

Emily Watson



Occupation
Digital Marketing



Location
New York, New York



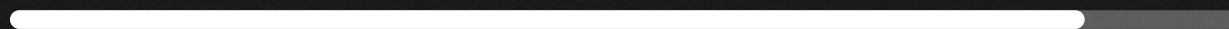
Age
33



Family
Married. 2 young children

Tech

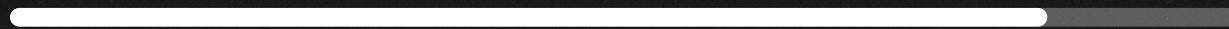
Internet



Social Media



Online Shopping



Biography

Emily lives an active lifestyle. Between her job, running errands, working out and taking care of her two young children with her husband, finding time to make healthy and delicious meals at home can be difficult.

Needs

- Quick and healthy options
- Fitness focused - likes nutritional facts
- Careful selection of brands - prefers companies that focus on sustainability

Pain points

Often too busy with work to prepare lunch.



“Quality of food is incredibly important. It is so hard to find affordable, delicious options.”