

Nathan Webb

age: 36

residence: North Carolina

education: BA in Education

occupation: High school teacher

marital status: Married with kids



By Christopher Thompson

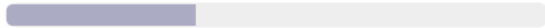
"I don't have much time to waste"

Spends most of his day teaching or preparing to teach the next day. Regardless, he prioritizes the needs of his two kids who both have dietary restrictions. This ends up taking a significant portion of his free time.

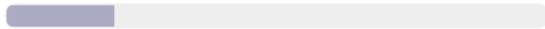
His husband is also very busy.

Comfort With Technology

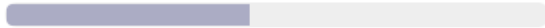
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Making the best use of the time he has. Being able to care for his children and husband despite time constraints.

Needs

- A way to feed his kids quickly after work
- Easy to understand and use apps

Values

- Good quality food
- Efficiency and ease of use

Wants

- To spend less time searching for restaurants his family can eat at
- More free time

Fears

- Being unable to take care of his kid
- Not having enough free time to take care of himself or husband

Eleanor Johnson, by DJ Ravenell

age: 27

residence: Los Angeles, California

education: Bachelors in Nutrition and Food Management

occupation: Nutrutionist

marital status: Married without kids



"An apple a day keeps the doctor away"

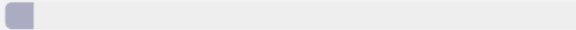
Every day Eleanor makes sure to have at least 3 meals a day of all balanced foods. You can always find Eleanor reading the nutritional label of foods she's never tried before. She can always be heard offering tips on how to better one's diet.

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Needs

- Healthy food options

Values

- Healthy eating habits
- Non-animal cruelty foods

Criteria For Success:

Eleanor needs to feel that she is giving her body the correct foods that it needs and that she's making the best choices for her dietary needs.

Wants

- To inform people about their nutritional needs
- Create fun meals with nutritional benefits

Fears

- Fatty foods
- Nutrition misinformation

Adrian Harris (Tamiya Shepherd)

age: 34

residence: McDonough, Georgia

education: Master of Nursing Degree (MSN)

occupation: Pediatric Nurse Practitioner

marital status: Single, with two kids



"My greatest blessing call me mom"

Adrian constantly work to make a living for her and her children. Sometime she barley see's them. She tries to make sure she cooks each day so that they always have something to eat. She struggles with cooking because she is always working. Her children are highly allergic to lots of food ingredients so she has to watch out for lots of foods when she does cook.

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Criteria For Success:

Make sure her children have everything they need to live and succeed.

Needs

- A life
- Friends
- A new job
- Way to cook food for her children

Values

- Her children
- Her job
- Healthy food

Wants

- Live a better lifestyle for her and her children
- Eat healthy

Fears

- Death
- Hurting her children

Samantha Baldwin (Chipper Levy)

age: 22

residence: Atlanta, GA

education: Studying for Bachelors in Education

occupation: Student

marital status: Single



"Live, Laugh, and Love in moderation"

Runs to the gym every morning

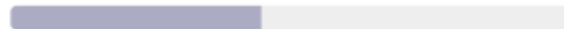
Hangs out with friends for lunch

Works as a swim team coach in the evening

Spends her free time studying, watching movies, or at the aquarium

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A tidy list, schedule, and plan solves just about everything!

Needs

- A consistent eating schedule
- New insulin kit
- A husband
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Values

- Utilizes technology and smartphone as organizers
- Job
- Social Network

Wants

- To maintain a diet that is easy on body (Type I diabetic, Acid reflux)
- More time to study and not forget to eat
- A husband

Fears

- Fears not having her insulin close by