

YOUNG - CREATIVE

EVELYN.

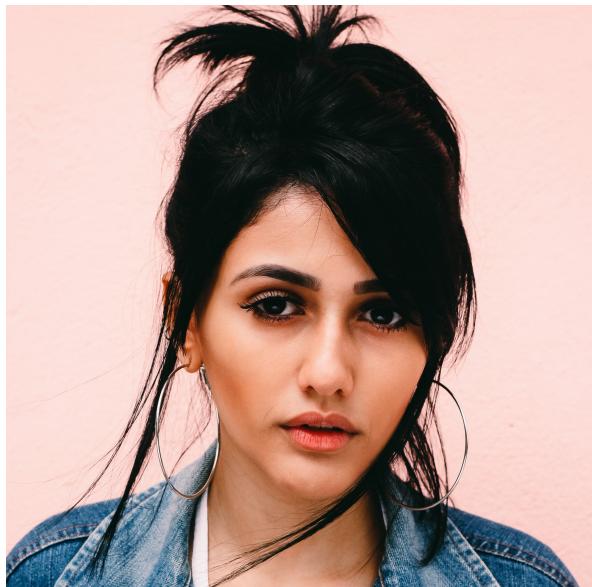
AGE 41

OCCUPATION HOMEMAKER

LOCATION CHICAGO, IL USA

GENDER F

TIER FAMILY



*"It's hard to find something new on
the way to school."*

MOTIVATIONS

Evelyn brings her daughter a special lunch to school every other Friday during the school year. It varies each time depending on the available food choices available to her on her walk to the school. She hopes for more fun and exciting options that won't take too long to prepare.

GOALS

- To continue the "Friday Special" lunch trips.
- Healthy options that kids enjoy.
- Easy to pick up and grab on the go.

FRUSTRATIONS

- Long Lines.
- Few available choices.
- No Kids Menus.

BIO

Evelyn is a stay-at-home mom that has started a tradition with her daughter of bringing her a special lunch to school every other Friday during her afternoon lunch break. They live just a few blocks away from the school, so it's easy to break away from the daily chores for an hour. It's often a bit of a chore to find food on the way to school and has been late for lunch on more than one occasion.