



Corporate Lisa

Background:

- Vice President of Corporate Public Relations
- Bachelor's Degree in Public Relations, MBA
- Married with two children, 20 and 26

Demographics:

- Female, 45 years old
- Dual family income of \$275, 000
- Lives in an affluent community in Boston

Identifiers:

- Outgoing personality
- Strong writer
- Building and maintaining relationships
- Active in the community

Goals:

- Cares for her family well-being and health
- Wants to become more organized and start meal planning



Businesswoman Christina

Background:

- Self-employed
- Manages the family real-estate business
- Single woman

Demographics:

- Female, 34 years old
- Single income of \$70, 000
- Lives in a community in Chicago

Identifiers:

- Engaging personality
- Self-motivated entrepreneur
- She is comfortable with technology.

Goals:

- Always want to try new recipes
- Wants to be more decisive when she shops