



Name: Craig Jenkins
Age: 25

Work: Executive Director

Family: Married with 1 kid

Location: Phoenix, Arizona

Personality: Hard Working,
Personable

FRUSTRATIONS:
Finds it hard to keep a healthy lifestyle because of how much time and effort he puts into work and his family. Craig would like to find better places to eat with healthy options and quick service.

Bio:
Craig has been a workaholic ever since he could remember. His goals are to take care of his family and try to be as successful as he can, while living a healthy and balanced life.

GOALS:
He wants to get to the top of his game and keep family safe. Be a good father, and keep his family safe.



Name: Jolene Williams
Age: 32

Work: Marketing Director

Family: Single

Location: Salt Lake City, Utah

Personality: Sweet and Hard-working

FRUSTRATIONS:
Jolene has noticed she is not eating as well as she should be. She wants to cut back on bad foods and find healthier on the go options.

Bio:
Jolene has finally made it to where she wants to be with her career. Not only does she care about her job but she has noticed That she wants to eat healthier.

GOALS:
To maintain a hard-working balance with her job and health. Jolene wants to find better food options while on the go when she is working.



Name: Fred Meyer
Age: 38
Work: Marketing Director

Family: Single

Location: Los Angeles, CA

Personality: Wild and Outgoing

FRUSTRATIONS:
He doesn't know of many good food places with good foods. Fred mainly wants pizza and sandwiches. He has not found any that are cheap and convenient.

Bio:
Fred is a very outgoing person and lives in the moment. If Fred doesn't like something he is not going to do it. He eats what he wants, does what he wants.

GOALS:
To live life to the fullest and live in the moment. Eat the best food and make the best memories.