



Age: 32

Occupation: Physical Therapist

Education: Masters degree + 1 year internship

Location: Norway, Lier

Marital status: Married

Children: boy 3 1/2 y.o., girl 10 months

Technical comfort

Very comfortable with most technology. He operates smartphones and tablets everyday as well as his computer for work. Just purchased a new smart TV and surround system. Andreas is interested in the newest technology is now making his house smarter by the second hoping to control everything from his smartphone soon.

Goals (what does he wish to achieve with the system)

- Be better at helping his wife with meal planning
- Participate more regarding the shopping and keeping track of what they need
- Help his kids eat more healthy

Name: **Andreas Hansen-Lunde**

Quote/Tagline

“I leave the cooking to my wife, but I try to help out in other ways by doing the shopping on my way home from work. But I guess I could participate more in planning meals”

Overview

Andres is a father of two young children and married to Sofie, and works as a physical therapist. As Sofie is home with their youngest she is in charge of planning and cooking dinner and packed lunch for their children. Andreas usually do the shopping on his way home from work, twice a week, but in reality he shops more as there's always something they need or have forgotten.

Andreas has never been to concerned with eating healthy as he has continued with the eating habits taught by his parents. A normal healthy diet as he views it, although he has to eat bread with chocolate spreads for lunch everyday. No matter what Sofie says. Andreas was a little hesitant at first when Sofie said that now that they have to change their eating habits now that they are parents. No more pop in the week, fish at least once a week, more vegetables with dinner. At first he thought these changes didn't concern him, but he has learnt that it is important to lead by example if they wish their children to eat better as well.

Andreas is very active both at work and in the evenings. He plays football a couple evenings a week, and also works out with Sofie from home 2-3 times a week following a new workout app.

Andreas has never been interested in cooking, and having his wife at home for her maternity leave, he leaves meal planning and shopping lists to his wife. However, lately he has understood that his wife is very tired from planning everything by herself and wants to take an active role in the meal planning and shopping. Soon his 10 weeks of paternity leave will begin, and if Sofie is to continue to cook dinner he must take a more active role in the planning and shopping than he is currently doing.

Motivations (why does he want to use the system?)

- Be more active and help out with dinners, planning and shopping
- Help his wife by taking his share of the dinner responsibilities
- Waste less food, more economical
- Wants his kids to be healthy

Frustration and pains (what prevents him from using the system?)

- Used to his wife planning dinner
- Does not know how to cook what his wife wants the family to eat
- Wife is tired of always having to be alone in planning meals and this puts pressure on him to take more action