- Recommend set menus for efficiency and simplicaty.
- Recommend premium dishes with premium wine pairing.
- Don't interrupt their conversations and avoid unnecessary small talks.

BUSINESS MENU.

Based on the business persona and journey findings, we can create a business lunch menu example. This design was tailored specifically for the business persona using demo research. It demonstrates how a customer-centric approach can turn insights into action, and how logical design can make upselling more effective.

SPEED

Reducing set menu courses, we can shorten dining time by at least 15–20 minutes.

SPEED

Light starters are included to ensure the meal begins promptly and is finished quickly, benefiting both the waiter's workflow and the customer's experience.

UPSELL

Offer two different wine bottles straight away — a white for starters and a red for mains. Dishes are chosen to align with the pairings, so the upsell feels more confident and natural.

UPSELL

Ravioli is offered as an additional light pasta option in the set menu. Also it's appealing given the absence of other pasta dishes.

UPSELL + FLEXIBILITY

The default option is steak, but guests can upgrade to barramundi if they prefer. Position this as a benefit — you're offering it as a favour, but in reality, it's an upsell. It's useful then you have business females segment and diatry restrictions on the table.

BUSINESS LUNCH

Sourdough **schiacciata**, parmesan butter
Milled onsite with heritage grains from Gunnedah.

Tuna carpaccio, Calabrian chilli, kanzi apple, capers
Fremantle, WA.

Grilled **octopus**, insalata di fave, almond crema, nduja, salmoriglio
Ross Strait, TAS

+ **Ravioli** verde, ricotta, mint, pine nuts, saltbush 12pp
Ross Strait, TAS

O'Connor 400g **scotch fillet**, marsala, beef fat butter, watercress
Margra camb, Oberon, NSW.

Roasted **caulifloweer**, stracchino, pepita verde

Red **baby cos**, lemon and herb vinaigrette, pecorino, pangrattato