

## Benny Temp

**Age:** 25

**Location:** Sacramento, CA

**Family:** Girlfriend of 3 years

**Car:** Toyota Camry

**Occupation:** Sales Director

**Salary:** \$65k-70k

**Passions:** Food, health, time management, and girlfriend.



### Frustrations:

Benny has many frustrations but the main one is how there is not enough time in his day to enjoy his life. He struggles to get food during his lunch break because he only has 40 min to eat and drive to the nearest chipotle.

### Goals:

- Win an eating contest
- Get a new job next year
- Find an easier way to obtain Wingstop

### Bio of eating habits:

Benny never cooks food at home because he doesn't know how to cook and never has time to prepare food. He normally eats at Chipotle, Wingstop, McDonalds, and Panda Express.

## Kent Norman

**Age:** 42

**Location:** Los Angeles, CA

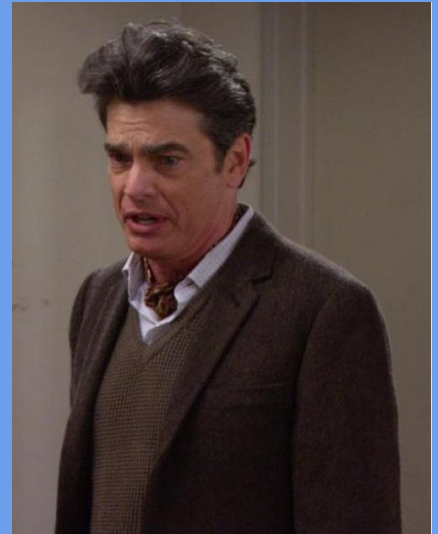
**Family:** Married, 3 kids

**Car:** Chevy Malibu

**Occupation:** Professor

**Salary:** \$85k-90k

**Passions:** education, hiking, food, and cars.



### Frustrations:

Kent has to teach a class of 120 students and  
Struggles to keep their interest in history he spends  
A lot of extra time after class and rarely gets enough time  
To fully enjoy a meal.

### Bio of eating habits:

Ken Norman is very interested in eating healthy foods and keeping his body clean since he hates to work out. Some of his favorite foods are chicken salads, chicken wraps, and tofu salad.

### Goals:

- Keep body healthy
- Find different options of healthy foods
- Workout for the first time
- Fix relationship with wife and kids

## Claire Tennis

**Age:** 22

**Location:** Draper, Utah

**Family:** Single

**Car:** Priest

**Occupation:** Marketing Director

**Salary:** \$150k-200k

**Passions:** keeping a healthy body, running, and singing.



### Frustrations:

One of Claire's major frustration is that she eats the same meal for lunch everyday. Usually it's a salad with boil eggs or a chicken Caesar salad. Since she is a marketing Director she is busy from the second she steps in office and struggle to have to time to explore new foods.

### Personality

- Overthinker
- Funny
- Thoughtful
- Introvert
- Salads

### Goals:

- Run a four minute mile
- Explore new foods other than salads
- Get in a relationship
- Find a food service app the brings her food to her work, saving a lot of time.