

Persona Name:

Mother Michele



Demographics:

- Age: 28-46
- Sex: Female
- Location: Suburbs
- Occupation: Mother

Their Ideal Experience:

Grab a meal out of the freezer, preheat the oven, throw the food in the oven, and then enjoy the food.

How we fit into their lifestyles:

They can use Generic Food Company products to create meals that taste great, are quick to prepare, and are affordable.

Persona Quote:

I like my products fast, cheap, and easy, that's the way to please me.

Lifestyle:

Michele is a 34 year old white suburban mother who has two children in public schools and a husband who is the primary income maker. She spends most of her time tending to her children and making sure the house is well maintained. She is responsible for the family grocery shopping and wants to make sure that her children and husband are being fed foods that are nutritious and delicious. She enjoys getting a good deal on food and saving time in the kitchen.

Responsibilities:

- Taking care of children
- Cleaning up the kids' messes
- Cooking meals to feed the family
- Running errands
- Balancing Kids, friends, husband, and life

Motivations:

- Flash sales
- Quality products
- Things that are good for her children's health
- Hassle free

Pain Points:

Finding quality foods at value prices
Finding meals that are large enough to feed a family but that are quick to prepare.