


Assignment Name: Problem Statement

Group Name: The Struggle Bus

Team Members who contributed:

First Name	Last Name	Email
Aaron	Donald	aidonald@email.sc.edu
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Rachel by Nikki

Melissa by Aaron

Matthew by Matty

Lawrence by Justin



Matthew Malloran

Age	26
Location	North Carolina
Education	Bachelors Degree
Occupation	Chemical Engineer

Bio

Aiden is a chemical engineer who participates in intramural softball 3 days a week. He keeps himself busy and always feels exhausted after a long day of work and practice. He is constantly feeling like he is running low on energy and not living up to his full potential. He lives 45 minutes from his job so he also feels that he eats fast food too frequently. He wants to have a balanced fully nutritional diet.

"Let's get it done, and let's get it done right"

Goals

Nutritional foods
Gluten free diet
Low cholesterol foods

Frustration

He has a gluten allergy and high cholesterol levels

Personal Traits

Passion



Motivation



Introvert



Learning



Values

He wants to have a balanced fully nutritional diet
He wants to be in excellent physical fitness to improve his softball skills

Aspirations

To become head of his department and coach his softball team

Social Channel

Facebook, Instagram, Twitter



Age 29

Location United States

Education M.A. in Business

Occupation Market Analyst

Bio

very passionate about project management and creativity. very open-minded and takes into consideration all ideas from the team.

be the change you wish to see in the world

Goals

aim to gain a strong understanding of the market structure.

Frustration

fear of failure

Values

self-needs/self-care outside of profession

Aspirations

aspire to be a strong role model for women in business.

Personal Traits

Passion



Motivation



Introvert



Social Channel

Facebook,Instagram,Twitter,LinkedIn,Youtube,Github



Lawrence Weber

Age 25

Location New York

Education [Bachelors](#) degree

Occupation Accountant

Bio

I am a 25-year-old accountant that does not have enough time during the day to get the food that I need to sustain my fitness goals. I currently work out 2 times a day and my goal is to work out 5 times a week. I find myself just eating whatever I see in my fridge and sometimes that is not enough for me.

Just Live Life.

Goals

Eat enough calories and proteins.
Be buff and strong.

Frustration

Shellfish allergy
No car

Personal Traits

Passion



Motivation



Introvert



Learning



Values

Want to start fitness seriously.
A girlfriend

Aspirations

To live healthy and carefree.

Social Channel

Instagram
Youtube
Tiktok
Twitter



Melissa Young

Age 34

Location United States

Education Bachelors in Psychology

Occupation Content Creator

Bio
Melissa is a hardworking mother of 3 boys, working day by day to make sure her kids are taken care of. She's pretty handy but always seems to be short on time. With juggling parenthood and her influencer lifestyle, she often finds herself throwing dinner together last minute. She hopes to gain control of her meal prep and flourish with her family.

Family always comes first!

Goals

Children's needs are met
Well-nourished meals for her family
Time management

Values

Healthy but affordable meals
More time with her boys and husband

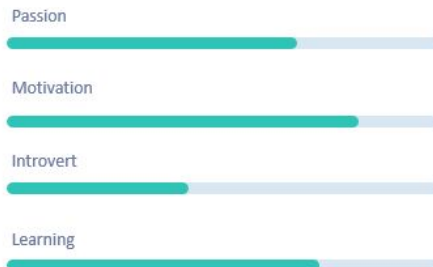
Frustration

Kids going hungry
Losing valuable time with her family

Aspirations

Her blog to flourish
Good health
Find time for herself

Personal Traits



Social Channel

Facebook, Tiktok, Twitter