Potluck Patricia

Background
- Retired with 12 grandkids
- Highschool educated
- Worked 34 years at Kroger's as a Grocery Clerk

Demographics
- Female, 62 years old
- Social Security + Pension Income of $42,000 a year
- Owns home with her husband, Clark, in a conservative part of town

Identifiers
- Loves to cook for large family; Mostly traditional meals
- Generally hesitant to change
- Can barely use a computer
- Very sensitive to negative feedback

Notes
- Keep user flow simple and intuitive for non-expert users

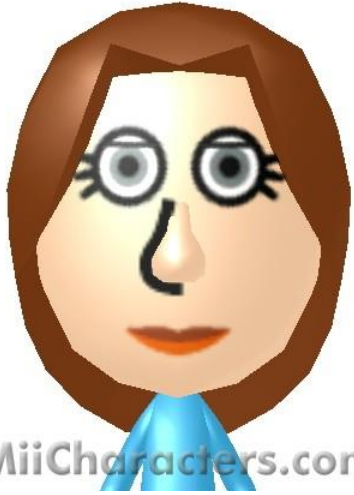## Young Professional Yang

Background
- B.S in Computer Science
- Front-End developer for a Bay Area startup

Demographics
- Male, 25 years old
- Originally from Bejing, moved to US for college
- Developer Income of $135,000 a year
- Shares a loft with 2 roommates

Identifiers
- Loves apps, but still learning to cook
- Enjoys exploring new types of food
- Cost conscious due to cost-of-living
- Very tech savvy
- Values authentic feedback in both directions

Single Mother
Suzanne

Background
- Divorced with a 3-year-old daughter
- Finishing Bachelor's Degree online
- Has worked as a receptionist for 5 years

Demographics
- Female, 29 years old
- Single Income of $34,000 a year
- Rents a loft 45 minutes from work

Identifiers
- Very budget conscious
- Nutrition is important
- "Technical enough" but not an expert
- Interested in trying new dishes if budget and time allow

Notes
- Consider adding "budget-helper" features in later iterations to appeal to budget-minded users.