

Team Worksheet 2 – CS545

Name of Project:

Human Culinary Interaction

List of Team Members:

Cindy Zhang

Jacob Roessler

Kevin Ha

William Kastell

Joseph Mirabile

Jacob Wood

What is your target population?

Anyone who wants to cook. Anyone from novices or experts are all in our target population.

What is the Primary E you are trying to improve?

Our primary E we are trying to improve is Engaging.

How will you measure improvement of the E you selected?

How long they use the website,

How many people access the website,

How many people share the website,

How many repeat visitors, and

Compliments/Complaint Forms.

What industry sources are you using to gather data that will be used for the basis of your persona?

Questionnaire Survey on High School/College Kids/Parents,

User Reviews,

Social Media (Instagram, Food Blogs, Facebook, Pinterest?),

News Outlets,

Local/WorldWide Restaurants,

Professional Chefs,

Unprofessionals Chefs,

Grandma.