



## Name

**Age:** Jessica Jane Clements  
**Education:** Business Degree  
**Hometown:** London  
**Family:** Lives with her husband and 2 children  
**Occupation:** Recruitment Manager

*“My husband and I both work long hours and order takeaways most nights, we would like our local restaurants to offer more healthy options”*

## Frustrations

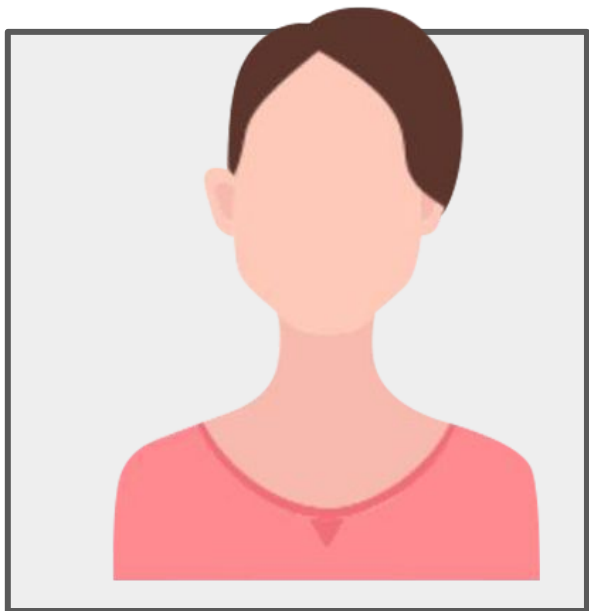
### Goals

- To teach her kids the value of hard work
- To have spend the weekends cooking healthy meals and take part in activities with the children

- “Most restaurants in our area do not offer healthy meal options”
- I would like to cook healthy meals but I can only do this at the weekends.

Jessica works as a recruitment manager for a TV production company. She is 41 years old and lives with her accountant husband and their two children.

Because both Jessica and her husband work long hours, they order takeaways upto 4 times a week, which Jessica feel guilty about. Jessica would like there to be more healthy options so she does not feel guilty when ordering food.



## Name

**Age:** Sylwia Symanski

**Education:** Degree in Maths from Poland

**Hometown:** Gdansk

**Family:** Lives with her 5 year old son

**Occupation:** Dental Assistant

*“I’m comfortable with technology and would love to order food online without make a call”*

## Frustrations

- “Takeaway staff speak fast and put the phone down sometimes”

## Goals

- To treat her son and herself to a takeaway.
- To take care of her son
- As her English improves she would like to look for better paying jobs

Sylwia is a 30 year old single mother of a 5 year old who came to the UK 2 from Poland 2 years ago. She works as a dental assistant at a Polish dental practice, most of the clients they see are Polish immigrants living in West London. After work Sylwia picks up her son from the childcare. Sylwia struggles to call and order food, while her English is good, she still gets nervous before placing a call.