



Amelia, 32
San Francisco, CA
Graphic Designer

User traits:

- Passionate about sustainability
- Likes to eat organic

Tech they use: Apple products, Photoshop, GIMP, Digital drawing pad, Adobe graphic design services

Favorite Brands:

Baggu, Whole Foods, Anthropologie

Needs:

- User wants to try organic recipes
- User wants to be environmentally conscious
- User wants to save money by having a clear and concise recipe with organic ingredients

Frustrations:

- Does not have lots of spare free time
- Very limited cooking experience
- Lives in a city with little kitchen space



Cristina, 23
New York City, NY
Investment Banker

User traits:

- Fresh out of college
- Passionate about the economy

Tech they use: Robinhood, Samsung, Windows Services (Excel, Word, etc.), LinkedIn

Favorite Brands:

Nike, Microsoft, Goldman Sachs

Needs:

- User wants to eat healthy
- User wants to cook easy and fast meals

Frustrations:

- Having a limited amount of spare time
- Lives in a very dense and large city
- Doesn't want to think too hard about eating healthy- craves ease



Steven, 19
Boston, MA
Musical Theater Major, Boston University

User traits:

- Loves using social media
- Wants to eat healthy at school

Tech they use: Netflix, Discord, Instagram, TikTok, Twitter

Favorite Brands: Vans, AMC, Gibson

Needs:

- Inexpensive Dining Hall alternatives
- App that connects him with other students
- Way to gather quick and easy cooking advice

Frustrations:

- Lives in a dorm so limited availability to space
- Limited kitchen availability
- Low access to fresh produce