**Persona 1.**



**Name**: Alex Perry

**Age**: 23

**Occupation**: Medical School Student

**Quote**: I like cooking and want to improve my skills. But getting groceries online can be expensive with the shipping fee when I'm not buying a lot.

**Bio**:

Alex is a third year medical school student studying in Vancouver. She is super busy with her courses but she always tries to cook at home because she likes cooking and considers it a break from school work. The bonus is it’s a lot cheaper than eating in the cafeterias. She usually cooks 1-2 times per week to prepare meals for the next several days and mainly relies on Google to find her recipes. But the quality of the recipes varies so much, and it always takes her a long time to build a list of meals. Also getting groceries is far, tiring and time consuming. She is a frequent online shopper and would get groceries too if it doesn’t cost extra for delivery.

**Goal**:

* Plan out next several meals.
* Making something different.
* Use up leftover ingredients.
* Keep the budget reasonable when shopping online.

**Motivation**:

* Eat cheaper and healthier.
* Know the cooking time of a recipe.
* Use reviews and ratings to determine the quality of a recipe.
* See recipes from people she follows.
* Need monetary incentive for shopping online.

**Frustration**:

* Prefer videos as cooking instruction but doesn’t like them to be extra long.
* Too many search results to choose from.
* Online meal plan services are too expensive.
* Shipping fee is too much.

**Persona 2.**



**Name**: Jesse Warren

**Age**: 28

**Occupation**: Account Manager

**Quote**: I prefer eating at home because I try to eat healthier. But it takes too much time to buy groceries and cook.

**Bio**:

Jesse works at a big technology company in NYC. Not like most of the white collars, he doesn’t live his life just between home and company due to the frequent needs of meeting customers all around the city. He tries to eat healthier by cooking his own meals to stay away from restaurants and fast-foods, but he rarely finds time for shopping. Even when he does sometimes, he always feels lost standing between the isles without an idea of what to cook, and ends up heading towards a cafe next door. He needs a easy to to find simple dishes he can cook at home and a magic of having groceries appear in his fridge.

**Goal**:

* Practice home cooking.
* Eat healthier
* Save time on grocery shopping.
* Monitor calories of meals.
* Plan out meals before shopping.

**Motivation**:

* Get recommendations based on diet preferences.
* Learn to cook better.
* Read reviews of a recipe.
* See cooking instructions with pictures.
* Cook with specific ingredient.
* Cook for special occasion.
* Shop online to save time.
* Get a membership to cover delivery.

**Frustration**:

* In-store shopping takes too much time and effort.
* Online shopping takes a long time when browsing without a shopping list at hand.
* Recipes with irrelevant information such as stories and advertisements.
* Pictures are not clearly relate to instruction steps, or of bad quality.

**Persona 3.**



**Name**: Etta Austin

**Age**: 31

**Occupation**: Part-time Office Clerk

**Quote**: I like going to grocery store and pick out the freshest ingredients for cooking. But there's always too much temptation and I tend to have ingredients that don't go along together. I'd have less waste if I plan ahead.

**Bio**:

Being a mom with 2 kids and working a part-time job in an Attorney Agency, Etta enjoys her work-life balance. She likes preparing nutritious meals but it’s hard to keep the kids excited with the same dishes, so she always needs inspirations on cooking. When she finds a good recipe she will write a review, and post the photos to her instagram. Although she likes to pick up the ingredients in store to get the best quality at the best price, if the store she always goes to delivers her groceries, she would consider trying it out to save the travelling and shopping time.

**Goal**:

* Get inspirations for cooking.
* Know the number of servings from a recipe.
* Get cooking tips.
* Buy quality food ingredients.
* Find nutrition information of the product.
* Have a shopping list to use in store.

**Motivation**:

* Get recommendations based on seasonal products.
* Find recipes for specific ingredients.
* Find recipes for certain type of dishes.
* A good place to post and share recipes.
* Have a place to keep all the shopping lists.
* Buy quality groceries online from trusted stores.
* Reduce wastes by cut the temptation on buying extra.

**Frustration**:

* Cooking instructions are not detailed enough.
* Quality of recipes are not consistent when judging by ratings.
* Needs a easy way to keep shopping lists organized and always available when needed.
* Worries about food quality when shopping groceries online.
* Browsing individual items, determining the quality and quantity then adding them to cart take quite a bit practice to make online shopping faster.