

Emily Carter



Age: 28 years old

Occupation: Marketing Executive

Status: Single

Location: Leicester, UK

Bio: Emily works full-time in marketing. She has coeliac disease and a mild nut allergy, meaning she must strictly avoid gluten and carefully check ingredients.

User story: As someone with coeliac disease, she wants clearly verified and filterable recipes so she can cook safely without spending time researching ingredients.

User scenario: After finishing work at 6 pm, Emily opens the web app on her phone during her commute. She filters gluten-free and nut-free, checks allergen tags, saves a recipe, and plans to cook it that evening or batch-prep for the week.

Goals:

- She wants to quickly find gluten-free, nut-free recipes
- She wants a trustable source without cross-checking everything
- She wants to meal prep efficiently for the week
- She wants to avoid accidental exposure to allergens

Frustrations:

- Recipes falsely labelled gluten-free
- Hidden gluten in sauces or processed food
- Poor allergen filtering
- She has to manually verify every ingredient