



Michelle Holiday

“It makes me uneasy to order food online that my daughter could potentially be allergic to”

Age - 37
Gender - She/Her
Location - Lewiston, Idaho
Occupation - Registered nurse
Status - Single mother

About

Michelle is a hard working, single mother of a daughter with food allergies. She is very dedicated to taking optimal care of her daughter and allowing her to enjoy life despite her allergies. She spends her days at work as a nurse and needs to be able run quick errands on her way home or pick up food. Being an active parent in her daughters life means she also needs to have quick and easy treats on hand.

Goals

- Wants to be able to substitute ingredients in her food orders.
- Would love to see an option to set up food allergies in profile so it can notify her if the item she is looking at needs substitutions.
- Sometimes she uses screen readers for text that is hard to read. She would need that option in the app.
- Needs to get notifications of order status so she can time pick-up or delivery.

Frustrations

- Worried about online food ordering due to her daughters food allergies
- Can be tricky to find what the actual ingredients are.
- Finds that often there is no way to substitute ingredients.
- Hard to find easy and quick dessert options when she is in a hurry.
- Has dyslexia so reading the small print is even more frustrating.

Personality

- Dedicated
- Loving
- Fun
- Responsible
- Future focused
- Compassionate
- Energetic

Brands

