

Ian Dallas



Age: 67 years old

Occupation: Professional chef and influencer

Location: New York, USA

Bio: professional chef with decades of industry experience. He runs his own kitchen & is also a food influencer who regularly shares recipes online. He uses the World's Pantry primarily to publish recipes for his audience.

User story: As an experienced chef and content creator, he wants to upload recipes efficiently and present them clearly, so that users can successfully recreate his dishes without his workflow being disrupted.

User scenario: After cooking a dish in his kitchen that he had live streamed, he opens the web app on his device to upload the recipe. He selects photos taken during cooking, writes the ingredients and steps, then adjusts the formatting so it reads clearly. He reviews the preview, publishes the recipe, and later checks user feedback and engagement.

Goals:

- Communicates techniques clearly
- Reach and retain his audience
- Maintain professional presentation

Frustrations:

- Content reuse isn't transparent
- cooking knowledge
- The app's structure limits his expression