

Olivia

age: 20

residence: Pittsburgh, Pennsylvannia

education: College student

occupation: Waitress

marital status: Single



It is all pain.

Olivia spends a majority of her day studying for school. She has a tight schedule that is not easy to change on-the-go. She needs a schedule to function.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Good grades

Needs

- Spending less money
- easy food access

Values

- Fast deliveries
- Recipes

Wants

- Does not want to spend a lot of money
- Easy, fast meals
- Easily receive ingredients

Fears

- Expensive delivery
- frozen meals