

Heirloom User Personas

Jasmine



Age 22
Occupation Journalist
Location Atlanta, GA
Gender Female

“I don’t know too much about cooking so I call my mom a few times a week to ask her for a recipe or how to do a certain cooking technique like sautéing.”

Motivations

Jasmine just graduated from college, moved to a new city and started her first job as a journalist for a local paper. As its her first time living on her own and she didn’t cook much in college, she is now in charge of her meals for the first time ever. She loved what her mom always cooked and she wants to have those on file. Right now when she needs a recipe, she calls her mom and her mom will email or text it. Jasmine is frustrated because she never knows where to go to find that recipe her mom sent her that one time and she has to ask her mom to resend the recipe often.

Goals

1. Save shared recipes
2. Have a shared collection of recipes
3. Place for recipe tips/comments

Frustrations

1. Too many places to share recipes
2. Not one place to save recipes
3. Does not know all the cooking techniques required

Bio

Jasmine grew up in New Jersey with her family of four. They had family dinners every Wednesday night where everyone in the family could catch up with each other before going their separate ways for homework or school clubs or events. She never really learned to cook with her mom and now she is trying to learn on her own and with her mom over the phone.

Amelia



Age 60
Occupation Retiree
Location Pittsburgh, PA
Gender Female

“I would love to share all of my recipes with my kids and have the recipes live on for generations.”

Motivations

Amelia comes from a large italian family so she has a lot of family recipes written down. She keeps them all in an old photo album box in her kitchen. She is frustrated with how long it takes her to find the recipe she is looking for. When she cooks for a friend and wants to share the recipe, she scans the piece of paper and hands it over in person. Amelia is looking for a very basic application to store her family recipes and have them be easy to find and easy to share.

Goals

1. Store family recipes
2. Organize recipes into groups
3. Share recipes with friends

Frustrations

1. Unorganized collection of recipes
2. Not easily shareable
3. Difficult-to-use applications

Bio

Amelia has lived in Pittsburgh her whole life, working as a nurse. She just retired a year ago and has been trying new things to fill in her free time. She has tried knitting and kickboxing, but there is nothing she loves more than cooking for her two children when they visit. Her mother was born in Italy and her mother’s siblings still live there so they visit family over there quite often. Amelia discovers a new family recipe every time she visits.

Kyle



Age 35
Occupation Trainer
Location Boise, ID
Gender Male

“I am always browsing online for new recipes to try and when I find a good one, I want to highlight that recipe and make sure to share it with my clients.”

Motivations

Kyle is a personal trainer and needs to keep fit and lean for his job. He motivates his clients by demonstrating good exercise and diet habits for them to follow. He likes to try different diets so he can discuss them with his clients. He has recently tried Whole30 and Vegan, but he is now currently following the Paleo diet. He bookmarks all the recipes he likes online, but with the number of diets he is trying and meals he is making, he is struggling to keep them organized and it takes him a while to collect and share the recipe links with his clients.

Goals

1. Save/store recipes found online
2. Tag recipes by diet
3. Share certain collections of recipes with clients

Frustrations

1. Unsorted list of recipes
2. Not able to bulk share with clients
3. Recipes bookmarked on only one of his browsers

Bio

Kyle grew up in the Midwest on his family’s farm. He helped with some of the farm work every day and learned how much he loved having a job that kept him moving. This inspired him to become a personal trainer. After going through school, he learned it isn’t just exercise that matters but more importantly, diet. He wants to help his clients improve their lives so he learned all he could about diets and in order to learn more about diets, he takes the diets on himself. It helps that Kyle loves cooking and trying new recipes.