

User Personas



Steven Myers ↻

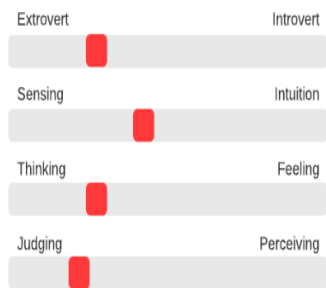
Goals

Wants to become a body builder. Lives a very healthy lifestyle and wants to improve eating habits. Attending college to become a orthodontist. Learning how to shred it on electric guitar and wants to become as good as Jimi Hendrix.

General info

Age	[24]
Location	[Boston, MA]
Occupation	[Personal Trainer]
Family	[Single, Loser]
Income	[24k]

Personality



Frustrations

Looking for better ways to stay fit. Grocery prices too expensive. Has little to no free time.

Bio

Loves dogs, and long walks on the beach. Eats healthy, and has a wiener dog. Very active, mountain biking, skiing, beach volleyball.



Fiona Simmons

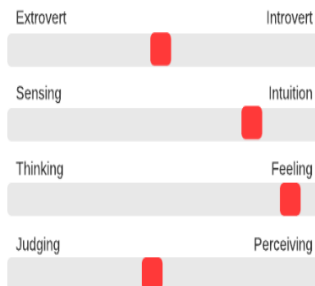
Goals

Dedicated to writing a fantasy novel. Looking to grow her blog to 10,000 readers. Wants to get remarried within the next 5 years.

General info

Age	[54]
Location	[Laurel, MI]
Occupation	[Receptionist]
Family	[Divorced, 3 Kids]
Income	[37k]

Personality



Frustrations

Doesn't like driving far distances and likes to stay home. Car issues. Finding it difficult to slow down in her busy life.

Bio

owns 2 cats, Napoleon & Snowball. Loves to read and write. Wine connoisseur, loves to wear sweaters. Favorite season is fall. Obsessed with home cooking and cooking blogs.



Jessica Laney

Goals

Wants to become a coffee expert. Wishes to travel to all every Continent. Looking to connect with other people who enjoy food and coffee

General info

Age	[20]
Location	[Salt Lake City, UT]
Occupation	[Barista]
Family	[boyfriend, only child]
Income	[15k]

Personality



Frustrations

Finds it hard to make better culinary connections. Wants to travel but doesnt have money. Is in debt.

Bio

Loves supporting local businesses. Politically active. Buys organic only, and is adventurous.