

David Green

David Green is a busy accountant with celiac disease and a vegetarian lifestyle. He enjoys using technology to solve problems but finds meal planning frustrating due to his strict dietary restrictions. He often spends too much time researching gluten-free, vegetarian meals, which takes away from family time. David values simplicity and would appreciate a web app that helps him quickly find and compare safe meal options without the hassle of sorting through endless recipes.

Personal Information

Age: 34

Sex: Male

Occupation: Accountant

Location: Portland, Oregon

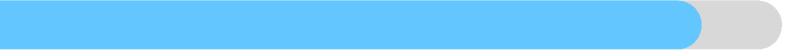
Marital Status: Married, 1 child

Personality

Health Conscious



Analytical



Pragmatic



Needs

- David would appreciate an app that not only helps with meal planning but also integrates with his busy lifestyle, providing quick access to options that meet his dietary constraints.
- The visual comparison of meals is particularly attractive to him because he enjoys breaking down data in a way that is easy to understand.
- He would likely appreciate a feature that tracks his meal choices over time.

Objectives

- Find meals that are both gluten-free and vegetarian without having to sift through tons of recipes.
- Compare ingredients and nutrition across meals to make better decisions for his health.
- Easily apply filters to exclude any allergens or unsuitable ingredients.
- Visualize meal choices in a way that helps him quickly identify the healthiest options.

Frustrations

- Difficulty in finding gluten-free, vegetarian options in restaurants or meal services.
- Spending too much time researching meals and ingredients to ensure they're safe for his diet.
- Limited ability to compare meals based on his specific health and dietary needs.
- Overly complicated apps that don't offer clear meal insights or require too much setup.