

Name: Mark Johnson

Photograph:



Quote: "Weeknight dinners are our family's time to reconnect and share our day."

Personal Profile:

- Age: 38
- Occupation: Sales Manager
- Marital Status: Married
- Number of Children: 2 (ages 6 and 9)
- Household: Suburban home

Key Attributes:

- Family-oriented
- Time-constrained
- Health-conscious
- Tech-savvy

Domain Specific Attributes related to preparing weeknight meals:

- Values nutritious and balanced meals for his family.
- Strives for efficiency in meal preparation due to time constraints.
- Seeks recipes that are quick and easy to follow.
- Prefers using fresh ingredients and avoids processed foods.
- Appreciates technology that simplifies meal planning and grocery shopping.

Internet Usage:

- Uses recipe websites and cooking apps to find meal ideas and recipes.
- Utilizes meal planning and grocery delivery services to streamline the dinner-making process.
- Engages with online communities and forums to exchange meal tips and experiences with other parents.

Goals:

- Provide healthy and satisfying meals for his family.
- Maximize quality time spent with his children during dinner.

- Minimize stress and time spent on meal preparation during busy weekdays.