Prince

Jobi

UX Persona: College student Jacob.



Jacob in his living room.

* 21 years old
* Lives in an apartment near the campus
* Lives with a roommate
* He has 3 classes with a plethora of homework in each.
* He works 15 hours a week at his campus.
* He does grocery shopping twice a week.
* He wants to keep his grocery needs in an organized place where he can easily keep track of them.

Jacob is a student at a college and wants to keep his grocery needs organized, so he doesn’t have to be worried about food expiring in the fridge or buying food he already has. He tries very hard not to buy unnecessary things. He goes to the store sometimes and forgets the items he needs for his stock or finds expired foods in his apartment.

Jacob is big on organization, and he likes to keep track of where everything is and what he needs to maintain his little apartment and his finances. He tends to buy things he already has and finds some food he had forgotten about. His finances his taking a big hit due to his inability to track the progression of his food expiry or when to buy the food he needs