



*Cheddar & Bank*

# USER PERSONAS FOR FOODIE FANATIC

CELEBRATE FOOD AS A CULTURE



KIRAN MOTWANI, DREW LOCKHART, YINI GUAN, TIFFANY KU, NISSIM PANCHPOR



**Libby “The Influencer”**

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

Brands:



*“I love the videos and pictures but can never find the recipes and ingredients used on the site!”*

## 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.

**Foodie Fanatic Suggestion:**  
Nutribullet High Speed Blender



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

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



**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



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## Consumer Behaviors

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Online  Physical Store

Safe  Adventurous

Rarely  Frequently



**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:



*“Family is everything, I need to make healthy choices for my kids.”*

## 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:**  
40 Kitchen Products Under \$40



**News Feed:** Diane wants daily healthy living tips.

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




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

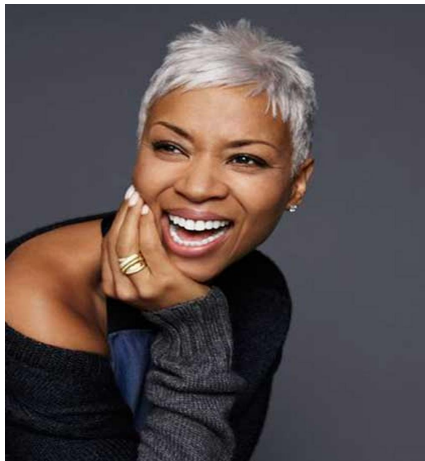


**Foodie Fanatic Suggestion:**  
Back to School Lunch Plan

**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:



*“Life is a party and I want to make sure my guests have an unforgettable experience.”*

## 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.

**Foodie Fanatic Suggestion:**  
Versace 40 Piece Service Set



**News Feed:** Jada wants inspiration from famous celebrities and socialites.

**Foodie Fanatic Suggestion:**  
Oprah Winfrey’s Gospel Brunch



**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



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**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:



*“Good food, good cooking, and good eating is all about risk. For me, it’s an adventure.”*

## 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 equipment for his business that can withstand heavy use.

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



**News Feed:** Ray wants travel guides that feature places off the beaten path.

**Foodie Fanatic Suggestion:**  
2Chainz’ Guide to the South



**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



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**Aman “The Student”**

Age: 21  
Gender: Male  
Location: San Antonio, TX  
Relationship: Single  
Occupation: Student  
Last Meal on Earth: Mutton Biryani

Brands:



*“Stay simple; provide me with a way to find just the products I’m most-interested in seeing.”*

## 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.

**Foodie Fanatic Suggestion:**  
Presto Pressure Cooker



**News Feed:** Aman wants to learn about food via interactive and entertaining shows.

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



**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





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