



USER PERSONA

Sandy James

“The Working Mom”

ABOUT

Sandy is a mom, who is well established in her career. During the day, she is busy on work video calls and acting as teacher's aide for her two young children. After work, she cooks dinner for her family and helps decide what type of entertainment they will enjoy together. She makes it a point to spend her time efficiently, as she is wearing many hats. She often uses apps to find healthy recipes for her family. She and her husband have been in LA for 20 years.

“I’m an introvert, trying to balance my job with being a mom and wife.”

AGE 45

JOB TITLE VP of Finance

STATUS Married, 2 kids

LOCATION Los Angeles, CA

EFFICIENT

INTROVERTED

ANALYTICAL

BUSY

FAVORITE BRANDS



NETFLIX

TECHNOLOGY USAGE



25-30
hrs/wk



50-60
hrs/wk



8-10
hrs/wk

GOALS

- Find new ways to balance her time and spend quality time with her family.
- Have access to a movie search that shows choices the whole family can enjoy.

PAIN POINTS

- Finds searching for movies frustrating.
- Wants to be able to easily save recipe ingredients, so she can shop them later.

INSIGHTS

Sandy is busy. Prior to the pandemic, she went to the office and her children were in school during the day. Now, she is figuring out how to manage her work responsibilities, while effectively homeschooling her children. The last thing Sandy has time to spend doing is finding healthy recipes and family-friendly movies. Her goal is to find a solution to making these decisions that is not only easy, but stress free.

NEEDS

- Looking to find healthy recipes that her young children will eat.
- Needs to be able to find movies in a way that is not overly time consuming.

PERSONALITY

