# Target Group Examples

## 🎯 1. Busy Professionals

* Limited time for cooking
* Appreciate quick recipes and smart shopping lists
* Likely to use features like pantry tracking and meal planning

## 🎯 2. Students

* Budget-conscious
* Need simple, affordable meals
* Benefit from automatic shopping lists and food waste reduction

## 🎯 3. Families

* Cook regularly for multiple people
* Want to plan meals and manage a shared shopping list
* Pantry management is especially useful

## 🎯 4. Health-Conscious Individuals

* Track ingredients, avoid allergens, follow specific diets (e.g. vegan, keto)
* Use the app to customize or filter recipes and avoid waste

## 🎯 5. Hobby Chefs / Food Enthusiasts

* Love discovering, saving, and sharing new recipes
* Enjoy creating their own dishes
* Would use the app’s personal recipe management features

## 🎯 6. Elderly or Technologically Curious

* Looking for user-friendly meal helpers
* Can benefit from a simple, intuitive app that helps with shopping and meal prep