

Johnny Appleseed-Zachary Ziehl

age: 31

residence: New Orleans, Louisiana

education: Elementary school

occupation: Inheritance

marital status: Cuffed up



"Tha finest Cajun cookin aroun"

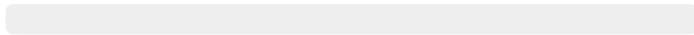
Alligator wrestling, cooking as a hobby, potential Hell's Kitchen contestant.

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.

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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

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INTERNET



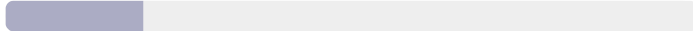
SOFTWARE



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