

# Sarah

age: 20-24

residence: Columbia, South Carolina

education: Masters

occupation: College Student

marital status: Single



## *I'm craving snacks but can't drive*

A busy international master's student living on campus, without an American driver's license, faces the challenge of not knowing how American grocery stores work. Their demanding school schedule leaves them too tired to make constant trips to stores.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Able to get groceries without planning ahead and getting a ride on short notice

### Needs

- Convenient and accessible grocery shopping to fit a demanding schedule.
- Simplified, cost-effective options for a student budget.

### Values

- Values wallet-friendly solutions that align with their thrifty financial mindset.

### Wants

- Efficient grocery shopping that doesn't disrupt a busy schedule.
- Easy and cost-effective options for a student budget.
- Helpful software to show quality groceries

### Fears

- Fears wasting precious time on complex grocery shopping routines.
- Worries about overspending or financial strain on a tight student budget.

# Penelope Eckhart

age: 18-24

residence: Columbia, South Carolina

education: Undergrad

occupation: College Student

marital status: Single



*It's too hard to get food in college, since I can't drive.*

Lives near campus. Spends most of the work week on campus going to classes. Doesn't eat in between the morning and evening, and only eats dinner after all classes are concluded. Walks to class, or takes the free shuttles provided by the school.

## Comfort With Technology

### INTERNET



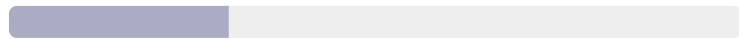
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Needs better access to food
- Needs to be able to be at all classes on time in order to keep GPA

## Values

- Prioritizes education above everything else
- Values health second

## Criteria For Success:

Being able to get food without missing any classes, being able to go through the day and not be starving when she gets home.

## Wants

- Wants to have a variety of food options
- Wants filling, affordable food

## Fears

- Fears getting into a car wreck, and driving in general
- Fears missing classes & missing out on something

# Kevin

age: 18-21

residence: Columbia, South Carolina

education: Undergrad

occupation: College Student

marital status: Single



*I need snacks, ASAP!*

Lives on campus. Spends most of the day on going to classes, doing homework, or playing video games. Typically eats between and after classes.

## Comfort With Technology

### INTERNET



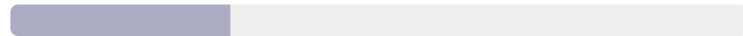
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Being able to quickly and efficiently get food and snacks when needed.

## Needs

- To upkeep and balance all schoolwork
- Sustainable sources of food

## Values

- The upkeep of his schoolwork
- Maintaining relationships and social life

## Wants

- A larger variety of food & snacks
- Faster ways to attain this food

## Fears

- Failure
- Inability to help others

# Lucy Brown

age: 21

residence: Columbia, South Carolina

education: Undergrad

occupation: Novice User

marital status: Single



*I am tired of finding rides to Walmart!*

Busy student who rarely ever has the evenings free. When she does have the evening free, she doesn't know until last minute. Due to her very late notice, she never has anyone to drive her off campus. Eats at campus dining locations when she gets the chance but often finds herself skipping meals to inconvenient class locations.

## Comfort With Technology

### INTERNET



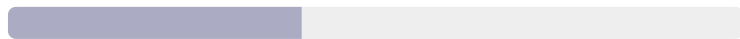
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Access to groceries without leaving campus or on a flexible schedule

## Needs

- To stop skipping meals
- Groceries to make lunches and dinners for long class blocks
- A form of transportation that is reliable and safe

## Values

- Safety
- Time
- Money

## Wants

- Simplistic design
- 24/7 ride request to grocery stores
- Marked down items

## Fears

- Cost of delivery to campus
- Unsafe, unprofessional, and untrained drivers
- Losing focus in class due to lack of food