



Persona 1



Maya Chen

Background

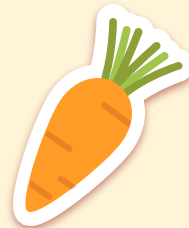
- Full-time graduate student working part-time at a campus tutoring center
- Struggles with funds between tuition, rent, and student loans.

Goals

- Stretch limited budget to cover expenses
- Focus on studies without constant worry about her next meal

Pain Points

- \$200/month food budget that often falls short
- Busy schedule makes meal planning and grocery shopping challenging





Persona 2



David Park

Background

- Owns a popular Korean restaurant in U-District
- Prepares fresh food daily, resulting in excess inventory

Goals

- Reduce food waste and disposal costs
- Build positive community relationships and brand reputation

Pain Points

- Paying for disposal of 15-20 lbs of perfectly good food weekly
- Too busy during service hours to coordinate individual donations

