

Personas for Meals Weekly

College Alice

Background:

- College student, design major
- Works 8 hours a week at her university
- Has a boyfriend

Demographics:

- Female, 19 years old
- Lives in St. Louis City

Identifiers:

- Working on getting in better shape after high school
- Trying her best to save money
- Uses lots of technology to organize her life
- App savvy
- Sociable



Entry Level Bob

Background:

- Bachelor's Degree in business administration
- Works full time in business operations
- Single

Demographics:

- Male, 25 years old
- Income of \$65,000 a year
- Lives on his own

Identifiers:

- Tech savvy
- Tries to stick with a strict daily schedule
- Wants to spend as little on groceries as possible



Motherly Karen

Background:

- Bachelor's Degree in English
- Married with two children, 9 and 13

Demographics:

- Female, 40 years old
- Dual family income of \$80,000
- Lives in the suburbs

Identifiers:

- Not overtly tech savvy
- Trying to balance her job and children
- Willing to use apps despite her lack of knowledge

