Persona 1: Nicole

Character Attributes:
Age: 43 years
Height: 5'6"
Weight: 163 lbs
BMI: 26.3 (Overweight)
Dietary Habits: Does a good job eating 3 somewhat healthy meals a day, but eats too many snacks.
Frequency willing to log meals: Daily

Common tasks: Go to work at 9-5 type job, care for children, garden, exercise on elliptical

Description:
      Meet Nicole, a middle aged woman with an extremely busy lifestyle. She maintains a well paying 9-5 as a business consultant that takes up the majority of her time and can be very demanding. However, this is far from the limit of her responsibilities. She also has two young children for which she is the primary caretaker. Her responsibilities to her children involve feeding them breakfast and dinner, taking them to school, helping with homework, driving them to sports and activities and reading to them before bed.

      Due to Nicole's demanding lifestyle and responsibilities, she has had difficulty paying attention to her weight and has become slightly overweight with a BMI of 26.3. She does an excellent job of eating 3 meals a day, but when she gets tired from work or her kids she often re-energizes herself with a bag of chips or a Diet Coke. She does enjoy the outdoors, often going for hikes and bike rides with her family and she regularly exercises on her elliptical machine, but it hasn't been enough to counteract her snacking habits as she's gotten older and her metabolism has slowed down. She has now decided to commit to losing weight more, so she is now willing to enter her meals into DietAid once every day. She wants to enter her meals all at once so she doesn't have to log into DietAid multiple times a day. DietAid can help Nicole find healthier alternatives to the chips and soft drinks that fuel her lifestyle.

Persona 2: Frank

Character Attributes:
Age: 71 years
Height: 6'3"
Weight: 232 lbs
BMI: 29.0 (Overweight)
Dietary Habits: Enjoys eating high volumes of meat in all of his meals
Frequency willing to log meals: Twice a week

Common tasks: Play golf, travel, relax

Description:

Meet Frank, a retired man who is reaping the rewards of his life's labor. Frank retired from his job 10 years ago, has recently remarried and loves to travel to see all nine of his grandkids. He also has golfed since he was young and continues to play as he ages, but doesn't do any regular exercise outside of this. He has few responsibilities but spends lots of time with his wife and very frequently travels to different places across the country to visit his three children and nine grandchildren.

Frank is very tall at 6'3", so for most of his life he has been able to add weight while still maintaining a good looking build. But now that he's older his metabolism has slowed down and his weight has jumped from 210 to over 230 lbs since he retired, resulting in a BMI of 29, overweight and bordering on obese. His habit of eating lots of meat hasn't served him well. He will often enjoy some sausages with breakfast, a ham sandwich with lunch and a tender steak for dinner. Frank is focused on living his life to the fullest so he doesn't want to spend time entering his meals into DietAid more than twice a week, but he is committed to doing it that often and he believes that the responsibility of doing so is beneficial to him. DietAid can help Frank find healthier meats to eat and encourage him to replace some of the meat he eats with some fruits and vegetables based on the ones he likes the most.

Summary:

Nicole's persona is based on the interviewee from last week's user interview project milestone. She, like the interviewee, is a busy mother of two children who is slightly overweight due to her declining metabolism and the need to remain energized throughout the day to complete her responsibilities in spite of her daily routine of exercising on an elliptical machine. However, both she and the interviewee are committed to losing weight with dieting software. The interviewee said she valued the self imposed responsibility of logging into her dieting application once every day, so Nicole does the same. She doesn't want to log in before or after each individual meal to log it so Nicole doesn't either. She specified that certain features like flipping between too many screens and having a large number of dietary suggestions are undesirable because they are too overwhelming and time consuming, so Nicole of course prefers not to have those either. She preferred suggestions that recommend changing out a food or drink for something healthier so Nicole wants those too to help her find healthier snacks that will still give her energy.

Frank's persona is based on another person I know in my life who is advancing in age and struggles with weight gain despite his tall frame. Both Frank and the person who he's inspired by are retired and spend most of their time traveling and engaging in recreational activities, but still don't want to log into a dieting website every day so they value that DietAid gives them the flexibility of when to record their meals and get suggestions. Frank still likes the self imposed responsibility of logging meals twice a week to keep himself on the right track. He, like Nicole, also doesn't like to have too many screens to flip between or too many suggestions not because he's too busy like Nicole but because dieting isn't a top priority his life. As the interviewee suggested, DietAid will give suggestions that suggest foods to replace another food with rather than suggestions to add or remove foods which Frank likes because he already knows that he can improve his diet by adding healthy foods or removing unhealthy ones.