

# Jared Smith

age: 32

residence: New York City

education: BA Business

occupation: Accountant

marital status: Single



*"Expect problems and eat them for breakfast."*

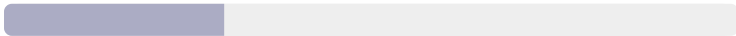
Jared is a single parent of two kids. He works long hours during the day, while his kids are in daycare. He was never taught to cook growing up, but tries to make home-cooked meals for his kids when he gets home.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Jared needs something that is easy-to-use and simple using the lack of ingredients in his kitchen.

## Values

- High quality recipes
- Direction toward his goals

## Criteria For Success:

To feel successful, Jared needs to have a schedule and to-do list to keep tracks of the things that he has to do throughout the day.

## Wants

- Wants an app that can tell him what recipes he can make with the things in his kitchen so his kids can eat nice home cooked meals.

## Fears

- Jared fears of not knowing what he needs to do.
- He suffers from OCD, but does not want that to hinder him from learning how to cook.

# Jerome Jackson made by Christopher Davis

age: 21

residence: Seattle Washington

education: Highschool Drop out

occupation: Drug Dealer

marital status: Single



*"Reality is wrong. Dreams are for real."*

Jerome Jackson lives and thrive in the streets. He's always on the go he never tried to cook at home. Being on the streets you have to look out for everyone on the streets. He's apart of the Black Gang and everyone apart of the gang needs to eat. So Jerome Jackson has to learn how to cook.

## Comfort With Technology

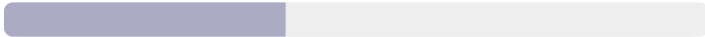
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Making sure everyone apart of the streets is taken care of.

## Needs

- Money
- Affordable way to eat
- 

## Wants

- Make sure everyone apart of the gang eats
- To learn how to make soul food

## Values

- Value making money
- Time well spent
- Loyalty

## Fears

- Burning himself
- People going to rob him for his recipes
- 



# John Here by Jonathan Hear

age: 23

residence: Rock Hill, SC

education: Clemson University Graduate

occupation: Software Development

marital status: Married with 2 kids



*Less is more.*

I like to spend my days working and then coming home to my wife and children.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- I need an app to save me money from going out to eat too often, especially when I have to feed 4 people.

## Values

- Consistent and meaningful updates to the app.
- The ability to sort and rate recipes.
- 

## Criteria For Success:

Feeling productive is important for me to feel accomplished.

## Wants

- An easy to use and understand interface.
- Minimal ads

## Fears

- For the sake of my family's safety, I am scared of my personal information being leaked



# Ricky Metzger

age: Late 20's

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Designer

marital status: Single | No children



*I love this idea, and I can't wait to test it with our customers!*

Ricky likes to focus heavily on one aspect of a project, and appreciates his vendors handling the other responsibilities. He prefers to use existing best practices before inventing new paradigms.

## Comfort With Technology

INTERNET



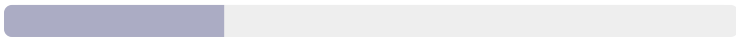
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Excellent User Experience
- To be involved in the Design Process

## Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

## Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

## Wants

- Trendy UI
- To see User feedback before any major decision

## Fears

- Disappointing Users
- Producing a bad product

# Tommy Pham made by Dreyson Clark

age: 10

residence: Atlanta, GA

education: Elementary School, 5th Grade

occupation: Parent dependent

marital status: Single



*"I love fortnite"*

He goes to school and as soon as he gets home, he hops on the computer or his console while his parents are at work. His parents leave him home the majority of the time because they are at work.

## Comfort With Technology

### INTERNET



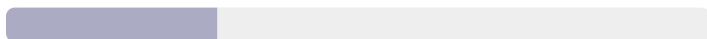
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Parents reassurance or completing a desired task

## Needs

- Needs food
- Needs step by step instruction

## Wants

- Wants to achieve level 100 on battle pass
- wants to be on the student council

## Values

- Loves helping mom around house with cooking
- Loves to play on his video games
- Really good student
- Loves to play on his phone and download random apps

## Fears

- Fears disappointment from parents
- Scared of bugs
- hates not getting something correct

