

# Sammie Segal

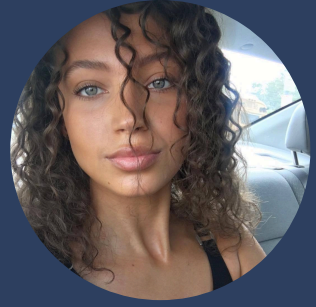
age: 20

residence: San Diego, California

education: 3rd year Communications Student at the University of San Diego

occupation: Paid Internship

marital status: has hungry boyfriend

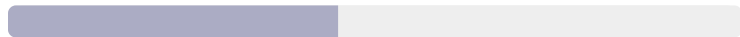


*" I didn't invent the rainy day, man. I just own the best umbrella." - Dennis Hope*

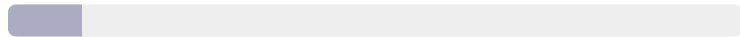
Sammie loves nature and would sit outside all day if she could. She enjoys walks on the beach, early morning yoga, rock n roll, film, and creating stories that can make a moment last forever. She spends a majority of her time with her boyfriend, but doesn't let him distract her from her dreams- although he does seem to eat all of her food and loves her meals. She loves cooking, eating clean, and maintaining a balanced diet, but between school, work, and her greedy boyfriend she struggles to stay consistent with grocery shopping.

## Comfort With Technology

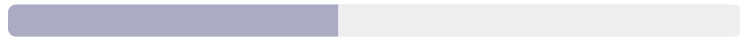
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- healthy mealplan
- keep track of what she gets on grocery runs
- cook for herself and others

## Values

- Quality time with herself and her boyfriend
- Not spending additional free time couped up inside
- Maintaining a healthy diet so she can feel her best

## Criteria For Success:

Sammie needs to be able to stay organized when it comes to food and easily obtain the items needed to keep her and her boyfriend fed without additional stress.

## Wants

- An easier option to discover what groceries she needs when out of the house
- healthy mealplan
- doesn't want to have additional stressors when it comes to meals on top of work and school

## Fears

- Large birds
- Overwhelmed with work and school
- Skipping meals because of her schedule

# Martha Morris

age: 45

residence: Buffalo, New York

education: Bachelor's in Education

occupation: Teacher

marital status: Married - 3 Children



*"I technically have 3 kids, but I treat all my students as my own!"*

Mrs. Morris arrives early each morning to prepare her classroom, greet her students with a warm smile, and set a positive tone for the day. Through her lessons she is patient, encouraging, and creative. She values routines but also makes time for laughter and connections, making sure her students feel safe and supported. After school, she spends time grading papers and planning lessons, alongside spending quality time with her family.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Convenience, balance, and consistency in diet
- Easy-to-follow grocery options that don't require a lot of planning or preparation
- Guidance/Tools that help her use the app to its fullest potential
- Affordable, healthy choices

## Values

- Smart spending
- Varieties of food groups
- Low screen-time
- Learning from others

## Criteria For Success:

Mrs. Morris feels successful when she sees her students understand something they once struggled with, especially when their faces light up with confidence and excitement. She also feels proud when her students and children work together, grow more confidence in themselves, or continue to work hard, knowing she played a part in their development both academically and personally.

## Wants

- Easy, efficient usage that will fit into her busy schedule
- Quick, nutritious options that are easy to prepare
- Pre-cut groceries
- Planning tools or suggestions that make grocery shopping more efficient

## Fears

- Adding extra stress to her routine to maintain a balanced diet for herself and her family
- Her kids won't eat because they don't enjoy their new healthy meals
- Time-consuming app