

### Persona 1



Name: Johnny B Goode

Age: 20

Location: Texas

Industry: Customer Service Rep, call center

Bio: He loves cooking on his free time. He also likes to hike, and experience new cultures. He loves eating food. Has gastronomical problems

Life Goals: To become a manager at his company, and work on his guitar project.

### Persona 2



Name: Tim Tebow

Age: 35

Location: Florida

Industry: Broadcasting, athlete

Bio: Tim Loves to work out. He is also very happy to try new things. He likes to eat healthy, but loves some flavor in his food. Determined.

Life Goals: Become an NFL Quarter Back,

Persona 3



Name: Crisp Rat

Age: 40

Location: Hollywood CA

LifeStage: Married

Industry: Acting

BIO: Loves acting, his kids, and being a total badass.

Life Goals: Have lots of kids, make healthy meals for them.