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