

Baker Ben



Job Title
College Student

Age
21 years old

Social Networks



User Bio

Ben enjoys running most evenings and wants to treat himself for the work he has done. After eating dinner he will often feel the need for something sweet but it is too expensive to buy cakes/brownies every night, so now Ben has decided to learn to bake for himself. He is always tired at this point in the evening so he wants to be able to make big desserts he can save for multiple nights and he wants it to be quick because he is new to baking and is not super motivated to do it, he is only doing it because he realizes he has spent too much on already made desserts. Ben needs simple recipes that are quick to make with easy to follow instructions.

Wants and Needs

- Pictures/Videos to help him through the baking process. Many good looking photos also keep him motivated.
- Recipes with few steps that are easy to follow so he will be able to fulfill his sweet tooth.
- Wants to be able to create large portions to spread out over multiple days.

Skills and Resources

- Spends a lot of time on Instagram and is therefore used to and understands its interface.
- He currently is not very skillful at baking or following any recipes in general.
- Lives in a student house and does not have a huge selection of kitchenware.