

Pranav Gopalakumaran
Luke Hazelton
Gio DiSalvo

Personas:

Albert



Albert is a 35-year-old professional with a great career as a business owner. He manages a plumbing business that often leaves him with little time for meal planning or exercise. Despite his success, he's noticed a gradual decline in his energy levels and an increase in his weight over the past few years. With a family history of health issues like diabetes and heart disease, Albert realizes it's time for a change. He wants to transition to a healthier lifestyle that includes nutritious eating and a lot more physical activity. His goals are to not skip any meals, consume healthier and better foods that can give him the energy to make the whole day easier to manage, and have a convenient way to get new recipes.

Amanda -



Amanda is a 23 year old that resides in Long Beach California after graduating from UC Berkeley.

Graduated with a B.A. in Nutrition and is a R.D. (registered dietician)

Amanda really loves what she does and enjoys seeing the impact of her work on people. She grew up around a healthy family so her enjoyment of eating well and being on top of her diet is infectious.

She really hates outside distractions and doesn't like watching the news. She doesn't bring up politics around friends or at work. She enjoys the simpler things in life and prefers to keep up with only her friends and family rather than celebrities.

Goals:

No outside noise, Amanda doesn't care for celebrities' lives or politics.

Wants an app with a clear shot purpose

Something simple, and gets the job done, social aspect of it would be nice

Health excites her

Johanathan



Age: 30

Occupation: Marketing Coordinator

As a busy professional working in the marketing field. Between long hours at the office and trying to maintain a healthy lifestyle, he often finds himself struggling to come up with nutritious meal options. Despite his desire to eat well, he lacks the time and creativity to make satisfying and nutritious smoothies at home. He knows that smoothies could be a convenient way to get his daily dose of fruits and vegetables, but he's unsure where to start or how to create delicious combinations that he'll enjoy.

Goals:

1. **Improve Nutrition:** Johnathan wants to incorporate more fruits and vegetables into his diet for better health and energy levels.
2. **Convenience:** He is seeking a convenient solution that fits into his busy schedule without sacrificing nutrition.
3. **Variety:** Johnathan desires a variety of smoothie recipes to keep his meals interesting and enjoyable.
4. **Simplify Meal Prep:** He hopes to find an easy and efficient way to prepare smoothies without spending too much time in the kitchen.