

Target Audience

Age

18-29

Characteristics

Are fun loving

Are imitative

Are the center of low-status street culture

Desire to better their lives but have difficulty in realizing their desire

Believers

Strivers are **trendy and fun loving consumers**. Because they are, Strivers are concerned about the opinions and approval of others. **Money defines success for Strivers**, who don't ever seem to have enough of it to meet their desires (which can become viewed as needs for them). **These consumers prefer stylish trendy products** that give the appearance of the lifestyle of people with greater material riches. Many Strivers see themselves as having a job rather than a career, and a lack of skills, education and focus often prevents these consumers from moving ahead. However, **Strivers are active consumers**, because for them shopping is a social activity and an opportunity to show off to people in their circle of influence their ability to buy. Strivers are as **impulsive** as their financial circumstance will allow them to be, sometimes to their own economic demise.

Personas



Name

Caitlyn Williams

Occupation

Showroom Assistant

Age

23

Adjectives

Adventurous

Outspoken

Self-assured

Status

Low-income, recent college graduate with student loans

Likes

Likes to find good sales when shopping

Dinning out with friends and socializing

Likes to stay in shape and eat healthy

Like when services are efficient, like Amazon Prime

Dislikes

When food is extremely overprice for the quality

Bad customer service/support in any company

Having to spend a lot of money in gas

Goals

Save as much money as she can to pay off student loans

Eat a healthy balanced diet without having to pay a fortune

Not to pay a lot of money on recreational activities but still have fun

Personas



Name

Nikhil Khurana

Occupation

Computer Engineer at a start up company

Age

28

Adjectives

Resourceful

Conscientious

Practical

Status

Medium-income, looking to save money to buy an apartment

Likes

Work on projects for long periods of times

Tasting foods that put a new "spin" on traditional food

Services like Instacart, which does saves him time while doing something he dislikes

Dislikes

Taking risk in expensive purchases

Having to buy only sides at food places, because they don't offer a well balanced vegetarian meal

Waiting long lines to get something he wants

Goals

Get good quality food that has an efficient delivery system

Taste delicious food without having to pay a lot of money

Focus more on his job, and avoid distractions like "What am I going to eat today?"

Personas



Name

Jenna Anderson

Occupation

College Student

Age

19

Adjectives

Energetic

Passionate

Thoughtful

Status

No income, has student loans to pay

Likes

When companies give back to social or environmental causes

Using delivery services that make it easy to deliver to her dorm

When brands use social media to inform their customers

Dislikes

When brands treat vegetarian meals different from other meals

When she can't dine in with her friends because she can't find a place that delivers the type of food she wants

When food places don't clearly label their ingredients, because she has celiac disease

Goals

Find a place that delivers food for celiac disease, and has clear labeling when ordering

See that the company she is buying from has good ethical values