

RESEARCH-BASED PERSONAS

Summary Personas

VIRGINIA, 46

- Mother of two
- Works 60+ hours every week
- One of her kids has diabetes and needs to follow a low glycemic-index diet
- She usually has a shopping list
- Enjoys browsing around for new things, sometimes
- Not loyal to a particular store
- Cares more about quality, selection than price
- Likes to explore new food ideas





MONICA, 23

- Married, but does all the household shopping herself
- Works 30+ hours per week and goes to school
- Vigorously participates in couponing
- Price is most important to her, but she is trying to eat healthy
- Researches deals and coupons and what she can make with them before going to the store
- Trusts different stores or deals if they have been recommended by friends or family

PAIN POINTS

Where things are

Mismatch of expectations with store availability

Not enough time to shop around

Takes too much time to match deals to healthy recipes





WHAT'S MISSING?

“A good way to not only find recipes, but also know about nutrition, availability, price ranges, and available deals.”