



*"I'm an extrovert, who needs some help with my cooking skills."*

AGE 21  
JOB TITLE Student  
STATUS Single  
LOCATION San Diego, CA

CURIOUS

EXTROVERTED

UNORGANIZED

CREATIVE

#### FAVORITE BRANDS



#### TECHNOLOGY USAGE



30-40  
hrs/wk



40-50  
hrs/wk



8-10  
hrs/wk

#### USER PERSONA

# Alex Jaurez

"The Bachelor"

## ABOUT

Alex is a college student in his early 20s, who is single and lives by himself. He spends most of his time during quarantine either in Zoom classes or doing homework. He used to hang out with his friends on the beach during the weekend. Now he's making TikToks and watching YouTube on his phone. He is learning to cook to save money. He came to San Diego three years ago as a freshman. He's curious, a bit unorganized and needs some help with his cooking skills.

## GOALS

- Learn how to cook more than his signature grilled cheese.
- Find new movies to fill all of his social distanced time.

## PAIN POINTS

- Finds looking for recipes overwhelming.
- It's difficult to find a specific movie with all of the choices on streaming services.

## INSIGHTS

Alex an extrovert, who is independent and adaptable. He is slowly navigating his new reality, but is confident that he will adjust to the limitations of the pandemic. While he would prefer to be spending more time with his friends, Alex knows that he needs to learn new skills, like cooking. Because he understands his limitations in the kitchen, he is looking for the easiest way to find manageable recipes. After taking the time to cook, he doesn't want to spend more time having to decide on a movie.

## NEEDS

- Looking for a simple way to find recipes he likes that are easy to cook.
- Needs to be able to search for new movies in a quick and uncomplicated way.

## PERSONALITY

