

Revised: Safe Eats Personas

- Michelle Lovse
- SWDV 691
- Professor Gradecki
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Updates to personas related to reviewed MVP and stretch features

- My personas that have been created will be able to be met by the MVP.
- All the personas currently have the want of being able to save searches which would be met by the planned stretch feature.
- Planned changes to the database table which includes a description of the allergen should assist in addressing some of the fears listed by the personas.
- Proposed changes to the database to increase speed and efficiency will address the desire of the personas of being able to access information quickly.

Jake and Abby Parent

age: Varied, but generally 18+
residence: United States
education: High School/ College
occupation: Varied
marital status: Married or Single with at least one kid



Our child's health is the most important thing.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- - Information must be accurate
- - Need to be able to reference information quickly

Values

- - Time with family is a priority.
- - Child's health is of utmost importance.

Criteria For Success:

Need to be able to quickly get accurate information to reference to manage their child's diet.

Wants

- - Would like to be able to save the information from the searches to save for future reference.
- - The ability to add extra children would be a nice added feature.

Fears

- - Will accidentally feed their child something causing a severe reaction.
- - The child's caregiver will give the child something that they shouldn't have.

Lindsay Teen

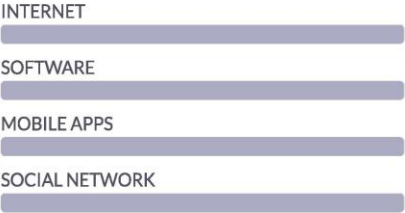
age: 13-19
residence: United States
education: Jr. High - High School
occupation: Student
marital status: N/A



My food allergies should not interfere with my life.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology



Criteria For Success:

Need to be able to quickly get accurate information on the go without being too involved.

Needs

- Information must be accurate
- Need to be able to reference information quickly

Wants

- Would like to be able to save the information from the searches to save for future reference
- to share with parents.

Values

- Needs to not be time-consuming
- Needs to not attract a lot of attention

Fears

- Will accidentally eat something allergic to.

Ben Adult

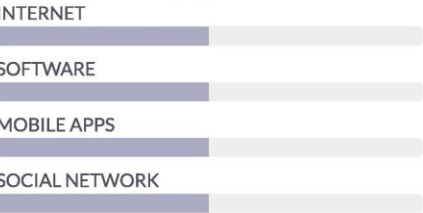
age: 20+
residence: United States
education: High School/College
occupation: Varied from student to professional
marital status: Varied



I need to manage my health, but it needs to fit my schedule.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology



Needs

- Information must be accurate
- Need to be able to reference information quickly

Values

- Needs to not be time-consuming

Criteria For Success:

Need to be able to quickly get accurate information on the go without being too involved.

Wants

- Would like to be able to save the information from the searches to save for future reference

Fears

- Will accidentally eat something allergic to.

Jenny Grandma

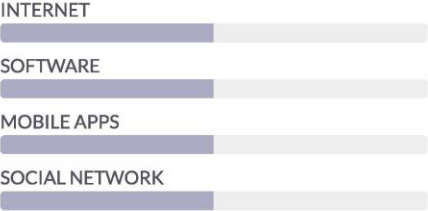
age: 40+
residence: United States
education: High School/College
occupation: Varied to Retired
marital status: Varied



I need to help ensure that my grandkids stay safe while with me.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology



Needs

- Information must be accurate
- Need to be able to reference information
- quickly

Values

- Needs to not be time-consuming

Criteria For Success:

Need to be able to quickly get accurate information on the go without being too involved.

Wants

- Would like to be able to save the information
- from the searches to save for future reference
- to share with grandchildren's parents.

Fears

- Will accidentally give grandchild something
- that they are allergic to.