

Melinda Carter

age: 22

residence: Columbia, SC

education: Graduate Student

occupation: Part time

marital status: Single



"I don't have time to pick up food, because I am always studying!!!"

Very busy on the computer studying for exams, so she has no time to pick up meal plan food in a traditional setting.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Location-services for meal plan meals

User-friendly rewards system

Favorite meals system

Needs

- Easy quick delivery
- Affordability
- Reliable service

Values

- Supporting local business
- Education
- Freedom

Wants

- Variety of food options
- Cultural dishes
- Updates on preparation / delivery of food

Fears

- Fears cooking her own meals (past experiences)
- Missing proper meals due to COVID