

#1 – Australian Annie

Background:

- Born in Australia
- Married to a U.S. Citizen, and has lived in America for the past 17 years
- Has 4 children ranging in age from 16 to 5 years old
- Works as a crossing guard part time



Demographics:

- Female, 37 years old
- Single family income of \$38,000
- Lives in a suburban town about 30 miles from a big city

Identifiers:

- Likes cooking, when it turns out good
- Uses Facebook, Pinterest, and Etsy
- Has recipes from Australia which use milliliters, grams, and gills
- Likes new things, but will give them up quickly if they don't impress her
- Gives word-of-mouth references to a large circle of women in her same demographic

Goals:

- Wants to make all meals at home, instead of spending money to eat out
- Likes recognition for the effort she puts into her cooking

#2 – Teenage Tom

Background:

- Attends high school
- His mother has cooked for him for as long as he can remember
- Has 2 brothers and 1 sister, all younger than he is
- Has learned a little about cooking from his parents and from one class in school

Demographics:

- Male, 16 years old
- Single family income of \$38,000
- Lives in a suburban town about 30 miles from a big city

Identifiers:

- Likes to cook, when he can make his own desserts
- Uses Instagram, Spotify, and 40 other apps
- Plays video games and likes to save his progress
- Hates doing dishes
- Doesn't like math, or solving problems

Goals:

- Would like to cook things quickly and easily, without messing up the recipe
- Wants to have more of the latest technology than his friends have



#3 – Granny Gertrude

Background:

- Has cooked for her family for over 40 years
- Has been asked for her recipes many times
- Has 4 children, 15 grandchildren, and 2 great-grandchildren
- Has used paper cookbooks thousands of times



Demographics:

- Female, 68 years old
- Fixed income of \$27,000
- Lives in a small rural town

Identifiers:

- Loves to cook
- Recently was shown how to use a smartphone to take pictures
- Has started to forget where she has put things
- Enjoys memories

Goals:

- Would like to take and keep some pictures of her recipes
- Wants to participate with her family who all have “new-fangled gadgets”

This persona has been added as part of the stretch feature, which is picture-taking capabilities.