



Beth Smith

Occupation: Therapist

Age: 39

Location: Canton, Ohio.

Family: Married two kids

Residential: Owns a 4 bedroom house

Hobbies: Likes to make collages from unique items, likes to travel and spend time with her family.

Income: \$80k

Technology: Uses a Macbook and Iphone

Health: Healthy, fit and active. Likes to jog and work out to exercise videos.

Favorite food: Salads and healthy options

Education: College, Masters in clinical mental health counseling

Languages: Has some fluency in Spanish

Goals: Wants to explore the world

Social media: Mostly Facebook, but browses Instagram and sometimes Tik-tok

Frustrations: Wants to find a more convenient way to get lunch between sessions.



Bob Belcher

Occupation: Engineer

Age: 47

Location: Ocean City, New Jersey.

Family: Married 3 kids

Residential: Owns a 3 bedroom loft.

Hobbies: Likes to garden and cook,

Income: 95K -100K

Technology: Uses an android and a Lenovo laptop,

Health: Too busy to work out often goes for walks with his wife at the boardwalk .

Education: Masters in Data science

Favorite Food: Pizza and Burgers

Languages: Has some fluency in Spanish

Goals: Wants to explore new and exciting food options near him.

Social media: Mostly Facebook and Twitter

Frustrations: Doesn't always know what food options are around him, too busy to research options for lunch so he ends up eating the same old food.



Angela Bower

Occupation: Professor

Age: 47

Location: Fairfield, Connecticut.

Family: Single, 2 kids

Residential: Owns a 5 bedroom house

Hobbies: Likes to Shop, Garden and browse the internet

Income: 120-150k

Technology: Uses an Iphone and Mac products,

Health: Healthy, fit and active. Goes to the Gym 4-5 times a week.

Education: College Degree, Doctorate

Languages: Has some fluency in Greek, Italian

Favorite Food: Salad and Healthy options, has a gluten Allergy

Goals: Wants to explore the mediterranean.

Social media: Facebook and Twitter,

Frustrations: Find affordable health food options that can be delivered and that offer gluten free options.