



Jake

Age: 34

Occupation: Product Manager

Hobbies: Geology, cars, video games

"I only make two things - banana bread and cookies"

- Bakes for economic reasons
- Usually bakes for social gatherings
- Uses recipe on phone while baking, would like screen to stay on.
- Usually finds a new recipe each time he bakes, but would like to be able to save his favorites



Sahara

Age: 30

Occupation: Student and homemaker

Hobbies: cooking, video games, reading

"I'm a creature of habit"

- Makes dessert when she is craving something sweet after dinner
- Wants fast, easy recipes with simple ingredients
- Will not make an extra trip to the store, keeps ingredients on hand.



Diana

Age: 50+

Occupation: Chemistry specialist

Hobbies: Gardening, crafts, cooking

"...if there isn't a jump to recipe button and I have to scroll and scroll and SCROLL I am done!"

- Bakes for events like birthdays
- Frequently modifies recipes and needs to keep track of modifications
- Utilizes phone to search for recipes, tablet to cook, and printed recipes to annotate
- Takes her time deciding and making recipes