**#1. Mushy Sean**

A person smiling and holding a piece of meat

Description automatically generated with low confidence

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| QUOTATION: “Everything tastes better with mushrooms!” | OCCUPATION:  **Full-time mushroom grower** |
| NAME**: Mushy Sean** | HIGHEST LEVEL OF EDUCATION:  Started a course in **Polytech, but** **dropped out** to surf full-time |
| AGE: **29** | JOB TITLE:  **Website Administrator / Business Owner** |
| GENDER: **Male** | INCOME:  **$70K** |
| LOCATION: Lorenzen Bay, **Raglan** |  |
|  |  |
| **GOALS AND MOTIVATIONS:** | **CHALLENGES AND OBSTACLES:** |
| * Become NZ restaurant’s gourmet mushroom supplier. * Be able to get all the information he needs to run his business from the website – sales, stock numbers. * Make Mushrooms by the Sea his main source of income. * Work-life balance goal: less work, more surfing! | * Able to work with computers, but no in-depth knowledge re websites. * The busier his business gets, the less free time he has – he is getting tired of his friends bragging about the surf at Indies that he missed out. * Challenge: how to keep mushrooms trending? |
| **FRUSTRATIONS:** | **SOURCES OF INFORMATION:** |
| * Not being able to get out if the surf is on. * Having many customers, but not enough mushrooms in stock! * Having many customers, but not enough mushrooms in stock! | BOOKS:  *Mushrooms Demystified* by David Arora  *100 Edible Mushrooms* by Micheal Kuo |

**#2. Ronald Mac**

A person standing in a park

Description automatically generated with medium confidence

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| QUOTATION:  A family that eats together – grows together. | OCCUPATION:  **Power Meter Installer** |
| NAME**: Ronald Mac** | HIGHEST LEVEL OF EDUCATION:  **Trade Cert Electrical** |
| AGE: **45** | JOB TITLE:  **Meter Technician** |
| GENDER: **Male** | INCOME:  **$60K** |
| LOCATION: Bow Street, **Raglan** |  |
|  |  |
| **GOALS AND MOTIVATIONS:** | **CHALLENGES AND OBSTACLES:** |
| * Works up to 10 hrs a day and wants to relax during his time off. * Hobbies: gardening and interested in hydroponics. * Active in Rugby and Surf lifesaving. | * Always weight conscious * Doesn’t have much time to exercise. * Is not tech savvy in using ecommerce websites to purchase products online. |
| **FRUSTRATIONS:** | **SOURCES OF INFORMATION:** |
| * Time: doesn’t have time to shop for fresh produce and lacks information about them. * Nutrition: Ronald is frustrated about all the unhealthy ingredients in food products. | BOOKS: All Blacks  BLOGS: Hydroponics & Permaculture  CONFERENCES: Union meetings  EXPERTS: Buck Shelford  MAGAZINES: The Consumer |

**#3. Sam Fox**

A picture containing text, person, indoor, person

Description automatically generated

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| QUOTATION: “Nothing beats a freshly cooked meal with fresh ingredients” | OCCUPATION**: Full time restaurant manager** |
| NAME**: Sam Fox** | HIGHEST LEVEL OF EDUCATION:  Finished High School, **Bachelor of Business** Administration |
| AGE: **31yo** | JOB TITLE: **Restaurant Manager** |
| GENDER: **Male** | INCOME:  **$100K** |
| LOCATION: Victoria Street, Hamilton |  |
|  |  |
| **GOALS AND MOTIVATIONS:** | **CHALLENGES AND OBSTACLES:** |
| * Would like to transition his restaurant to a more gourmet type of restaurant. * Wants to use only fresh/the best ingredients to achieve a higher quality of food. * Hopes the improvements of food and quality will raise the restaurant to 5 stars making it a 5-star quality restaurant for people to visit. | * Meeting supply demands for the busy Restaurant * Making Customers happy * Increasing the Restaurant to a 5-star quality level * Using the best quality/gourmet ingredients for the food |
| **FRUSTRATIONS:** | **SOURCES OF INFORMATION:** |
| * Can’t order enough mushrooms/ can’t bulk order. * Doesn’t remember previous orders. * Having many customers, but not enough mushrooms in stock! | BOOKS:  Crossing the Chasm by Geoffrey Moore.  Zero to One by Peter Thiel.  BLOGS:  Restaurant Manifesto. |

**#4. Yogi May**

A picture containing person, clothing, person, hair

Description automatically generated

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| --- | --- |
| QUOTATION: “Nothing good can grow if you don’t nourish your own soil.” | OCCUPATION:  **Full time millenial** |
| NAME**: Yogi May** | HIGHEST LEVEL OF EDUCATION:  Started a course in **Polytech**, but dropped out to surf full-time. |
| AGE: **23** | JOB TITLE:  **Barista** |
| GENDER: **Female** | INCOME:  **$45K** |
| LOCATION: Raglan, New Zealand |  |
|  |  |
| **GOALS AND MOTIVATIONS:** | **CHALLENGES AND OBSTACLES:** |
| * Loves healthy food and keeping active. * Likes using iPhones, smart watches, and fit bands. * Active Instagram user. * Does not miss a yoga class at the local studio, which she books through the MomoYoga app. * Travelling. | * How to afford the latest iPhone with her salary. * Healthy food can be expensive. * Challenge – how to take an Instagram worthy pic of her meals? * Challenge – how to eat healthy while travelling? |
| **FRUSTRATIONS:** | **SOURCES OF INFORMATION:** |
|  | Books:  Autobiography of a Yogi, by Paramahansa Yogananda.  Yoga and the Quest for the True Self, by Stephen Cope.  The Well Plated Cookbook: Fast, Healthy Recipes You’ll Want to Eat, by Erin Clark. |