

Amanda Smith, by Madison Yam

age: 24

residence: Columbia, SC

education: Bachelor's Degree in Engineering

occupation: Waitress

marital status: Single

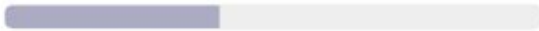


"The power of determination will make you unstoppable." -Jean Charest

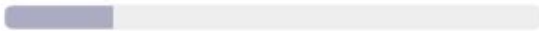
Constantly on the go, with having a job and being a full-time student she doesn't have much time to really look into different options and research about food and what's there, more so focuses on the fastness and the ability to get the food in the time allotted before going onto work and school. She's also a giant health nut who is a vegan and cares about all the small details of food options and what she is putting into her body.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Efficiency

She wants everything to be done as smoothly as possible without any bump in the road and extra work. Work, work, work. Constantly working since success is done through work.

Needs

- An application that notifies her of what is open for food as well as tell hers what they offer so she can get the food quickly and be able to get back to whatever form of work she needs to be doing

Values

- Speed; in getting work done and getting the food she wants
- Effectiveness; work done smarter not harder
- Clarity; in information
- Vegan Options in everything

Wants

- Simplicity and speed in an application that offers food options
- Different food options instead of just resorting to what she knows is trusted
- The ability to try new things and not waste her time in going some place closed
- Vegan options in places and having that knowledge instead of just getting a salad and never anything else

Fears

- Being late to work or on assignments
- Getting bad grades
- Not studying enough
- Failure
- Eating meat and non vegan foods



Miranda Perez

age: 20

residence: Off Campus

education: Junior

occupation: Worker At Petland

marital status: Single



A quote from to help define their voice and personality.

Miranda Perez is a junior at USC. Her major is American Literature, and she lives off campus. Her schedule is semi busy with only 2 free days to do whatever she likes and study.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Constant Time Efficient Work

Needs

- Variety eating, Healthy options, Open availability

Values

- Anything Decent Will Do

Wants

- Affordable Eating and Fast Dinning

Fears

- Poverty and Being Late

Hugh J'Loner

age: 18

residence: SD

education: High School Diploma

occupation: College Student

marital status: Single



Creation is the most beautiful form of expression

Spends most of his time in his room, has few friends, and likes playing video games online

Comfort With Technology

INTERNET



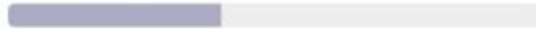
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Hugh feels successful when he has accomplished something, big or small. Completion makes him feel valuable.

Needs

- Affirmation in his actions,
- social acceptance, and
- a few close friends

Values

- Completed work,
- determination, and
- respect for authority

Wants

- To be famous,
- to be rich, and
- to start his own company someday

Fears

- Having no friends,
- failing out of college, and
- being seen as useless

