

## Danny Fujiwara



**Age:** 19  
**Marital status:** Single  
**Occupation:** Student  
**Hobbies:** Cooking, reading books  
**Devices used:** iPhone, Windows PC

### Pain Points

- Doesn't have that much money to buy a bunch of ingredients

### Needs & Goals

- Currently in culinary school and wants to cook new recipes in order to improve

## Kim Riley



**Age:** 24  
**Marital status:** Single  
**Occupation:** Investment Banker  
**Hobbies:** Reading books, traveling  
**Devices used:** MacBook

### Pain Points

- Often doesn't get enough sleep
- Stressed from work

### Needs & Goals

- Very busy because of work and wants to stop wasting money on buying food.
- Wants inexpensive and fast to make recipes

## Jayden Garcia



**Age:** 24  
**Marital status:** Single  
**Occupation:** Software Engineer  
**Hobbies:** Going on walks, watching new TV shows  
**Devices used:** MacBook

### Pain Points

- Working all day so no free time
- In debt so little disposable income

### Needs & Goals

- Wants to try and eat healthier because he sits down for most of the day at work

## Jess Carlson



**Age:** 25  
**Marital status:** Married  
**Occupation:** Nurse  
**Hobbies:** Swimming, running  
**Devices used:** iPhone, Windows Laptop

### Pain Points

- Feels intimidated by amount of effort, ingredients, and planning some meal plans take
- Finds it difficult to allocate her time to her family, job, and hobbies

### Needs & Goals

- Likes to compete in triathlons. Enjoys the preparation that goes into each race (meals, exercises, etc.)
- Wants to encourage her son and daughter to take up a sport so that he stays fit and active

## Freddy Kingston



**Age:** 19  
**Marital status:** Single  
**Occupation:** Student  
**Hobbies:** Surfing, hiking  
**Devices used:** iPhone

### Pain Points

- Does not know how to cook
- Full-time student that has little free time to learn to cook
- Does not have much money

### Needs & Goals

- Currently in culinary school and wants to cook new recipes in order to improve

## Arnold Obama



**Age:** 19  
**Gender:** Female  
**Marital status:** Single  
**Occupation:** Student  
**Hobbies:** Trying new foods, blogging  
**Devices used:** MacBook, iPhone

### Pain Points

- Thinks healthy recipes taste bad but wants to stay healthy

### Needs & Goals

- Loves trying new foods and wants a convenient place to store recipes
- Wants recipes that taste good
- Wants recipes that have many different ingredients

## Joanne Kelsey



**Age:** 42  
**Gender:** Female  
**Marital status:** Married  
**Occupation:** Stay at home mom  
**Hobbies:** Hiking, volunteering, cooking  
**Devices used:** iPad, iPhone

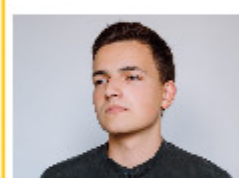
### Pain Points

- Mother of three kids so always busy
- Husband works full-time so has no time to split childcare duties

### Needs & Goals

- Wants to cook delicious meals for her family

## Patrick Samuelson



**Age:** 19  
**Marital status:** Single  
**Occupation:** Student  
**Hobbies:** Cooking, reading books  
**Devices used:** iPhone, Windows PC

### Pain Points

- Is overweight due to his sedentary lifestyle
- Has health complications such as high risk of heart disease due to his weight

### Needs & Goals

- Wants to lose a little bit of weight
- Looking for recipes that are easy to make and also healthy
- Wants to also learn how to cook some meals for his family

## Noel Ali



**Age:** 29  
**Marital status:** Single  
**Occupation:** Body Builder  
**Hobbies:** Reading books, Movies  
**Devices used:** Windows PC & Laptop

### Pain Points

- A lot of meals that Noel knew when growing up were not made for body builders.
- A lot of meals require too much time to make, which takes time out of his body building routine

### Needs & Goals

- Wants to be able cook/maintain a high calorie/protein diet without breaking the bank.
- Wants more than just the usual chicken breast body builder meals, and wants variation in the meals he eats.

## Jack Gonzalez



**Age:** 24  
**Marital status:** Single  
**Occupation:** PhD Student  
**Hobbies:** Reading books, lifting weights  
**Devices used:** iPhone, MacBook

### Pain Points

- Doesn't have that much time to cook
- Tight on money

### Needs & Goals

- Wants to cook meals high in protein in order to build muscle
- Very selective about the food that enters his body
- Tracks calorie intake everyday

## Mary Sanders



**Age:** 76  
**Marital status:** Divorced  
**Occupation:** Retired  
**Hobbies:** Taking care of grandchildren  
**Devices used:** iPhone

### Pain Points

- Unfamiliar with technology
- Bad eyesight

### Needs & Goals

- Experienced at cooking
- Wants to try and cook unique dishes
- Wants to cook for her family

## Joe Gibbs



**Age:** 36  
**Marital status:** Married  
**Occupation:** Mechanic  
**Hobbies:** Racing cars, going on runs  
**Devices used:** iPhone, Macbook

### Pain Points

- Back pain from work
- A little bit overweight

### Needs & Goals

- Wants to get to a healthier weight by dieting
- Wants to try new ethnic food

#### User Story 1

As a bodybuilder, I want to be able to:

- See all nutritional information for a recipe
- So that I can maintain my physique

Acceptance Criteria:

- Given a bodybuilder who tracks everything that goes into his/her body
- When he/she looks at a recipe
- He/she should be able to see all nutrition info

#### User Story 2

As a teenager, I want to be able to:

- Find low cost recipes easily
- So that I don't bust the bank

Acceptance Criteria:

- Given a teenager with little money
- When they look for recipes
- They should be able to find low cost recipes easily

#### User Story 3

As a stay at home mom, I want to be able to:

- Find recipes suitable for big family meals
- So that I can cook food for my children and husband

Acceptance Criteria:

- Given a stay at home mom
- When she uses the app
- She should be able to see recipes that are popular with families

#### User Story 4

As a grandma, I want to be able to:

- Find recipes with a larger font
- So that read the recipe easily

Acceptance Criteria:

- Given a grandma with bad eyesight
- When she uses the hands-free mode of the app
- She should be able to see a larger font of the recipe

#### User Story 5

As a student, I want to be able to:

- Find something easy to cook
- So that I can learn how to cook

Acceptance Criteria:

- Given a student who doesn't know how to cook
- When he/she uses the app
- He/she should be able to find beginner friendly recipes

#### User Story 6

As a foodie, I want to be able to:

- Try lots of new foods
- So that I can blog about them

Acceptance Criteria:

- Given a foodie looking for new food
- When they search for recipes
- They should be able to search by particular ethnic food

#### User Story 7

As a person who is often busy, I want to be able to:

- Save my old recipes that I liked
- So that I don't have to waste time looking for it

Acceptance Criteria:

- Given a person who has little free time
- When they use the app
- They should be able to easily access a past recipe they liked

#### User Story 8

As an athlete, I want to be able to:

- Save certain recipes
- So that I can meal prep using those recipes

Acceptance Criteria:

- Given an athlete who is very active
- When they want to meal prep
- They should be able to access/create a meal plan