



Emily
Rodriguez

Emily is a second-year Public Health major on the pre-med track at a prestigious Boston university. Her coursework is demanding, leaving her little time to focus on meal preparation. As someone who cares deeply about health and nutrition, she tries to balance her academic workload with maintaining a healthy diet. Sarah is also conscious of the link between diet and long-term wellness, aligning with her future career goals in healthcare.

Personal Information

Age: 20
Sex: Female
Occupation: College Student
Location: Boston, Massachusetts
Major: Public Health (Premed)

Personality

Health Conscious



Analytical



Pragmatic



Objectives

- Find quick and nutritious meal options that support a busy academic lifestyle.
- Discover plant-based recipes that meet her dietary and nutritional needs.
- Easily plan meals and generate grocery lists to stay organized and on budget.

Frustrations

- Struggles to balance academics with time for nutritious meal prep.
- Finds it challenging to find plant-based recipes that meet protein and calorie needs.
- Dislikes apps that lack personalized recommendations for her dietary goals and budget.

Needs/Dietary Preferences

- High-protein, plant-based meals that are quick to prepare.
- Balanced nutrition to support both physical health and mental focus.
- Budget-friendly meal options that fit a student lifestyle.
- Meal prep ideas that are easy to take on the go between classes.