



Jessica Lee

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*I would eat more of a variety of food if I had the time, money, and motivation to do so.*

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### Bio

- Single
- 23 years old
- Works entry level tech job

### Traits

- Picky eater
- Has some knowledge about food sustainability
- Enjoys cooking

### Technology Use

- Smartphone
- Laptop

### Values

- Time and energy
- Nutrition and diet
- Money / Good Deals

### Needs

- Meals that are filling, have a variety of food groups, and taste good
- Faster method for finding new meals
- More efficient shopping trips

### Pain Points

- Substitutes ingredients that she doesn't like
- Eats the same meal multiple times a week
- Does not eat a very healthy diet
- Doesn't like current method of finding recipes