

Raymond Ramsay

age: 22

residence: Miami, Florida

education: High School

occupation: Culinary Arts Student

marital status: Single



"A full stomach is the start to a fulfilling life"

Raymond is a culinary arts major that enjoys watching cooking shows and creating delectable dishes of his own except he lacks the money management skills to effectively manage his wallet. He likes long walks on the beach but only if the end in watching Top Chef with his toes in the sand.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Raymond needs a way to break cooking records without breaking the bank.

Needs

- Gordon Ramsay's approval
- A more efficient way to purchase his groceries

Values

- Money
- Fresh greens

Wants

- Money to purchase quality ingredients
- Some new pots and pans

Fears

- Overcooking his steak
- Putting the milk before his cereal
- His credit card statements