

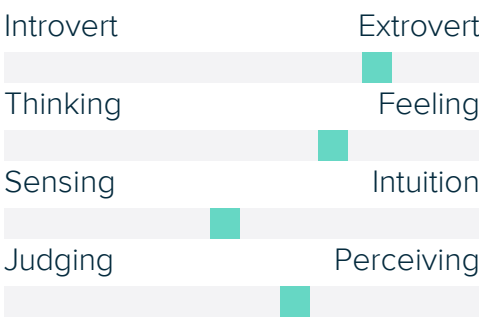
# Adrienne Richards (Primary Persona)



"I need a simple and easy way to eat healthy, save money, and still be flexible."

**Age:** 25  
**Status:** Dating  
**Occupation:** Graduate Student - MBA in Communications  
**Location:** West Lafayette, Indiana  
**Cooks:** 1-2 times a week  
**Buys Groceries:** Once in 1-2 weeks  
**Character:** The Entertainer

## Personality



## Bio

Between her studies and social life, Adrienne doesn't have much time to think about cooking, but she has a student's budget and the tendency to overeat and overspend by eating out if she doesn't watch herself. She cooks irregularly and spontaneously, often just by checking what's in her fridge. Her student schedule is not the healthiest and she wants to lose her "stress weight" by controlling her diet like some of her friends have successfully. She loves to host parties but catering is way too expensive, so making food for them would be both ideal and "the next level".

- Social Butterfly
- Fun-loving
- Enthusiastic
- Spontaneous
- Adventurous
- Trend Savvy

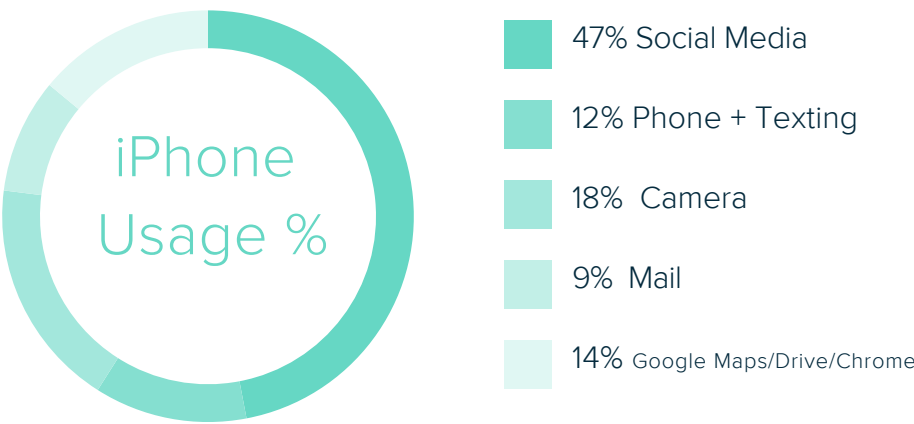
## Brands & Influencers



## Mobile Device Usage

Adrienne uses an iPhone 7 that she bought herself and a 2016 Macbook Pro for school, which was a B.A. graduation present from her parents.

What she uses her smartphone for:



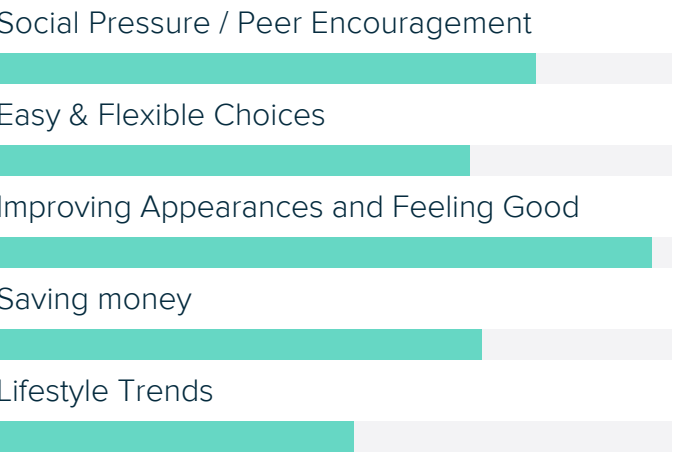
## Goals

- Feel healthier by maintaining a balanced diet and prevent overeating.
- Make fast, simple, easy, and well balanced meals that can be portioned out for the week.
- Be able to decide the day before or same day what she will be cooking.
- Stay within her monthly food budget.
- Feel good by being able to cook something special for her friends or date once in a while.

## Frustrations

- Her busy and unstable schedule means she doesn't have time to buy groceries often, usually forgets what's in her fridge, and has to throw away food that have gone bad.
- She's not yet experienced with cooking so she sometimes buys bad produce or her food tastes bad because she didn't follow the recipe correctly.
- It's tempting and too easy to just give up and eat out with friends or just eat delicious junk food.

## Motivation



## Marketing Research

- 2015 Pearson Student Mobile Device Survey College
- Social Media Use in 2018
- Young Adult Statistics in UX
- Understanding Millennials for Better Connections
- Top 100 Millennial Brands 2016

## Survey Quotes

- "I save tremendously when not dining out and feels good when others enjoy the meals I make."
- "I either ruined the meal from burning or not cooking it properly, or I tried to make something later in the week and didn't realize that an important ingredient was already expired."
- "Planning my meals help me budget my weekly cost for grocery. So, it saves me money and time. When I don't plan my meals, I over spend by eating out and I feel like I'm less healthy."
- "[I plan my meals] randomly depending on what we have in the fridge."
- "I stick to my easy recipes of something that involves chicken, some kind of veggies, and starch. It's semi healthy, gets the job done, and easy to store in the fridge and reheat."

# Victoria Chan (2nd Persona)



"Taking care of my family means managing fun, nutritious meals."

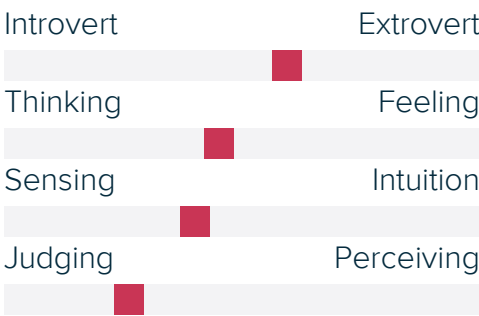
**Age:** 34  
**Status:** Married with a toddler  
**Work:** IT Procurements Manager  
**Location:** Manhattan, New York  
**Cooks:** Almost everyday  
**Buys Groceries:** Twice a week  
**Character:** The Executive

Hardworking

OrganizedDedicated

PassionateReliable

## Personality



## Bio

Victoria is always on-the-go, both at work and at home. She likes to stay active by playing badminton on the weekends. Her family is multi-cultural so she wants to make meals that reflect both her and her husband's roots. Since starting her family, she's been concerned with teaching her child to enjoy different foods from her culture. It's important to her that dinner time is a time for family bonding.

Victoria is meticulous about organizing and she often checks Pinterest for tricks and tips on improving her household, her exercise techniques, and her organic recipes. She loves to share photos of her son's activities with her friends and family.

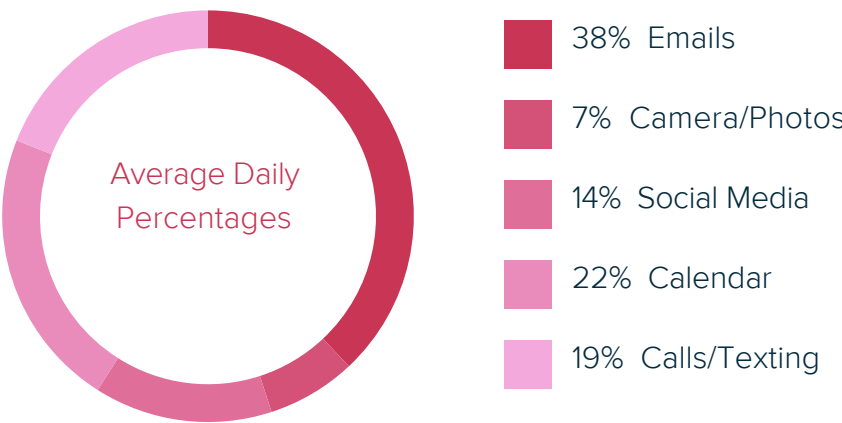
## Brands & Influencers



## Device Usage

Victoria uses a Samsung Galaxy Note 8. At home she prefers to browse on her iPad Air 2. At work she manages an older Dell desktop.

## Mobile Device Usage



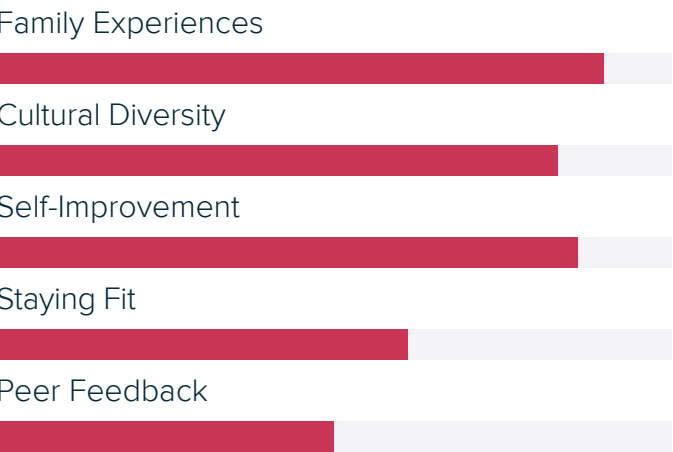
## Goals

- Feed her family healthy and organic meals with a diverse cultural background.
- Learn and practice making new recipes that are gluten-free and still delicious.
- Find grocery substitutions for her family's favourite cultural dishes and beloved family recipes.
- Introduce her child to a healthy diet and lifestyle.

## Frustrations

- Her husband can no longer have gluten so she has to adjust to making new types of food.
- She occasional gets burnt out after work and will given in and order less healthy, pre-made foods.
- Sometimes her family doesn't enjoy the food she cooks because she focuses too much on nutrition and not enough on the flavor.

## Motivation



## Marketing Research

Network Preferences by Generation

Yahoo: 79% of Generation X Are Smartphone Users

Fluent Devices and Demographics

10 Ways Older and Younger Millenials Shop Differently

2014 Millenial Mom Report

Millenial Mom Report

## Survey Quotes

"[Some challenges I have with meal planning are] having everything I need in the house, [and] working around everyone's different preferences."

"I usually think about what I'd like to eat a few days before grocery shopping and then decide how much to buy. When I'm feeling adventurous, I'll search for new recipes on Pinterest."

"Knowing what you will be eating when with a specific nutrition profile."

"[Meal planning means] eating healthy, family time, [and] sav[ing] money."

"I came home from work and I was really tired. I had all my ingredients out to cook that I left out, but I had to put them back in because I was too tired."