

Savanna Stepherson

age: 29

residence: Fort Mill, SC

education: College Degree

occupation: Physical Therapist

marital status: Married with 3 kids



"Keeping the pantry stocked with 3 kids is a job in itself!"

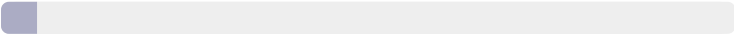
After seeing her clients for physical therapy, Savanna returns home to her three 8-15 year old children to keep up with their homework, sports, and other activities as dad works longer hours.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Feeling that she can successfully pull off working full time as a physical therapist while keeping the kids up with their schoolwork and afterschool activities

Needs

- Way to keep track of pantry stock
- Reminders on expiring food
- To save money on groceries

Values

- Quick pantry updating
- Simple app design

Wants

- Buying groceries in app
- Suggestions on select recipes

Fears

- Her kids being disappointed in her as a mom
- Falling behind at work
- Not being able to make dinner often
- Her kids falling behind in school