



Matthew Krane



About

Age: 37

Occupation: Sales representative;
single dad of 2



User Story

Matthew is a single dad of 2 daughters who lives in Burien, WA. His oldest daughter is 12 years old and the youngest is 8. Currently, he works as a sales representative at a local appliance company in Tacoma and typically takes the link and bus to commute to work on the weekdays.



Pain Point

- Finding time to find organic to cook health meals for his family
- The price of groceries near him are quite high



Core Needs

- To cook healthy meals for his family
- To find affordable, local and organic ingredients

"I want my children to be healthy and a big aspect of that is to cook healthy meals for them with fresh, organic ingredients"