



COOKING DADA!

“ I do not like making dinner midweek, I’d rather spend my time playing with the kids ”

Name: Edward Roberts
Age: 38 years old
Location: Chicago
Profesion:
Computer Programmer
Marital Status: Married
Children: two (ages 5 and 8)

PERSONAL PROFILE

Edward is a dedicated father of 2 that works as a Computer programmer from 6am to 6pm. His wife has to work at night in a hospital so he is in charge of the kids at night.

In an average day he picks up his kids from their after school program, prepares dinner, clear the table (from kids homework), sets the table, checks if their kids have clean their hands, cleans after dinner, makes sure that their kids changed into their pajamas and finally put them to bed.

Kids are already hungry when they are back from school; he would love to involve kids in making dinner, but it takes more time. kids do not even want to say grace, they feel too cranky.

He needs to coble protein, vegetables, grain and a healthy dessert, but instead he just make whatever is on the fridge or is easy to make: chicken nuggets, fish sticks or pasta. He wants to create more meaningful dishes, but he doesn’t plan ahead.

KEY ATTRIBUTES

- Works from 6am to 6pm.
- Is in charge of the kid’s at night: dinner, putting them to bed.
- He likes to play with his kids.

DOMAIN ATTRIBUTES

- Prepares similar food every night.
- Wishes some variety.
- He doesn’t enjoy preparing dinner anymore, with kids he doesn’t have time.
- He doesn’t want to serve their kids frozen pre-made foods even if is easy to clean afterwards.

INTERNET USAGE

- He is a tech-savvy / Computer programmer.
- He knows a lot about computers.
- He is using Internet for his job daily.

GOALS

- He wants bedtime to be at 7:30 pm (just 1 hour and a half after picking up their kids).
- He wants to create more meaningful dishes and want to do preparation in just 10 minutes.
- He would like to spend more time playing and sharing with his kids