



Personal Information

- Name: Jim
- Age: 38
- Marital Status: Married
- Location: Chicago, USA

Key Attributes

- Works from home
- Works long hours
- Responsible for after school care of kids

Domain Specific

- Does not like cooking midweek dinners
- Usually cooks the same things
- Doesn't plan meals ahead
- Likes to cook meals that are easy to make and cleanup

"I don't want to just rip open a bag of something frozen and put it on a plate, but it's both easier to serve and easier to clean up."

Personal Profile

Jim works from home as a computer programmer starting his work day at 6am and ending at 6pm. After work he is responsible for taking care of and cooking dinner for his two children, ages 5 and 8, alone while his wife works the night shift at the hospital. He must make sure the kids do their homework, wash their hands before dinner, eat a healthy, balanced meal, and get ready for bed. He used to like cooking dinner when he had more time and it didn't matter what he cooked. Now he finds that he would rather spend time with his kids than spending it cooking and cleaning up dinner. He finds it difficult to stay focused on making dinner while his kids ask him to play. It ends up taking almost 40 minutes to cook dinner, when he would prefer it took much less time.

Internet Usage

- Uses smart phone
- Tech-savvy
- Uses computers daily for work

Jim's Goals

- Wants to cook a healthy dinner in 10 minutes
- Wants to be able to have more of a variety of foods to cook
- Wants kids to start getting ready for bed by 7:30pm