

Persona 1



Name: Amanda Bartlet

Age: 32

Gender: Female

Occupation: Stay at home mother

Residence: New Canaan, CT

Education level: Bachelor of Arts in Communications

Family status: Married (Jason, 35) with one child (Erica, 5)

Technical challenges: none

Most likely to access product with: iPad

Motivation: emotional (love, protection, responsibility, concern, fear, parental instinct)

Needs from product: Amanda's daughter, Erica, is allergic to peanuts. Amanda needs to know immediately when peanuts are found in foods that should be peanut-free.

Persona 2



Name: Pamela Jones

Age: 44

Gender: Female

Occupation: Hospitality Catering Manager

Residence: La Jolla, CA

Education level: Master of Science in Hospitality Management

Family status: Married (John, 50) with two children (Justin, 10; Sophia, 12)

Technical challenges: none

Most likely to access product with: iPad or PC

Motivation: professional (responsibility, concern)

Needs from website: Pamela reviews the catering inventory daily. She needs to know when foods in her kitchen have been recalled for pathogens, allergens, or other health reasons. She has a computer at work and a work-supplied tablet. The hotel where she works has Wi-Fi,

so Pamela can bring her tablet into the hotel kitchen while evaluating her pantry stock. Pamela will want to filter the recall listings down to the day.

Persona 3



Name: Henry Mitchell

Age: 48

Gender: Male

Occupation: School Cafeteria Administrator

Residence: Fair Harbor, NY

Education Level: High School Graduate

Family status: Divorced

Technical challenges: (1) color blind; (2) the school where he works has internet access but does not have Wi-Fi

Most likely to access product with: PC

Motivation: professional (responsibility, concern)

Needs from product: Henry reviews the cafeteria inventory weekly. He needs to know when foods in the cafeteria kitchen have been recalled for pathogens, allergens, or other health reasons. He needs to filter search results down to most recent week. Since Henry's cafeteria does not have Wi-Fi, he will need to print out a copy of recent recalls to bring with him in to the cafeteria pantry.