Persona 1, Ethan Green

Ethan Green

"Without food life is not complete, without food I will not survive... I love food."



Age: 56

Education: Culinary associate graduate from Monroe college

Hometown: Staten Island, NYC Family: Sister, younger child (16 years old), 2 older sons, 20 and 23 - 3 grandchildren

Occupation: Food critic based on

Manhattan

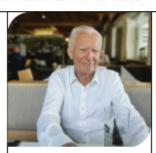


Image by "Alexandra_Koch" on pixaby.com

Ethan goals;

- He wants to communicate the importance of knowing different backgrounds and historical context to food recipes.
 He wants his family to come together and share different recipes every weekend.
- He wanted to make a portfolio with recipes to save it online and go back to check them when he might of need it.
- He now wants to share his opinions, culinary and historical knowledge to other people on food and different tastes he has tried and wishes to try in the future.

Ethan graduated from culinary arts and loved to try making dishes with his parent when he was three years old. He started to work at his parents restaurant when he was sixteen years old and then decided to go to college. He used to write books about food and had make it to the bestsellers category in The New York Times. He believes everyone should feel "the pleasure of tasting history" and wants to make food recommendations while giving food recipes to his audience and family. He loves green color not just because it's in his name but also because he loves veggies has a strong connection to nature. Asides from loving food and talk about it, he also paints with oil paint and uses a green pallet to show his love for this color.

Ethan issues and frustrations

- He wants to make personalized updates based on how people interact in his website.
- He wants to see what people think about his tastes and the recommendations they might have for him.
- He wants to see the statistics on his website and see what people think about his food recommendations/critic of the food he's tried.

User story

As a/an food critic

I want to create an interactive website

So that people who also love food can have a space to get a critical opinion, learn about food and give others their own opinions.

Persona 2, Teresa Torres

Teresa Torres

"Condiments, colors, tastes, presentations, order to eat food... Everything looks delicious, I want to eat it, I want to remember how it tastes by just looking at it"

Age: 19

Education: bachelor's degree in communication at the Arizona State University

Hometown: Liberia city, Costa Rica Family: Mother, father, two sisters and two brothers

Occupation: Film producer and food

critic



Teresa graduated in communication and became a film producer later on. She loves movies, food and seeing how much she can identify with others by these two passions of her. She came to study abroad because she wants to make movies based on her culture and how food has an impact on her whole life and how she loves the idea that her community preserves the recipes from centuries ago that she has grown with. She wants the world to see and taste the same food and make beautiful memories to share and save for future generations. She loves different colors such as purple, blue and yellow but she prefers green because of the surrounding she grew in, which were full of green plants such as condiments and vegetables.

Teresa's goals

- She wants to share about her culture and its roots related to food while giving her opinions on the food for other regions within her country based on personal experience and other knowledge she possess.
- She wants to share her original recipes inspired from the ones she's previously tried
- She wants to show the details, time and dedication that takes to create a tasteful and appetizer recipe

Teresa's issues and frustrations

- She feels frustrated that she doesn't know how much people appreciate her work.
- She wants to see the statistics on the population that watches her content and wants to know whether she might want to expand her tastes and if she should talk about other cosines around the Americas (and other parts of the world)
- She wants to make personalized recommendations to her audience.
- She wants give her audience a better experience by giving them the opportunity to leave their thoughts and own critic about the recipes and video production that she shared with them.

User story

As a/an film producer and food critic

I want to create a visual and interactive website

So that people can enjoy their experience and be part of a community that loves food and the art that can be accomplished by its preparation.