



LAURA
Chef

“Too many apps, yet very little space.”

DEMOGRAPHICS

Location: New Orleans, US

Marital Status: Dating

Work: Chef

Age: 29

BIO

Laura is a chef who fell in love with the profession five years ago. She currently owns a diner in New Orleans.

TECH



CHARACTERISTICS

- Active
- Gamer
- Food Lover
- Spiritual

GOALS

Her goal is to use a platform that doesn't ask her to download two separate apps just to send a message.

PAIN POINTS

The app drains my battery power when the notifications are turned on. Having two different apps for one social media platform is a bit unnecessary considering the two rarely communicate efficiently.

OTHER APPS

