

Name - Age Occupation from City, State



"I need more relaxing time after work time."

Personal Background

Joe was a long-distance bus driver. He has been working for five years. This is not a simple job for him. So, he changes his job to become a conductor at the train station.

He is married and has a twin age 2. He gets off work at 6 P.M. every day, but his wife has a busy job, so he must prepare a quick and healthy dinner for his family.

Joe likes to use his computer to search information because he feels that using a computer is more convenient. When he uses the computer to search recipes, he thinks using a computer is more comfortable than using mobile. Using a computer can make him easy to open several websites and then to compare them.

More About (add name)

Motivators

Joe needs to cook dinner before his wife comes back and he has two children need to feed. So, he needs many quick and healthy recipes.

Goals

He hopes to find nutrition and healthy recipes to feed his children on the website. Also, he needs quickly to cook a dinner because of the time limit.

Needs

A rich but easy to cook dinner, and suitable for feeding children.

Engagement & Activities

Personal Computer: medium/fluent, comfortable with common apps.

Internet Usage: medium/fluent, watch news, connect family and friends

Mobile: medium/fluent, most of helpful tools for her work, always use for email.

Social Networking: Facebook and Twitter, gmail.

Television Shows: America's Test Kitchen. The show the game show, The Let's Go Show.

Magazines: Food & Wine. The football fanbook.

Scenario

Before going to bed every night, Joe and his wife will discuss dinner of the next day. And then he will use a computer to search recipes, such as the main meal about beef, on the website. They will compare different recipes from what they search, and they will choose the one that is most useful and helpful.