

Barry Barrison

age: 20

residence: Cayce, Columbia, SC

education: Undergraduate BS in Computer Science

occupation: Full-time Student and Part-time Tutor

marital status: Single



"Let's get back to work!"

Barry is a busy full-time student who is working towards his BS in computer science. He's working hard to secure several summer internships, and works part-time as a tutor to make extra income. Barry's academics take up most of his day, but he loves the challenge and he wouldn't want to have it any other way.

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SOCIAL NETWORK



Criteria For Success:

Barry needs to maintain a steady workflow throughout the day. He needs minimal distractions and a high level of focus in order to manage his heavy workflow. Time management for Barry is key. If he can spend more time on his assignments and tutoring, his GPA will be higher and he'll have more internship opportunities.

Needs

- Time management
- Focus
- A healthy lifestyle
- An affordable diet
- Minimal distractions

Wants

- Academic success
- To help others achieve academic success
- To spend as much time as possible working on his education
- To save his income so he can travel to various internships

Values

- Hard work
- Productivity
- Efficiency
- Convenience
- Thoughtfulness

Fears

- Academic failure
- Not having enough time to complete assignments
- Spending too much money
- Not being able to secure internships



Grace Cooke

age: 46

residence: Manhattan, New York City, NY

education: Bachelor's Degree in Culinary Arts

occupation: Restaurateur

marital status: Married without kids



"A few ingredients is all you need to create a delicious meal."

Grace graduated from Johnson & Wales University and has a husband of 20 years. She decided to focus all of her attention on her career, so she never had children. However, she owns her own restaurant in Manhattan, NY. She has a special menu item each week, which continues to attract new customers. She has run out of new ideas that include the ingredients her restaurant already receives. She would like a platform to find inspiration for new dishes, so that she can continue to keep her clientele growing and excited about her restaurant.

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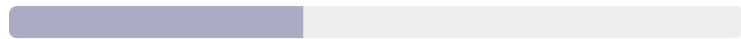
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Criteria For Success:

Grace needs to increase her revenue to feel successful. She can achieve this by transforming her current losses into additional revenue. Having new menu items that utilize her extra ingredients will help her to reach this goal.

Needs

- New menu items
- To reduce waste of ingredients
- To maintain customer base

Values

- Originality
- Sustainability
- Community

Wants

- High quality dishes
- To increase clientele loyalty
- To attract new customers

Fears

- Going out of business
- Customers getting bored with her menu items
- Losing customers to the competition



Dan Miller

age: 32

residence: Florida

education: Associate's Degree

occupation: Grocery Store Cashier

marital status: Single | Two children



"Being a dad means putting my children and their health first!"

Dan is a single father with two children. He is a grocery store cashier and barely makes enough to support his family. Dan always finds it difficult to meal prep with what he has available and finds it hard to create cheap but healthy meals for his kids. Dan wants to see his children grow up to be strong and healthy.

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Criteria For Success:

Being able to financially support his family and see that his children grow up to be healthy and strong.

Needs

- Cheap way to meal prep.

Values

- His children's growth and health
- Nutritious food

Wants

- Quick and easy recipes

Fears

- Not being able to put food on the table
- Seeing his children starve
- Seeing his children grow unhealthy
- Not being able to financially support his family



Natalie White

age: 24

residence: Texas

education: Bachelor's degree from University of Texas at Austin

occupation: Fashion Marketer

marital status: Single



“Loves to eat noodles”

Usually spends her days working or spending time with her daughter! They love spending time outside with nature, baking, shopping and playing with their animals!

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Criteria For Success:

As a working, single mom, she is looking for something that will make cooking dinner a lot easier! Something that will help her create recipes with what she already has at home. Something that she doesn't have to sit for hours trying to come up with dinner ideas for her and her child.

Needs

- Help with recipe ideas
- Something quick and easy for dinner
- Help with fun snacks for children
- Inspiration for cooking

Wants

- Something to organize pantry
- To cook with what she already has at home
- Something that will make cooking easier
- To be able to pick what type of foods she wants, plus how long she wants to take to cook it
- To have child friendly food options!

Values

- Loves baking/spending time with her child
- Loves spicy foods
- Loves coffee and sweet treats
- Enjoys trying foods from different backgrounds

Fears

- Not liking what she make, wasting time and resources
- Not having an ingredient she needs after she already started cooking
- Her child being allergic to something she does not know about

