

Team Farmers Bar Persona



MARY SMITH

37 y/o, Davis, CA

Manager

• STATUS
Married

• Income
\$74k

• Number of Kids
2

• Education
4-year Management
Degree from UC Davis



PERSONALITY

- Level-Headed
- Patient
- Family-Oriented
- Extravert
- Organized



BIO

Mary is a mother of two project manager at a financial firm. She has grown up in the Davis area and is raising her daughter, Jennifer, 9 and Son, Jackson, 5. She tries to frequent the Davis Farmers Market weekly on Saturday with her immediate family, as she does not have during the week to go grocery shopping. She spends most of her week working, shuttling her kids to various extracurricular activities and helping with homework.

When she finds a spare moment, Mary browses apps like Facebook on her iPhone for recipe and meal prepping ideas. She would like her kids to spend less time watching TV and playing games on her smartphone, and more time learning valuable life skills like healthy cooking. She is not the most tech-savvy, but knows how to use common applications such as Facebook, Mail, etc.



Motivations

HEALTH



TEAMWORK



PROMOTION



FAMILY NEEDS



Goals

- Purchase fresh, organic and GMO-Free produce
- Support the local Davis community
- Teach kids how to cook healthy meals
- Spend more time with family



Frustrations

- Getting her picky kids to eat healthier foods and more vegetables
- Lack of time to cook during the week
- How expensive it is to eat fresh, organic produce
- Saturday Farmers Market timing often conflicts with kids extracurricular activities

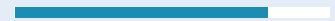
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“I want to feed my children healthy and delicious meals

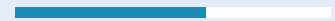
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Behavior

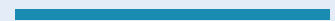
Homemaking



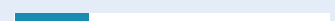
Meetings



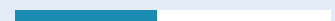
Children's Activities



Free Time



Exercise



Influences

• FELLOW MOMS

• BLOGS

• COLLEAGUES

• NEWS ARTICLES

• FAMILY

Frequently used apps



Facebook



Pinterest



Instagram