

Thomas Porter

Age: 32

Residence: Hilton Head Island, SC

Education: BA Finance

Occupation: Financial Analyst

Relationship Status: Single



I enjoy hiking and push myself to live a healthy lifestyle. I have two dogs named Rocco and Sammy.

User Since 2018

- Most Ordered Food: Chicken Breast
- Favorite Recipe: Anabolic Buffalo Mac & Cheese
- Favorite Snack: Watermelon

Why FoodTrack?

I try to leave a healthy life style, so having an app that allows me to preset orders of my favorite food, keep track of expiration dates, and help count my calories, all while suggesting delicious recipes is absolutely perfect for me

Times saved from
trying expired
food: 28

Likes: Healthy Foods, Fresh
Produce, Lean Protein

Dislikes: Mushy Food, Finding
Expired Milk

Users Experience With App



Love It!

Bruce Wayne

age: 27

residence: Fremont, CA

education: M.S. Exercise Science

occupation: Physical Therapist

marital status: Married with two kids



"Eating good is hard... but worth it in the long run!"

Bruce is a physical therapist looking to enhance his diet and save money from food waste. With CA living being one of the most expensive in the world, it's imperative that he mitigates unnecessary costs.

Comfort With Technology

INTERNET



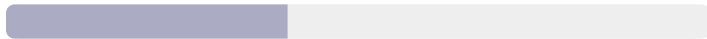
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Bruce needs to feel that his money is allocated properly, and that he and his family are living healthy and sustainable lifestyles.

Needs

- Stop wasting money on food
- Find recipes with the groceries he's bought

Values

- Human rights and social issues (i.e. food waste)
- Money

Wants

- Start being more mindful about his diet

Fears

- Contributing to food waste in America (he's very people-oriented)