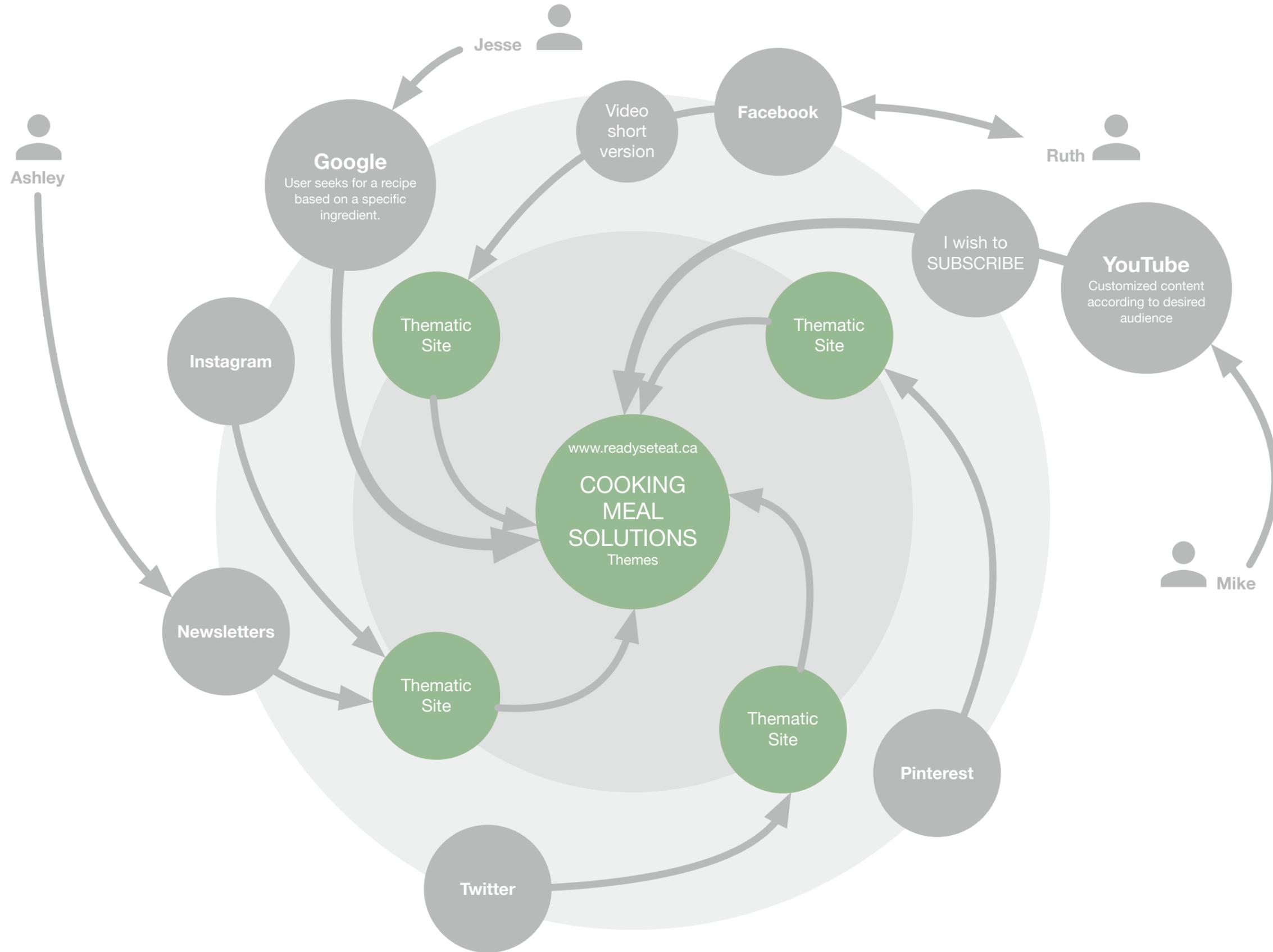


Ecosystem





ASHLEY

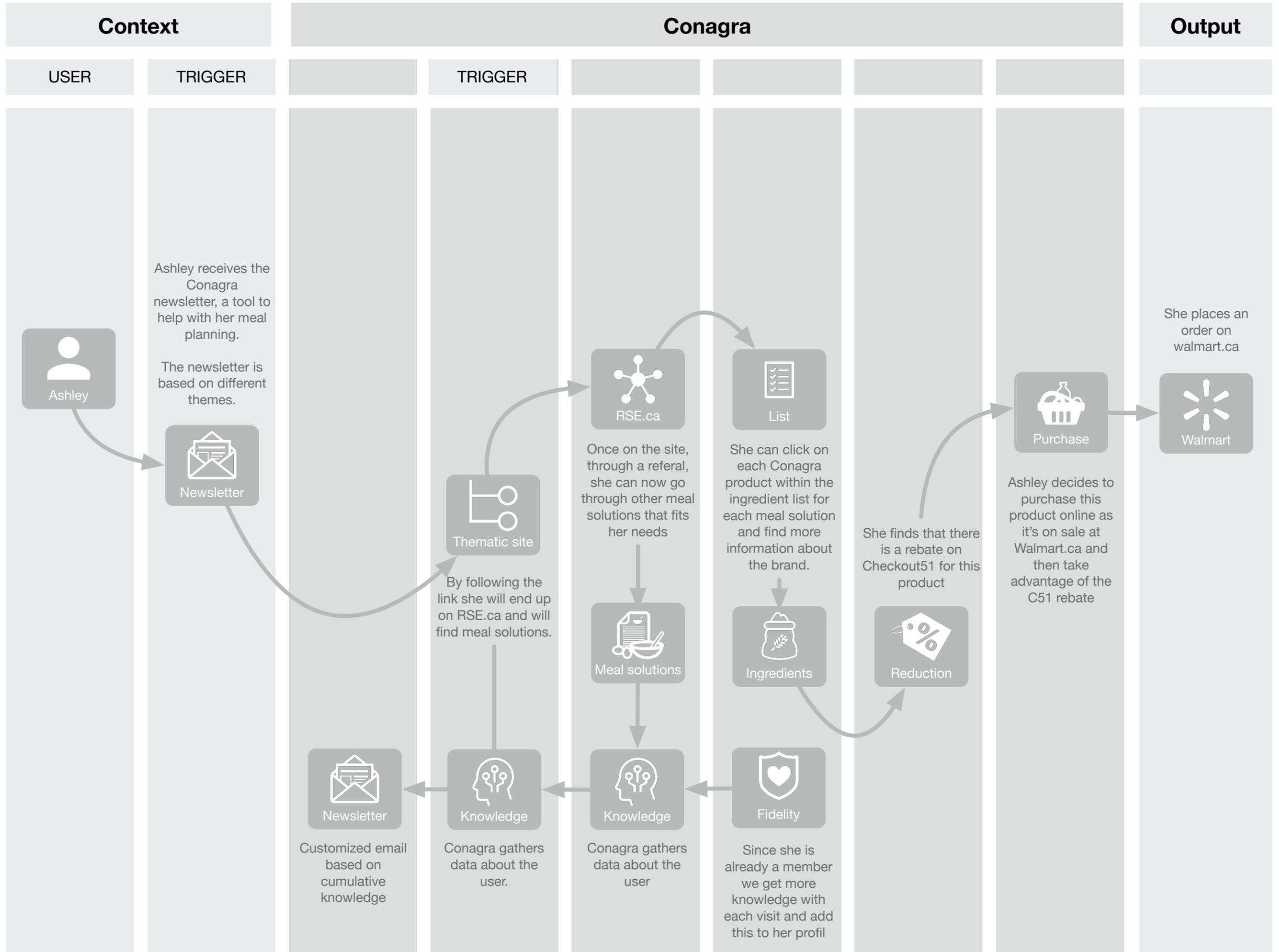
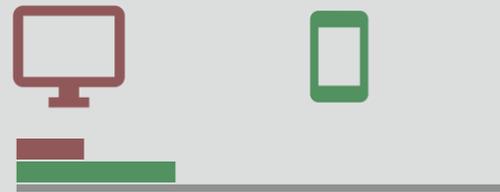
Who she is:

Ashley, 38 years old, 2 kids. Busy working mom. Has already a profile on RSE.ca with her personal preferences.

Goals:

Her goal is to find simple meal solutions to feed her family.

Interfaced used:





RUTH

Who she is:

Ruth, 52 years old. She has 2 kids that do not live in the house anymore.

Lives with her husband. She is volunteering many days per week but still find time to browse Facebook, enter contest and leave comments/ reviews on her favourite brands website and facebook pages.

Goals:

Ruth doesn't enjoy cooking anymore. In fact, she is looking to get more free time to do something she really enjoys: volunteer.

Interfaced used:

