



# Sarah Reeves



## About

**Age:** 21

**Occupation:** Undergraduate full-time student



## User Story

Sarah is a busy college student who juggles a full course load with part-time jobs at Trader Joe's and as a research assistant. Despite her busy schedule, she is always looking for ways to improve herself, including finding healthy eating options that fit into her tight college budget.



## Pain Point

- Finding time in her busy schedule
- Unsure of resources in her area



## Core Needs

- To learn more about healthy eating habits on a college student
- To discover affordable, healthy food options near her university

*"I like shopping for local produce, but I need to find more resources to help me find healthy eating options that fit my college budget."*