

Beginner Bob Persona Detail

Name: Beginner Bob

Descriptor: Just beginning or researching to get started cooking with smoke.

Quote: “How long and at what temperature should I smoke a rack of baby back ribs for?”

Who is it?:

Age: 25

Location: Any Town, USA

Job: Any

Technical skills: Some prior grilling and general cooking skills.

About: An individual interested in furthering their existing knowledge of cooking to include the use of cooking with wood smoke. This individual is looking to discover the most basic aspects of smoking meat such as smoking apparatus, methods and proper seasoning.

Goals?: interested in furthering their existing knowledge of cooking to include the use of cooking with wood smoke. This individual is looking to discover the most basic aspects of smoking meat and if it may be something they wish to try or invest in.

What attitude?: Looking for straight forward information in laymen’s terms they can understand easily without having to know much or any technical terminology.

Which Behavior?: Bob is eager to learn and already has an affinity for grilling and barbequing meat as well as other foods. He already has some knowledge of cooking with either gas, charcoal, or both and likes to try new grilling and barbequing recipes often. Bob knows in order to become good at cooking with wood smoke that he must do his due diligence and is willing to put the research time and effort into just that.