



Unfiltered User Personas

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| Vegan Vanessa <ul style="list-style-type: none">• Vegan only | Bro Brad <ul style="list-style-type: none">• High Protein• Pre-Workout options• Real name is Chad | Other areas of food <ul style="list-style-type: none">• Chinese• other areas idk |
| Healthy Hanna <ul style="list-style-type: none">• Cares about nutrition• Healthy food | Broke Student Bill <ul style="list-style-type: none">• minimal ingredients• easy steps | |
| Stay-At Home Stan/Stacy <ul style="list-style-type: none">• More Time• Cooks for their kids• Good nutrient for kids• Tasty so kids will not reject• Higher meat content | Pescatarian Pete <ul style="list-style-type: none">• No meat except for seafood | |
| Allergic Anne <ul style="list-style-type: none">• Allergic to everything• Needs filters | Baker Bethany <ul style="list-style-type: none">• whole personality is baking | |
| Novice Nate <ul style="list-style-type: none">• Doesn't Know how to cook• Needs easy difficult foods | Holiday Hank <ul style="list-style-type: none">• loves seasonal and holiday themed recipes | |
| Chef Charles <ul style="list-style-type: none">• Absolute pro• Wants to make a variety of dishes• Will make use of shopping list, favorites | Vegetarian Vincenzo <ul style="list-style-type: none">• vegetarian | |
| Ethnic Elon <ul style="list-style-type: none">• Whats to try a variety of foods• Diversity of dishes | 'Murica Man-Guy <ul style="list-style-type: none">• Grills meat• Only eats meat• Burgers• an abnormally large soda | |

Theme: Vegetarianism/Veganism



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| Vegan Vanessa <ul style="list-style-type: none">• Vegan only | Bro Brad <ul style="list-style-type: none">• High Protein• Beans, Tofu, Nuts• Pre-Workout options | Other areas of food <ul style="list-style-type: none">• Chinese• other areas idk |
| Healthy Hanna <ul style="list-style-type: none">• Cares about nutrition• Healthy food | Broke Student Bill <ul style="list-style-type: none">• minimal ingredients• easy steps• not too fancy | |
| Stay-At Home Stan/Stacy <ul style="list-style-type: none">• More Time• Cooks for their kids• Good nutrient for kids• Tasty so kids will not reject | Baker Bethany <ul style="list-style-type: none">• whole personality is baking• Vegetarian? | |
| Allergic Anne <ul style="list-style-type: none">• Allergic to everything• Needs filters | Holiday Hank <ul style="list-style-type: none">• loves seasonal and holiday themed recipes | |
| Novice Nate <ul style="list-style-type: none">• Doesn't Know how to cook• Needs easy difficult foods | Vegetarian Vincenzo <ul style="list-style-type: none">• vegetarian | |
| Chef Charles <ul style="list-style-type: none">• Absolute pro• Wants to make a variety of dishes• Will make use of shopping list, favorites | Culturally Restricted Diet Carmen <ul style="list-style-type: none">• Cultural restrictions from meat | |
| Ethnic Elon <ul style="list-style-type: none">• Wants to try a variety of foods• Diversity of dishes | | |