

# Patricia Peterson

age: 19

residence: Columbia, SC

education: PhD

occupation: Epidemiology research

marital status: Single



*"I often get sick / my eyes often water."*

Patricia has to be careful about everything she does as she is highly allergic to most products. As such, she not only wants more meal plan options with regards to her recent self-quarantine, she needs it.

## Comfort With Technology

### INTERNET



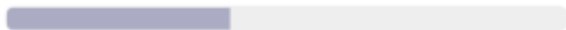
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

She needs to see the products of her hard work.  
She loves working for the sake of improvement.

## Needs

- As a hypochondriac, she needs to feel safe at all times.
- She needs a fast and easy service to provide safe meals that fit her allergies.

## Values

- Honestly
- Respect
- Courage

## Wants

- She loves ice-cream. She wants ice-cream!
- She worries that her sugar content is too low. Thus she is willing to pay extra for dessert.

## Fears

- She is afraid of getting sick.
- She is afraid of dying.
- She is afraid of heights.