

# Stacy Collier



*"I try to avoid wasting food, as much as I can, but sometimes I have excess food and no one to share it with"*

**Age:** 1-100  
**Work:** Job title  
**Family:** Married, kids, etc.  
**Location:** City, state  
**Character:** Type

## Personality



## Goals

- Share meals with others, in order to reduce or eliminate leftovers/food waste
- Support her community
- Save money and eat healthier by eating home cooked meals

## Frustrations

- Most of her friends live far away and can rarely meet them to share meals with.
- Feels guilty about throwing away food.
- Always talked into going out to eat.

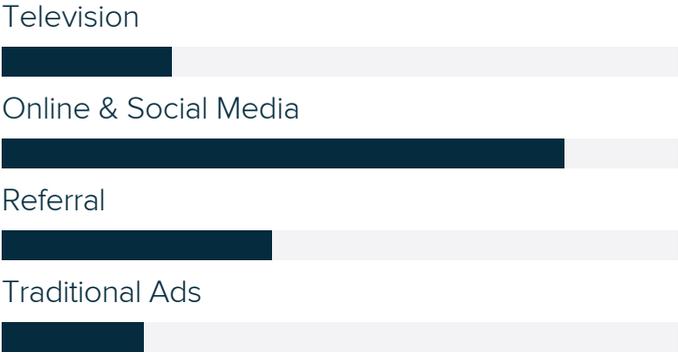
## Bio

Stacy lives in Oakland. She is conscious about eating healthy and she prefers home cooked meals rather than eating out. However, cooking at home often leads to excess food, which she doesn't have anyone to share with. Stacy is single, she lives alone and her friends live far away from her. She would love to meet new people with whom she can share meals, meals plans, meals preparation and hopefully reduce food waste together. Stacy needs better and easy way to meet with her community, who has the same mindset, and reach out to people who would like to share a meal or receive one.

## Motivation



## Preferred Channels



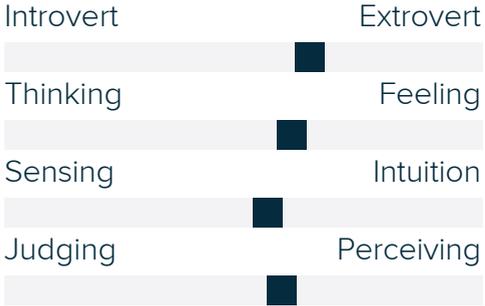
# Sarah Adams



*"It's a pity that I don't know my neighbors. It will be good to cook meals together and stop throwing away edible food."*

**Age:** 49  
**Work:** Currently unemployed  
**Family:** Divorced with 1 kid  
**Location:** Richmond, California

## Personality



## Goals

- Save money by eating only home-cooked meals.
- Share meals with others, in order to save money and eliminate wasting food.
- Seek support from her community

## Frustrations

- Her family and friends live far away and can rarely meet them to share or receive meals.
- Can't afford throwing away edible food, which is nearing expiration date.
- Doesn't know anyone living around her and doesn't know what is the appropriate way to meet them,

## Bio

Sarah was working as an accountant in Oakland, but due to restructuring and downsizing of the company she worked for, she was laid off. She is currently looking for new job possibilities and while doing so, she is trying to save money by eating only home-cooked meals and eliminating food waste. Sarah is divorced and her only son lives in New York. Living alone gives her plenty of time to cook meals and meet with people. Unfortunately Sarah doesn't know anyone around her and her friends live far away. She clearly needs an easy and better way to meet with likeminded people, living close to her, who also wants to share or plan meals together and eliminate their food waste.

## Motivation



## Preferred Channels

