

David Williams



"I prefer to play games rather than cook, but I am aware that I need to start eating healthier."

Age	32
Occupation	Developer
Status	Married
Location	Massachusetts

Goals

- Not thinking about what to eat every day.
- Dinner should be a time of pleasure and not worry about what to eat.
- Cook in less than 20 minutes.

Frustrations

- Wasting to much food.
- Not being able to compare meal delivery services, there are many.
- Can't stop eating fast food.

Scenario

David works full time for an international IT company.

He is a very outgoing person. He loves to run, hang out with his friends and family.

Enjoy working as a developer but try to use fewer devices.

Do

- Check with his friends about the different meal kit services.
- Find different opinions on social media, especially YouTube, about meal kit services.
- Looking for the different menus and food options on the websites.

Say

- "I prefer to play games rather than cook, but I am aware that I need to start eating healthier."
- "At night I feel tired to start cooking"

Pains

- Hate seeing so many options and I don't know where to start or how is best for him.
- Bother having to create an account to try the service for the first time.
- Worried about the quality of food.

Think

- I hope to create new healthy eating habits.
- I would like to add organic food and be more aware of the danger of poor diet.
- I want to collaborate with the environment with less waste.

Feel

- I would feel good knowing that I am taking care of my health.
- I feel like I can be more relaxed at dinner time, rather than thinking about what to eat now.



Food Variety

Saves time meal planning

There is not waste of food

Dinning: quick-and-easy meal

Reduce calories



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