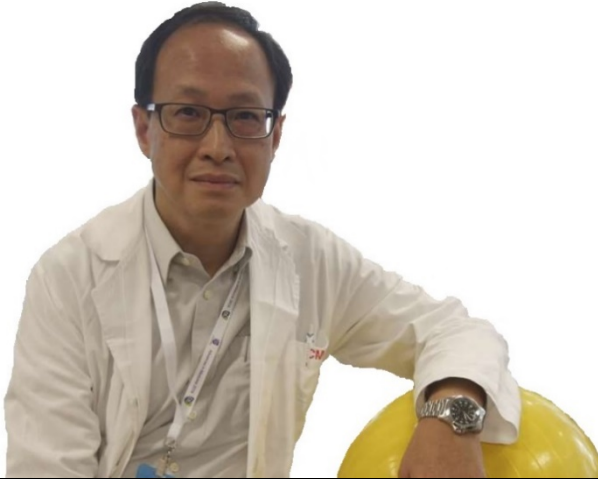




Persona:	Retired Healthcare Professional Part-time babysitter of Grandson that requires special dietary needs Entertainer
Photo:	
Fictional name:	Dr. Louis Francis
Job title/major responsibilities:	<ul style="list-style-type: none"> • Retired family doctor. • Babysits 6-year-old grandson three times a week. • Cooks meals for his grandson that has specific dietary needs. • Enjoys trying new recipes during retirement. • Enjoys entertaining and sharing his new recipes with his guests, family, and friends.
Demographics:	<ul style="list-style-type: none"> • 72-year-old, male • Dual family income of \$75,000 • Married • Father of two children, 48 and 47 • Grandfather of three children, 6, 4, & 2 • Lives in a new home in the Vitoria Gardens Development • Music director of several church choirs • Retired medical doctor
Identifiers:	<ul style="list-style-type: none"> • Comfortable using his iPad and iPhone. • He connected to the internet via cable at home. • Uses email and text frequently. • Uses the web about 3 to 5 hours a day.

	<ul style="list-style-type: none"> • He is an influencer in his circles. • Natural-born leader and entertainer. • Social media: Facebook and YouTube
Quote:	“If you don’t use it, you lose it!”
Simple Task:	<ul style="list-style-type: none"> • Save recipes that he wants to try. • Mark recipes that are his favorite. • Delete recipes. • Edit recipes to customize to his needs and preferences.
Complex Task:	<ul style="list-style-type: none"> • Take pictures of cooked meals and save them to the recipe that he used to cook. • Share recipes with his family and friends via email or text.
Stretch Feature:	<ul style="list-style-type: none"> • Search for recipes via keywords or categories • Add pictures to the picture gallery of meals created • Share picture gallery

Persona:	Middle Age Mom, I wear many hats
Photo:	
Fictional name:	Julia Nicole Gordon
Job title/major responsibilities:	<ul style="list-style-type: none"> • Loves cooking healthy home-cooked meals • Diet: Gluten-free • Registered Nurse • Mom • Middle school cheerleader head coach
Demographics:	<ul style="list-style-type: none"> • 48-year-old, female • Married with five children, 18, 16, 15, 11, 7 • Lives in the established community of East Highland • Dual family income of \$175,000
Identifiers:	<ul style="list-style-type: none"> • Her smartphone is her life • She is connected to the internet via google fiber at home • Uses 5G smartphone • Uses email and text extensively • Uses the web about 12 hours a day • Values community involvement • Altruistic • Highly visible during events • Empathetic and understands people • Friend to all

	<ul style="list-style-type: none"> • Social media: Facebook, YouTube, Instagram, Tic-Tok
Quote:	“I wish there were more hours in the Day!”
Simple Task:	<ul style="list-style-type: none"> • Save recipes. • Mark recipes as favorite. • Delete recipes. • Need recipes accessible via phone/online. • Edit recipes to customize to Gluten-free options.
Complex Task:	<ul style="list-style-type: none"> • Take pictures of the meals cooked and save them to the recipe used to cook. • Share recipes with family and friends via email or text.
Stretch Feature	<ul style="list-style-type: none"> • A quick search of meals based on ethnic origin • A quick word search for meals • She likes to picture document food she makes. Save pictures to the Picture Gallery and shares them on her social media.

Persona:	Young Professional, I am optimistic but practical, Pregnant: First trimester
Photo:	
Fictional name:	Geny Rachel Murphy
Job title/major responsibilities:	<ul style="list-style-type: none"> • 8 ½ weeks pregnant • Master's in computer science and cybersecurity • Working on masters in Software development
Demographics:	<ul style="list-style-type: none"> • 28-year-old, female • Newly married • Dual family income \$125,000 • Looking for a new home in the suburbs that is family-friendly
Identifiers:	<ul style="list-style-type: none"> • Tech-savvy • Business savvy • Connected to the internet via google fiber at home • Has all the latest tech • Uses email and text extensively • Uses the internet 18hrs a day • Uses all the latest social media • Researches everything • Creative personality

	<ul style="list-style-type: none"> • Likes to be involved • Looks up recipes online
Quote:	<p>“Sometimes, you’ll hold on really hard and realize there is no choice but to let go.”</p> <p>“My first trimester of pregnancy is challenging. I never know what food will make me want to gag and vomit. Certain food may seem like a great idea, but I never know for certain how I will react until it is right in front of me.”</p>
Simple Task	<ul style="list-style-type: none"> • List of favorite meals that are agreeable with her while in her first trimester of pregnancy
Complex Task	<ul style="list-style-type: none"> • Quick and Easy to share recipes with her husband. • This sharing feature makes it easier for her husband to buy ingredients at the grocery store and prepare the meal. This feature is especially helpful while Geney is feeling sick with morning sickness.
Stretch Feature	<ul style="list-style-type: none"> • Search foods based on specific ingredients • Search for food based on total cook time