

# Sarah Kim

age: 20

residence: Columbia, South Carolina. UofSc Campus

education: Undergraduate student, sophomore

occupation: Part-time on-campus job, student

marital status: Single, no kids



*"I want to live a sustainable lifestyle, and every little action counts."*

Sarah spends her days between classes, study sessions, and work. She frequents the campus dining halls but is conscious about portion sizes to avoid waste. She loves using eco-friendly apps and is part of the university's sustainability club. Sarah often researches ways to reduce her environmental footprint, and she's enthusiastic about rewarding systems that align with her green values.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Clear tracking of personal food waste reduction.
- Incentives tied to sustainable actions.
- Accurate dietary restriction information as she is vegetarian.

## Values

- Sustainability, eco-consciousness, transparency, personal growth.

## Criteria For Success:

Sarah needs to feel that her lifestyle choices are making a positive environmental impact. Having measurable ways to see how she's helping reduce food waste will make her feel accomplished.

## Wants

- Gamification: badges or achievements for minimizing waste.
- Integration with other sustainable apps she uses.

## Fears

- Not doing enough to help the environment.
- Feeling like her actions don't make a difference.

# Michael Gonzalez

age: 26

residence: Austin, Texas (off-campus)

education: Graduate student (Master's in Data Science)

occupation: Research assistant, working part-time in a local tech company

marital status: Engaged, no kids



*"I'm juggling school, work, and life, and I need a system that works for me, not the other way around."*

Michael’s day revolves around his thesis research, work commitments, and attending classes. He’s always on the go and often uses dining halls for quick meals. Efficiency is key in everything he does, and he doesn’t want to waste time waiting in long lines or choosing meals. He likes apps that streamline his life and give him quick access to useful info

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## Needs

- Efficient, no-frills system to show dining hall availability and minimize waiting.
- Data on peak attendance times to avoid crowds.
- Access to food options with clear information on calories and dietary details.

## Values

- Efficiency, productivity, simplicity, time management.

## Criteria For Success:

Michael wants time-saving features that make his life more efficient, especially during peak hours. The ability to see peak times for dining halls and choose meals quickly would be key

## Wants

- Seamless integration with his university account and calendar.
- Personalized meal suggestions based on his preferences or past meals.

## Fears

- Wasting time in long lines or not having quick access to meal information.
- Missing out on important deadlines because of inefficient tools.

# Kevin Johnson

age: 21

residence: Los Angeles, California (on-campus athlete dorms)

education: Undergraduate student, junior

occupation: University athlete (football)

marital status: Single, no kids



*"I need to know exactly what I'm putting into my body if I'm going to stay on top of my game."*

Kevin follows a strict meal and workout schedule as part of his training. He relies on the campus dining hall for specific meals tailored to his dietary needs (high protein, low carb). Between practice, games, and school, he has little time to figure out what's available to eat, so he needs quick access to nutritional info and meal offerings. He also values fitness-related rewards, like free protein shakes or workout gear.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Nutritional breakdown of food options in the dining hall.
- Tracking of meals to meet athletic goals.
- Alerts about meal timings that work with his training schedule.

## Values

- Health, fitness, discipline, consistency.

## Criteria For Success:

Success means staying on track with his fitness and nutrition goals. Having easy access to dining hall menus that align with his strict diet is crucial.

## Wants

- Rewards tied to fitness-related items or discounts (protein shakes, gym accessories).
- A system that helps him track his calorie intake and output.

## Fears

- Not being able to meet his nutritional or performance goals due to poor food choices.
- Falling behind in training or health due to lack of clear meal information.