

# Johnny Appleseed-Zachary Ziehl

age: 31

residence: New Orleans, Louisiana

education: Elementary school

occupation: Inheritance

marital status: Cuffed up



*"Tha finest Cajun cookin aroun"*

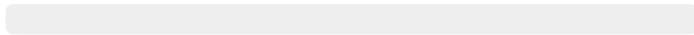
Alligator wrestling, cooking as a hobby, potential Hell's Kitchen contestant.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

- approval
- love
- good cookin

## Needs

- -requires at least 200 likes on his instagram posts to feel success
- -If his Mama ain't happy, he ain't happy
- -Happy wife happy life. Until the divorce.

## Values

- -Values his hobbies above all else
- -tolerates his wife. For now

## Wants

- wants to be the very best
- wants to replace Gordon Ramsay
- Wants to get a divorce

## Fears

- bad cooking
- hungry wife and mother
- the dark

# Bro Guy -Jordon Cooke

age: 55

residence: State, city, or even neighborhood

education: GED

occupation: Bus Driver

marital status: Married with 6 kids.



*"Family is everything."*

Bro Guy is a bus driver for the city bus, enjoys spending time with his family, and cooking.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- -Money

## Values

- -Organization
- -Easy processes.

## Criteria For Success:

- A way to use his grocery wisely.
- Save money for his family

## Wants

- -His family to be happy.
- -To be able to eat what he likes.

## Fears

- - Not being able to provide for his family
- -His wife being unhappy

# Deb

age: 42

residence: Cincinnati, Ohio

education: College Graduate

occupation: Stay at home mother

marital status: Married with 4 kids



*"Don't be wasteful"*

She likes to take care of her children

## Comfort With Technology

INTERNET



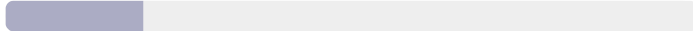
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- a plan to be less wasteful
- a solution to her excess food problem
- ways to use excess food

## Values

- values efficiency
- values being not wasteful

## Criteria For Success:

She wants to be more efficient and less wasteful

## Wants

- wants something that is easy to use
- wants it to be cheap and affordable

## Fears

- Doesn't like to spend money she doesn't need to
- Hates letting food go to waste and thinking there is nothing she can do about it

# Raina

age: 23

residence: Raleigh, NC

education: Bachelor's Degree in Marketing

occupation: Intern

marital status: Single



*"so busy with starting my career"*

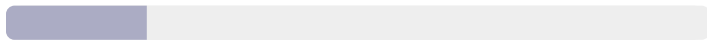
Raina is a recent graduate who is starting her career in marketing. She finds her self spending a lot of money eating out and would love to start cooking at home. However, she has no experience and is gluten intolerant. She also just rescued a kitten named Marley.

## 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
- 



# Lewis Swanson, by Peyton Fisher

age: 42

residence: Arizona

education: BA in business

occupation: Staffing coordinator

marital status: Married with one kid



*"I love spending time with my family when I'm not at work"*

He wakes up early to make and pack lunch for his family before heading off to his usual 9-5 job. When he comes home, he will make dinner and then spend the rest of his evening with his family.

## Comfort With Technology

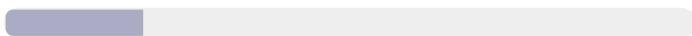
### INTERNET



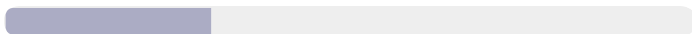
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

He started with cooking most meals for his family as a way to save money and has developed a passion for it. He wants to travel more and experience different types of food and learn new recipes to provide an extra level of comfort for his family.

## Needs

- Safety for his home and family
- Financial stability in his job to be able to support his family

## Values

- Planning things out in advance
- Researching heavily before trying new things
- Sustainability and doing his part to protect the environment

## Wants

- A job promotion to be able to live a more comfortable lifestyle
- To travel more and explore new places

## Fears

- Has a child with multiple different allergies and illnesses and is afraid of something harming his kid
- Losing his job and being unable to provide for his family