

Provisional Personas: Holistic Nutrition



Giselle the Health Guru

Generation Z (18-24)

College Student/Young Professional

Goals

- make more informed decisions about their eating habits than those learned from favorite influencer
- wants to document their nutrition/healing journey
- connect with other health-conscious folks

Pains

- limited budget
- not sure how to navigate insurance and other barriers to medical access



Allen the Athlete

Millennial (25-40)

Established Professional/New Family

Goals

- maintain healthy relationship with food while juggling more responsibilities
- get back in the shape they were in in previous years
- establish healthy habits for their young children

Pains

- busy schedules make it hard to be consistent
- picky children might make it hard to stay on track



Nicole the Novice

Baby Boomer (50-65)

Retired/Empty Nesters

Goals

- help maintaining predisposition to adverse health conditions
- wants to feel good, younger, active
- reevaluate and change their relationship with food

Pains

- lack of information about holistic medicine
- skepticism about holistic practices
- not tech savvy