Persona: Sandy

General info:

Sandy is a college-educated adult in her 40s. She works an inconsistent schedule/travels from the suburbs to the city for work. She works in an office usually, but is often doing deliveries or travelling to different offices. Sandy enjoys cooking but finds that she doesn't have time, so she eats out often. However, she prefers fast-casual restaurants or easily accessed healthy foods instead of regular fast food like McDonalds. She is environmentally conscious, and likes taking public transportation to get around instead of driving a car.

Family:

She is married and has one daughter who is in high school. Her husband works from home as an architect and he is the one who handles their local family responsibilities, such as going to parent-teacher meetings that may be during the week, because Sandy is rarely in town from 9-5. With an older daughter who is nearly self-sufficient, she finds she now has to spend less time doting on her daughter and more time for herself.

Preferences:

She has always liked artwork but never found time to go to the city specifically for enjoyment and not work. She and her friends are all Interested in cultural enrichment. Her favorite artist is Salvador Dali and she is always excited to see his work or his contemporaries in museums. In addition to art museums, she enjoys viewing botanical gardens and historical sites.

Why she might like the app:

Wants to spend more time with friends but has trouble meeting up with them because they all have different schedules. She also knows that some of her old friends from college and high school live within a 20 mile radius, however despite her desire to reconnect with them she finds it difficult. She is active on some social media, namely Instagram and Facebook, and easily adapts to new forms of technology.