

# Savanna Stepherson

age: 29

residence: Fort Mill, SC

education: College Degree

occupation: Physical Therapist

marital status: Married with 3 kids



*"Keeping the pantry stocked with 3 kids is a job in itself!"*

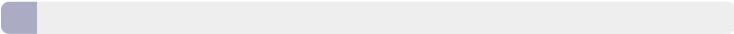
After seeing her clients for physical therapy, Savanna returns home to her three 8-15 year old children to keep up with their homework, sports, and other activities as dad works longer hours.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Way to keep track of pantry stock
- Reminders on expiring food
- To save money on groceries

## Values

- Quick pantry updating
- Simple app design

## Criteria For Success:

Feeling that she can successfully pull off working full time as a physical therapist while keeping the kids up with their schoolwork and afterschool activities

## Wants

- Buying groceries in app
- Suggestions on select recipes

## Fears

- Her kids being disappointed in her as a mom
- Falling behind at work
- Not being able to make dinner often
- Her kids falling behind in school

# Olivia Green

age: 21

residence: Wilmington, North Carolina

education: High School Graduate

occupation: Mcdonald's and Walmart Associate

marital status: Single



*"Being an adult is like folding a fitted sheet"*

Olivia Green constantly struggles keeping up with her responsibilities. Between managing her bills with her partime jobs. She also struggles to keep up with chores and socializing not to mention she can't find time to sleep as she's trying to get into college for her career. To Olivia eating healthy seems like a pipe dream.

## Comfort With Technology

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## Criteria For Success:

Eating healthier foods and having more time to manage her life.

## Needs

- Easy healthy recipes
- Her food managed to prevent waste
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## Values

- Mature People
- Completing tasks
- Having free time

## Wants

- To save time when buying food
- To set locations for her food
- To manage her house chores

## Fears

- Her house will never get clean
- that she'll find a bug in her kitchen
- fears that she'll become fat.

# John Johnson

age: 35

residence: Vail Colorado

education: Undergraduate degree in Computer engineering

occupation: Network engineer

marital status: Single



## *A very picky neat freak*

Works 9-5, cooks for himself, doesn't like to eat out, not a very social person, and doesn't like being in a social environment for too long

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Everything has to be in order the way I like it otherwise it really bothers me and distracts me

### Needs

- Apps that keeps things organized for me
- Access to information when I need it

### Values

- Organization
- Accuracy
- Efficiency

### Wants

- Apps that make my everyday life easier and less time consuming

### Fears

- Being late
- Being messy
- Forgetting important information

# Daniel Harris

age: 31

residence: Mount Pleasant, SC

education: Certification classes at community college

occupation: Systems Administrator

marital status: Single dad of 1



*"Don't trust the person who arrives empty-handed."*

Daniel works a graveyard shift of 8-4 so he can help his 8-year-old son, Kayden, with homeschool. Catching sleep before and after his son's school, he sacrifices his personal liberties so he can foster his son's growth.

## Comfort With Technology

INTERNET



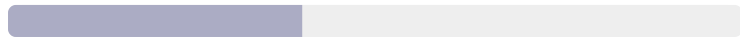
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

A way to streamline tasks into an elimination format to help keep up with my crazy day.

## Needs

- Ease in transitioning from work to home life.
- Weekly planner to direct his daily responsibilities.
- People and things to help him take care of his son.

## Values

- Emotional determination
- Integrity in words and actions
- Strong thinking

## Wants

- A simple way to keep up with cooking and what his household requires.
- An occasional vacation with his son.
- Ways to find coupons for groceries and household/personal appliances.

## Fears

- Losing the trust of his son and the people who help him.
- Existential dread setting in during the day.
- Motivation draining out of him.