

Brand logos



Select the profile shape, and choose a teammate from the dropdown menu. Or, drag and drop an avatar from the top-right corner of the workspace.

Basic information



SARAH THOMPSON



USER PERSONA

Age 28

Location Austin, Texas

Occupation Digital Marketing Specialist

Income \$65,000 per year

User Journey:

1. Awareness: Sarah sees an advertisement for the meal planning service on Instagram.
2. Consideration: She visits the website to learn more about the service, reads customer testimonials, and checks the menu options.
3. Sign-Up: Sarah creates an account and fills out a dietary preference questionnaire.
4. Customization: She selects her meals for the week based on her preferences and schedules delivery.

Favorite brands



Personality and traits

Health-conscious and proactive



Organized and values



Extraversion



Open-minded




Trait 1

Trait 2

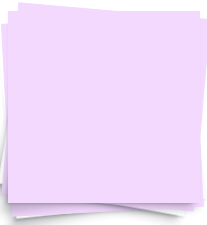
Trait 3



These are dynamic shapes! Select the bar and click  to edit the data.

Goals

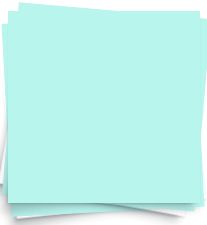
User goals



- **Primary Goal:** To maintain a healthy lifestyle while managing a busy work schedule.
 - **Objectives:**
 - To save time on meal planning and grocery shopping.
 - To discover new healthy recipes that fit her dietary preferences (vegetarian).
 - To reduce food waste by ordering only what she needs.
 - To have meals delivered that are convenient and easy to prepare.



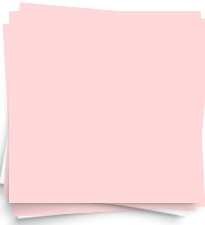
User wants and needs



Challenges and Pain Points:

- **Time Constraints:** Struggles to find time for meal planning and grocery shopping due to her busy work schedule.
- **Dietary Restrictions:** Finds it challenging to find meal options that cater to her vegetarian lifestyle.
 - **Food Waste:** Often ends up throwing away unused ingredients from grocery shopping.
- **Overwhelmed by Choices:** Feels overwhelmed by the number of meal options available and needs guidance in selecting meals that fit her preferences.

User pain points



Behavior and Preference

- **Shopping Behavior:**
 - Frequently shops online for groceries and meal kits.
 - Reads reviews and seeks recommendations before trying new services.
- **Technology Use:**
 - Uses a smartphone and tablet for meal planning apps and recipe websites.
 - Active on social media platforms, particularly Instagram and Pinterest, for food inspiration.
- **Meal Preferences:**
 - Prefers quick and easy-to-prepare meals that require minimal cooking time.
 - Enjoys a variety of cuisines but focuses on vegetarian options.