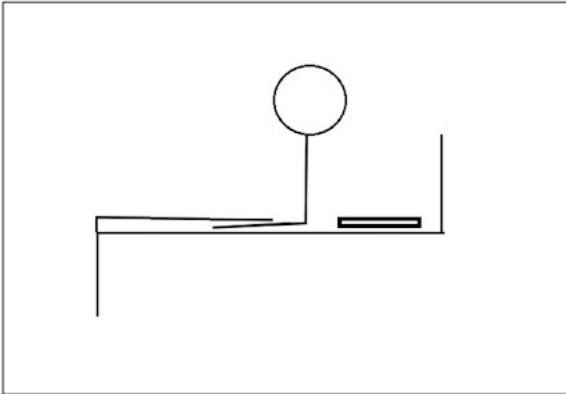


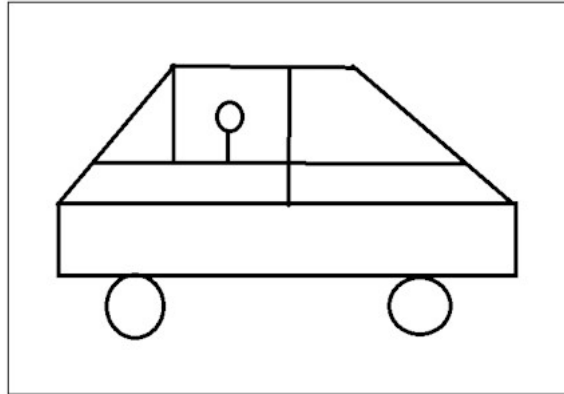
PERSONA: Ryan Feldman

USER STORY/SCENARIO:

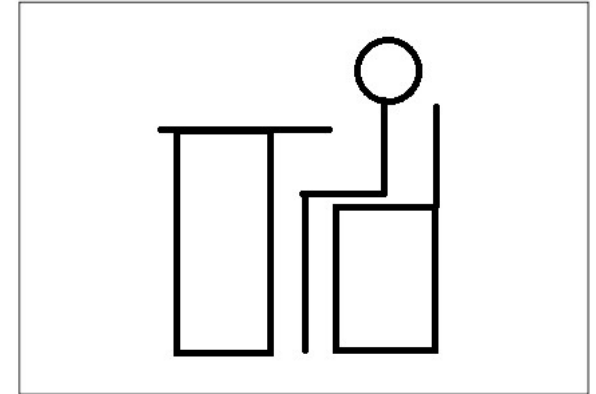
Between school, a commute, and a part-time job, Ryan has no time to meal-plan. He tries to do his own planning, but gets overwhelmed by the amount of knowledge he needs to create a good plan.



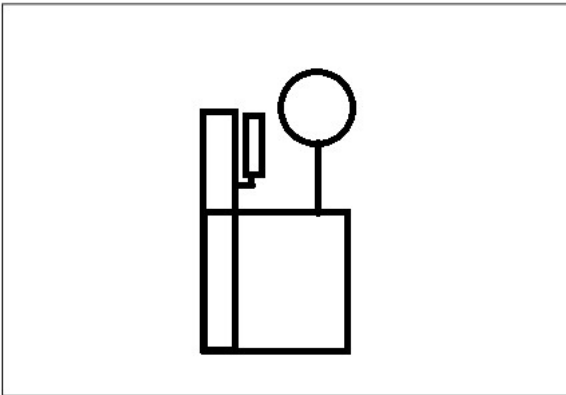
He has no time in the morning, since he has to
get to class early. He wakes up and needs to leave.



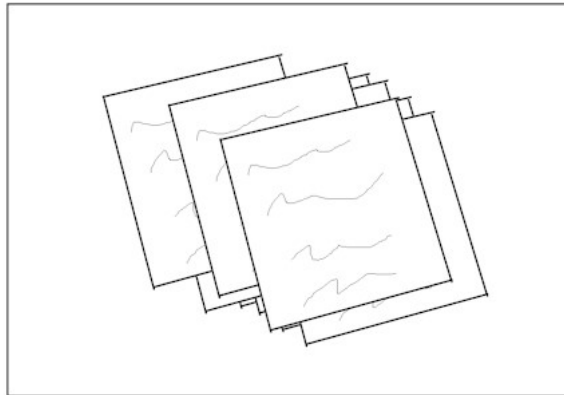
He has a long commute to college, with the
average trip taking over an hour to get there.



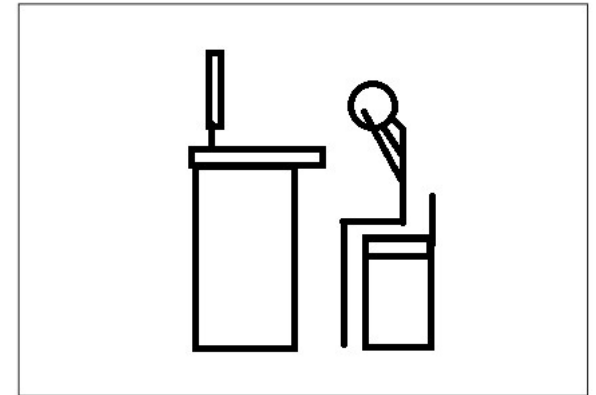
He is in class for at least 3 1/2 hours every day
of the week.



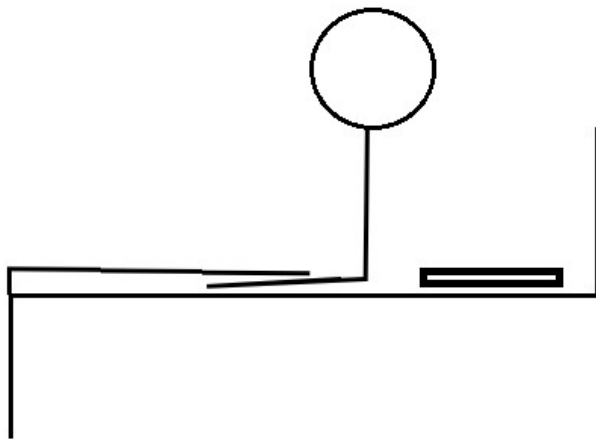
After class, he commutes to his part-time job
in retail, where he works up to 3 hours each day.



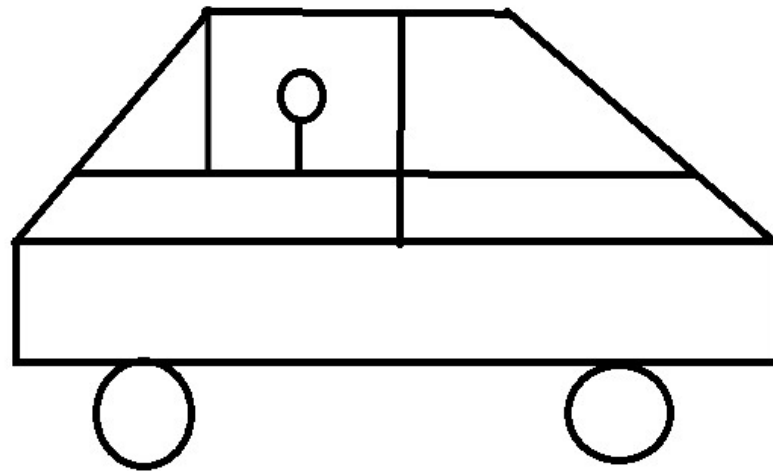
He then has a large amount of homework, as well
as a lot of additional studying since he has a
full-time course schedule.



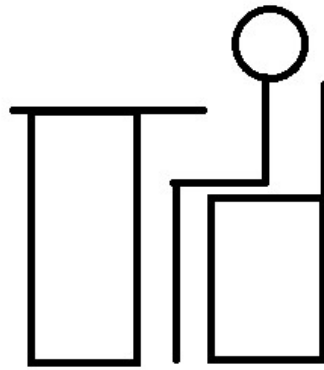
With the little free-time he has left, he tries to
learn how to plan a healthy diet, but he gets
overwhelmed and discouraged by the amount
of information he needs to learn on the matter.



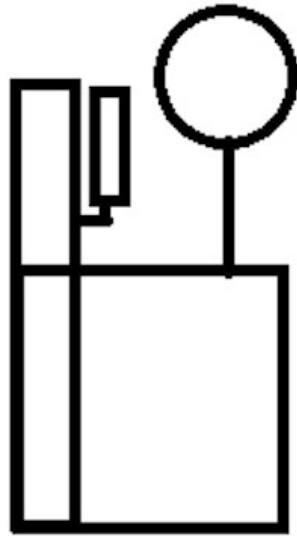
He has no time in the morning, since he has to get to class early.
He wakes up and needs to leave



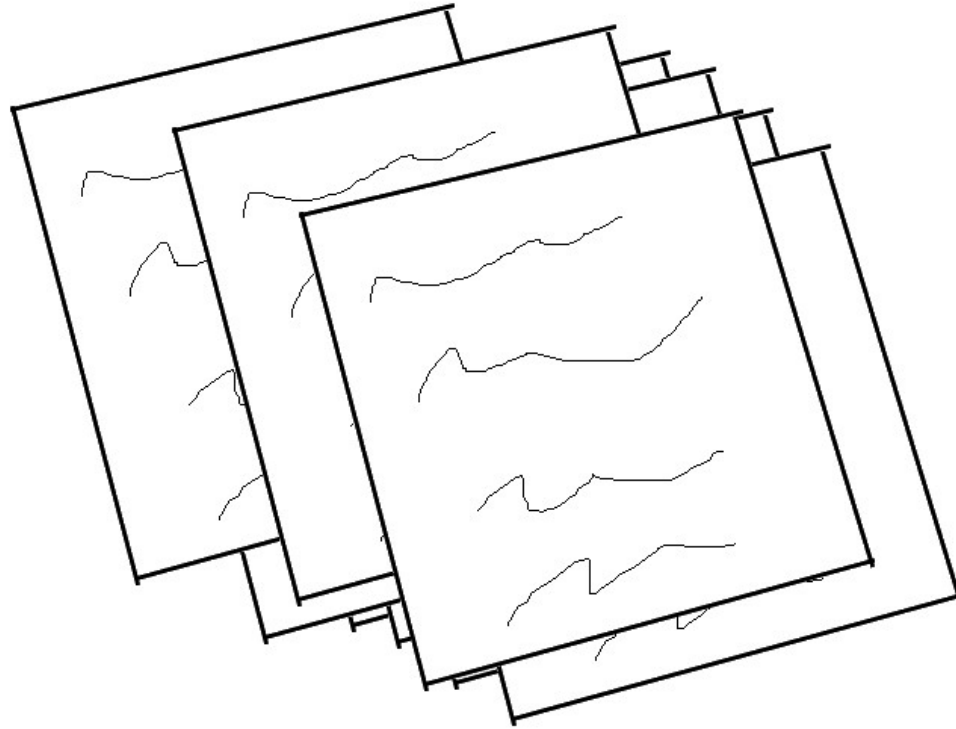
He has a long commute to college, with the average trip taking over an hour to get there.



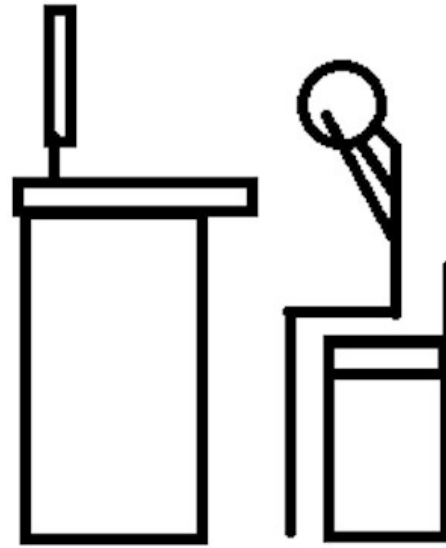
He is in class for at least 3 1/2 hours each day of the week.



After class, he commutes to his part-time job in retail, where he works up to 3 hours each day.



He then has a large amount of homework, as well as a lot of additional studying since he has a full-time course schedule.



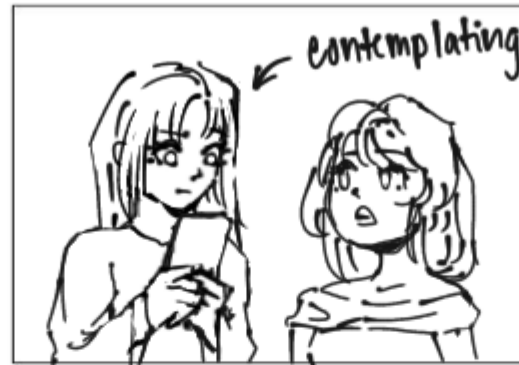
With the little free-time he has left, he tries to learn how to plan a healthy diet, but he gets overwhelmed and discouraged by the amount of information he needs to learn on the matter.

PERSONA: Sarah Thompson

USER STORY/SCENARIO: Hungry college student plans her meals



Sarah suffers due to her lack of planning and is constantly hungry. She also doesn't eat very healthily either.



One day one of her friends mentions an app that might help her



The app asks for information regarding her diet in order to personalize her experience.



The app configures a calendar that sets meal times and types of meals to eat throughout the month. This also gets up notifications.



Sarah is now satisfied because she no longer has to look into what to eat and is now given a daily schedule.



Meet Jay, a diligent college student in his early twenties. He's a striking figure of fitness and academic prowess.



Despite his academic excellence and impressive physical fitness, there's one area where Jay faces constant struggles: managing his meals on time and tracking his calories.



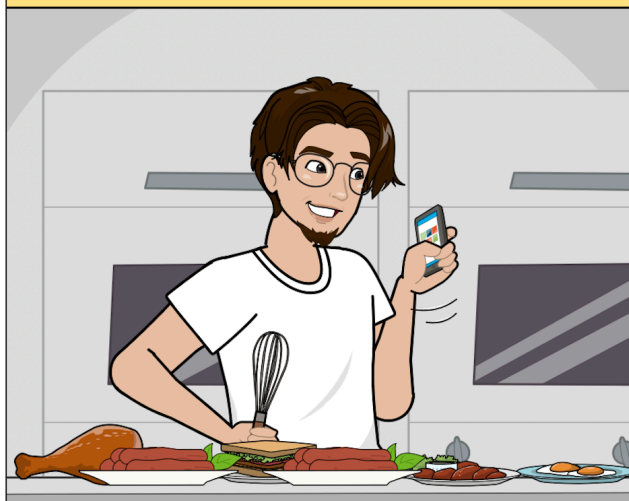
Jay's friend introduces him to the new nutritional app.



Jay is seen surprised after exploring the app's cool features like meal planning, calorie tracking, healthy recipe suggestions, and many more.



Later that day, with the help of the nutritional app's calorie tracking and healthy recipe suggestions, Jay was able to cook a healthy and properly tracked meal on his own.



Jay's constant struggle is finally solved and he's on top of the world.



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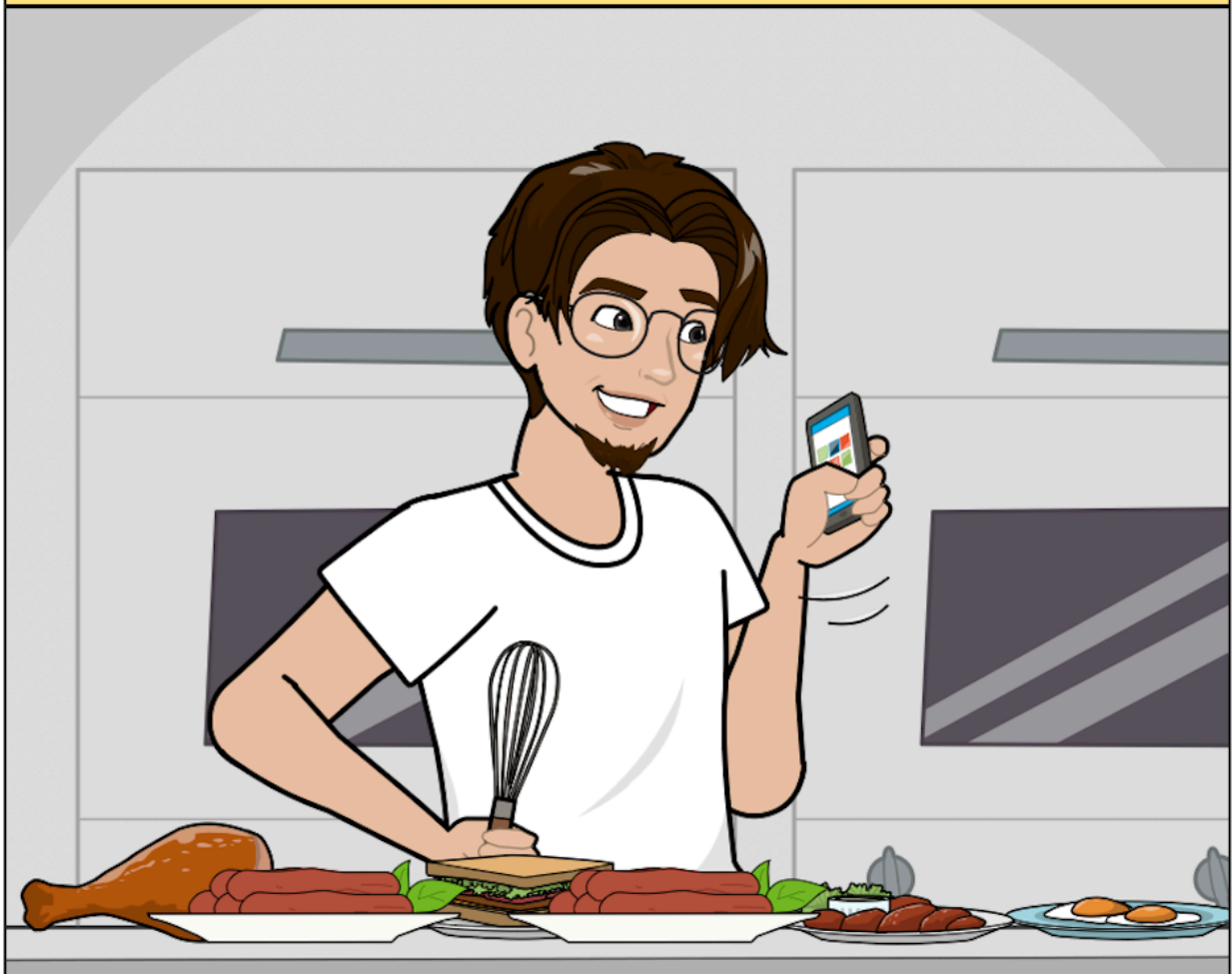
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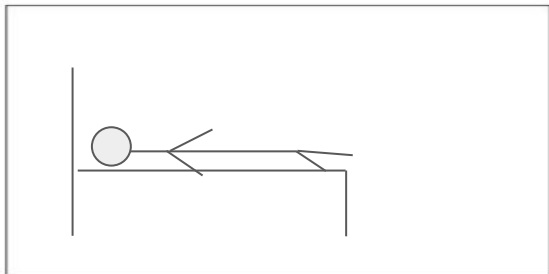
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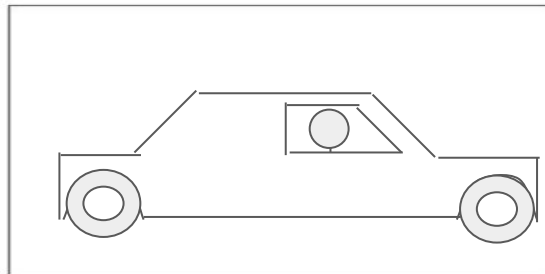
Jay's constant struggle is finally solved and he's on top of the world.



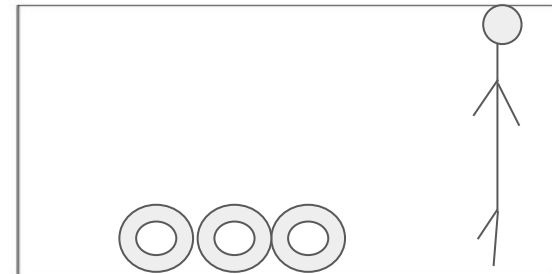
Because he works a full-time job, supports his family, and is trying to have some much needed free time, Gabriel never has time to meal plan. Any attempt he has made has not succeeded.



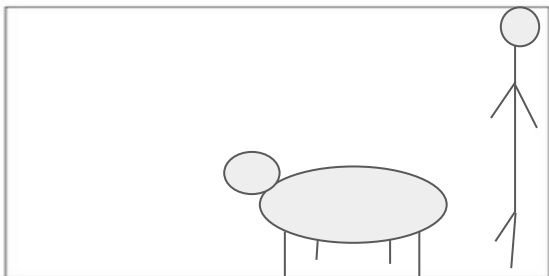
Immediately after waking up, Gabe has to get ready to leave for his job.



After getting ready, Gabe has to drive an hour and 45 minutes across town to get to his



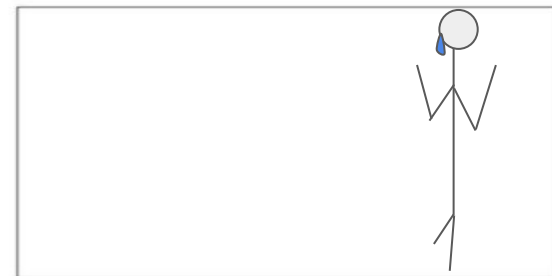
Gabe works a 9, sometimes 10 hour shift at his tire shop.



Once Gabe comes home, he has to help tend to his farm animals in order to help his family.



Gabe also helps cook food for the rest of his family, but he doesn't have time to make personalized meals.



After a days work, Gabe is left with little free-time before he needs to head to bed and get ready for the next day. He is overwhelmed and gets stressed, so he loses all motivation to plan his healthy diet.