

Demographics

Age: 34 years

Sex: Female

Location: 203 North Parkside Avenue. Chicago, Illinois, 60644.

Education Level: Post-graduate

Occupation: Telemarketing

Annual Income Level: \$ 274,000

Marital Status: Married

Language: English, Spanish

Number of Family Members: 3

Background

Marina is a young lady who has been married for the last four years and has one child. She has always had a challenge with her body weight and has had a body mass index above normal ranges for most of her life. After her experience with pregnancy, she feels that the challenge with her body weight became worse and it poses a risk to her general health. Thus, she is determined to work towards achieving weight loss and maintaining it. She believes that organic juices, especially green juice will be helpful in achieving this goal as well as ensuring healthier nutrient intake and detoxification

Goals

1. Reduction in body weight
2. Maintenance of trim body size after weight reduction
3. Engaging in a more nutrient conscious diet
4. Detoxification from toxins gained through everyday life
5. Maintenance of good health

Challenges

1. High cost of acquisition for juicing products
2. Need for specific skill in making proper juice
3. Existence of contradicting information on the benefits of green juice
4. Need for wide research in order to come up with the most nutritionally beneficial recipes.

Sources of Information

Books or magazines: Pure Green Wellness Magazine, Healthy Magazine, Green Juicing Recipe Book.

Blogs or websites: juicing-for-health.com/blog, simplegreensmoothies.com/blog

Gurus: Williams Sonoma, Jason Vale

Others: Benji Travis Channel.

CUSTOMER AVATAR

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