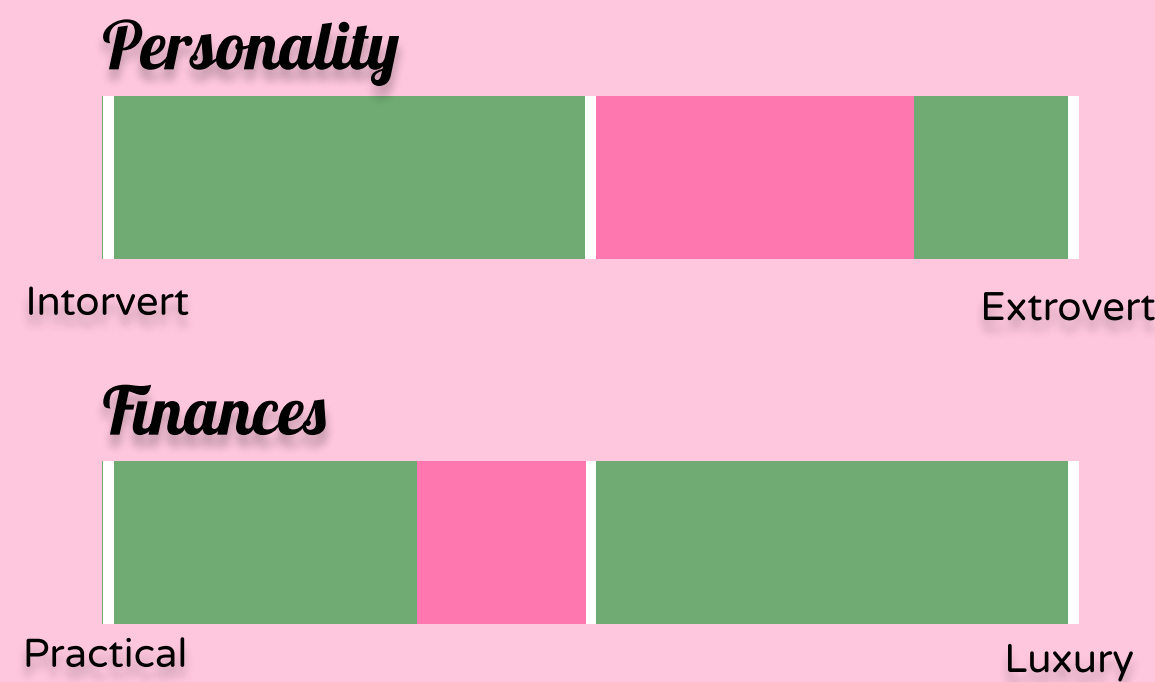


Main Goals

- Having constant supply of candy for her students
- Making sure there is a wide variety of candy, to fit health specifications
- Introducing as little added complexity to their given system

Important Options

- Vegan
- Peanut-free
- Gluten-free
- Sugar-free



Jane Doe

Age: 36
Sex: Female
Occupation: Teacher
Education: College
Location: Bay Area
Average income: \$45,000



About:

Jane is an elementary school teacher in the bay area. She likes to keeps a supply of candy on hand; to keep the attention of her students, and make projects fun for them. Jane finds it is easier to convince them to behave and work on their assignments, if offered sweets. Seeing as there aren't too many old school candy stores left, she enjoys the unique environment and wide variety of choice.