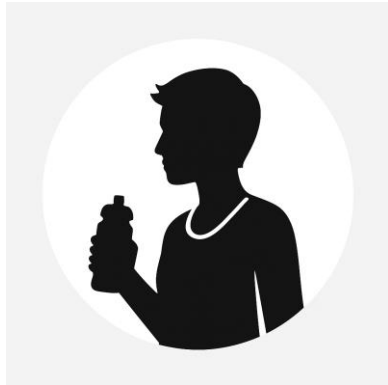


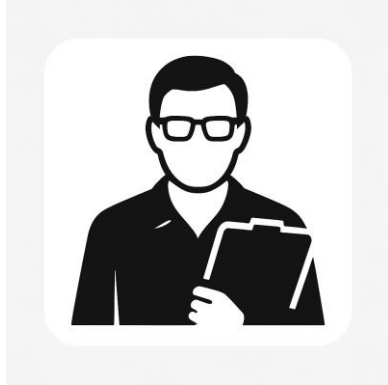
Persona 1:



Gershom Cattily

Gershom Cattily is a 29-year-old mixed-race individual who works full time in a physically demanding role, either as a warehouse lead or a licensed nurse. They have completed some college and live with a partner and two young children. Health and nutrition are essential to their lifestyle, particularly maintaining a high-protein, low-calorie diet and staying hydrated. Gershom is budget-conscious and often shops at discount retailers like Target, Costco, Sam's Club, and WinCo, looking for deals on fresh produce and pre-prepared healthy meals. Due to a busy schedule, they don't have time to use apps while shopping and prefer to plan meals and budgets during downtime at home. They use the app mainly in the early mornings or evenings, prioritizing quick, simple tools for planning meals, tracking preferred items, and finding grocery deals. Although fairly comfortable with technology, Gershom doesn't want an overly complex interface. They value an app that lets them do more with less interaction and without drawing attention in public settings. Gershom summarizes their needs with the quote: *"I don't want to spend 30 minutes figuring out what to eat — I need to meal prep, hydrate, and get back to work."*

Persona 2:



Dylan Tyler

Dylan Tyler is a 52-year-old operations manager or logistics supervisor who is focused on maintaining health and staying physically active despite a demanding professional role. With a bachelor's degree and children in college or high school, Dylan values routines and efficiency, especially when managing family meals on a budget. They are not particularly app-savvy but recognize the benefits of using digital tools to understand food labels and make informed choices. Dylan shops in bulk and follows a personal list of ingredients that help balance taste and health. Their use of the app is primarily on weekends or evenings, and they would prefer access through a desktop or tablet but will use a phone if needed. A key feature they look for is integration—being able to access their data across platforms and generate printable or sharable grocery lists. Dylan is willing to pay for an app that simplifies healthy eating and keeps their household on track. Their guiding thought is: *“If I can trust this app to guide me toward healthier choices and save money, I’ll actually use it.”*