

BEN ROBERTS

Summary



Ben is 40 years old. His birthday is on the 23rd of October.



Even though he is colour blind, Ben boasts a successful career as a freelance fine artist, selling many paintings all around the UK and neighbouring countries.



He is from England but moved to Malta in 2019 as he enjoys travelling to new places.



Biography



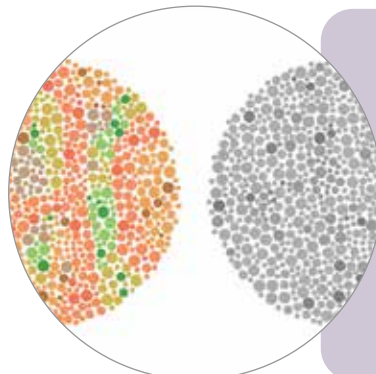
Being a single man, in his 40s, Ben decided he wants to travel as much as he can, visiting as many countries as possible.

Interests



His interest in local cuisines and the country's favourite desserts lead him to Baker's Dozen which gave him access to a variety of baked goods for him to make himself at home.

Disability



Seeing that Ben is colour blind, it is important that the website is made up of contrasting colours for him to be able to read the text comfortably, making his shopping experience as easy and comfortable as possible.

Accessibility



He normally orders products from his phone, as while he's out and about he is on the lookout for new treats he could try at home. When he comes across something new or interesting, he looks it up on Baker's Dozen and adds to his cart to purchase later.

LEANNE Mifsud

Summary



Leanne is 14 years old, born on the 11th of August.



She is still in secondary school but aspires to become a pastry chef when she grows up.



She is Maltese and has lived here all her life, but her father's side of the family is Moroccan.



Biography



Her favourite pastime is trying out new recipes with her mum and practicing and improving her favourites that she's been baking since a young age.

Interests



In recent years she has been working on collecting her favourite existing recipes and her original ones that she adapts from cookbooks in her special notebook. She aspires to publish her own recipe book.

Accessibility



She enjoys browsing Baker's Dozen on her laptop at home with her mum as they look for new recipes to try out. Her favourite desserts are anything that include chocolate: chocolate cakes, brownies, cookies and so forth.

JAMIE FITZGERALD



Jamie is 31 years old. His birthday is on the 5th of September.



He works as a senior developer for one of the biggest gaming companies in Malta.



He comes from a German family, but his parents moved to Malta when he was only 10 years old.



Jamie is a 31 year old senior developer at WIX. He also suffers from Aspergers Syndrome and often finds himself feeling anxious. Cooking seems to calm his mind and helps him relax.



Jamie needs a way to keep calm and keep his mind occupied. He needs of a way to share the food he makes with the rest of the office.



Jamie, in his free time tends to further his knowledge of programming and he is chasing the next promotional jump in this company. Other than this he winds down by watching movies and playing online games



As he suffers with autism he finds it hard to stay focused. Is often very forgetful and finds shopping difficult.

Moira Pisani



Moira is a 67 year old woman. Her birthday is on the 30th of March.



Today, she is a retired woman but she used to work as a receptionist at a hotel.



She is Maltese and has lived in Zabbar all her life. Sadly, she is a widow.



Moira has 5 grandchildren, all of which love her baked goods. She loves spending time in the kitchen preparing lovely food for everyone.



She needs an easier way to make food as her age is making physical movement difficult. Wants to involve her grandchildren in her cooking



Her age isn't allowing her to move around as she used to before, making it hard for her to go to the supermarkets and carry the ingredients home seeing that she doesn't own a car. Moira is afraid that her old recipes are too difficult for her grandchildren to follow.



As an elderly woman, she loves to go to the local club and socialise with her friends of the locality. They all also share their original recipes with one another so their baking is varied and they get to try new things.

STEPHANIE GRIMA



Stephanie is a 36-year-old woman, born on the 12th of June.



She is a housewife and a mother of 2 girls.



Stephanie is Maltese and lives in Balzan.



Stephanie is a 36-year-old mother of 2 young girls. Since she was a young girl, she has always loved cooking and baking more than anything.



Now that she has children of her own, she wants to teach them the art of baking and help them develop their creativity in the kitchen. Both girls enjoy helping their mum prepare food and different baked goods.



She feels that Baker's Dozen is a good starting point for the girls to have a general idea of basic ingredients and recipes that they can use a stepping stool to develop their skills as they grow.



Most importantly for Stephanie, however, is for her daughters learn new skills while enjoying delicious treats that they made themselves. She is considering subscribing to the monthly mystery-box deal so that at least once a month, she'll have an easy-to-follow recipe to bake something with her children.