

# Lewis Swanson, by Peyton Fisher

age: 42

residence: Arizona

education: BA in business

occupation: Staffing coordinator

marital status: Married with one kid



*"I love spending time with my family when I'm not at work"*

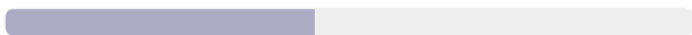
He wakes up early to make and pack lunch for his family before heading off to his usual 9-5 job. When he comes home, he will make dinner and then spend the rest of his evening with his family.

## Comfort With Technology

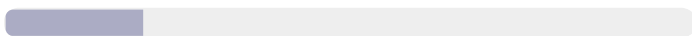
### INTERNET



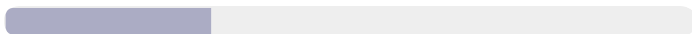
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

He started with cooking most meals for his family as a way to save money and has developed a passion for it. He wants to travel more and experience different types of food and learn new recipes to provide an extra level of comfort for his family.

## Needs

- Safety for his home and family
- Financial stability in his job to be able to support his family

## Values

- Planning things out in advance
- Researching heavily before trying new things
- Sustainability and doing his part to protect the environment

## Wants

- A job promotion to be able to live a more comfortable lifestyle
- To travel more and explore new places

## Fears

- Has a child with multiple different allergies and illnesses and is afraid of something harming his kid
- Losing his job and being unable to provide for his family