





PICTURE					
					
					
NAME	COLLIN HUMPHREY	EMMA BROWN	SORA JUN	NICOLE HART	
PERSONA	N/A	Night Class Student	Art Student	Potential Student	
AGE; OCCUPATION	N/A	Female, 21; Starbucks, Part-time Life guard.	Female, 25 Elementary School Teacher; Sits on the Art Gallery Board at UConn Stamford	Female, 19 Rising College Freshman. Attends Greenwich High School and lives in Greenwich	
QUOTE	N/A	“When a smile isn’t enough to get you through the day, coffee should do the trick.”	“Art is for the mind, Communication for the heart, Yoga is for the body—but pizza is for the soul”	“Some people love sitting in coffee shops while reading their classics. I prefer to be surrounded by old pages and the smell of baking dough smeared with tomato sauce.”	
CUSTOMER PROFILE	N/A	High tuition, low salary, not much money; doesn’t live on her own, has roommates, likes to order things other than pizza.	Hates to cook, is a single parent lives with amazing boyfriend. Lives in the Trump Towers and enjoys the view of the bustling city. Loves long walks on the beach—but not Cove Beach. Always orders at least four slices of pizza and usually a juice box for her son.	Loves blogging, reading and eating pizza. Currently lives with her parents but is going to be moving out a few months after graduation to the Stamford area. Has a job at Ralph Lauren on Greenwich Avenue and loves writing short stories in pizza parlors.	
CUSTOMER PROFILE PARAGRAPH	N/A	<p>I began college a few years ago, I had to take a few loans because my parents could not afford to see me to college—I had no college fund. I am pretty frugal because of that—which means there are some luxuries that I have to sacrifice. I work at Starbucks. The pay isn’t too great, but for now it helps ends meet. I also work as a lifeguard part time in the summer and save that money for my college tuition.</p> <p>Some sacrifices I have had to sacrifice are eating choices—I can’t afford a trip to Zaza’s every two months, so I’ll either get my boyfriend to take me. So I usually eat pizza for dinner while I am in school.</p> <p>Pizza is pretty yummy and pretty affordable for my budget—but I only buy pizza salads or pizza with healthy toppings and I am a work out junkie.</p>	<p>I have no time to cook. Between taking care of Kayden, working with the kids, studying at art school and being with my boyfriend—who acts like my second kid, it is increasingly difficult to find time to feed all the penguins in my household. My boyfriend is a chef at a high end restaurant in the city and unfortunately by the time he comes home, he doesn’t want to cook. So I usually settle for the next best thing—PIZZA!</p> <p>Kayden loves it! We get healthy carrots and celery on the side and usually order healthy choices. And sometimes, we help the chefs make the pizza! (well only the ones that know us)</p> <p>And we sure do work off what we eat. Kayden and I and sometimes the boyfriend do Morning Yoga workouts. FUN FUN FUN!</p>	<p>My parents are usually never home. So usually when I am hungry or if I want to read or write I walk to a pizzeria and I eat and do the deed. I don’t really like the cooking lady that visits our house. She is quite incompetent and when I asked her to make pizza for dinner she called me “Americanized”—which is an argument I’ll share with you another time. I’m pretty sure she hates me.</p> <p>Anyway, I usually visit different pizza places—none has really grown on me. I am really excited about moving down here to Stamford. I’ve walked along Bedford Street and Columbus Avenue and it makes me so happy to see the wide assortment of the pizza parlors down there in Stamford.</p>	

**Person in Place** needs help doing **Activity** because **Motivation**.

**Emma Brown**

**Sentence:** Emma Brown in a study session needs help ordering pizza from Geno's because nothing else is open.

**Fleshed Out Story:** Emma Brown a 21 year of Graduate Student at the University of Connecticut Financial Risk Management Program is studying recently asked for a day/night off her job at the Broad Street Starbucks in order to study for an upcoming exam. She was thinking of eating at the Co-op unfortunately the Co-op, and much to her dismay, the Café closed down. Her only options are eating out at a Stamford restaurant or McDonalds—since she began making healthier choices, she cut off McDonalds from her diet; and since the dinner menu at most of the food places in Stamford are typically expensive, Emma decided that the only thing that she could order that wouldn't be too expensive was pizza. She doesn't want to eat *at* the restaurant so that she can maximize study time and still accomplish complete mastery of the subject she is cramming into her head.

**Sora Jun**

**Sentence:** Sora Jun is on Broad Street and is heading home and gets a call from her son that he is hungry—for Pizza

**Fleshed Out Story:** Sora Jun a 25 year old teacher at an Elementary school in Westport and the mother of an old-four year old absolutely loves pizza, as does her son. She is coming home from her Art class which she attends every day from 4pm to 5pm. She is hungry and is wondering if her husband will be making anything for dinner or if she should get the usual when all of a sudden her son, Kayden, calls and begins to tell her about his day and how he is excited and anticipating another "Mommy, Kayden Pizza Date". She is needs to order pizza and fast because he says that he will be timing her and if she doesn't get home in 20 minutes he gets to stay up for another 30 minutes –watching Dog with a Blog. Sora needs to write a lesson plan for her class tomorrow and finish some sketches for her Art class. She cannot afford to have Kayden up for another half hour—past 7pm.

**Nicole Hart**

**Sentence:** Nicole Hart is in Downtown Stamford touring Stamford Night life with a group of her friends and is

**Fleshed Out Story:** Nicole Hart is a 19 year old potential student at UConn Stamford. She is currently a senior at Greenwich High School. Upon graduation, she plans on attending UConn Stamford and receiving a degree in English and African American History. She has not had the opportunity of sitting and eating dinner with her family since 2010. Her parents are constantly busy with their respective jobs. She is usually

left with the cooking lady that comes regularly every night to make meals for the family of three. Nicole, however, does not particularly care for the presence of the new cooking lady—especially after she labeled her as the stereotypical American. Rather, she finds comfort in eating at pizzerias all over Fairfield County. She is looking for a pizzeria where she can regularly go to and call “home”—preferably one in Stamford. She plans on moving to Stamford once she starts going to school because it is more practical than living with her parents.