

## Food App - Users Personas

**Name:** Alf - concerned with health options/allergies, professor.

**Age:** 58

**Location:** Dallas, TX

**Job/Industry:** Professor/Education

**Goals:** Maintaining a healthy routine to dedicate time for his grandkids.

**Frustrations:** When places do not specify what kind of ingredients they use in their food.



**Name:** Maggie - health conscious, on-the-go construction contractor

**Age:** 32

**Location:** Lancaster, PA

**Job/Industry:** Contractor/Construction

**Goals:** Further career growth and managerial position.

**Frustrations:** Likes to stay focused on work and not spend time with unimportant tasks.



**Name:** John - young adult, engineer, likes sandwiches

**Age:** 25

**Location:** Bronx, NY

**Job/Industry:** Engineer/Technology

**Goals:** Learn from people I work with, have time to enjoy my hobbies such as gaming, etc.

**Frustrations:** Being diagnosed with mild autism, I get overwhelmed having too many options to pick from.

