



SAMANTHA, 37

HR Manager, Employee Relations

JORGE, 34

Marketing Communications Representative

PARENTS OF HAILEE 12, BRENDEN 8

EMPLOYMENT

UNEMPLOYED

PART-TIME

FULL-TIME

RETIRED

USE OF TECHNOLOGY

NOVICE

INTERMEDIATE

ADVANCED

EXPERT

ADOPTION OF MOBILE

NONE

SOME

GREAT

MOST COMMONLY USED DEVICE

DESKTOP

LAPTOP

TABLET

MOBILE

BACKGROUND:

“We want to keep our children healthy and happy.”

Motivated, ambitious, busy, disorganized

Samantha and her husband Jorge share the lunch making duties, usually preparing packed lunches the night before, as they tend to not be morning people. The kids purchase lunch at school on the days they have favorite meals or on days when Sam or Jorge have late work or other obligations that prevent them from preparing a lunch. The kids buy lunch at least once a week.

Sam and Jorge conduct the vast majority of their personal and family business online, so they often misplace or outright miss the monthly lunch calendar the school provides and the local school system website is poorly organized and at times outdated. As most of their important correspondences come electronically they are sometimes slow to check or open their delivered mail. They fear a situation where they are unable to pack a lunch and their children do not have funds or are stuck with a meal they hate.

They love the convenience of online bill pay and mobile check deposit with their online banking app. The ability to conduct the majority of their financial business outside of the local branch has been a revelation for them, with one less trip to pack into their busy schedules.

GOALS:

- Quick access to lunch calendar and menu
- Convenient access to filling or refilling lunch account
- Access account through mobile while on the go
- A way to help track kid's favorite school meals
- Alerts to warn of low balance, or a way to set up auto replenish



HENRY, 70

Sales Manager, Retired

GRANDFATHER, GUARDIAN OF JOE, 14

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MOBILE

BACKGROUND:

“I do my best to give my grandson a strong foundation”

Outgoing, social, tactile, precise

Henry is the legal guardian of his grandson Joe. Henry spends his time reading for fun and for his book club, and enjoys visiting with friends to play cards or relax. Henry helps Joe with homework as best he can, and provides rides to after school sports and events. Henry is not big on cooking and Joe has bought lunch nearly every day since living with Henry.

Henry spent his career in sales talking face to face and developing personal and professional relationships with people, and has little use for computers and technology. He has a tight group of friends from childhood that he still regularly visits with in person as well as a network of professional friends and clients that he meets for coffee or lunch occasionally.

As the school lunch model changes, Henry will be forced to use the online application. At the behest of friends and family, and partially by necessity, Henry now uses an eReader and smart phone, but is admittedly slow to adopt new technologies. He finds that the use of unclear icons and small text make the applications hard for him to learn, and at times completely lost when touch gestures are the main vehicle for navigation, many of which are not intuitive to him.

GOALS:

- Easy, clear and straightforward navigation
- Easy to learn
- Ability to check or add funds in one simple step, without additional sites or apps
- Simple to set up and use