Customer Profile

## Class Example Graphical user interface, text, website Description automatically generated

## Group Example: Chef Persona 1

### Name:

* Shirley Jones

### Title:

* Stay at home mom

### Age:

* 32

### Family:

* Husband and 2 kids

### Education:

* High school diploma
* No professional training as a chef
* Potentially a technical degree in an unrelated field

### Personal and professional priorities:

* Grew up cooking authentic food
* Loves to cook
* Wants to be able to say at home most of the time with family
* Loves to share meals
* Proud of the food she makes

### Needs and Pain Points:

* Would like to be able to have the extra income for the family
* It is hard for her to market her food currently
* People are leery trusting her on Facebook marketplace
* Her sales are very volatile… currently tough to plan on how much supplies to buy
* Enjoy the chance to share their food and culture with others
* Fulfills restaurant dreams without having to actually open a restaurant
* Currently very challenging to distribute food…

### How does your product create value for this persona:

* Generate extra income
* Markets the food for them to a wider audience
* Improves ability to plan supply amounts
* Try to provide other services such as taking pictures of their food
* Providing a distribution system
* Aid in getting all required certifcation

## Group Example: Chef Persona 2

### Name:

* Chris Waller

### Title:

* Line Cook

### Age:

* 26

### Family:

* Partner (dating 9 months)

### Education:

* Trained Chef (either red seal or significant industry experience)

### Personal and professional priorities:

* Currently works as a chef in a restaurant
* Passionate about cooking
* Loves to cook for others
* Wants to be their own boss!
* Wants their own creative freedom

### Needs and Pain Points:

* Really wants more flexible/regular hours
* The restaurant hours really suck for him
* Ton of work and he never gets to see his partner
* Burnt out and not making that much money

### How does your product create value for this persona:

* Generate extra income
* Markets the food for them to a wider audience
* Improves ability to plan supply amounts
* Try to provide other services such as taking pictures of their food
* Providing a distribution system
* Aid in getting all required certifcation