

Goro Akechi



Age: 19 years old

Occupation: Student & part-timer

Status: Single, living alone

Location: Osaka, Japan

Bio: Goro is a uni student who lives alone, whilst working as a part-timer. He must cook for himself, he uses his earnings to buy required groceries.

User story: As someone with little to no experience in cooking, he wants to learn simple recipes to cook quick and healthy meals for himself, and eventually unique dishes he enjoys.

User scenario: A little before preparing dinner, he opens the web app on his tablet whilst preparing the utensils. He then searches the simplest dishes recommended by other users and saves a few recipe, later that night, he follows the recipe and instructions, making a delicious easy dinner for himself.

Goals:

- Clear step to step instructions
- Find beginner approved recipes
- He wants a meal that is healthy and under budget
- Save time and a long day, have an efficient method to learn cooking.

Frustrations:

- Recipes might assume prior cooking knowledge
- Too many ingredients or tools
- Too many similar recipes