Name: John Smith

Occupation: University Student

Location: Edinburgh

Age: 24

Bio

John does not have much experience with cooking. He is on the university football team so is looking for simple healthy dishes on a budget. John wants to follow people that promote a healthy way of living and sometimes bakers when he wants to impress his new flat mates with cake and pies. He has used technology for most of his life so has no issues with using new applications and will access them on his laptop, phone or tablet.

Goals

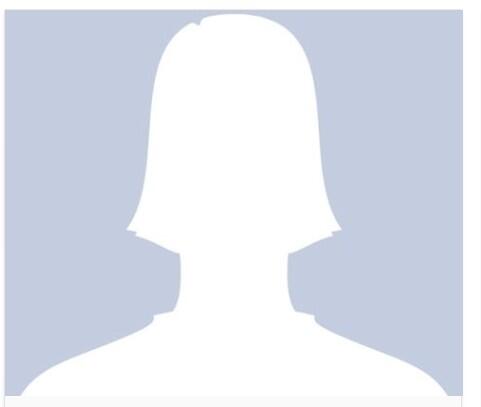
* John would love to be a professional footballer
* He wants to be in the best shape possible
* He wants to be much more confident in the kitchen

Frustrations

* Inefficient things
* Over sharing on social media
* Fake news

Technologically Skilled



Name: Margret Collins

Occupation: Retired

Location: London

Age: 69

Bio

Margret is looking is looking for some delicious and healthy recipes for her grandchildren. Margret is a bowling player and is a former local champion. Grandma Margret loves to bake cakes and make casseroles but her grandchildren are getting sick and bored of the same dishes every time. She is not very familiar with technology and sometimes struggles to understand how to use even the internet’s most popular websites.

Goals

* Make friends and family happy
* Try new things
* Try and attend more bake sales
* Raise money for charity

Frustrations

* Confusing Websites and technology
* Brexit
* Adverts

Technologically Skilled



Name: Steve Williams

Occupation: Chef

Location: Glasgow

Age: 39

Bio

Steve is the head chef at his own café in the centre of Glasgow. He is always looking for opportunities to promote his work, he feels the best way of doing this is to share dishes and ideas he has online to encourage people to come and try his cuisine. He is very comfortable with technology and has a passion for photography as well as food.

Goals

* Grow his business
* Expand his knowledge of food
* Learn the piano
* Lead a healthier lifestyle

Frustrations

* Food critics
* Cats
* Cluttered websites

Technologically Skilled

