



Julia, Assistant Professor

35, Educated, Married

Tagline: "Why can I find just limited options available in the baby market"

Key Qualities

- Keeps in touch with nutritionists and friends
- want to establish healthy eating habits.
- Frustrated by limited options available in the baby food market.
- The cost of organic food is very much higher than what she can afford.
- Lot of time for food preparation.

Key Goals

- Only buys organic produce, often goes on diets, reads social media posts about baby nutrition, her shelf is lined with books about child raising.
- she has friends who are parents that she asks for advice, very health conscious, takes extra care in preparing baby's food, using fresh ingredients and avoiding cross contamination of allergens.
- She avoids unhealthy foods. Most concerned on additives, sugars and preservatives. She prefers going out for grocery shopping.
- She feeds with one type of food every two days in order for their kid not to become picky eater.

A Day in Life: Julia wakes up at 6:00 AM in the morning and starts her day by changing the diapers of baby. After that, she spends some time preparing breakfast for her family, ensuring that it is nutritious and free from any allergens. She takes extra care to use fresh ingredients and avoids using any preservatives, additives or sugars in the food. Once the family has had breakfast, Julia gets ready for work. As an assistant professor, she has a busy schedule and has to juggle her work responsibilities with caring for her child. During her breaks, she often reads social media posts or articles about baby nutrition and checks in with her friends who are also parents to get advice or share tips.

In the evening, Julia goes grocery shopping for the family. She prefers going out to grocery shops as it allows her to select fresh and organic produce. She spends time looking for products that are free from common allergens and avoids buying products that have unhealthy additives or preservatives. After returning home, she spends time preparing a nutritious meal for the family, again using fresh and organic ingredients. She feeds her child one type of food every two days, in order to ensure that the baby doesn't become a picky eater.

Throughout the day, Julia takes extra care to avoid cross-contamination of allergens while preparing her child's food, and always ensures that the baby's meals are healthy and well-balanced. However, she can become frustrated by the limited options available in the baby food market and the high cost of organic foods. Food preparation can also take up a lot of her time, but she believes that the effort is worth it to provide her child with the best possible nutrition.



Brian, Project Manager

40, Educated, Married

Tagline: "I love technology because it makes me more efficient and allows me to have more time to spend with my kid"

Key Goals

- feeding child top-quality food with minimal effort
- helping share burden of childcare with partner in most efficient way
- Getting as much enjoyment and value out of what little time he has with his child

Key Qualities

- Busy & stressed
- Likes to use technology to make life easier wherever possible
- Willing to pay for convenience & quality
- Unable to cook due to time or lack of experience
- Wants best available without having to spend the time to hunt for it

A Day in the Life: Brian wakes up at 5:30 AM in the morning to get ready for work, exhausted after his seven-month old son, Eric, kept him up most of the night. His wife Rachel is feeding Eric from a container of Gerber as Brian gulps down a cup of coffee before running out the door. As he walks out, Rachel calls and asks him to pick up more baby food on the way home, as they are almost out. Brian makes a mental note but since he suspects he will forget to, he pulls out his smartphone and opens the notepad to write down a note. Opening the phone, he sees that the weather forecast is blustery, and he wishes he didn't have to go out of his way to stop by the grocery store every time Eric needed new food. Then he remembers that he can just order on Amazon. Since it's early in the morning, it might even arrive that evening before he gets home from work. It's cold and windy and Brian's fingers are getting numb as he tries to flick through the Amazon catalog while remembering what flavors Eric seemed to like. When he clicks on one he needs to hit a small radio button to select a quantity, and then he has to put in his credit card information because he's not logged in for some reason. He gives up and decides he'll do it after work. Brian spends the day at work. He goes home exhausted but looking forward to seeing his son. Lately Brian's been swamped with work and he can only spend dinnertime with Eric before playing with him a little and then putting him to bed. As Brian walks in and kisses his wife, she asks him if he got the food. Ashamed and a little frustrated with himself, he says he forgot, but he promises to get more tomorrow. She sighs and hands him a container of mashed peas - the same flavor Eric was eating for breakfast - and leaves Brian to feed his son. Brian is bored as he feeds Eric and wonders how babies can eat the same mush day in and day out. "No wonder they cry so much", he thinks.