

David

Migraine Sufferer

Demographics

Age: 34
Job Title: HR Manager
Location: San Diego, CA
Education: BBA
Hobbies: Hiking, Dining,
Bowling, Cigars



Goals

- Needs to track all food and activities as well as occurrences of migraines for doctor's reference.
- Wants to track frequency of migraines.
- Wants to see at a glance, which ingested foods may be related to occurrences of migraines.

Values

- Need to be able to update all foods for the entire day at once and occasionally update previous dates.
- Would prefer to launch from a mobile desktop widget as opposed to launching browser and entering a URL.

Margaret

Sensitive Stomach Carrier

Demographics

Age: 42
Job Title: CIO
Location: New York, NY
Education: MBA
Hobbies: Yoga, Wine Tasting,
Traveling, Reading



Goals

- Wants to determine what foods give her an upset stomach and/or indigestion.
- Wants to combine previous goal with the ability to track calories in a single app.
- Would like information about ingredients associated with stomach pain in addition to foods.

Values

- Food entry must be simple and fast.
- Wants to be able to quickly select frequently added foods without having to manually type every time.
- Due to frequent travel, wants to be able to add foods even when no Internet connection is available.