

Jennifer Moore

age: 34

residence: Random suburb

education: High school diploma

occupation: Stay at home Mom

marital status: Married with two children



"Stay at home military wife who is always up to date with the latest diet trends to stay in the best shape possible for her hubby."

She loves to spend her early mornings jogging around the local park with her "Mommy's Jog and get coffee" Facebook group. Right after this, she has to take her kids to soccer practices and, right after that the husband gets home from work! She is a mom on the go and has little to no time to ever fit in her diet needs.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To stay in the best shape possible.
- To save time browsing for gluten-free diets.

Values

- Her high status in her local neighborhood's joggers group.
- Her health and wellbeing.
- Her two children and would do anything in the world to protect them.

Criteria For Success:

She wants to become the mom that everyone looks up to in her local Facebook groups because she is a trendsetter. By dieting, working hard, and just being better at everything she knows that she can do it.

Wants

- To cut gluten completely out of her diet.
- To be an influencer for her lifestyle choices on Facebook.
- To make her husband and kids proud.

Fears

- Losing her husband and children.
- Losing her status in her local mom Facebook groups.
- Possible weight gain from cheat days.

Sam Kelley

age: 24

residence: SC

education: Degree in Exercise Science

occupation: Personal Trainer

marital status: Single



"Loves the gym, eating right and working out"

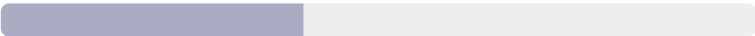
"I like to spend my day perfecting my craft, along with along with picking up chicks"

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SOCIAL NETWORK



Needs

- Low carb diet
- Insulin

Values

- Physical fitness
- Religion
- Trust
- Service before self
-

Criteria For Success:

I need to feel like I am helping someone better themselves, as well as knowing that I am also bettering my self.

Wants

- Want to settle down and start a family.
- Want to become rich.
- Find an option for readily available low carb diets while eating out
- To own my own gym
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Fears

- To never achieve my goals
- To not be able to experience new things
- To not be as shredded as possible

Michael DaFoe

age: 43

residence: Columbia, SC

education: Bachelor in Science, Chemistry

occupation: Senior Materials Scientist

marital status: Married with two kids



"Chemistry states that the more energy you put into a bond, the harder it is to break"

Michael has a fairly good balance between working at his company and his life at home with his wife, Willa, and two kids, Stephanie(9) and William (6). Lately, Michael has been feeling a little out of sorts and a quick trip to the doctor revealed that he is pre-diabetic. Michael loves his family dearly and wants to spend as much time with them as possible so upon hearing this news immediately began to research into the ketogenic diet his doctor explained to him.

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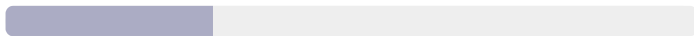
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Quick and easy access to ketogenic recipes and restaurant options that will allow him to continue his busy work schedule and family meals unhindered.

Values

- Family
- Convenience
- Research

Criteria For Success:

Michael feels the most successful after coming home from work to see his wife and two kids. While his work is important to him, he lives to make sure his kids will have the best dad and life possible.

Wants

- Ketogenic options that have been proven to be loved by young kids

Fears

- Diabetes, as his Father passed from diabetes due to complications when he was young
- Lab technicians that do not wear the correct protective gear

Timothy Johnson

age: 30

residence: Atlanta, Georgia

education: Two year degree

occupation: High School Head Coach

marital status: Married



"Life is what you make of it"

Timothy spends most of his time coaching his team and preparing for upcoming seasons. Timothy is regularly on social media for recruitment purposes to get his athletes to the next level. All in all he cares for the team's best interest.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Since Timothy spends most of his time with his team, he rarely has time to take care of himself physically. Timothy thinks the next best thing for him is to take care of his health by eating better.

Needs

- Stay on top of his health
- Eat out less and cook more
- Make sure his meals are good for his health

Wants

- To maintain his weight
- Set a better example for his players by eating right

Values

- His job as the head coach
- Leading his team

Fears

- Gaining excess fat
- Slower metabolism due to bad eating habits