

# Persona - Professional Father

---

|      |              |     |    |                |         |          |             |
|------|--------------|-----|----|----------------|---------|----------|-------------|
| Name | Trevor Allen | Age | 38 | Marital Status | Married | Location | Chicago, IL |
|------|--------------|-----|----|----------------|---------|----------|-------------|



“I do not like making dinner midweek, I’d rather spend my time playing with the kids.”

-Trevor Allen

## Profile

Trevor Allen is challenged to find life / work balance when preparing healthy meals for his two young children. He feels that his time would be better spent connecting with the children through play.

# Persona - Professional Father

---

## Key Attributes

1. Trevor has two young children
2. Trevor works at home / 12 hours a day
3. Trevor's spouse works at night

## Domain Attributes

1. Trevor is technically savvy
2. Trevor has little time for Healthy food preparation
3. Trevor picks up his children around 6:00pm CST

## Internet Knowledge

Trevor has in-depth understanding of Internet related technologies.

## Goals

1. Trevor wants to feed his children Healthy food.
2. Trevor wants to spend more quality time with his children.
3. Trevor eventually wants to engage his children in the meal preparation.

# Persona - Professional Father

---

The user, the professional father needs time efficiency during mealtime hours. A balanced meal can be served within thirty (30) minutes with automated menu planning and a bit of culinary education. For example the main dish, would be beef, salmon, poultry, egg plant or beans pre-cooked and refrigerated on the weekend. Rice or pasta can be ready in less than 25 minutes. A catalog of stir-fry and marinara recipes would produce a diverse array of meal options.

The overall experience of crafting a persona was genuinely exciting. I believe this is a great tool to drive better design. I am interested in connecting this to real, insightful data.

Creating the Journey Map was a productive experience. I can think of many situations where focusing on how people feel during on-boarding and transaction would produce invaluable insights.

Creating the opportunity area was an exercise in apply what was learned through humanizing the user and trying to understand what is being felt and experienced.