

Barbara - Jason Sullivan

age: 40

residence: Texas

education: Doctor of Dental Surgery

occupation: Dentist

marital status: Single with kids



Live laugh love.

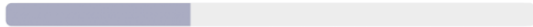
Barbara has a very time consuming job while at the same time having multiple children to take care of. She never has any free time and is constantly looking for ways to make every day tasks more manageable.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A good work life balance and time to spend alone or with her kids.

Needs

- A husband
- A babysitter

Values

- Family
- Time
- Health

Wants

- More free time
- A less time consuming job

Fears

- She wont have time to be a good mother
- She will never find love



John - Alex Dupree

age: 30

residence: South Carolina

education: Bachelor's in Sports Management

occupation: Sports Manager

marital status: Unmarried



Self improvement comes before anything else

Often very active throughout the day, likes to explore new places and try new experiences. He also often experiments with different dieting trends.

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SOCIAL NETWORK



Criteria For Success:

Never wants to be wasting time, wants to be busy with something all the time.

Needs

- Things to do
- Ways to keep himself energized throughout the day
- Foods that meet the criteria of his current diet

Wants

- A wide variety of healthy food choices
- Different sources of vitamins and nutrients
- As much free time as possible

Values

- Fitness and healthy eating

Fears

- Boredom
- Feeling unaccomplished

Emma Smith - Eric Avila

age: 22

residence: Charlotte, NC

education: Bachelors Degree in Culinary Arts

occupation: College Student

marital status: Single



My passion to cook is out of this world and I want to show the world what I can do and make

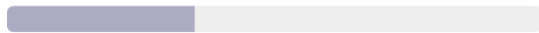
Emma is a college student who is pursuing a degree in culinary arts to help her understand the foundation of making a meal, how to prepare for a meal and present the meal in a professional way. She needs something to make her trips to the grocery store easy and fast. She keeps losing her shopping list paper!

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- have the necessary items to execute a meal
- have fun with friends and family

Needs

- High quality food
- Cheap cooking tools

Values

- Family
- Culture
- Products that easily fit into her current workflow

Wants

- A product that makes her trips to the grocery store fast and easy
- A product that stores her recent purchases and can be accessed easily when in the store

Fears

- Losing her shopping list
- Spend unnecessary time in the grocery store looking for items
- Spiders

