



## Mary Sullivan

22 / single / college student  
Boston, MA

-Saving up to pay for tuition, money conscious, and tight on time. Does not want extra trips to the store or wasted time looking for items.

-Uses a device frequently and is active on social media platforms.

-Has a lot on her plate and struggles to remember everything, frequently forgetting items for tasks or school.



## Mark Matthews

38 / married / construction estimator  
Chattanooga, TN

-Busy work life, and bustling home life with 3 children (one 6yo and 1yo twins)

-Has a facebook account but not much into technology.

-Hates grocery shopping because it takes too long and costs too much.

-Has trouble keeping up with new or changing technology and feels overwhelmed with too many apps.

-Does not currently use any grocery apps to shop, but would consider trying a new app to save money and/or time.



## Margie Johnson

75 / married / retiree

Austin, TX

-Enjoys grocery shopping, getting out of the house, and seeing friends at the store.

-Always brings a list, but is always looking for a good bargain, and she sometimes forgets to list all of the ingredients for the recipe and has to return for a 2nd trip.

-Her kids call her the coupon queen, but she is sometimes overwhelmed with paper coupons and wishes there were a better way to keep up with everything.

-Is nervous about technology and learning how to use a new app. She just wants something that is easy to use, and works effectively the first time.