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| **Jennifer Dutson – 25 Makeup Artist from Los Angeles, CA** | |
| *“One of the bests for the vegans.I recommended all my friends”* | **Personal Background**  Jennifer Dutson is a vegan makeup artist from Los Angeles. Since she is vegan she can not eat everything. She works at movie sets , music sets and fashion shows. Usually she gets home really late because sets take long time to prepare. When she gets home , she is exhausted from working late time and she needs to eat something. So she found Every Night Recipes website and she doesn’t have to worry about what to think to eat anymore. Hundreds of quick and delicious vegan recipes just under her hands. |

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| **More About** | **Engagement & Activities** |
| **Motivators**  She is makeup artist and she works till late times sometimes. So when she gets home she wants to do easy and tasty recipes.  **Goals**  She is hoping to find good and easy recipes.  **Needs**  She needs to get recipes that do not take long time to prepare. | **Personal Computer:** High level  **Internet Usage:** High level , she uses every night .  **Mobile:**  High level, she is good at the using of features.  **Social Networking:** High level , she uses her social media to share her work and recipes that she found on our website. |

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| **Scenario** |
| Jennifer Dutson who is vegan uses Every Night Recipes website to find easy and tasty recipes. She was struggling finding good and quick recipes but since she found our website she is happy and she uses every night. After she spent long time at the sets , she comes home really late. So she has no time to cook . She looks up Every Night Recipes website and she finds a lot of easy and fast delicious vegan recipes. She can access the website from desktop and mobile. All she needs to do it finding ‘For the vegans’ link and click it. Then she can see a lot of delicious and easy recipes. |