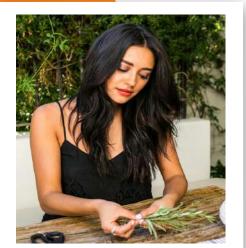


# **USER PERSONAS FOR FOODIE FANATIC**

CELEBRATE FOOD AS A CULTURE





**Libby "The Influencer"** 

**Age:** 26 **Gender:** Female Location: Honolulu. HI **Relationship:** Boyfriend **Occupation:** Yoga Instructor Last Meal on Earth: Acai Bowl

**Brands:** 







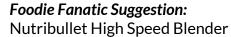


# **About Libby**

Libby is an aspiring lifestyle blogger with a growing social media presence. She enjoys posting about food, travel, and fitness. She encourages artful and sustainable ways of preparing food and shares them with her followers.



**Kitchenware:** Libby appreciates eco-friendly kitchenware that is all-purpose and stylish.





News Feed: Libby would like to try celebrity health and dieting recommendations.

**Foodie Fanatic Suggestion:** Beyonce's Master Cleanse Diet



## **Consumer Behaviors**

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Online		Physical Stor
Safe		Adventurous
Rarely	:	Frequently

**Recipes:** Libby wants to find trending recipes that use seasonal ingredients.

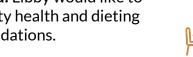
**Foodie Fanatic Suggestion:** Summer Super Kale Salad

**Events:** Libby would like to attend events that partner with and promote local businesses.

> **Foodie Fanatic Suggestion:** Smoothie Tour at Kahuku Farms









Diane "The Super Mom"

**Age:** 35 **Gender:** Female Location: Naperville, IL

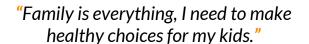
Relationship: Husband, 2 kids **Occupation:** Physical Therapist Last Meal on Earth: Mac & Cheese

**Brands:** 







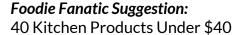


#### **About Diane**

Diane is a working suburban mom with two boys, ages 8 and 10. She is always driving her kids to and from school, practices, and lessons. She wants to prepare fast, fun, and nutritious meals for her family. Diane also needs some time for herself and would like to connect with other moms.



**Kitchenware:** Diane cannot resist a good deal, quantity over quality.





**Foodie Fanatic Suggestion:** Eating Healthy on a Budget





**Recipes:** Diane is looking for easy recipes for weekly meal prep.

**Foodie Fanatic Suggestion:** Back to School Lunch Plan

**Events:** Super mom deserves a break from family duties.

Foodie Fanatic Suggestion: Mom's Night Out: Wine Tasting











Jada "The Hostess"

**Age:** 60 **Gender:** Female

Location: Newton, MA Relationship: Adult Children

**Occupation:** Retired Lawyer

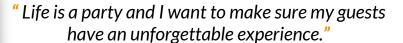
Last Meal on Earth: Duck Cassoulet

**Brands:** 







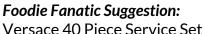


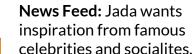
### **About Jada**

Recently retired and with children out of the house, Jada enjoys coordinating large charity events at her various properties in her free time. She likes to contract with different caterers and makes a point to manage every detail of her event from table settings to menu ingredients.



**Kitchenware:** Jada wants to impress her guests with top of the line dinnerware and decorations.









# **Consumer Behaviors**

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Online		Physical Stor
Safe		Adventurous
Darahı	·····	Fraguently

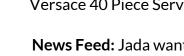
**Recipes:** Jada selects exquisite and gourmet recipes for her chefs to prepare.

**Foodie Fanatic Suggestion:** Langoustines alla Busara

**Events:** Jada will only attend private elite events at luxury establishments.

> Foodie Fanatic Suggestion: Sail to Martha's Vineyard













Ray "The Explorer"

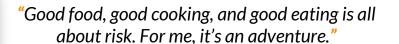
**Age:** 42 **Gender:** Male **Location:** Los Angeles, CA Relationship: Single, 1 child **Occupation:** Food Truck Owner Last Meal on Earth: Otoro Sashimi

**Brands:** 



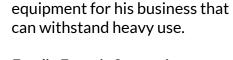






# **About Ray**

Ray operates and manages a food truck specializing in Mexican-Korean fusion cuisine. Prior to opening his own business, Ray worked at one of the top restaurants in LA as a sous chef. Ray loves experiencing new cultures through food and travels whenever he is able to take time off.



Kitchenware: Ray needs durable

**Foodie Fanatic Suggestion:** 10 Best Sous Vide Machines

**News Feed:** Ray wants travel guides that feature places off

Foodie Fanatic Suggestion: 2Chainz' Guide to the South

# **Consumer Behaviors**





**Recipes:** Ray likes trying new techniques and different styles of cooking.

**Foodie Fanatic Suggestion:** Simple Duck Confit at Home



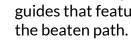
**Events:** Ray wants events that let him explore his quest for food, culture, and places.

Foodie Fanatic Suggestion: Yamazaki Distillery Tour











#### Aman "The Student"

Age: 21

**Gender:** Male

Location: San Antonio. TX

**Relationship:** Single **Occupation:** Student

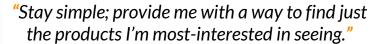
**Last Meal on Earth:** Mutton Biryani

**Brands:** 







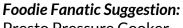


### **About Aman**

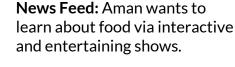
Aman is an Indian graduate student pursuing Information Systems. It is his first time away from home and he craves for his mom's food. He wants to learn quick and easy Indian meals. He is on a limited budget and mostly busy, but wants to socialize and make new friends in his free time.



**Kitchenware:** Aman is slowly trying to acquire essential cooking equipments.



Presto Pressure Cooker



**Foodie Fanatic Suggestion:** Take Over a Buffet Like a Pro



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### **Consumer Behaviors**

Online **Physical Store Adventurous** Safe

**Frequently** Rarely



**Recipes:** When Aman has time off from his studies, he enjoys cooking his favorite dishes.

**Foodie Fanatic Suggestion:** Palak Paneer



**Events:** Aman hopes to start his career in the U.S. and looks forward to networking events.

Foodie Fanatic Suggestion: Happy Hour at World IA Day