



SAMPLE PERSONA:

# SNAP-ED MOM MELISSA

## Background

*Job? Career path? Family?*

- Works part time at a daycare
- Has a high school diploma, no college
- Unmarried, 2 children from previous relationship

## Demographics

*Male/Female? Age?  
Income? Location?*

- Female, age 21-45
- Two kids
- \$10,000-\$30,000 annual income
- Receives SNAP benefits

## Identifiers

*Demeanor? Communication preferences?*

- Hard worker, but overwhelmed and stretched thin
- Has a smartphone, but no computer or cable TV
- Moves often (changes address)
- Prefers text messages/social media correspondences

## Goals

*Primary Goal? Secondary goal?*

- Primary: to put food on the table for her family
- Secondary: to eat healthier (herself and her children)

## Challenges

*Demeanor? Communication preferences?*

- Lack of funds to purchase healthy foods (fresh produce)
- Limited time to cook and prepare meals for her family
- Little to no nutrition knowledge
- Not confident in her cooking skills

## Real Quotes

*About goals, challenges, etc.*

- "I know I should be cooking healthier meals for my kids but I can't afford it and I just don't have time to make anything fancy."
- "I want to buy more fruits and vegetables but I don't know how to prepare or store them."