

## Personas

\*Note: All images of people were generated using an Artificial Intelligence program. Credits to <https://thispersondoesnotexist.com/> for the AI algorithm.

Figure 1. Beth Smith- an expert cook.

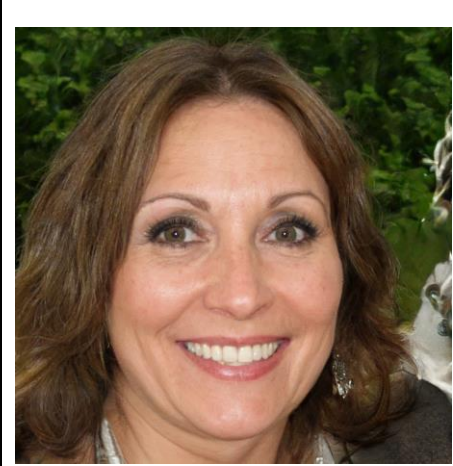
	<p><b>Beth Smith</b></p> <p>Beth is a 40 year old stay at home mom of 5 children currently living in Vaughan. Beth has a passion for cooking and creating her own unique recipes. Beth is well known in her social circle for her great cooking skills. As a highly extroverted person, Beth enjoys hanging out with friends and sharing her cooking tips with them.</p> <p>Beth had studied Culinary in college and had previously worked as a baker at her local bakery. Beth has accumulated a lot of knowledge in baking that she would like to share. Now that her children are older, she has more time to focus on developing her passions in culinary and sharing her knowledge.</p> <p>Most people in Beth's circle including herself owns a smart phone device and are active on Instagram. Beth has been thinking of ways she can help share her recipes to her friends online. She would like to be able to easily document her recipes and have them presented in a way that makes it easy for her followers to understand. She has no advanced experience in technology and needs an intuitive app on her phone to use for this purpose.</p>
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Figure 2. Summer Smith- an amateur cook.



	<p><b>Summer Smith</b></p> <p>Having moved out of her parent’s house this year, the 19 year old Summer has been recently learning the responsibilities of adulthood. She is a 1<sup>st</sup> year at the University of Toronto studying Life Sciences and lives alone in a basement apartment. Although her apartment is furnished with a full kitchen, Summer has yet to make herself a meal beyond microwaving frozen dinners and boiling up instant noodles. On weekends, she will most likely order food through UberEats or visit her local Subway for a quick meal.</p> <p>Having close to no experience in cooking, Summer is intimidated by the thought of cooking a dish. Summer’s new years resolution is to improve her health and budgeting habits. Summer is looking for a solution that will help her learn to cook healthy and cheap meals from the very basics. As a reclusive person who prefers to spend time alone, Summer would like to only make dishes to feed 1 person.</p> <p>As a Gen-Z, Summer is familiar with technology and owns an android phone. She has many apps installed and likes to frequent social media through the free Wi-fi provided by her landlord.</p>
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Figure 3. Rick Sanchez- a recipe collector.

	<p><b>Rick Sanchez</b></p> <p>Rick Sanchez is a 30 year old avid solo traveller who is currently on a backpacking journey across Asia. He was previously working as bank teller before deciding to quit and travel full-time.</p> <p>During his travels, Rick enjoys collecting recipes from different countries. Currently, he documents all his recipes using a basic 'Notes' application on his smart phone. However, this is increasingly becoming more disorganized and difficult to sort through.</p> <p>As a traveller, Rick does not have stable WiFi connection and cannot rely on the internet. Rick would like to be able to have an offline application on his phone that is formatted for the purposes of organizing the recipes he collects. Needing to travel light, he believes using his phone to store his recipes is a far better than carrying physical notebooks. Once he is done travelling, he would like to be able to share his knowledge of traditional cuisines with his friends and family.</p>
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