

User Personas for Recipe Share Web App

Persona 1: Sarah Thompson – Busy Mother of Five

Demographics:

- **Age:** 38
- **Gender:** Female
- **Occupation:** Full-time mother, part-time teacher
- **Location:** Suburban area, Colorado, USA - **Family:** Married, five children (ages 3–14)



Personality Traits:

- Organized but often overwhelmed
- Practical and resourceful
- Enjoys cooking when time allows but prioritizes efficiency- Community-oriented, values family and sharing

Goals and Needs:

- Wants quick, family-sized recipes that are nutritious and affordable
- Seeks inspiration for meal variety
- Needs a way to save and organize favorite recipes easily
- Prefers recipes that use simple ingredients and minimal prep time

Frustrations:

- Limited time for cooking and meal planning
- Managing picky eaters and dietary preferences
- Overwhelmed by cluttered recipe websites with too many ads

Technology Use:

- Uses smartphone and tablet primarily
- Active on social media (Pinterest, Facebook groups)
- Prefers mobile apps that are visually clear and easy to navigate

Context-Specific Insight:

Sarah values a community-driven app where she can share her go-to recipes and discover time-saving tips from other busy parents.

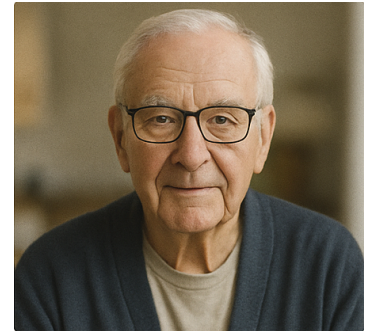
Suggested Features for Sarah:

- Filter recipes by prep time and family size
- Weekly meal planner
- Sharing and saving to family collections

Persona 2: George Miller – Retired Senior with Dietary Needs

Demographics:

- **Age:** 72
- **Gender:** Male
- **Occupation:** Retired engineer
- **Location:** Small town, Oregon, USA
- **Health:** Mild visual impairment, low-sodium and diabetic-friendly diet



Personality Traits:

- Methodical, careful, and patient
- Enjoys structure and following clear steps
- Prefers simplicity over visual complexity- Curious about healthy cooking

Goals and Needs:

- Wants recipes tailored to his health needs
- Needs large fonts and strong visual contrast in the interface
- Prefers voice search and text-to-speech options- Enjoys sharing his own classic recipes

Frustrations:

- Difficulty reading small text or cluttered layouts
- Limited tech confidence
- Many recipe sites fail to mention nutritional details

Technology Use:

- Uses a desktop computer and a tablet
- Occasionally uses smart speakers for recipes- Appreciates accessible design and large buttons

Context-Specific Insight:

George values clear, accessible design and enjoys feeling part of a cooking community that respects older users' experiences.

Suggested Features for George:

- Accessibility options (font size, contrast, voice assistant)
- Filter by dietary needs (low sodium, diabetic-friendly)
- Step-by-step voice-guided cooking mode
- Nutrition information per serving

Persona 3: Alex Novak – Budget-Conscious Student

Demographics:

- **Age:** 21
- **Gender:** Male
- **Occupation:** Computer science student
- **Location:** University dorm, Prague, Czech Republic -
- **Income:** Limited, living on a student budget



Personality Traits:

- Curious and tech-savvy
- Health-conscious but inexperienced cook
- Pragmatic, values efficiency and affordability- Social and open to learning

Goals and Needs:

- Wants cheap and healthy recipes with minimal ingredients
- Prefers quick meal ideas suitable for small kitchens
- Needs a way to track costs per recipe
- Interested in community-driven recipes from other students

Frustrations:

- Limited cooking skills and tools
- Often lacks motivation or time to plan meals
- Finds many recipe platforms too complicated or commercialized

Technology Use:

- Primarily uses smartphone and laptop
- Active on Instagram and Reddit
- Comfortable using modern web apps and AI tools

Context-Specific Insight:

Alex wants a simple app that recommends affordable, fast, and healthy meals while connecting him with a community of like-minded young cooks.

Suggested Features for Alex:

- Cost estimator per meal
- Student-friendly filters (cheap, quick, few ingredients)
- Ability to share simple recipes with friends
- AI-based meal suggestions from available ingredients