

## User Personnas

1. Name: Amy

Age: 35

Location: Santa Rosa, CA

Occupation: Stay at home mom

Motivation: Keeping her and her family happy and healthy

Goal: Finding healthy food her kids will actually eat

Frustration: Having enough energy to keep up with the kids' constant activities and daily needs

Bio: Amy is an active mother of 2 with a 3<sup>rd</sup> baby on the way. She's a bit of a health nut that is always worried about finding allergen-free, healthy foods the kids will eat. She's concerned about the environment and wants to help pave the way toward a greener future for her children.



2. Name: Jordan

Age: 42

Location: Chicago, IL

Occupation: Registered Nurse

Motivation: Taking care of his patients at work

Goal: Find the time and energy for med school

Frustration: Never enough time to take care of his own personal needs

Bio: Jordan has always been into health and fitness. He played lots of sports as a kid and spent many hours at the gym during his football days. After spending a few years as a personal trainer he realized he had a passion for helping people heal and became a nurse. Although his hours are already long and grueling, he intends to go back to school to earn his doctorate to advance his career to the next level.



3. Name: Emily

Age: 21

Location: Palm Beach, FL

Occupation: College Student

Motivation: Making new friends and getting good grades

Goal: Apply for grad school

Frustration: Juggling school, work and a social life in a balanced way

Bio: Emily is a straight A student pursuing a degree in chemistry. She has aspirations as an environmental scientist and hopes to help solve the problems caused by modern industry. She works part-time at a local retail store and is currently saving up for grad school.

