




Design Thinking: Persona 1

Persona name:	Angel Gordon
Photograph:	
Age:	36
Job:	Part-Time Sales Administrator
Status: Single/ Married etc.	Single
Other relevant bio information:	<ul style="list-style-type: none"> * Parent of 2 children under 15 * Average cooking experience
Goals: Bullets and no more than 3	<ul style="list-style-type: none"> * Choose healthy options for family * Plan ahead and budget the weekly food shop
Pain point/ concerns: Bullets and no more than 3	<ul style="list-style-type: none"> * Does not want to spend more than 30 minutes cooking each day * Struggles to find time to plan meals
Problem Statements:	<ul style="list-style-type: none"> * I am a parent trying to cook nutritious meals for my family but I end up buying convenience food because I do not know any quick and healthy recipes, which makes me feel like my kids will grow up with bad habits. * I am a budgeter trying to budget the weekly food shop but I often spend more than I'd like because I do not have time to plan and list ingredients for a shopping list which makes me feel like cooking from scratch is too expensive.

Design Thinking: Persona 2

Persona name:	James Llewellyn
Photograph:	
Age:	24
Job:	Carpenter
Status: Single/ Married etc.	Single
Other relevant bio information:	<ul style="list-style-type: none"> * Recently moved out * Very basic cooking experience * Active lifestyle
Goals: Bullets and no more than 3	<ul style="list-style-type: none"> * Add recipes to his personal repertoire * Maintain and improve physique through informed food choices
Pain point/ concerns: Bullets and no more than 3	<ul style="list-style-type: none"> * Lacks cooking experience and equipment * Doesn't know much about nutrition or calorie counting
	<ul style="list-style-type: none"> * I am a novice cook trying to cook myself dinner but my first few attempts failed because the recipes I chose were too advanced for me which makes me feel like beginner-friendly recipes are hard to find. * I am an active individual trying to cook meals that will fuel my body but I don't know what meals to choose because they do not provide nutritional information which makes me feel unsure if they align with my goals.

Design Thinking: Persona 3

Persona name:	Paulina Richards
Photograph:	
Age:	54
Job:	Security Guard
Status: Single/ Married etc.	Married
Other relevant bio information:	<ul style="list-style-type: none"> * Has lots of family recipes which have been passed down to her but not written down * Enjoys hosting family and friends for dinner
Goals: Bullets and no more than 3	<ul style="list-style-type: none"> * Easily store favourite recipes in one place * Adjust ingredient amounts based on required servings
Pain point/ concerns: Bullets and no more than 3	<ul style="list-style-type: none"> * Doesn't want others to view family recipes
	<ul style="list-style-type: none"> * I am an family cook trying to collate and share my family recipes but I do not want to post them publically because I would like to keep them in the family only which makes me feel like I shouldn't upload them to a website. * I am a host trying to feed a large group of people but the recipe I am following only serves 2 which makes me feel like it will take a lot of effort to upscale the recipe.