

Sarah Butters - Caroline Stone

age: 21

residence: New York City, New York

education: Bachelor of Science in Media, Culture, and
Communication

occupation: Food Influencer

marital status: Single



"What's the new trend today?"

Sarah Butters is an Instagram influencer that specializes in making content surrounding food recipes and interesting restaurants. She is always on the hunt for new foods she can make that will increase her social media following. She spends most of her day planning out recipes and collecting ingredients.

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Needs

- Fast Internet Speed
- Locations of where to buy currently trending food products
- Supportive group of friends

Values

- Authentic and Realistic content
- Being transparent with her followers
- Consistency in her content

Criteria For Success:

Sarah Butters feels successful when she receives a lot of engagement on her Instagram and TikTok posts. She needs an organized workspace with all of her recording equipment to produce her content.

Wants

- Ways to communicate with cooking community
- Good looking food
- Someone to help her take pictures when she is working

Fears

- Missing a day of posting content
- Being late to a social media trend
- Overcooking and undercooking her food when making food videos

Hugh Mungous- Pratham Sharma

age: 18

residence: Bizvmark, North Dakota

education: College Student

occupation: Unemployed

marital Unmarried

status:



A quote from to help define their voice and personality.

A quick summary of behaviors and practices like how he/she spends their day.

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Needs

- Food and drinks without Nuts

Values

- Great Personality
- Takes pride in working out

Criteria For Success:

- Be confident in whatever he does
- Pickup other people around him
- NO man left behind attitude

Wants

- No drinks with caffeine
- All natural beverages
- All natural food sources
- The great outdoors

Fears

- Nuts
- Big Dogs
- Coffee

Gertrude Prum - Holly Gray

age: 67

residence: New Haven, CT

education: High School

occupation: Butterfly Catcher

marital status: Widow, two estranged children

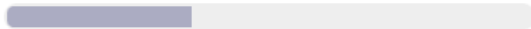


"How many calories?"

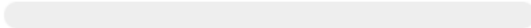
An aspiring centenarian, there is nothing Gertrude prides more than her health. Gertrude makes a living from her eccentric collection of butterfly wings, or payouts from her husband's life insurance, depending on who you ask. Gertrude's favorite foods are ones she can eat without guilt and will help her face stay wrinkle-free.

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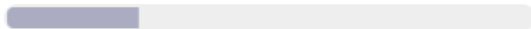
INTERNET



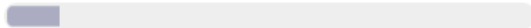
SOFTWARE



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SOCIAL NETWORK



Criteria For Success:

Beautiful, clear skin

Butterfly wings

Attending church every weekend

Needs

- Healthy, exclusive foods
- Access to scissors
- Social Security

Values

- Courage to yell at food service workers
- Cross necklaces
- People who wear sunscreen

Wants

- The mailman
- The Fountain of Youth
- 24/7 access to prune juice
- Botox

Fears

- Wrinkles
- Her children
- Being logged out of Facebook



Chad Liffits - Katie Jones

age: 32, 25 on Tinder

residence: Your Girlfriend's House, CA, 4200000.

education: B.S. in International Business

occupation: Stock Market Analytics on Twitch

marital status: Girlfriend but open to affairs



"The lift is life"

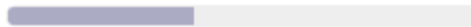
5:00 am - wake up. 5:30 am - first lift. 7:00 am - epic breakfast. 8:00 am - work work work. 1:00 pm - epic lunch. 1:30 pm - work work work. 6:00 pm - second lift. 7:00 pm - steal your girlfriend. 8:00 pm - check the stock market. 9:00 pm - enjoy a home-cooked meal from the main girlfriend. 10:00 - lights out.

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Needs

- To stick to my macros while enjoying what I eat
- High-quality foods
- Alpha male only gym

Values

- High protein, low carb diet
- Women
- My girlfriend (sometimes)
- PR's on the chest rack
- Food that fits my diet plan without being boring

Criteria For Success:

I like to spice up all aspects of my life, including my diet plan. While I usually just stick to my typical chicken, rice, and broccoli, I like to have to flavor in my workout supplements. I love a good nutmeg, gingerbread, or pumpkin spice flavor before or after a workout, but they only sell my favorite powders during the holiday season. What's a bro to do...:({

Wants

- A new girlfriend
- Zero calorie syrups for coffee that come in fun seasonal flavors
- Better shoulder to waist ratio for body building competitions

Fears

- My pecks look too much like boobs
- There will only be chocolate or vanilla flavored protein powder at the store
- My fake tan is too light for the stage lights



Becky Spice

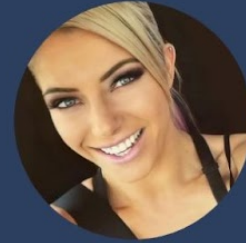
age: 24

residence: Columbia

education: College Graduate

occupation: Quality Control at Starbucks

marital status: Single



"I Just Love Pumpkin Spice Lattes"

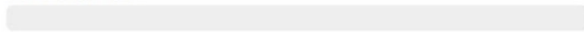
Enjoying quality flavors of food

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Criteria For Success:

To get her fix of pumpkin spice goodies

Needs

- Pumpkin Spice Latte
- it now

Values

- quality pumpkin spice flavor

Wants

- Other pumpkin spice flavored treats

Fears

- Missing the chance to get a pumpkin spice latte