Persona

Who is the persona?

Basic info

Laura Paez

University Student

Brings lunch somedays and other eats at campus

Demographics

23 years old

Lives in Chia

9th semester psychology student

Is an intern earning minimum wage

Persona Goals

What does the persona wants? (Desires, motivations, etc.)

Embracing a healthier lifestyle through nutritious eating

Minimizing the need to bring own lunch to campus

Needs & Expectations

Desires clear nutritional information for informed decision-making

Seeks cost-effective alternatives to bringing her own lunch.

Desires & Motivations

Aspires to achieve and maintain long-term health goals.

Wishes to maintain an energized and active lifestyle.

Aims to optimize time spent on meal preparation and planning.

Why?

Eating healthier helps to feel good and stay positive. It helps to have a more balanced and healthy life.

She wants to save time, build social connections, and add culinary variety to the university experience by minimizing the need to bring lunch.

Persona

Pain Points

What difficulties does the Persona have? What impediments?

Time Constraints, some days she doesn't have the time for eating in some places

Tastes preferences, she has some particular food preferences

Limited options in restaurants in campus

Cost concerns, she has low budget for food in restaurants

For accomplishing her goals, she needs to follow a diet

She is very concern of the environmental impact

Persona Environment

What technological devices does your persona use on a regular basis? What is their technical ability?

Technical ability

Limited, she has some experience with technology but lacks confidence in using it

She can perform the basic things in a community of an app, give reviews and comments

Food apps for her are almost new

Prefers User friendly apps

Devices

Samsung Galaxy S24 256 GB

Samsung Watch