

User Personas

Kitchen to Kitchen App



Personal Background

Jennifer

Age: 34

Location: Minneapolis, MN

Occupation: nurse

Goals

- Cook more at home
- Try new recipes
- Get to know neighbors

Frustrations

- Buying new kitchen gadgets to stay up with trends
- Upfront cost of new kitchen gadgets
- Not knowing how to connect with neighbors



Personal Background

Matt

Age: 31

Location: Chicago, IL

Occupation: HR

Goals

- Own fewer items/minimalism
- Befriend neighbors
- Learn new cooking techniques

Frustrations

- Not having enough of kitchen gadgets
- Price of new kitchen gadgets
- Disposable culture



Personal Background

Cindy

Age: 40

Location: Mesa, AZ

Occupation: Stay at home parent

Goals

- Be more neighborly/connect with other parents in the neighborhood
- Access more gadgets when needed
- Buy less, borrow more or buy secondhand

Frustrations

- Price of new kitchen gadgets
- Owning too many kitchen gadgets that have only be used once
- How much space kitchen gadgets take up