

Assignment Name: Personas

Group Name: Grub

Team Members who contributed:

First Name	Last Name	Email
Kataleena	Mishra	kmmishra@email.sc.edu
Theodore	Villalva	villalvt@email.sc.edu
James	Morris	jimorris@email.sc.edu
Vivian	Berg	berg@email.sc.edu
Sri	Satishkumar	satishks@email.sc.edu

Tess Marshall

age: 24

residence: Minot, North Dakota

education: BS in Communications

occupation: BuzzFeed Writer

marital status: Single (but ready to mingle)



"It's not called picky eating, it's called not compromising your standards!"

She spends her days writing BuzzFeed articles (specifically about astrology signs) while also trying to keep up with her regular classes. She only eats acai bowls and avocado toast for breakfast and she cannot eat anything else because a BuzzFeed article said that eating anything else "ruins her vibrations for the day".

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs the dopamine that she gets from her social media to be able to function properly.

A good breakfast that will fuel her for the rest of the day

Needs

- She needs her acai bowls and avocado toast
- Places that offer non-GMO, ethically sourced, and run by small businesses.

Values

- BuzzFeed exclusive diet
- Vegan
- Environmentalist

Wants

- She wants an app that will filter all of the places that do not live up to her standards
- Wants a vegan section

Fears

- Not being able to save the earth
- The turtles dying
- Not getting her acai bowl

Vincent Pace - James Morris

age: 19

residence: Columbia, South Carolina

education: In college with undecided major

occupation: Unemployed

marital status: Single



"Work smarter not harder"

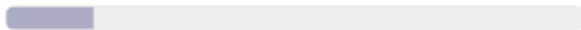
Spends most of the day watching Netflix and always doing the bare minimum.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Just getting by in life.

Needs

- A way to make sure everything actually gets done
- Relaxation time

Values

- Relaxing
- Simplicity

Wants

- Everything quick and easy
- As little effort as possible

Fears

- Working
- Moving around too much

Janet Jones, by Kataleena Mishra

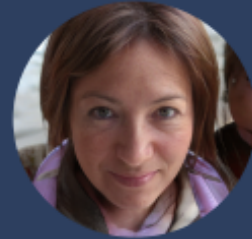
age: 22

residence: Columbia, South Carolina

education: B.S. Biology, Pre-Med

occupation: Waitress and Student

marital status: Single



"I don't have time for this"

Janet spends her days studying for the MCAT, going to class, and working. She keeps a busy and tight schedule, only doing things that fit in her color-coded calendar.

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SOCIAL NETWORK



Criteria For Success:

A job that earns her money and lets her live a comfortable job when she's older. Every minute is spent productively.

Needs

- More time
- A social life
- Money

Values

- Her time
- A good education
- A well paying job
- Fast service

Wants

- Everything to be done efficiently
- More highlighters

Fears

- Wasting time
- Going off schedule

Virginia Welsh

age: 19

residence: Lexington, SC

education: Doctorate

occupation: Surgeon

marital status: Married



Save the animals!

Virginia spends her days in the hospital with her patients, and values her home time with her wife and dogs. She enjoys taking care of her plants and volunteering at animal shelters

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Virginia needs to see a physical and environmental change in order to feel successful.

Needs

- Chickpeas and tofu
- A healthier environment
- More vegan options
-

Wants

- More vegetarian options at popular restaurants
- An end to global warming

Values

- Her family and friends
- Environmental health

Fears

- Meat
- Her wife, shes scary when shes hungry
- The end of the world

Amelia Michaut by Sri Satishkumar

age: 21

residence: Charlotte, North Carolina

education: B.S. Exercise Science, pre-PA

occupation: Lifeguard and Student

marital status: Single



Food allergy awareness!

Amelia loves swimming in pools and the ocean! She has severe food allergies that make her be mindful of what she puts in her body. She also plays the piano in retirement homes every other weekend.

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SOCIAL NETWORK



Needs

- More information about menu items at restaurants
- Cheaper vegan options

Values

- Food prep for the week
- Physical activities

Criteria For Success:

Restaurants and food places need to list ingredients for all their food and indicate which menu items contain ingredients people are commonly allergic to. Kitchens need to be more stricter about separating areas where meat and nuts are used so the risk of contamination reduces.

Wants

- Separate kitchens or areas of Restaurant kitchens for vegan food.
- More vegan food stores with inexpensive options.

Fears

- Fears this may lead restaurants to increase their prices.
- They might contaminate kitchens even after they have separate areas risking allergic reactions.