

Jordan



"The worst fault a salesman can commit is to be a bore."

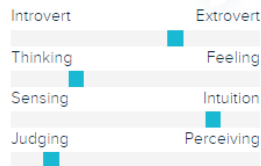
Age: 29

Work: Marketing Manager, Tech

Family: Married, no kids

Location: LA, California

Personality



Relaxed

Tenacious

Quirky

Goals

- Break down his unhealthy eating habits
- Find new better restaurants near him
- work more efficiently

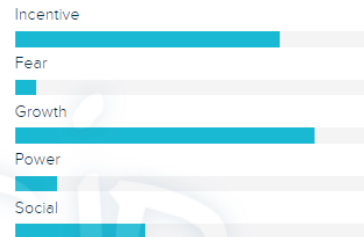
Frustrations

- Finds little time to go out to get lunch
- Expensive delivery fees on ordering apps
- Doesn't enjoy most restaurants around him

Bio

Jordan is marketing manager for an online business selling Various pieces of Tech. He works from home so he doesn't leave the house often unless to run errands. He often makes his own lunch with the food he has available, but a few times a month he will order something like pizza. Jordan cares about the Quality of his food more than anything, but will never spend more than 15\$ on lunch. As long as he gets to choose what he eats, He's happy.

Motivation



Noah



"Why do the work when you can pay someone else to do it for you"

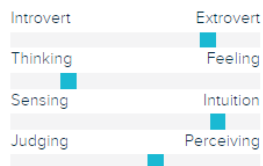
Age: 26

Work: Sales Director

Family: Married, 2 kids

Location: Murray, Utah

Personality



Motivated

Head Strong

Caring

Charismatic

Goals

- start a sugar Free diet
- spend less time working
- spend less on ordering food

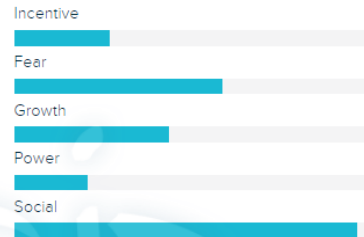
Frustrations

- Can't find restaurants with healthy options
- ordering from somewhere that has what his wife likes as well as what he wants

Bio

Noah works as a sales director for a big name company that sells beverages. He works from home and makes his own lunch, Except on Fridays where he orders his lunch from somewhere with healthy options. When he's not working or taking care of his kids, he's trying to find more healthy places to order his lunch from.

Motivation



Sarah



"Bad Experiences make great stories."

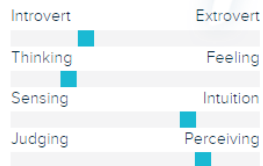
Age: 24

Work: Technical writer

Family: Single

Location: Phoenix, Arizona

Personality



Focused

Intelligent

Prideful

Goals

- Work out a healthier diet
- Spend more time with family
- get promoted

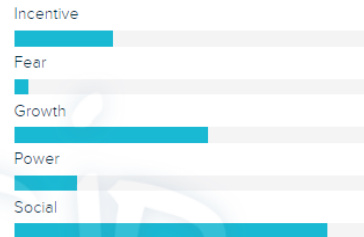
Frustrations

- ordering from to go apps are expensive
- doesn't like making lunch for herself
- Not enough option when ordering from most restaurants

Bio

Sarah Works from home as a Technical writer on her laptop. She doesn't many hours so she almost always has time to make lunch. When Sarah does order her lunch, she tends to order pizza or something similar since she isn't very picky. She cares about quality most and only orders lunch a couple times a month.

Motivation



<https://trello.com/b/h8R3BxLZ>