

Persona

**Bio:**

Nick
10 years old
Chantilly, VA

He's an only child and both of his parents work. During the school week, his grandmother looks after him. He enjoys watching kids cooking shows and playing video games. Nick loves trying new things and sharing it with his family.

Behavior

Nick started taking an interest in cooking after spending thanksgiving with his grandmother.

On special occasions, he enjoys making simple breakfasts for his parents.

His screen time is limited, but he is allowed to use the family's tablet.

He's very hands-on and loves learning things by doing.

Needs & Goals

Has shown interest in packing his own lunch from home.

Wants to be more independent, but still seeks parents' approval.

Wants to prove to his parents that he can navigate the kitchen on his own.

Pain Points

He doesn't like school lunches.

The recipes he finds are too complicated and requires too much reading with complex vocabulary.

Kid-friendly recipes are still catered to adult cooks.

Needs adult approval to do anything.

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