

Age: 32

Occupation: Child Care Worker

Education: Bachelor degree

Location: Norway, Lier

Marital status: Married

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

Technical comfort

Comfortable with mobile devices such as smartphones and tablets, as well as computers. Sometimes struggle to find her way around the three remotes to the new smart TV, but she is getting there. Recently purchased a fitbit charge to help her keep on track with her workouts and sleeping pattern.

Name: Sofie Hansen-Lunde

Quote/Tagline

“After I had children my motivations for working out and being fit changed. Now I am motivated to have enough energy and “want” to play with my children. I need to be healthy for them”

Overview

Sofie is a mother of two, she has been married to Andreas for 5 years and works as a child care worker. She is currently on leave with her youngest child Emma, but she will return to work in a few months and then dad will take over for 10 weeks. Her oldest child Oskar spends his day in the kindergarten where he is provided with three meals.

Both Sofie and Andreas have been very active, participating in sports all their life. Now that they have two small children, Sofie have kept being active even if her days are very full. She is motivated by being healthy for her children, so that she has the energy to play with them.

Sofie is more concerned about healthy eating than her husband, and she is more strict after becoming a mom. Now they have fish once a week, and dinner is always served with a salad or vegetables. Although the children won't always eat the vegetables or fish, she will continue to serve it to set a good example and teach good habits. As the children will not finish or try most foods they do end up with leftovers, and this usually ends up in the trash. They always eat the same things as their children for dinner. The children are interested in helping out with the dinner, and sometimes will be more inclined to try new things or finish their plate if they participated - however the cooking must be fun and not time consuming, or they will lose interest quite quickly.

Sofie does not enjoy cooking dinner anymore as it is more about getting food on the table as quick as possible. This often results in half-processed foods (ready sauces, fishcakes, meats) that can be prepared quickly. They try to do their shopping twice a week, but sometimes they do it more. Planning what to eat for dinner is a struggle, and the same meals are repeated every week. Sometimes feels guilty when serving half processed foods, but they don't have the time to plan ahead and make everything from scratch. If dinner is not on the table in 30 minutes their children will be difficult and moody.

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

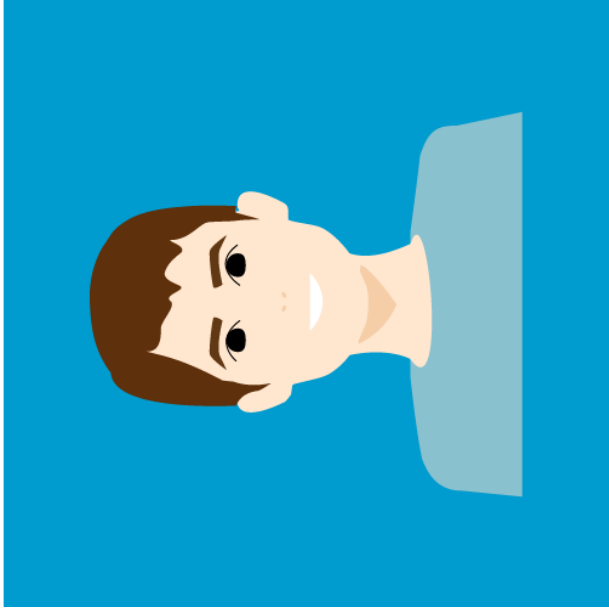
- Wants herself and her husband to be healthy, fit and energetic in order to take care of their two children
- Make sure her children has the absolute best start in life, learns good healthy habits for the future

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

- Time consuming activity to track and log meals
- Difficult to plan ahead - need inspiration
- Limited time “tidsklemma” to plan and prepare meals
- Other parents seems to brag on social media - guilt

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

- Be able to track nutrition
- Receive help and tips regarding weekly meal plans
- Make sure her kids are getting all their nutrients



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