**Personas**

Persona questions are dependant upon the end goal of the juice product. The persona questions will answer and frame what questions needs to be answered.

1. Samantha is 45 years old. She has a family with a husband and two kids and she lives up in Saanichton which is a 20 minute drive from the closest shopping center. She works full time as well, so she is quite busy.
2. Samantha likes sports, and spending time with her kids. She likes to take a lot of family photos to be able to keep track of the memories
3. In her spare time she plays games on her phone, and posts lots of photos on Instagram.
4. She takes photos on a daily basis.
5. Samantha is busy, far away from a shopping center, and doesn’t want to have to drive somewhere to pick up photos. She would like them delivered to her house.
6. Samantha isn’t great with technology, and will give up almost immediately if something is frustrating.
7. Samantha needs something that will provide