Personal Information

AGE: 21
Sex: Female
Occupation: Student
Location: Austin, Texas
Marital Status: Not married

Personality

Health Conscious

Analytical

Pragmatic

Objectives

- Find meals that align with her diabetic restrictions
- Use an easy-to-use and understand website
- Apply filters to distinguish items negative for her condition

Frustrations

- Difficult to use other websites, and lack of quality
- Hard to find quality meals for her restrictive diet
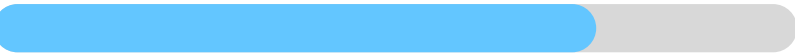
Needs

- Jessica would like an app, that makes it simple and easy to build simple meals
- She would also like an app to be saveable, so she can have a list of recipes she has saved or favorited to be reused
- Making these meals and data be easily visible would be another plus for her

Jessica Smith

Jessica Smith is an active college student who suffers from type 1 diabetes. She is always using her computer, as that is where all of her school work is done, but has struggled to find a website or app to help her plan for her strict diet. Because she uses her laptop all the time, even in between classes, Jessica values the ability to contain everything to something she uses all the time. She also leads a very active lifestyle and doesn't have very much free time to do anything else.