

Joe Schmoe

age: 18

residence: Columbia, SC

education: College Student

occupation: N/A

marital status: Married, 4 Kids

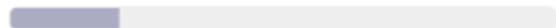


"I love my family."

I have four kids and a wife I need to support. As such, I do not have time to worry about the meal plan not being what I want when we are quarantined.

Comfort With Technology

INTERNET



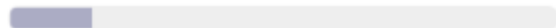
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Quick and reliable

Enough food for a family

Needs

- Needs to have the option to select multiple meal swipes at once to feed his family
- Needs to be able to choose each meal to suite his child's needs

Wants

- Enough to feed his family.
- Cheap enough not to worry about feeding his family.

Values

- American ingenuity
- Freedom

Fears

- Not being able to support family