

Ryan Feldman

age: 19

residence: North Dakota

education: College freshman (completed high school)

occupation: Part-time retail

marital status: Single



I'm always on the go, between classes, homework, and work. I don't have time to cook or plan my meals.

He is a busy college student who works part-time in retail. He works 20 hours a week and has five classes, which require a lot of reading, writing, and problem-solving assignments which take up the rest of his time.

Comfort With Technology

INTERNET



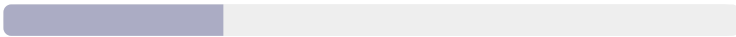
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Something that is easy to use and navigate, with simple and intuitive interface that does most of the work for the user.
- Something that is reliable and trustworthy, that provides accurate and up-to-date information on the nutritional value and quality of the food he consumes.
- App respects his privacy and keeps information on-device and secure.

Values

- His education and career, as he is working hard to achieve his academic and professional goals.
- His health and well-being, as he is aware of the importance of eating well and staying fit, and he wants to improve his physical and mental health and prevent any potential health issues.

Criteria For Success:

He can improve his health and nutrition by following the app's suggestions for balanced and varied meals, based on his preferences and dietary needs.

He can track his progress and achievements by using the app's features such as calorie counter, nutrition facts, and feedback system.

Wants

- There should be some level of engagement and motivation, encouraging him to stick to his meal plans and goals.

Fears

- Failing his courses or exams.
- Unhealthy changes in weight or developing health problems.
- Not being able to make the most of the free time that he has.

Gabriel Barragan

age: 18

residence: Nebraska

education: GED

occupation: Auto Shop

marital status: Single



Country boys make do!

Wakes up bright and early at 3 PM, eats cereal with monster in place for milk, goes and plays with tires for 8 hours at his below minimum wage job, comes home, plays a game then gets mad, goes to sleep, and repeat.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A paycheck.

Needs

- Constant affirmation; slow English for him to understand since he has 8 second brain lag.

Wants

- Tons of money, a fun job, nice car, and a smoking hot girlfriend.

Values

- Money, drugs, and video games.

Fears

- Being lonely, wendigos, and the boogeyman.

Sara Thompson

age: **21**
residence: **Colorado**
education: **High School Level**
occupation: **Part-time librarian**
marital status: **Single**



In this busy college world, I rely on technology to make things easier.

She is a diligent student who spends most of her time balancing her work and school life.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Achieving high grades in her college courses, maintaining financial independence through her part-time job, improving her overall health and nutrition, and effectively managing her daily schedule to meet her academic and personal goals.

Needs

- Meal Planning
- Nutrition Information
- Recipe Suggestions
- Calendar for Mealtimes

Wants

- Community Support: A feature to connect with other college students who share similar dietary goals.
- Nutritional Insights: Personalized insights and tips based on her dietary habits.
- Budget Tracking: A tool to help her manage her food expenses.

Values

- User-Friendly Interface
- Affordability
- Customization

Fears

- Privacy: The app may be in breach of her privacy as it is not known what it to be shared and not to be shared.
- Complexity: The app itself may be too complex and therefore lead to less usage as it is too hard to understand.
- Affordability: The app may not be within her budget as a working college student.



Jay

age: 21

residence: San Francisco

education: Bachelors Degree (BA)

occupation: novice user

marital status: Single | No children



"Busy college students are like diamonds under pressure, they shine brighter and emerge stronger."

Sean is juggling many classes and priorities.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Maintaining a good GPA, attending classes regularly, and actively participating in course-work.

Building relationships with professors, peers, and professionals in your field. Expanding knowledge, gaining a deeper understanding of interests, and developing as an individual. Maintaining a healthy lifestyle, managing stress, and seeking support when needed.

Needs

- Meal schedule
- Nutrition information and suggestions
- Mealtime reminder

Values

- Health
- Education
- Career

Wants

- Motivation
- See results
- Budget

Fears

- Failure
- Wasting money
- Unhealthy body

