

# Personas, Content Inventory, and Functional Spec: Men's Diet & Health

June 8, 2006  
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## **Personas - User Task Analysis**

The primary audience for the Men's Diet & Health website consists of men between the ages of 18 and 75. There are several distinct features the users are interested in including: exercise tips, diet and menu ideas, recipes and nutritional information, weight tracking, community forums, and the ability to journal and maintain inventory of menu and exercise choices and goals.

## Persona 1: Mitch Scott

### Personal Profile

Mitch is a 25-year-old male who recently graduated college with a BSA. He got a new job as a sales rep in the pharmaceutical field. The new job takes up a lot of time, sometimes requiring work late into the evenings and lots of traveling. Mitch does have some flexibility in his job scheduling, and tries to schedule his running and exercising during the day between sales calls.



Mitch was on the track team in college, and loves to run. He prides himself on his fitness and physique. Mitch recently participated in a half-marathon and found that he can't run quite as far as he used to, and has slowed down a little. Due to this, he needs a website that will **help him train, track his progress, and suggest new exercises** to keep him active and running. Since he is already in good shape, any site he chooses needs to offer high difficulty exercises. Due to his sales job, Mitch has to go on the road frequently and **can't rely on having the same equipment** to use everyday for training. He would like to compete in some more local marathons as well, and will need to journal his training for those to make sure he will be able to finish them.

Mitch already has a decent diet, as he entertains his sales calls with catered lunches almost everyday along with the occasional dinner. He has always eaten healthy, and doesn't feel that he needs to change his diet at all. Ideally, the website he uses must allow him to completely block any references to diet and focus only on the exercise options the site provides.

Mitch is not a computer power user so the website needs to be easy to use to accommodate his skill level. It would also need to load quickly on a variety of connections, since while he is traveling he may not have quality high-speed connections available. Mitch also requires the ability to quickly change the available equipment he has to use.

### Background

- BSA in Marketing
- Sales Rep for a local pharmaceutical firm with a national presence
- Somewhat comfortable with computers and the Internet
- Wants keep up his running and exercise regiment while he is on the road
- Doesn't have time for a gym membership
- Has some occasional access to varying hotel weight room machines

### Attributes

- Male
- Makes a solid salary and has discretionary funds
- Uses a high-speed DSL internet connection at home
- Has a laptop with wireless for the road
- Owns a home Bowflex<sup>®</sup> Gym system and a treadmill

**Customer Needs**

- Exercise schedule and tracking
- Exercise journal
- Quality services and support
- Exercise options that offer a high-level of difficulty
- Simple to use

**Features**

- Exercise Journal
- Exercise descriptions customized for different equipment
- Target Heart-Rate Calculator
- Calories Burned Calculator
- Contact Personal Coach Form

## Persona 2: Denver Patterson

### Personal Profile

Denver is a 20-year-old student attending the Culinary Institute of America, California Campus in Napa Valley. He is an active person who has grown up with technology and is comfortable using computers and the Internet.

He enjoys cooking for his friends during the week and looks for **interesting recipes** that fit into his schedule, diet plan, and budget. Denver likes searching for recipes on the internet that his friends and classmates will enjoy. He also likes to share his recipes and cooking ideas on **community forums**.



Denver snowboards at Lake Tahoe on the weekends and likes to stay active. His needs for planning and tracking his exercise routine are light but he likes **journaling** and writing **forum** entries as a way of tracking and sharing his experiences. In addition to **community forums**, Denver would like the option of **sending recipes** he finds to his classmates and friends.

### Background

- High school graduate
- Attending the Culinary Institute of America, California Campus
- Grew up with computers and the Internet
- Wants to find **recipes that work** with his schedule and budget
- Wants to plan and track a light workout routine
- 10 lbs overweight
- Enjoys snowboarding at Lake Tahoe on the weekends

### Attributes

- 20-year-old, single male
- Lives on a tight budget
- Experienced and very comfortable with computers and the Internet
- Uses an Apple iMac with a 20" screen at a 1680x1050 resolution.
- Uses a high-speed internet connection

**Customer Needs**

- High-quality, tested recipes
- Workout journal
- Community forums
- Information organized efficiently
- Quality services and support

**Features**

- Recipe Search
- Community Forums
- Workout Tracker
- Recipes to Share form
- Menu Journal

## Persona 3: John Benson

### Personal Profile

John is a 45-year-old teacher. He is recently divorced and looking for a new lease on life. He has been teaching English at the same high school for the last 15 years. John is also a part-time instructor at a local community college.



John has a weight set, which he keeps, in the basement for a “rainy day”. He is also a successful armchair quarterback; sitting in his easy chair with a bag of chips in one hand and his remote in the other has been his winter exercise regiment. John wants to make sensible changes in his nutrition and incorporate a modified exercise regiment that will enhance his stamina and lifestyle. He still sees himself as an attractive, active man and wants his lifestyle to reflect that inner man. He’s interested in lifestyle changes that he can incorporate for the long haul. It would be beneficial for John to be able to **track** and **journal** his eating habits and document his exercise routine throughout the week.

John wants a site that allows him to plan his **daily meals** and make healthy choices from an 1800 calorie day plan. He also needs the **meal plans** to be **customizable** to a **Diabetic Exchange Diet**. John would like to be able to print out a **grocery list** based on the menu that he chooses. He also needs a site that employs knowledgeable, helpful people and good documentation and reference material. He wants a straightforward no-nonsense presentation that is well planned and very readable. He would like to be able to calculate things such as his **BMI** to take to his **physician** to make sure he’s following the correct plan.

### Background

- 45-year-old, divorced male
- Masters Degree in Education
- English teacher in a small high school in Michigan
- Very comfortable with computers and the Internet (created his own class site)
- Wants to expand his knowledge of nutrition

### Attributes

- Energetic and resourceful
- Male
- Colorblind
- 30 lbs overweight
- High cholesterol (220)
- Owns a Gateway SD400 laptop with 512 Mb ram
- Little experience with meal planning
- Uses a high-speed internet connection



**Customer Needs**

- Simplicity and ease-of-use
- Quality services and support
- Informative and knowledgeable support
- Well written site content and directions
- Customizable personal features
- Color-sensitive design and contrast
- Support for specific diet plans

**Features**

- Health Journal and Tracking
- Exercise Tracking
- Daily Calorie Requirement Calculator
- BMI Calculator
- Printable Form for Physician
- Menu Plan
- Grocery List
- Diabetic Exchange Diet
- Customizable Plans

## **Content Inventory:**

## **Functional Specifications:**