



## SAMANTHA, 37

HR Manager, Employee Relations

## JORGE, 34

Marketing Communications Representative

PARENTS OF HAILEE 12, BRENDEN 8

### EMPLOYMENT

UNEMPLOYED

PART-TIME

FULL-TIME

RETIRED

### USE OF TECHNOLOGY

NOVICE

INTERMEDIATE

ADVANCED

EXPERT

### ADOPTION OF MOBILE

NONE

SOME

GREAT

### MOST COMMONLY USED DEVICE

DESKTOP

LAPTOP

TABLET

MOBILE

### BACKGROUND:

“We want to keep our children healthy and happy.”

Motivated, ambitious, busy, disorganized

Samantha and her husband Jorge share the lunch making duties, usually preparing packed lunches the night before, as they tend to not be morning people. The kids purchase lunch at school on the days they have favorite meals or on days when Sam or Jorge have late work or other obligations that prevent them from preparing a lunch. The kids buy lunch at least once a week.

Sam and Jorge conduct the vast majority of their personal and family business online, so they often misplace or outright miss the monthly lunch calendar the school provides and the local school system website is poorly organized and at times outdated. As most of their important correspondences come electronically they are sometimes slow to check or open their delivered mail. They fear a situation where they are unable to pack a lunch and their children do not have funds or are stuck with a meal they hate.

They love the convenience of online bill pay and mobile check deposit with their online banking app. The ability to conduct the majority of their financial business outside of the local branch has been a revelation for them, with one less trip to pack into their busy schedules.

### GOALS:

- Quick access to lunch calendar and menu
- Convenient access to filling or refilling lunch account
- Access account through mobile while on the go
- A way to help track kid's favorite school meals
- Alerts to warn of low balance, or a way to set up auto replenish