

Persona 1: David Parker

18 year old David is a first year University of Toronto Scarborough student studying computer science. He recently moved out of his home to live at the dorm on his college campus. David is new to cooking and finds himself relying on takeout more often than he likes. He shares his dorm unit with two other students, each with varying levels of cooking skills, and has access to basic kitchen tools such as a frying pan, stove, pot and microwave.

David has never had much experience in the kitchen and finds many online recipes overwhelming, with complicated techniques or ingredients he has never heard of. He wants to learn to cook simple meals that are both healthy and tasty, but unsure where to start.

In his free time, David enjoys browsing Tiktok and Instagram for beginner-friendly cooking tips and recipes. He's interested in step-by-step guides, ingredient substitution and meals that can be made in under 30 minutes to 1 hour. One pot meals and dishes with minimal prep are his favourites, as they are easy to manage in her shared apartment kitchen. He would benefit from a recipe-sharing platform that is catered to beginners, offering quick and accessible meal ideas with AI/visual instructions to guide him.

Persona 2: Mike Ross

20 year old Mike Ross is a second-year University of Toronto Scarborough student majoring in Business. He lives near the university and is frustrated by the limited and unhealthy food options on campus. He has noticed that his energy has been lacking during the day and wants to adopt a healthier lifestyle by preparing nutritious meals and working out more.

Mike has limited experience in cooking, but he is motivated to learn more cooking skills to help improve his physical wellbeing. One of his goals is to lose some weight and is inspired by social media fitness influencers who share healthy recipes and fitness tips. Mike is interested in exploring ways to make quick, high protein and nutritious meals that allow him to prepare them before he goes to school to accommodate for his packed school schedule and extracurricular activities.

Mike's goal is to feel more energized and improve overall health while managing a busy schedule. He would benefit from a recipe-sharing platform with healthy substitutions, calories and macronutrient profiles for various recipes and community interactions to help Mike stay motivated and consistent in building a healthier lifestyle.

Persona 3: Amy Lee

21 years old Amy is a third-year international University of Toronto Scarborough student studying in life science. She has a very demanding academic schedule and needs to work part-time to help support her own living expenses. She notices that she does not have time to cook nutritious meals and often eats unhealthy microwaved frozen food. She wants to change into a healthier diet without needing to compromise time and expense.

Through social media, Amy came across meal prepping videos and sees it as a solution to her current goals for a healthier and nutritious diet. She feels overwhelmed and doesn't know where to start, due to the lack of experience in cooking big meals and limited time to experiment with different recipes. Amy spends long days on campus and at work, so it is essential for her meals to be portable and can be eaten on the go.

Amy's goal is to save money and time while eating healthy, nutritious, home-cooked meals. She would benefit from a recipe-sharing platform with features such as a budget friendly filter, a grocery list generator and meal prepper would perfectly align with Amy's need and busy schedule.