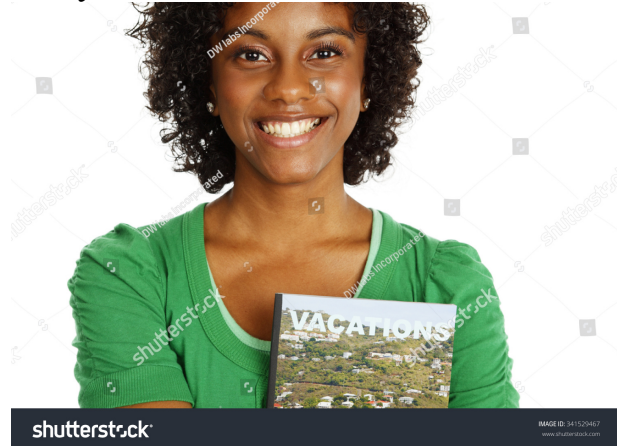


Mary Jo



User Type: Admin (internal)

Bio: Mary is an Admin at the CalorieCount company and enjoys her job which includes a lot of computer programming. She had received her undergraduate education, which was a bachelor's degree of Science in Computer Science at the University of South Carolina, Columbia. In her free time, she enjoys walking her 2 dogs, playing, and jamming out on the piano with her friends, and painting portraits of her family members.

Needs(essential): Mary Jo agrees that the essential needs of the app include things such as:

- Photo functionality to automatically track what the user is eating.
- An easy-to-use and streamlined design, one that anybody could figure out.
- A free option as well as a paid one.

Wants(nice-to-have): Something that could predict the calories in something given the ingredients. This would be nice to have for food items that don't have a barcode to scan.

Values(important features): She believes that it would be nice to make the paid version of the app come with very valuable things that are unique. She is often frustrated by apps that try to lure people into buying premium subscriptions that add little to no value to the user's experience. Mary does not care as much about the profit; she wants a fair and easy user experience.

Fears(guidelines): She advises her team to stay away from any programming techniques that fail easily when given user input, as there will be plenty of user interaction with this app.