



USER PERSONA

MARK MALLON

42 Years Old

Married Father of one 8 year old

Loves to cook Lives in California

Yearly income of \$175,000

Wife also works Comes home from work at 6pm
and cooks dinner

Enjoys “High Design” products Environmentally
conscience.



MIRIAM SMITH

From: Oakdale, CA

Occupation: Graphic Designer

Has 2 children; ages 15 and 17 Age: 45 years old

Other: Is environmentally conscience

Husband works at Pepsico packaging for material
science Combined income: \$130,000/yr.

