



# HOLLY

URBAN MODERN MIX

## BIO

HOLLY IS A 30-YEAR-OLD STUDENT AND MOTHER OF A YOUNG CHILD. SHE IS MARRIED AND LIVES NEAR DOWNTOWN NEW ORLEANS.

## IDENTIFIERS

### BUZZ WORDS

- Time
- Family
- School
- Art
- Social media

### MANNERISMS

- Gesticulates a lot
- Runs hands through hair
- Stares at ceiling while thinking
- Restless

## GOALS

### PRIMARY GOAL

- Holly is a student with the goal of graduating college and obtaining a career in design and digital marketing.
- She is working toward this by going to classes and working on campus at a job that is relevant to her desired career.

### SECONDARY GOAL

- Holly wants to provide a safe and loving home for her family. This includes nutritious and tasty meals.
- She also wants to continue to pursue her creative passions.

## CHALLENGES

### PRIMARY CHALLENGE

- Holly's primary challenge is not having enough time to complete her daily tasks.
- She relies on apps like Amazon and UberEats that deliver to her door so she can stay at home and save time.
- She is also building a family while also going to school and trying to start a career, which contributes to her lack of time.
- She puts everyone else's needs in front of her own, leaving her little time for herself.

### SECONDARY GOAL

- Holly struggles to find locally-sourced goods.
- She doesn't like supporting big-box stores and would rather support small businesses and local artisans, but she doesn't always have the time to do so.

## HOW CAN WE HELP

### HOW WE CAN HELP OUR PERSONA'S CHALLENGES

- Baby T-Rex Farms will offer a monthly subscription box full of locally-sourced goods that delivers to your doorstep. This creates time for consumers to spend time with family, pursue creative passions, etc. In addition, this service allows consumers to spice up their meals without having to go out to eat or spend time at the grocery store.
- Baby T-Rex Farms is a local New Orleans business. Products remain fresh because they're grown in our backyard.

### HOW WE CAN HELP OUR PERSONA ACHIEVE THEIR GOALS

- Baby T-Rex Farms provides new experiences and flavors while allowing more free time for personal endeavors.
- We provide healthy options while still allowing consumers to be creative with their food.