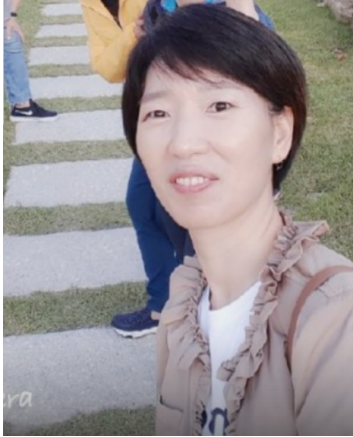


JANE



AGE: 50

OCCUPATION: Insurance agent

FAMILY: Married; family of 4

KIDS: 2

LOCATION: Los Angeles

TECH SAVVINESS



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GOALS

- Not having to stress over what to cook every day.
- Easier access to app; easier way to utilize
- Have a strategic way to make nutritious meal for children.

CHALLENGES

- Have to always think what to cook for the children.
- Hard to manage work schedule with childcare.
- Not very friendly with technology

ENVIRONMENT

She lives in the metropolitan area of Los Angeles. She has two kids and mostly cooks for the family at home. She is very busy with her work as an insurance agent and often struggles to go to grocery stores or invest time to house works. She is not a tech savvy, so often find apps difficult to use. She has not used online grocery shopping service before.

considerate / caring / passionate