



Persona:

Jeff is a 38 year old man who works from home as a computer programmer, from 6AM to 6PM. Jeff is married to Sally, who is a medical doctor and works the night shift. The family lives in Eugene, Oregon. He is a father of two children, ages 5 and 8, whom he picks up from their after school program and is the sole caretaker for his children in the evenings.

“What can I make in 10 minutes that’s somewhat healthy?”

Background:

When Jeff was in college, he was interested in technology and computers. He met his wife, Sally, while they were still in school. After college, when it was just the two of them, they often cooked dinner together while trying out new wines. When Sally got pregnant, they stopped drinking wine and slowly stopped cooking together. She got a promotion, but it meant she had to work the night shift. Everything changed and Jeff still hasn’t found a new normal for his family’s dinner routine. As it stands, he has fallen into the same trap that many parents have fallen into- he wants to feed his kids a healthy, home-cooked meal, in ten minutes.

Computer and Internet Use:

Jeff is a computer programmer and uses technology for the majority of his day, as both part of his work and personal life. He and Sally rely on their synced Google Calendar to keep up with the family’s hectic schedules. Because Jeff spends so much time on the Internet, he pays for the business class speed. In addition to using the Internet for work, Jeff and Sally also watch Netflix on a daily basis on their Smart TV.

Jeff’s Workday:

- Jeff gets up at 5AM and goes for a quick run
- Sitting in front of his computer by 6AM
- Checks emails
- Plans his projects for the day
- Begins projects
- Breaks- he makes himself an easy lunch, walks down to the local coffeeshop for coffee

- Wraps up projects for the day
- Gets an idea for what the next day looks like

Jeff's After Work Schedule:

- Jeff leaves his house at 6:05PM to pick the kids up by 6:15PM
- Home by 6:30PM and dinner is prepared
- Play for a short time
- Has kids brush teeth
- Has kids get pajamas on
- Reads to kids
- Puts kids to sleep

Future Goals:

Jeff's goals for his family is that they have more quality time together in the evening. In order to achieve these goals, he needs to: 1. Make dinner a smoother and less time-consuming process. 2. Get the kids to bed earlier. 3. Have more play-time with his children.