# Project Personas

**Persona 1: The Student**

**Name**: Emily Byrne

**Age**: 19

**Background**: First-year university student living away from home for the first time in student accommodation.

**Cooking Experience**: Very little experience relies on takeout and microwave meals.

**Goals**:

Learn basic cooking to save money.

Avoid undercooking food as a safety concern.

Follow very clear step-by-step instructions and photos

**Negative Points**:

* + Easily overwhelmed by recipes with too much info.
  + Struggles to tell if food is fully cooked.
  + Limited tools in a small student kitchen.

**How the App Helps**:

Uses the thermometer and example photos to confidently know when chicken, pasta or rice is ready.

Gets visual assistance from the photo system is this chicken is safe to eat.

Learns cooking through guided videos/photos instead of long explanations/recipes.

**Persona 2: The Home Baker**

**Name**: Sarah O’Connor

**Age**: 34

**Background**: Working part-time baking for family and friends and occasionally sells cakes at the local markets.

**Cooking Experience**: Confident with baking, average with cooking.

**Goals**:

Improving consistency of cakes and pastries.

Avoid overbaking or underbaking cakes.

Share professional results with others.

**Negative Points**:

Cakes sometimes turn out too dry or too moist.

Oven temperature is unreliable and can cause sinking in cakes

Finds it tricky to visually judge readiness.

**How the App Helps**:

Uses thermometer for guidance to know exact baking readiness.

Uploads cake photos of knife/thermometer to confirm if it’s too moist/dry.

Relies on side-by-side comparison photos for confidence in results.

**Persona 3: The Experienced Cook**

**Name**: Daniel Rossi

**Age**: 45

**Background**: Experienced chef who enjoys experimenting with advanced recipes at home and using whatever is in his fridge.

**Cooking Experience**: 20+ years, very skilled.

**Goals**:

Use technology for precision cooking.

Save time by confirming food doneness quickly and precisely.

Test new methods and recipes while ensuring perfect results.

* **Negative Points**:
  + Wants precise control for complex dishes for example meats and breads.
  + Sometimes multitasks too much and gets distracted overcooking items.
  + No need for basic tips, just advanced precision tools and reliability.
* **How the App Helps**:
  + Uses thermometer for exact temperatures for perfect cooking.
  + Uses photo verification as a double-check when multitasking/busy.
  + Skips tutorials, instead focuses on advanced temperature and perfect cooking guidance.