



24 years old



City apartment



Student/Waitress



3 Roommates



Phone, Laptop

# Shelby Smith

## Bio

Shelby is a senior in art school looking for her first big job as she nears graduation. Since studying abroad in Barcelona and Beijing, Shelby has developed a passion for trying new foods, at restaurants and at home.

Shelby loves hosting big dinner parties where she can cook for all her friends.

## Goals

- Find new recipes to use the ingredients leftover in her fridge
- See what her friends and other top chefs are cooking

# “Artsy vlogger”

## Motivations

Shelby wants a place to find highly rated, cheap recipes that she can try with her roommates and share photos online for their new food vlog.

## Recipe Channels



## Frustrations

- Extremely low budget, while studying at university
- High standards for customization and organizing





58 years old



Suburban home



Stay at home Mom



Husband, 3 kids



Phone, Tablet

# Julie Robinson

## Bio

Julie is a retired teacher who is getting ready to send her last child off to college. She learned how to cook from her mother, and has been cooking for her family all of her life. Recently, she's been excited about trying new recipes now that she has more time at home without her children.

## Goals

- Discover new recipes to try at home with family and friends
- Find a new way to store and organize favorite recipes

# "Empty nester"

## Motivations

With her brand new iPad, Julie wants to discover all that the internet has to offer, especially when it comes new apps, social media, and cooking gifs.

## Recipe Channels



## Frustrations

- Low understanding of cloud tech and mobile apps
- Unwilling to spend extra for premium features