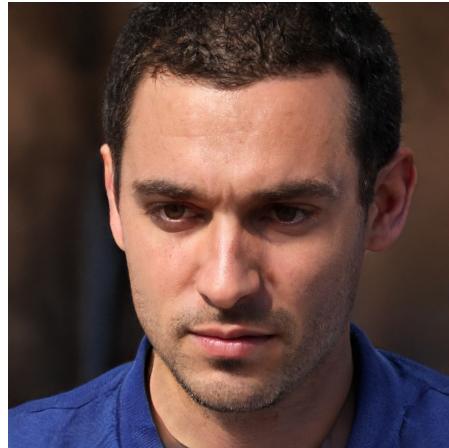


Persona 1



Name:Peter Orwell

Age:32

Location: Phoenix, Arizona

Job: Truck Driver

Marital Status:Married, 2 kids

Allergies: Peanuts

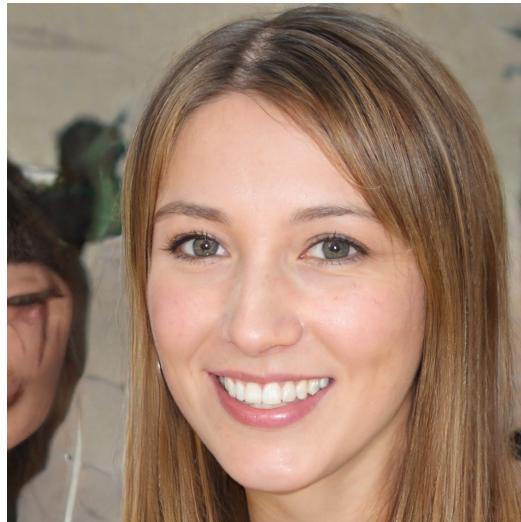
Motivation: Spending time with family

Goals: To live and eat healthier.

To spend more time with family

Problems/Frustrations: Cannot eat most cakes that come from independent bakeries because he doesn't know exactly what went into them, or if there was any cross contamination

Persona 2



Name: Maggie Westwood

Age: 25

Location: Flagstaff, Arizona

Job: IT Specialist

Marital Status: Live in Boyfriend

Allergies: None

Motivation: Her career

Boyfriend and their future together

Goals: Travel more

Eat more diverse cuisine

Go to the gym more

Problems/Frustrations: Boyfriend has severe shellfish allergy. While it does not affect her she always has to be mindful of what she orders so that it does not trigger her boyfriend's allergic reaction

Persona 3



Name: Matt Peterson

Age: 24

Location: Sedona, Arizona

Job: Bartender

Marital Status: Single

Allergies: Eggs

Motivation: Family friends

Goals: Put on more weight for intramural football season while still maintaining speed and agility

Problems/Frustrations: Has a serious protein deficiency and is also vegetarian. Can't seem to get enough protein from just beans