

Dealicious User Persona



EMILY CHEN
SCHOOL
University of Washington

More Information

Additional Job: part-time server **Major:** Business
Schedule: Extremely busy **Grocery Budget:** tight

Background

Emily is a busy college student juggling classes, a part-time job, and extracurriculars. With a tight budget and unpredictable schedule, she often relies on fast food or quick meals. She wants to eat healthier but finds meal planning and grocery shopping overwhelming, making it hard to balance nutrition, cost, and convenience.

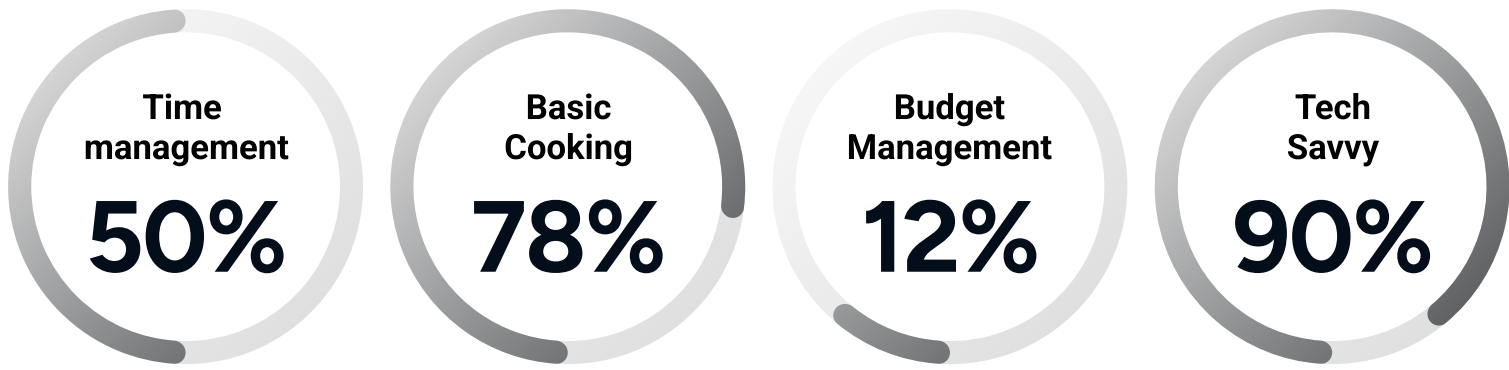
Goals

- ✓ Eat healthy on a budget and tight schedule.
- ✓ Find quick, affordable meal options.
- ✓ Simplify meal planning and grocery shopping.
- ✓ Save time and money on food.

Fraustration

- ✗ No time for meal prep or shopping.
- ✗ Healthy food feels too expensive.
- ✗ Overwhelmed by planning and deals.
- ✗ Hard to balance nutrition, cost, and ease.

Skills



JAMAL ROBINSON
SCHOOL
University of Texas

More Information

Additional Commitment: College Football **Major:** Kinesiology
Schedule: Intense Training & Game Schedule **Grocery Budget:** Moderate

Background

Jamal Robinson is a dedicated college football player balancing intense training, academics, and personal life. With a demanding schedule, he struggles to find time for meal prep while ensuring his diet supports peak performance. He needs high-protein, budget-friendly meals that fit his training needs without the hassle of complex planning or grocery shopping.

Goals

- ✓ Maintain peak physical performance with a balanced diet.
- ✓ Find high-protein, nutrient-dense meals for muscle recovery.
- ✓ Plan meals efficiently around training and classes.
- ✓ Save money while meeting daily calorie needs.

Fraustration

- ✗ Struggles to find affordable, protein-rich meals.
- ✗ Limited time for meal prep due to training and travel.
- ✗ Hard to track nutrition while balancing school and sports.
- ✗ Grocery shopping feels inconvenient with a packed schedule.

Skills

