

## User Personas



Name: Camden

Age: 38

Bio: He works as a contractor and is constantly on the go checking in on his projects or sitting in business meetings. He loves to take time to be with his good friends from childhood, and tends to overfill his schedule.

Goals: He wants to retire early enough in life so he can travel. Always seeking a pay raise in his contracting firm.

Motivations: He is generally motivated through fun events in his life. He likes his work but his Saturdays are very important to him.

Challenges/frustrations: He always seems to be in a time crunch, so he gives up some of his needs to fulfill all of his plans.



Name: Sierra

Age: 44

Bio: She works for a tech industry. Constant seeking for new creative solutions in her work. She has a Husband and 3 kids and she constantly worries over the health of her kids.

Goals: Her number one goal is being able to provide for her family. Eventually hoping to help her kids through their educational decisions.

Motivations: She is very motivated and a hard worker. She likes to finish her work promptly so she has time to think and unwind after her work days.

Challenges: She worries a lot about the things going on around her, wanting the best for everyone but can be expressed in an anxious manner sometimes. When she not worried, she tends to lose her focus and motivation



Name: Sean

Age: 29

Bio: He loves to try new things and meet new people. Spends a lot of his spare time with his best friend Mark. He is currently an interior designer who loves the creativity needed for his work

Goals: He wants to be the contractor for his own house in the next few years when he has saved up enough to move out of his apartment. He also loves the idea of being able to host parties in the future.

Motivations: He is very motivated by his goals. But he also loves the feeling he gets when he does something new.

Challenges: He would like to be able to fulfill his creative desires and his hunger to try something new, but money has been a challenge for him, all his extra goes toward his savings for a house. He is also fairly busy with work.

App Name: FoodOnGo