

Juana Pérez Shah, by Nupur Shah

age: 30

residence: Dallas, TX

education: Pharm.D

occupation: Clinical Pharmacist

marital status: Newly married to an Indian guy



"THE REAL WEALTH IS PERSONAL HEALTH AND FAMILY"

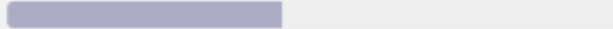
Professionally, Juana lives a very busy life. She generally finds herself in an awkward situation of ordering food for her husband and family from a restaurant because she don't know any authentic recipes. She is a Mexican girl, raised in the USA and married to an Indian. So, she wants to include different cuisines in her daily diet. She prefers healthy and home-made food for her family along with managing her busy Pharmacist duties.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Juana needs to make authentic Indian food for her husband and in-laws
- She also needs to develop a taste for Mexican food in her husband

Values

- Having the recipe she needs on her finger tips
- Happy relations with her family
- Remaining connected to her Mexican roots

Criteria For Success:

For Juana, life is going perfect when she is eating good, thinking good and feeling good.

Wants

- Wants to explore International dishes.
- Impress Indian in-laws by preparing authentic Indian dishes

Fears

- Juana fears that she might get late for her job if she spends excessive time for finding a recipe on the internet

Raina Lockwater, by Yesha Patel



age: 22
residence: Mississippi
education: College grad
occupation: Psychology
marital status: Living with Boyfriend

"Yesterday.. is gone, Tomorrow.. is a mystery, Today.. is a blessing.

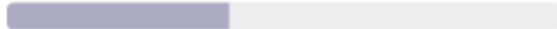
I likes to spend my day reading and relaxing.

Comfort With Technology

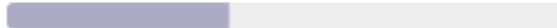
INTERNET



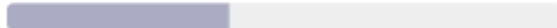
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Effort and determination

Needs

- Supporting and Understanding the people in need.
- Family and Friends
- Traditional recipes to make for her and her boyfriend at home.

Wants

- To create a better environment for the people arounds
- Creating my own line of work.
- Making new and delicious food.
- Homemade food to remind herself of home.

Values

- To be prepared beforehand
- Why finish tomorrow when you can finish it today

Fears

- Failure in work and family support.

