

# Raina

age: 23

residence: Raleigh, NC

education: Bachelor's Degree in Marketing

occupation: Intern

marital status: Single



*"so busy with starting my career"*

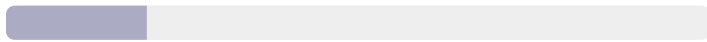
Raina is a recent graduate who is starting her career in marketing. She finds her self spending a lot of money eating out and would love to start cooking at home. However, she has no experience and is gluten intolerant. She also just rescued a kitten named Marley.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

With Raina's dietary restriction, it is important that Raina feels like she is taking care of her body.

## Needs

- Accommodations for her gluten intolerance
- Beginner friendly recipes
- Time effective options

## Wants

- to save money
- recipes and options for her kitten
- to feel better

## Values

- investing in her future
- making her family proud
- focusing on her career

## Fears

- feeling unaccomplished
- feeling lethargic and unproductive
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