

BIO

Age: 26
Income: \$75,000
Education: B.S. Data Science
Work: Start Up
Marital Status: Single

Lara just moved to the area to work on exciting project with a local start-up. She has always been physically active and fit and likes to go to the gym and pursue the outdoors. With the crazy hours at her new job, she doesn't have a lot of time to cook but wants to continue eating healthy and maintaining her physique.

LARA



MOTIVATIONS

Physical Fitness

Convenience

Health

Stress Outlet

Social

GOALS AND NEEDS

- Healthy food
- Quick preparation
- Environmentally friendly
- Convenient pick-up/delivery
- Tastes good

FEARS AND FRUSTRATIONS

- Not enough time to cook
- Too much conflicting nutrition advice
- Becoming unhealthy
- Thinking about grocery shopping and needing to plan food for a week ahead