

Olivia Green

age: 21

residence: Wilmington, North Carolina

education: High School Graduate

occupation: Mcdonald's and Walmart Associate

marital status: Single



"Being an adult is like folding a fitted sheet"

Olivia Green constantly struggles keeping up with her responsibilities. Between managing her bills with her partime jobs. She also struggles to keep up with chores and socializing not to mention she can't find time to sleep as she's trying to get into college for her career. To Olivia eating healthy seems like a pipe dream.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Eating healthier foods and having more time to manage her life.

Needs

- Easy healthy recipes
- Her food managed to prevent waste
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Values

- Mature People
- Completing tasks
- Having free time

Wants

- To save time when buying food
- To set locations for her food
- To manage her house chores

Fears

- Her house will never get clean
- that she'll find a bug in her kitchen
- fears that she'll become fat.