



Carl Jameson

20 year old male in Phoenix Arizona

Unemployed College Student

As a sophomore in college who just moved out of the dorms and no longer has access to the cafeteria. Between school work and friends they just can't be bothered to learn how to cook. But at the same time they need to because it's really cutting into their allowance. They live with 3 other students who all share the same feeling towards cooking. As an engineering major they are pretty tech savvy. When describing Carl people often say, friendly, energetic and driven.

Goals

- Become better at cooking
- Save money by cooking at home
- Become closer to friends through cooking



Melinda Rose

25 year old female in Seattle, Washington

Accountant at PwC

Bachelor in Accounting

Working at PwC, a large accounting firm, as an accountant. I enjoy bar hopping and singing Karaoke with friends on the weekends, but too busy with my accounting work on the weekdays, especially during the busy season. I'd enjoy eating more healthy, home cooked food, but I don't know where to start or have the time to find out without cutting into my time with friends and work.

Goals

- Eat more home cooked food
- Continue to enjoy time with friends
- Learn more about cooking while managing my busy work life



Margret Simpson

65 year old female in Austin, Texas

Stay at home Housewife

Managing my unruly grandchildren and keeping my family watered and fed while maintaining a clean and organized home. I enjoy experimenting with new and adventurous foods that both my family and I can experience together to have a little part of the world at home.

Goals

- Trying new and exciting dishes
- Introducing more ethnic foods to the family
- Keeping a tidy household
- Having walks across the farm



Bob Ross

23 year old male in San Jose, California.

Graphic designer at PayPal.

B.A. in Graphic Design

Bob enjoys the new freedom that comes from moving away from his parents for the first time, but he hasn't had to cook for himself much over his time at home. He wants to eat some tasty food without having to pay the constant heavy cost for decent takeout.

He knows he enjoys collaborating with coworkers and is up for trying to have them or friends coming over to share food. Due to having a decent job, worrying about cost isn't too large of a worry.

Goals

- Make good tasting food
- Be a bit healthier from not eating takeout a lot
- Spend some time with friends



Jim Jones

38 year old male in San Francisco, California.

Priest at a church in San Francisco

Jim cares about his community and is looking for new recipes to make for everyone on the Sundays that they have large potlucks. He is also looking to save a bit of money due to the amount of food that he needs to make for when these events occur. He loves to get as many people that he can to these gatherings and is looking to make some killer food for his community.

Goals

- Feed his community
- Be able to do it on a budget
- Increase his cooking skills