



QUOTE

"Between deadlines and daycare, cooking is just not happening tonight."

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HOBBIES

Meal Prepping
Podcasts/Audiobooks (Multitasking)
Quick Home Workouts
Local Exploration

JAMIE PATEL

BIO

Age: 37
Gender: Non-binary (they/them)
Job: Freelance Graphic Designer (works from home)
Technical Ability: Comfortable with apps but easily distracted.
Key Trait: Juggles parenting, work, and household chores—meal prep is low priority.

DESCRIPTION

Jamie lives in the suburbs with their partner and two kids (ages 2 and 5). They work remotely but often end up ordering dinner when meetings run late or the kids are too cranky for grocery runs. Weekends are for family time, not meal planning.

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FRUSTRATIONS

Limited Kid Portions: "Why do I have to buy a full adult meal for my 5-year-old?"
Unpredictable Delivery Times: "If dinner is late, the whole night is chaos."
No Healthy Fast Options: "Why is 'quick' always pizza or fries?"
Complicated Apps: "I don't have time to dig for allergy info while calming a tantrum."

CORE NEEDS

Family-Friendly Options: Meals that please both kids and adults.
Speed: Delivery before the kids' meltdown hour (6:30 PM).
Budget-Friendly: Affordable combos or bulk orders.
Easy Customization: "No onions" for the toddler, "extra spice" for the adults.